

Receiving the Royal Treatment from Butch Harmon



“Natural rock outcroppings and water features make my course as much an oasis as nearby Las Vegas. It is worth the trip if you are coming into town.” – REES JONES

LAS VEGAS, NEVADA: “I’ve always had a love for golf instruction,” explained Butch Harmon. “Even as a junior golfer, I enjoyed offering tips to other players.

“My ambition was to play the Tour until my oldest child was in school, then transition into teaching. Tour life in the early 70s was challenging for everybody except the top money winners. After three years of scratching out a living, I knew I was ready for the next chapter in my life.”

Claude Harmon, Butch’s father, was a personal golf instructor for King Hassan II of Morocco.

“I went to Morocco to compete in the King Hassan Trophy, a tournament designed to promote tourism in the country. I was fortunate to play golf with the King after the tournament was over,” recalled Harmon. “In the Arab world, the eldest son is considered the heir. In the fall of 1971, our family relocated to Morocco and I became the personal golf instructor for King Hassan II.”

The King was a significant influence on Harmon’s life. “Golf was the King’s form of relaxation. Hardly a day

would go by without him playing or practicing—he was a golf enthusiast by every definition. My connection with him allowed me to see the world. My ten years in Morocco was a highlight of my life. An opportunity to work for a real Arab King doesn’t come along very often.”

MY TRUE CALLING

Harmon hit rock bottom in 1981. “It was a difficult period in my life,” groused Harmon. “My personal life was in turmoil. I was unhappy and floundering. My younger brother Dickie took me under his wing, and I moved to Houston.”

Following his passion for teaching, Harmon opened his first golf school at Cypress Wood Golf Club north of town. “I was a one-man operation and learned, sometimes the hard way, the ins and outs of running a business,” said Harmon.

In the early 80s, Harmon coached Steve Elkington, David Love III, and Greg Norman—all of whom were top money winners on Tour.

BUTCH HARMON has been involved in the golf arena for almost five decades. His father, Claude Harmon, a renowned club and teaching professional (and 1948 Masters champion), introduced him to the game. For 14 years in a row, instructors nationwide voted Butch No. 1 in *Golf Digest*’s ranking of America’s 50 Greatest Teachers. His Tour students have combined over 140 worldwide wins while under his tutelage.

Butch Harmon working with Natalie Gulbis



“Tour players have one thing in common—a desire to get better,” revealed Harmon. “As a top Tour instructor, you have to be more than a teacher. All players have different personalities. I think my years on Tour educated me on how to best communicate with the best. I know when to provide a hug and when to give a swift kick in the rear.”

THE BEST IN VEGAS

The Butch Harmon Golf School opened in 1997 at Rio Secco Golf Club in Las Vegas.

“I have a reputation of teaching the best players in the world,” said Harmon. “But, most of the time I am working with amateurs who are resolved to improve their game.”

Harmon is rightly proud of Rio Secco and its more upscale sister course, Cascata.

“I helped design the teaching facility,” said Harmon. “Our golf school isn’t a factory. The student to teacher ratio is much lower than most golf schools and I have been instrumental in the hiring of our teaching staff.

“Should you enroll in one of my 15 golf schools this year where I *personally* teach, not only will you learn swing secrets, but you will hear stories about what it’s like to work with Phil Mickelson, Natalie Gulbis, and Tiger Woods.



BUTCH’S TIP: “All I hear on the lesson tee is ‘how far can I hit it?’ The secret is to maximize distance for your body type and swing speed. Most golfers do not take enough club. Then they are forced to swing hard and make 100 percent contact to get the ball pin high. Take an extra club and swing smoothly. You will be amazed at how much easier your approach shots will become.”

“I CAME TO BUTCH
to help me keep the ball in play off the tee. I frequently would slice my tee shots and Butch isolated the problem as an unstable lower body.”
— PHIL MICKELSON



Cascata Golf Club, owned by Caesars Entertainment, was listed in “Best Golf Facilities” by Zagat in 2009. Its signature feature is a dramatic waterfall that cascades 418 feet from atop a hillside, skirts the practice facility, and rushes through the center of the 37,000 square-foot clubhouse.

“Shadow Creek is a well-recognized name, but Cascata is tops in my mind. The amenities are as good as anywhere and the course has the best greens in the valley,” lauded Harmon. “The beauty of Cascata is evident from the moment you are buzzed-in through the gate. The course plays up-and-down the side of a mountain creating phenomenal views.

“I look forward to welcoming you at my school and receiving the same level of service as royalty.” ■

For additional information on tee times, please visit CascataGolf.com or call (702) 294-2000.

For information on upcoming Butch Harmon golf schools at Cascata, please visit ButchHarmon.com.