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FINANCIAL MANAGEMENT MARKETING

GOLF P.R. WITH A PURPOSE ! (Powered Wheelchairs for Handicapped Children)

PATRON

PETER ALLISS

GOLF MASTERS ANONYMOUS

(pwc. 'Crusade' founded 15th June 1975)

PETER ALLISS MASTERS

(founded 1988)

GFT1 15th.April 1993

FOUNDER'S THOUGHTS ON 1993
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and BEYOND !!
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The 5th.'PETER ALLISS MASTERS' on 13th.October 1992 was the 'mecca' for another of those annual pilgrimages heading for the East Neuk o' Fife ! The aspiring contenders ranging from Hampshire,Sussex&Kent; London and across the country through East Anglia,Clwyd,Lancashire and Yorkshire; up to the Lothians and Dumfriesshire - from County Down and from Dublin - they were all sharing the prospect of meeting up again with old friends and making new ones ! in this special golfing experience.There were a few whose journey was just a mile or two in their ain Kingdom o' Fife - with Skipper David Smith just back frae the fishin' in the turbulent weather of the North Sea !

As the Tournament opened up with Ivor Robson,our Official Starter, in his internationally famous Blue Jacket of the Volvo European PGA Tour('frae Moffat') set the tone of the occasion ! We could jist imagine Auld Tom Morris lookin' doon frae his Kingdom 'in the sky' and feelin' proud o' him ! Watchin a' these much travelled gowfers and wondrin' if a Scot cuid keep the gowfin' saltire flyin' high ? By the time they were a' through the turn he wis gettin' a wee bit worrit that the Scots were makin' nae headway at a' agin the wind blaein' hard across these historic links !

There were certainly no 'fireworks' on the half-way leader-board and nothing better than 19 points ! with every shot into the teeth of the piercing wind.With a back-9 tail-wind there were no purple patches showing up and no 'runaway' leader ! Up above Auld Tom Morris wis losin' hairt waitin' for a Scot to break oot o' the pack !

It took a Sassenach, John Roper off 12 out of Sheringham G.C. to tame the East Neuk 'blow' - he plays his golf on the Norfolk coast and knows how to handle the weather ! He was standing on the 18th. tee on 34 points,after 19 to the turn and never imagining that he could be in with a chance ! He was playing his usual steady game

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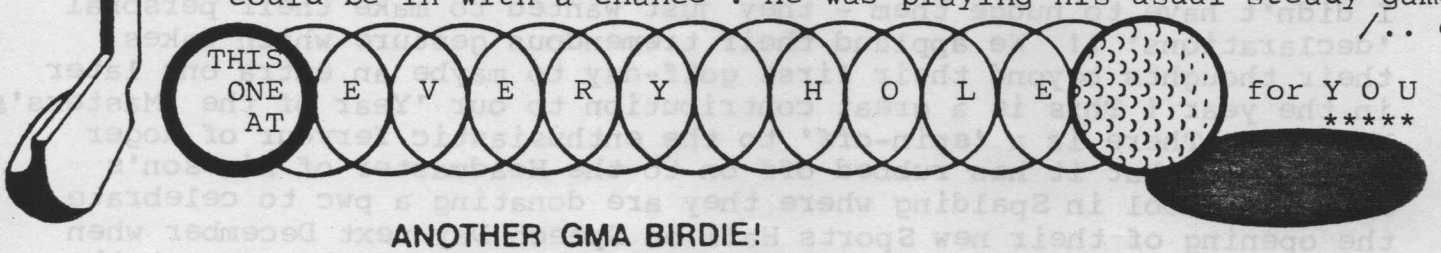

ANOTHER GMA BIRDIE!

