



The Heart of a Lyon

Look and See "What's In Now"

Article by **Marsha Lyon**, Cliffs Valley resident

Riding along in the golf cart with husband Tim, Marsha Lyon enjoyed all the colorful flowers on the golf course. She loves flowers, especially sunflowers. As they pulled up behind another cart, Marsha noticed the drab head covers on the ladies' clubs. "Where are the flowers?" Marsha wondered. Then, an idea struck her. Marsha thought if a woman's golf clothes were classy, bright, and colorful, why not her club covers? Ideas for more colorful club covers began to form in her mind.

Before moving to the Valley, Marsha had many years of retail experience working for big-name department stores in New York. She owned two shops in Chappaqua, NY, for eight years before moving to the Valley. Developing a new product was intimidating to her, but she took on the challenge. It required more patience and time than she ever expected. It was an investment of time and money—developing a design, finding the material, designing

a logo, getting a patent lawyer and patent, and acquiring a manufacturer. This took her over two years to accomplish. There were many delays along the way. It wasn't easy for a woman to get backing for a start-up company. There was also tons of paperwork to complete. Everything took time. Finally, everything started falling into place, and the club covers were becoming a reality.

Marsha tested many fabrics before deciding on Sunbrella™ for the body of the cover. Sunbrella™ is a top-of-the-line fabric used as an outdoor furniture covering. It is fade-resistant and will withstand rain and handling by bag boys. The sides of the cover are pleather, and the back is a pleated knit material, making it easy to remove and replace on the club head. A prototype was created, and after several months, a patent was acquired. The covers are available in four color combinations: flame orange and white, regatta blue and white, black and white, and a black and gold safari pattern, which is a limited edition. Each of the cover sizes has its own design, making it very identifiable for the player when choosing a club.

Before going into production, Marsha and Tim visited the PGA show in 2017. Hundreds of golf items were on display. Tim had really never paid much attention to club covers until this show. He was very surprised at the amount and variety of club covers on display. He also noticed there was nothing like the design Marsha was working on. In 2018, Marsha was again at the PGA show in Orlando, only this time, she was an exhibitor! It seemed everyone smiled when they looked at the flower covers. She had many inquiries for these specialty club head covers. To Marsha's delight, orders have started coming in. Several resorts are interested in the covers, and she has been invited to the PGA show in Greensboro later this summer, and to add to the excitement, you can now find them in the Walnut Cove pro shop. Marsha has now begun working on matching tote bags to carry all your personal needs with you. Look for them in the near future.

The *What's In Now* club covers are unique and exciting for women golfers who love the unusual. Can't you see them bobbing along in the golf bag as carts go down the cart path and you begin to smile? Women love them, and men love to gift them! For more information, go to www.whats-in-now.com.

