

A Green Jacket

Masterminding

Business Development Alliance

April 11, 2007—Marty Barnhart, Executive Director

Is it possible for an unpolished player from Iowa to win the Master's Golf Tournament? On Sunday April 8th Zach Johnson answered the question affirmatively by beating the world's best and claiming his first green jacket.

For those who may not follow golf or just catch the highlights when they check e-mail, the Master's in Augusta GA is one of the biggest tournaments a player can win. Johnson was an up and coming player, but who would have thought he could pull off a win this big?

In 2001 Zach Johnson and his former college golf teammate Ben Pettitt visited the Master's as spectators. They met and played on the Drake University golf team in 1994. Pettitt describes Johnson then as unpolished, someone who hadn't won many golf tournaments but was always a good putter. Pettitt on the other hand was a state champion.

Pettitt commented further to say that in Johnson's freshman year he didn't hit very well but came back in the next year and started hitting better. Every year since then he added something to his game. Every year thereafter Pettitt was considered the better golfer even when the pair turned pro in 1998.

Each year the two friends played spring and summer mini-tour events in the Midwest. They headed south in the winter to play in Florida. Continued improvement in Johnson was witnessed by Pettitt who said that he saw a giant step in his friend in 2003. Johnson dominated the Nationwide Tour, which is considered just below the PGA Tour, winning twice and shattering the yearly earnings record with \$494,882. He finished atop the nationwide point standings, earning his PGA Tour card.

"That's when I thought there was no doubt he could be a consistent PGA Tour player." Pettitt said. "He went from struggling to make cuts to dominating."

What made the difference? Pettitt answers, "He's just done a good job getting a game plan and getting a consistent belief about what he's doing. It was a process. I played golf with him every day for seven or eight years. Coming into college as a freshman, you were wondering if he could even play in college. And he turned into a really good college golfer. Then, can he make it as a professional? And look what he's done."

Six years ago, Johnson and Pettitt walked outside the ropes on a Monday at Augusta National. Today, Johnson not only played in it, he won it.

What was the difference? Consistent behavior and a goal that Zach Johnson wanted to reach. He knew the prize, he knew the work that needed to be done and he invested in the time to get it done.

Don't let anyone underestimate your potential. What was possible for a guy from Iowa is possible for us in the Business Development Alliance. We can win the big prize by being consistent or disciplined to make it happen.