

The “Golf Chick” combines thrill of writing with the beauty of golf

Kristen Williams has done what many wish they could do. She has parlayed her love of golf with her talent as a freelance writer to create a highly-successful web site entitled www.thegolfchick.com.

While her main topic is golf, the resident of Simi Valley, Calif., occasionally includes various other topics ranging from a devastating flood in her home to the fact that she has expanded her horizon to include working the political arena as a campaign manager for “The Taxpayer’s Watchdog” Don Facciano, who is running for Ventura County Treasurer/Tax Collector.

And when the eighth annual Mesquite Amateur is played May 31-June 4 about 79 miles north of Las Vegas, The Golf Chick will be playing in the tournament while offering insights and results about the event on her web site detailing a popular event which draws hundreds from all over the United States along with foreign countries.

“My first year of playing golf, I had two holes-in-one and thought that I could really get good at this,” she explained. “But it’s golf, I was wrong and it’s been all downhill since then but I still just have fun at it.”

Since playing her first full round Aug. 20, 2004, Williams’ love of golf has taken her to courses in Hawaii, California, Nevada, Tennessee, Wyoming, Utah, Florida, New York, Oklahoma, Idaho, Kansas, Minnesota and even the Dominican Republic.

Admitting that the world of freelancing can be tough, the Golf Chick has attracted a strong-enough following that her site makes money while also attracting immense attention from readers. Her sponsors are many and the fact that Williams is contacted often by major companies is proof that she has created a winning site.

“I was actually one of the first female golf bloggers,” says the energetic Williams adding that the idea was actually suggested by a friend named Rich Hodge who started www.eatgolf.com. “I found there was an audience instantly when I started blogging in 2005. I started blogging because I really enjoy writing and wanted to do something different from my day job which consists of a lot of technical writing.

“I want to tell stories and with my blog I’m able to be more creative. It’s truly been a lot of fun. I have a lot of people who subscribe to my blog. I also get a lot of traffic through Google.”

Being able to tie the Mesquite Amateur with her work is both satisfying and relaxing especially when considering the scenery of the courses along with nightly dinner parties in the CasaBlanca Event Center. In fact, the combination of the atmosphere and the friendly gathering create what could be considered the ideal environment for both a writer and a golfer.

“Part of what made the experience so great was all of the fun people I met last year,” she said. “Each day I played in a different foursome and I enjoyed every one of them.”

Escaping Southern California for just a few days is both energizing and relaxing when combining the people and the environment of Mesquite.

“The golf courses in Mesquite are incredible,” said Williams, a native of Southern California. “First of all, they are maintained so well. In fact, they are pristine and the views along with the landscaping are tremendous.

“The course designs are really different and there are so many different options and challenges. I can go there and play for days. I really enjoyed Wolf Creek, but I’m impressed with all of the courses. Last year was my first year at the Mesquite Amateur and I liked what I saw. I thought it was fantastic.”

Finding fans of The Golf Chick certainly is not difficult.

“Kristen Williams AKA thegolfchick.com has been very beneficial for us to have as part of the Mesquite Am,” said Cody Law, executive director of Golf Mesquite Nevada. “We have received many inquiries about our destination and our tournaments because of positive blogs she has done about Golf Mesquite Nevada.”

Black Gaming Sporting Events Manager Christian Adderson added “She comes highly recommended to us from Golf Digest. She has a tremendous following and gives us another unique opportunity to get in front of our participants and supporters through her blog.”

Sponsored by Golf Mesquite Nevada along with the Mesquite Resort Association, the event will be played at the CasaBlanca, Palms, Falcon Ridge, Oasis Palmer, Oasis Canyons along with The Chase at Coyote Springs southwest of Mesquite.

Sheila Stevenson of Round Mountain, Nev., shot a final round 84 combined to become the first woman to win the tournament last year.

The tournament is the brainchild of Black Gaming Director of Sales Ann Sunstrum.

“We were looking to hold an event that would bring people to Mesquite during what was otherwise a slow time,” Sunstrum explained. “Typically, Memorial Day week has been slow and the tournament has filled that void. It’s not like any other amateur tournament and we knew that we had to come up with something unique that would attract people. We put a big emphasis on the evening social element and we’re the only big amateur event that has a nightly themed dinner party.

“With the social media trend, we thought it would be important to bring in some golf bloggers. When someone like the Golf Chick blogs, she creates her own community while providing great credibility to the tournament.”

Those interested in playing in the event receive three rounds of golf, a tee gift and four nightly parties for an entry fee of \$475. Further information can be found by visiting www.mesquiteamateur.com, www.mesquiteamateurblog.com/blog; or www.golfmesquitenevada.com; or by calling Black Gaming Sporting Events Manager Christian Adderson at 888-711-4653, Ext. 51.

CAPTION: Southern California resident Kristen Williams, whose blogs are posted on www.thegolfchick.com, returns to the Mesquite Amateur again May 31-June 4. She will play in the tournament while offering up-to-date information on her web site.

CONTACTS: Christian Adderson, 888-711-4653, ext. 51; Mike Henle, The Idea Company Public Relations, 702-279-3483.

