**INFORMATIVE SPEECH**

**FOR**

**NANCY SORENSON**

 Hello everyone!!! I want to thank \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for inviting me to speak with all of you today. It’s always interesting and fulfilling to meet new people and find common ground... to learn from one another and to expand and connect our own personal and professional networks. Today, meeting all of you, is a special experience for me and I am happy to get to know you and share some tips, tricks, and stories, all in pursuit of adding to the enjoyment and experience of enjoying life.... and **golf**... more fully.

I’d like to tell you a little about myself... (**Insert a brief biography along with your certifications, skills, and areas of focus**) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

While it was Arnold Palmer who said, “I have a tip that can take five strokes off anyone’s game... it’s called an **ERASER**...” (**Wait for the laugh**), it is Sandra Haynie who reminds us, “In your approach to golf, no one can tell you what to do. Just as in life, you are presented with options; it’s up to you to decide which one’s suit you best.” I am here today to provide you with information and options...solid data, concepts and ways in which you can make informed choices about the courses you choose to take in pursuit of an improved game, greater well being, and increased overall fitness. As we know, we participate in sports for many reasons.... one of which is for the social aspect... or not... Sometimes, I have to admit that I am at my best... enjoying the outdoors while on the course, preparing to swing, engaged in the meditative process... to me, there’s nothing more satisfying than being one with the green, a cool breeze, and the determination to give it my best shot. By nature, I am a competitive person and by admission, I am my own toughest competition. Through the game of golf, I find I provide my greatest challenge... and laboratory. I love to test my fitness theories and techniques, analyze what works, and find varied ways to adapt my findings to suit different lifestyles, degrees of age related physical agility, and time constraints based on well rounded, active, engaged lifestyles.

Before we go further, I want to acknowledge each one of you that are here today. I am impressed with your enthusiasm and curiosity and I want to recognize you for taking the time from your busy schedules to demonstrate commitment...the the LPGA, to the game of golf, and to your own well being. While many of you, I would imagine, are mostly from the “baby boomer” generation, I have to say that I am consistently impressed by the spirit, interest, and energy I find in women like you. It makes for a fascinating exchange of ideas, and whether it is about me sharing fitness techniques or learning about adaptability and agility from you, I find it’s a **win win** all around.

When it comes to improving your golf game, exercise is great... proper exercise tones muscles, builds endurance, increases stamina, and gets those endorphins flowing... and that’s almost **ALWAYS** a good idea!!! (**Wait for the laugh**). Research and personal testimonials also let us know that exercise really does improve health and extend one’s personal capabilities, a fairly regular routine can support the reduction of stress, improve sleep patterns, benefit clarity and tone of skin, boost one’s mood, and of course, eliminate **even the notion** of using that eraser on one’s score card!! (**Wait for the laugh**).

Through my affiliation with TPI, the Titleist Performance Institute, I have spent lots of time and concentration on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. As a result of the work we’ve done at the institute, I have prioritized my focus on assessing a spectrum of golfers... their current physical condition, strengths and points that need to be improved, overall coordination, their ultimate goals, and the time and effort they intend to invest in their own personal “golf well being.” (**Discuss some of the process done at the institute here**). \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

You can imagine that with such keen attention to detail, you’ll learn more about yourself and your capabilities than you’ve ever known in the past! While we assess and chronicle your physical profile... let’s call it your own unique “biography,” we can then plan and prepare for the next, even more satisfying, chapters in your golf game.

I don’t know how many of you read the standard publications that are so helpful to improving the golf experience. I find that Practical Golf Magazine is a good source in which to discover the why’s and how’s of golf fitness. They share worthwhile information based their work with thousands of golfers and have boiled the benefits down to theses... just to name a few:

* Injury prevention
* Adding speed and power to your swing
* More control over your swing
* Reducing fatigue on the course

They also impart some good news: “It doesn’t take an enormous amount of time to become aware of these results. If you work efficiently, you can see noticeable improvements with as little as 20-30 minutes 3 times a week. Who among us wouldn’t want to hit the ball [farther](https://practical-golf.com/how-to-hit-the-golf-ball-farther/), prevent injuries, and improve that swing?”

Other articles in different publications emphasize issues that golfers may overlook or take for granted. We, who participate, are aware that golf is considered an “asymmetrical sport.” As pointed out in an article in [golfers.com](http://golfers.com), “Studies suggest time spent practicing and playing are significant factors that influence injury risk. Those who played at least four rounds per week or hit more than 200 balls per week were also shown to have significantly higher instances of injury.” Think about how many rounds of golf you play regularly.... then think about practice, warm up, more practice strokes before actually addressing the ball, and what you will discover are conditions to court imbalance, added, uneven pressure and stress on the spine, and, as the article states, greater potential for injury. It’s essential to work to strengthen and counter act those potential asymmetries. That’s one of the areas upon which I focus.

I want to add that I am a believer in making the commitment to a fitness routine even **LESS** complicated. I advocate for and demonstrate exercise techniques that can be done in the comfort and discretion of your own home, offering viable options to work within your probably busy and diverse schedules. I believe in enhancing one’s experience of golf, not adding the pressure of over commitment... remember, you have **options**. You’ve chosen to participate in golf... my mission is to make that choice even more enjoyable and fulfilling in every aspect.

The history of golf traces its roots back to Fife, Scotland and the **FIFTEENTH** century... we’ve had over **FIVE HUNDRED** years to work out these kinks!!! (**Wait for the laugh**). On another historical note, times and trends being what they were and are, women did not enter the sport until the early part of the eighteenth century and formal women’s golf associations were not established until almost the end of the **nineteenth**, so our “historical risk of injury” is comparably recent.... let the **MEN** have the backaches... right?? (**Wait for the laugh**).... and all of that is for **another** keynote speech anyway ... Fortunately, for all of us, modern technology and advances in sports medicine fitness training, analysis and implementation have afforded us opportunities that our Scottish forebears couldn’t even imagine. We’re able to carve out time to practice and really enjoy our experience of the game.... and preparation can be just as engaging and beneficial as indulging in the actual sport.

There you have a glimpse of who I am, what makes up my background and experience, and an idea of what we’ll be discussing.... which includes:

* How to warm up
* Movement patterns in golf and how to condition the body to respond to those patterns
* Healthy snacking that supports performance
* The importance of hydration...

This concludes the “warm up” portion of my talk... let’s get to work!!