



Golf Twitterview Transcript
Guest: Phil Bundy (@PhilBundy)
Host: Marci Diehl (@writerdiehl)

Monday, March 16, 2009, 1:00 p.m.



[writerdiehl](#): We'll be talking for about an hour today with Phil Bundy.

[writerdiehl](#): Welcome to the first [#golfchat](#) with PGA golf professional Phil Bundy.

[writerdiehl](#): I'm Marci Diehl. I'm a writer, consultant and former PGA Tour wife in a former life.

[writerdiehl](#): In the past I've written for Golf Digest, GOLF, Success (on Jack Nicklaus) and other magazines.

[writerdiehl](#): I also write my blog -- Changing Your Grip: Stories & Lessons from a former PGA Tour Wife

[writerdiehl](#): I'd like to welcome Phil and have him introduce himself.



[PhilBundy](#): Marci, thanks and hello to everyone. I hope the next hour will be great fun for all!

[writerdiehl](#): Hi Phil!

[PhilBundy](#): For those people who don't know me, my bio is on my blog: <http://twurl.nl/vucqwu>

[writerdiehl](#): I'd like to start off by asking about your background -- in the beginning. How old were you when you started playing?

[PhilBundy](#): Great, some typos already... I think I need a mulligan!

[PhilBundy](#): I started playing golf at age 9 growing up in Baltimore, MD.

[writerdiehl](#): Interview w/Phil Bundy in progress - join us on tweetchat.com <http://bit.ly/d0BWh> (expand ----) Room: [#golfchat](#)

[writerdiehl](#): I'm a writer not a typist ;^)

[writerdiehl](#): Who got you into the game?

[PhilBundy](#): My Dad first introduced me to the game.

[PhilBundy](#): Bobby Kaestner, who was my sister's boyfriend and is still a top amateur in Maryland, really sparked my interest.

[writerdiehl](#): Good memories? Because obviously you passed this on to your own little guy early.

[PhilBundy](#): Yes, father-son golf is wonderful. My son will be my golf partner for the rest of my life.

[writerdiehl](#): How did Bobby have an influence? What was it that gave you that spark?

[PhilBundy](#): Bobby was like an older brother, and I wanted to do everything that he did.

[PhilBundy](#): He was really great to me and is still a close friend, even though he never married my sister!

[writerdiehl](#): How did you decide on Wake Forest for college? Were you recruited?

[PhilBundy](#): For me, Wake Forest represented the best combination of academics and golf.

<http://twurl.nl/125zzz>

[PhilBundy](#): Yes, I was recruited by Coach Jesse Haddock, who is still regarded as one of the best recruiters in the history of college golf.

[writerdiehl](#): They're in the SEC too -- highly competitive in NCAAs -- a traditional proving ground for Tour hopefuls.

[PhilBundy](#): Actually, Wake Forest competes in the ACC. The golf tradition is terrific: Arnold Palmer, Lanny Wadkins, Curtis Strange, etc.

[writerdiehl](#): OOOPS! I just remember the fiercesome rivalries from Univ of Georgia golf...

[writerdiehl](#): Those are all names from my former life -- I once ran into Arnold @ the Masters. Literally.

[writerdiehl](#): What made him a great recruiter?

[PhilBundy](#): Coach Haddock was the dean of college golf coaches, like Bear Bryant in college football.

[PhilBundy](#): Coach Haddock is a Southern gentleman. He takes a big interest in his players. For me, he was like a father.

[writerdiehl](#): Are there any Tour players out there now from your college team?

[PhilBundy](#): Yes, we won '86 NCAA Championship with Billy Andrade as team captain and Len Mattiace as a freshman star.

[PhilBundy](#): Other players included All-Americans Chris Kite, Tim Straub, and Barry Fabyan, all of whom played the Tour after college golf.

[PhilBundy](#): Jerry Haas, who was a senior when I was a freshman, is the coach at Wake Forest, now. His older brother is Jay Haas.

[writerdiehl](#): But you made a big decision when you graduated. You went for an MBA? Did that happen right away after college? Or did you wait?

[PhilBundy](#): I had an entrepreneurial interest spawned from my Dad, who was a successful business owner.

[PhilBundy](#): Playing golf at Wake Forest, I identified opportunities in golf management and marketing.

[writerdiehl](#): If you're watching this interview out there, tweeples, feel free to chime in with questions. We welcome you to this!



[rockwoodwm](#): Hi Phil, thanks for the chat! What is the best piece of advice to give an amateur to reduce strokes?