and hit his best drive of the day right into the jaws of the two bunkers guarding the 'Home' green. This left him an 80 yard wedge and he was on the green for 2 at this 359 yards par 4 - and with a stroke ! It had really been his putter that had 'kept him alive' all the way round and here he was with a chance for a net eagle 2 ! How was the faithful putter now ? Well, his eagle putt was well short and he watched his second stay out of the hole - leaving him a tap-in for a net par-4 and 36 points ! to go into the lead !! The excitement around the 18th.green was building up and in the Match behind there was Peppi Pollio,that golfing 'gladiator' from the Brickwall Hotel, Sedlescombe and Cooden Beach G.C. off 20 playing 'out of his socks' in Constantino Rocca style ! He was on 32 points after 17 not knowing that he needed a net-eagle 2 to tie ! So without any Green Jacket thoughts in his mind he managed to get his drive up on to the wind and lost sight of the ball as it disappeared out of sight - down the middle ! All he needed was a firm 8-iron and he was on the green net 1 ! As he approached the putting surface he looked up at the score-board which was still reading the leader as that classic swinger from Downpatrick G.C.,Co.Down - Michael Bohill off 6 - on 35 points. John Roper's card was still being checked ! Peppi began to get a bit(?) excited when he realised he needed a net-eagle 2 to take the lead ! Suddenly he saw the hole the size of an egg-cup as he tried to read the line ? His first putt stayed out but he made sure with the next one for 35 points. Still no mention of John Roper on the leader-board and in the Italian style he did a triple-jump of delight as the new leader ! When next he looked at the score-board he saw that John Roper was up front with 36 points and realised that the longed-for moment of glory had eluded him. What a blow to happen to such a nice guy but Peppi quickly 'recovered' and was plainly delighted to be so high in the 'Masters' 1992 ratings !

In the remaining Matches there was no one to better John Roper's 36 points and so this British Turkey Federation/turkey farmer stalwart had certainly made his mark on the 5th.'Peter Alliss Masters' in true Norfolk style ! We saluted him as he proudly donned the coveted Green Jacket !

So that most generous donor over the 'Masters' years,Peppi Pollio, with a better back-9 of 21 points was the 'nearly' Master Golfer of 1992 - in 2nd.place just ahead of Michael Bohill,one of that bunch of great guys from County Down !

After his 'bonus' of playing in Jamie Spence's team in the Alfred Dunhill Cup Pro-Am over the Old Course the following day, John Roper called me to describe to me how his first taste of the 'Masters' had been such an unforgettable experience ! after a lifetime of golf. Mind you - he had enjoyed the good fortune of having as his caddy, Roger Cooke of Unigate/Turners Turkeys Ltd. of Spalding ! Thereby hangs an exciting tale ! Roger, a non-golfer, had been so moved by the 'spirit' of the 'Masters' at Elie that he wrote a 4-page letter to John to thank him and to say so.In his letter he promised some Unigate support for the 'Masters' in 1993 ! The outcome of his 'emotional' feelings and those of John Roper is that,together,they have put together the BTF Wheelchair Classic to raise enough for 3 pwc at the Belton Woods Hotel&C.C. at Grantham,Lincs. on 15th.June ! I didn't have to nudge them - they just wanted to make their personal 'declarations' !! We applaud their tremendous gesture which takes their thoughts beyond their first golf-day to maybe an extra one later in the year ! This is a great contribution to our 'Year of the 'Masters'£ MILLION'! There is a 'spin-off' to the enthusiastic fervour of Roger Cooke - in that it has rubbed off on to the Headmaster of his son's Grammar School in Spalding where they are donating a pwc to celebrate the opening of their new Sports Hall on Speech Day next December when Henry Cooper O.B.E.,K.S.G. will be the Guest of Honour to present the pwc to a needy local youngster !

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FUNDING

Since the demise of Anglo-European Land,the one-year Sponsor in 1990,Peter Alliss and I have been'watching and listening' assiduously but vainly,in our search for a suitable Sponsor. It was against this background that I devised the scheme,within the joint-funding operation with the Muscular Dystrophy Group GB&NI, whereby they make a 'Refund of Donations' to cover the cost of the 'Masters' Tournament and of the 'out-of-pocket' office admin.expenses. This 'Refund' arrangement has been in place for 1991&1992.With the increased field in 1992 this 'sponsorship' cost was some £ 21,000+. We continue our search for this elusive Sponsor but after some early encouraging signs the dialogue with Pepsi-Cola ran 'out of fizz'. My 'communication' currently continues elsewhere but I have made the usual arrangement with MDG GB&NI for them to repeat their 'donation refund' gesture for 1993 if we have not gained a suitable Sponsor by 30th.June next.

