

PHUKET EXPAT GOLF SOCIETY (P.E.G.S) HAVE A WIN AT LAST

Since the formation of P.E.G.S. 10 years ago the society have battled against the mighty Pattaya sports club (over 12,000 members) in an annual and sometimes bi-annual 3 day Ryder cup format, to no avail. The nearest P.E.G.S. came to a win was a draw 2 years ago which, because the match was played away, P.S.C. retained the cup.

Earlier this year P.E.G.S. went to Pattaya, only to lose again by a small margin.

The chance for revenge came on the 5th, 6th and 7th of October with P.S.C. bringing a 14 man/lady team full of confidence, as they have never lost.

Little did they know that P.E.G.S had won their first challenge tournament only 7 days earlier against a team from Hong Kong and were confident of a victory on home ground.

Liam Stewart, captain of P.E.G.S. chose his team from those who volunteered to play and chose the venues to suit the home team. First day was a 4 man better ball at the lakes course, a challenge to any golfer especially if they have never played there before. Result- Phuket 5 ½ to Pattaya 1 ½.

Second day, 4 ball scramble, was a masterpiece as it was maintenance day at the P.C.C., the team was made up of

mostly P.C.C. members and the first 9 holes were played at phase 2. A daunting 9 hole course which can beat up and destroy even the best golfers. With Pattaya struggling to gain 2 points P.E.G.S. went into the last day of the tournament at Loch Palm with a 7 point lead.

With only 3.5 points needed to win and 14 singles matches (match play), to play, Phuket were very confident of a win and, by a big margin.

Playing in atrocious conditions the tournament was over by the time the third group hit the 16th green and Phuket won the overall tournament with an incredible score of 21 to 7.

Mervyn Baines, president of P.E.G.S. commented: It has always been difficult playing against Pattaya as they have a massive membership from which they can pick their best golfers. They play tournaments 7 days a week compared to once a month for us, but our golfers are getting better, handicaps are dropping and the courses are getting harder, especially Loch Palm. Whilst we have always been the underdogs, we have proved we can win and look forward to a return match in Pattaya next year and any one else who would like to challenge us.

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Around The Traps

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The **DaviDiana** guesthouse on Nanai Rd. in Patong is now under the management of Sid and Rob, both from Australia. It is being renamed to the DD Swiss hotel. They have just completed extensive renovations to bring the kitchen and bar areas up to a proper standard. With plenty of friends, the two should make quite a go of the place and it may be another good spot to drop in for that afternoon drink.

If you have ever been to Soi Nana in Bangkok you probably have seen or been into the Hollywood Rock. Well, Anton is now in Phuket and opening, you guessed it, Phuket's version of Hollywood Rock. Located at the back left hand side of Soi Sea Pearl off Sawadeerak Rd. it will be an open-air club. It will be open by the time you read this and Anton has planned some

unique events to get the place known. If it does get busy, "Moon" will be a bit happier about losing her street front bar to Anton's Pirate Bar as she now has the bar next door to Hollywood Rock.

Took a tour of the Winchester Club the other day and noted that Terry and Steve have put in a lot of work to make it look quite plush. It was the TJ Monkey Bar in a former life but now has had the central go stage removed. While I was there, I was treated to some English comedy showing on the big screen. It was a nice break from the same old, same old going on everywhere else. British comedy is still the best on offer and I hope the lads cultivate that aspect.

Leaving there with a wide smile from being genuinely entertained, by the time I had walked down Soi Sea Dragon to Bangla

Hot Strategies for Generating Visitors and Sales to your Website

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Lastly, as important as generating traffic is to your website, you continually need to work on your website conversion to maximize results.

By making an a/b split run test you test which web page (a or b) performs the best. One example is to make a "web page a" where the price is set to a certain price and "web page b" which is identical but with a different price.

You would then rotate these web pages and you will soon discover which performs the best.

Then continue with the best performing piece and make another test. This time you could do another price point test or anything else that you think could make a difference. However, only make one change at the time or else you will never know which change made your website perform better or worse.

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Johan Hedin has an MBA from United States and 7 years experience in website promotion and has helped small and major online businesses around the world to achieve Internet success.

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Rd. hearing every step of the way, "Hello handsome man, buy me house" and "you want to see show, boss", the smile was somewhat diminished.

And last but not least, the Iam closing. Great isn't it, now you can get home early and stay away from all those things that distract you from a wholesome life.

It just makes you think about where all the people are coming from that's keeping the commercial market in bar sales so buoyant. One can only hope they are crunching the numbers to see if some of these places are viable. If closing times are reduced any further, some places will be closing before they even open. Can't see too many drink sales with that scenario!!

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