[PhilBundy](#): [@rockwoodwm](#) Best advice for amateur depends on level. For sure, seek the help of a PGA instructor.

[PhilBundy](#): I entered the Smith School of Business at the University of Maryland immediately after earning my undergraduate degree.

[writerdiehl](#): And you went into the golf industry -- what sort of insight did that give you?

[PhilBundy](#): Started golf marketing company at Dingman Center for Entrepreneurship incubator for student-run businesses.

[PhilBundy](#): First, building and running a business requires strategic thinking and planning as well as hard work.

[PhilBundy](#): Have also found that building teams is a big part of being successful in business.

[writerdiehl](#): Phil you also worked w/ PGA Tour players -- did that feed the itch to play? Temper your decision?

[PhilBundy](#): In the past, I've worked with, had the chance to share the stage with legends like Ken Venturi and Bob Goalby and younger players.

[writerdiehl](#): (Knew Venturi very well. TJ used to call him "Dad" for his mentoring.)

[PhilBundy](#): Being around great players, like I was at Wake Forest, definitely raised my interest, knowledge, and ability in playing the game.

[PhilBundy](#): The PGA Tour uses the motto "The Guys Are Good" which is definitely true. My eyes are wide-open, and I know the odds of success.

[PhilBundy](#): For me, my dream is not about beating Tiger Woods and winning a major championship.

[PhilBundy](#): My quest is more about finding my game and seeing if I can get inside the ropes while serving as an example for my son.

[writerdiehl](#): Tell us about that moment with Charlie when you realized what you needed to do.

[PhilBundy](#): On my 40th birthday, I took Charlie to the golf course.

[PhilBundy](#): On first hole, I threw a few balls on the right-side of the fairway for him to hit as I hit 7-irons into the green.

[PhilBundy](#): After I hit my last shot, I glanced at Charlie, who was running across the fairway with a big smile and unbridled joy...

[PhilBundy](#): ... which prompted me to remember my own youth and love for golf.

[PhilBundy](#): I also wondered how I would answer Charlie's inevitable question: "Dad, why didn't you ever try to play the Tour?"

[PhilBundy](#): At that moment, I decided to embark on my quest to play on the PGA Tour.

[PhilBundy](#): And I hope my effort will inspire Charlie to always pursue his dreams.

[writerdiehl](#): It was an epiphany.... but how did you explain this to your wife? What was her reaction?

[PhilBundy](#): My wife Donna is the love of my life, and I think she fell in love with me for my dreams and optimism.

[PhilBundy](#): Since we met, she has always supported and believed in my big ideas.

[PhilBundy](#): She definitely shares my dream and understands how my quest will inspire our toddler Charlie in his life.

[PhilBundy](#): BTW, even our wedding had a golf-theme. You can see some fun pictures here:
<http://twurl.nl/ilcktr>

[writerdiehl](#): It will have a big impact on her life. I know I didn't have any idea when I fell in love w/someone w/that same dream. ???

[PhilBundy](#): Funny, she is not a golfer. A few years ago, I bought her a set of clubs which remain untouched!

[writerdiehl](#): See, I'm not the only one who never played! I like Donna already. She'll have enough to do on Tour. Tour Wife is a job.

[writerdiehl](#): You both have careers. Not too many MBA's out there playing the Tour. Does having that help at this point?

[PhilBundy](#): After I decided to embark on my quest, I wrote a plan – similar to a business plan – to help guide my effort.

[PhilBundy](#): Without a doubt, my business background helps me to develop and execute my plan.

[PhilBundy](#): For sponsors and appearances, I also speak their language and can talk business and marketing with employees and clients...

[PhilBundy](#): ... while providing professional golf instruction and entertainment.



[MrBusinessGolf](#): RT [@PhilBundy](#): ... while providing professional golf instruction and entertainment.

[writerdiehl](#): Most young players go out there with one thing in mind: Playing and making the cut. How do you keep from over-thinking...?

[PhilBundy](#): Great question! Paralysis by analysis! I am using all of my past golf knowledge as well as life experiences.

[writerdiehl](#): You know the financial realities of the Tour. How do you plan to handle that?

[PhilBundy](#): No doubt, the reality is that my undertaking requires financial resources.

[PhilBundy](#): To date, I have attracted a number of sponsors who have contributed a great deal of in-kind support and some funds.

[PhilBundy](#): I have also funded some of my expenses myself.

[PhilBundy](#): I am in need of additional funding for tournament entry fees, travel, and other expenses.