LOOKING FORWARD

We are all members of the 'Peter Alliss Masters' golfing 'Fellowship' and we have experienced its spirit growing stronger with each succeeding Tournament at the Golf House Club,Elie. This meeting of like minds over the historic links o' Elie and in the convivial atmosphere of the Craw's Nest Hotel,Anstruther since 1988 has come to mean so much to all those privileged to have been part of this special golfing 'experience' ! This is not something which I had planned but rather a 'Fellowship of Golfers' that has evolved by its own depth of feeling for the handicapped youngsters around us. Peter Alliss shares these emotional sentiments with us all and he loudly applauds your tremendous generosity and efforts that have now established the 'Peter Alliss Masters' as the prestige golfing concept it has become.

Picture if you will - all the 554 recipient youngsters so far in this ever-growing 'family' since 1988 - driving in 'line-ahead' in their magical 'Masters' pwc beaming out their smiles of 'thank-you' to you all !

With this picture in your mind I urge you yourselves to get 'lined-up' for an extra-special effort this year to recruit and encourage extra support to achieve the target of £ 260,000 to make 1993 memorable 'YEAR OF THE 'MASTERS' £ MILLION' !! I readily appreciate your individual problems during the present economic 'recession' BUT REMEMBER - THE TIME TO BE GENEROUS IS WHEN YOU ARE HARD UP !

Against this background I would ask you to perhaps put yourself into the tortured body and mind of a handicapped youngster for a moment or two to imagine what it must be like to have to face their particular 'recession' - for the rest of your life !

So far since 1988 the 'PETER ALLISS MASTERS' has generated,by your efforts some £ 740,000 - after a record £ 220,000 in 1992 ! So please do not miss the glorious opportunity to make it £ 260,000 this year and then it will be a line of 714 handicapped youngsters driving past in their 'Masters' pwc joyously waving and calling out - "THANKS FOR THE 'MASTERS' MILLION !".

Looking ahead to that historic 'MILLION MILESTONE' later in the year I feel that the timing could be right for us to consider the Foundation of a Registered Charity,maybe in 1995,to embrace our ongoing efforts around the established Format of the 'Masters' Tournament at the Golf House Club,Elie each year.

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I would envisage the function of such a Registered Charity to continue to provide pwc for handicapped youngsters. This could continue to be a joint-funding operation with MDG GB&NI whose exciting research for a 'gene therapy' moves closer to the day when perhaps it can overcome some of the neuro-muscular diseases which have crippled so many young lives for so long ! Although such a breakthrough may not be achieved for several years yet, perhaps we should begin to consider ways in which we could continue to help handicapped youngsters, in addition to providing pwc when this need for mobility becomes less pressing with the advance of gene-therapy. In such a happier situation any spare funds arising could be allocated to meet some of the non-pwc needs of handicapped youngsters.It might be that 'Riding for the Disabled' might be an avenue we could consider.

To maintain the established procedure of allocating 'Masters' places for each 'donation-unit', the cost of non-pwc items could be calculated accordingly.

If you,the 'Supporters'/'Providers', consider that there is merit in the formation of a 'Masters' Registered Charity in say 1995 I would submit that it could be in the name of 'The Peter Alliss Charitable Trust' - the initials standing for ' a PACT amongst friends'. This would be our fitting tribute to our Patron,Peter Alliss,who could possibly give some of his 'retirement' time to supplement funding from his own personal efforts along the way.

In this vision of the 'coming-of-age' of our 'Masters' crusade there need be no change at all to the basic Format of the established 'PETER ALLISS MASTERS' Tournament within the limits of a maximum field of say 140.

There could be a useful exchange of ideas on this 'look to the future' up at Elie next October and in the meantime you could discuss the project with your immediate fellow-supporters.

It is you, individually and collectively,over the years who have made all this golfing 'magic' possible for the needy youngsters and all of us now have this opportunity to establish the identity of this concept - as we put something back into this wonderful Royal and Ancient game - to help more handicapped youngsters to explore the ever-widening fairways of their special world !!

So open your shoulders - you can even 'over-swing' - in your efforts to make it a WONDERFUL YEAR for 160 more M.D. youngsters who are longing to get their hands on the 'Peter Alliss' golf-ball to feel that 'magical' follow-through as they go DRIVING FREE in their 'Masters' powered wheelchairs !

YOU CAN MAKE THEIR DREAM COME TRUE !!

(GEORGE MAKEY)...Tournament Consultant 'PETER ALLISS MASTERS'
& Founder