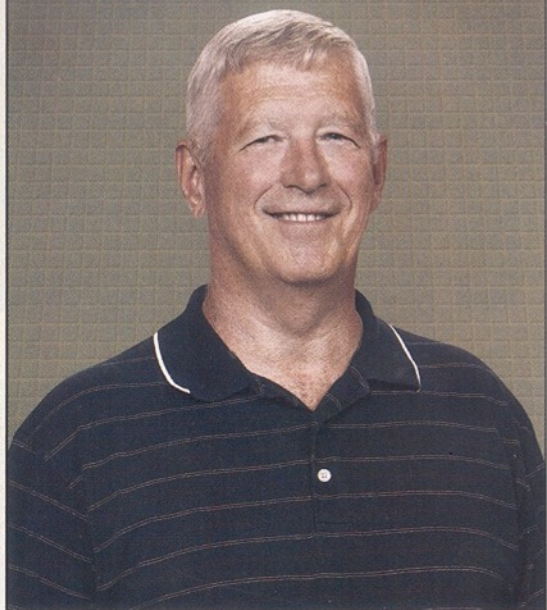


Jim McLain



GCA Eastern Region (U.S.A.)

Retirement leaves some people wondering what they are going to do next. Jim McLain, who spent 20 years in the Army and enjoyed a successful second career in the insurance industry, knew he wanted to turn his longtime clubmaking hobby into a full-time business. His dilemma was trying to find customers.

"I live in a town that only has a population of about 1,200," McLain said. "I decided to use the Internet to help expand my customer base."

His detailed website and affiliation with auction sites have helped McLain grow his business both domestically and internationally. Many of his repeat customers, who account for approximately 40 percent of his internet business, reside in far-away countries such as Germany, England, Spain, Japan, Australia and Singapore.

McLain has also seen a steady increase in business locally in the three and a half years that his shop has been open. He makes all of the club repairs for a local high school golf team, and more importantly, holds seminars at his shop to demonstrate repair procedures and explain how club adjustments impact play for the younger players. He also performs clubmaking services for members of the local country club.

He offers advice to hobbyists who also plan to take the full-time plunge into clubmaking. "Few people believe that a local guy can do a better job of building clubs than the companies who make clubs for the likes of Tiger Woods. Get one happy customer swinging your clubs and others will check it out."

Shop Name:	McLain Custom Golf
Location:	Cheraw, South Carolina
Shop Size:	1,500 square feet
Experience:	5 years