[PhilBundy](#): This week, I am announcing new sponsorship opportunities, which are affordable, fun, and beneficial especially for social media.

[PhilBundy](#): People and companies that are interested in finding out more about my sponsorship opportunities should send a DM to me.

[PhilBundy](#): I am also scheduling personal appearances and speaking engagements and also performing golf exhibitions to help fund my quest.

[writerdiehl](#): I've compared you to a guy who goes back to college at 43 -- They tend to make Dean's list.

[writerdiehl](#): What would constitute making Dean's List on the Tour -- for you?

[PhilBundy](#): Success can be measured in many different ways. Definitely, my ultimate goal is to play on the PGA Tour and get inside the ropes.

[PhilBundy](#): I can also be successful by improving my game, by bettering my health through my physical fitness program, etc.

[PhilBundy](#): In many ways, I have already achieved success just by launching my quest.

[PhilBundy](#): In preparation, I have played mini tour events, winning two small tournaments for my first professional victories.

[PhilBundy](#): Without embarking on my effort, I would never have entered those events.

[PhilBundy](#): Most importantly, success in my quest will be serving as an example and inspiring my toddler Charlie to always pursue his dreams.

[writerdiehl](#): You've put a team together to help you prepare -- who are they?

[PhilBundy](#): My advisers and mentors are listed on the team page on my blog at <http://twurl.nl/p10fl8>

[writerdiehl](#): Whose idea was it to use social media in all of this?

[PhilBundy](#): My social media guru is Aaron Brazell or [@technosailor](#). His TechnoSailor blog is at <http://twurl.nl/tl112s>

[PhilBundy](#): Last year, he suggested that I use Twitter to help spread the word and build an audience for my quest.

[PhilBundy](#): For me, he has also been an absolute genius in helping me to strategize and establish my blog on WordPress.

[PhilBundy](#): For social media, my publicist [@juliebonnheath](#) has also been a terrific help. She is a real PR pro!

[writerdiehl](#): Do you see social media becoming a larger part of the Tour?

[PhilBundy](#): I do. Hopefully, the PGA Tour will be able to convince players to use in social media to engage fans.

[writerdiehl](#): What are the benefits of using something like Twitter? To you? To golf in general? Does it benefit the Tour?

[PhilBundy](#): Since starting on Twitter on November 15, I have been amazed by people's interest in my quest.

[PhilBundy](#): I have learned so much by actively engaging and talking with other people on Twitter and other social media networks.

[PhilBundy](#): The response and feedback has truly been overwhelming and is now serving as another motivator for me.

[writerdiehl](#): You're doing a phenomenal job of maximizing it. I watch Golf as a group on Tweetdeck. It's very active!

[PhilBundy](#): For golf in general, Twitter and social media is a fantastic way to promote the game.

[PhilBundy](#): Like the PGA Tour is already doing, I hope the PGA of America and other leading golf organizations will really engage.

[PhilBundy](#): [@MrBusinessGolf](#) started a social network just for golf. The Business Golf Country Club at <http://twurl.nl/aejdh2>



[PGA CLAY](#): [@PhilBundy](#) that's very true Phil. It's a great way to reach people that might otherwise not be reached

[PhilBundy](#): For professional golf, the PGA Tour already gets it. The Tour may be the very top organization in all of professional sports.

[PhilBundy](#): The brass and marketing people at the PGA Tour are very, very smart.

[writerdiehl](#): As a former Tour Wife and present at the birth of the Tour marketing department, I second that compliment!

[PhilBundy](#): Everyone knows the impact of Tiger Woods. He is the most well-known figure in all of sports.

[PhilBundy](#): The PGA Tour can help less-known players actively engage in social media to share their own unique personalities and build their own fan bases.

[PhilBundy](#): Certainly, my own blog and use of Twitter and social media can serve as an example for players on the PGA Tour.

[MrBusinessGolf](#): [@PhilBundy](#) Thanks for plug Phil. You should tell everyone you are a Featured Member of the club.

[writerdiehl](#): we're at the end of our chat -- any more questions for Phil before we wrap up?

[writerdiehl](#): (Ferris Buehler) Anyone?

[writerdieh](#): I'd like to thank Phil Bundy for participating in this interview (Twitterview)-- certainly a first for golf and for me!

[PhilBundy](#): Marci, thank you for including me in the first golf 'Twitterview.' I had a blast!

[writerdieh](#): It's been really fun! Good challenge for me as a writer too -- keepin' it within the limit. Who knows what may be next. Or who!

End of Transcript