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A few years ago at the Bay Hill Invitational I was watching then-unknown Trevor Immelman on the practice range alongside his coach, David Leadbetter. I worked with David on many projects so I told him that Trevor had a very special swing that was so repeatable. David said, "As soon as he learns to win, watch out!" I think the 2008 Masters proved Immelman now knows how to win, and thank you Gary Player for confirming my opinion of Trevor's swing with your comments this weekend.

So how about some Augusta National course numbers for you to challenge your friends with: Fairways are mowed at three-eighths of an inch; the second cut, or rough, is cut at 1 3/8 inches, the tees are cut at five-sixteenths of an inch, the collars at one-quarter inch and the greens at one-eighth of an inch.

Justin Rose (who SST PUREs his clubs) shot to prominence as a 17-year-old amateur at the British Open in 1998. He played the Masters this week and co-led the first round but this time as the Order of Merit winner signifying the best player on the 2007 European Tour. "It's always a pleasure to be back here, especially after last year being my best-ever finish here at Augusta."

Fifty-six-year old Fuzzy Zoeller (who also SST PUREs his clubs) is still one of the fan favorites and had a large following in the first two rounds at the Masters. Zoeller shot 81-79 in the first two rounds to miss the cut, which provoked some comments that those of us who love Fuzz and his light approach to golf both identify with and understand. He said recent changes have made the course "too long for this old guy." Zoeller joked earlier in the week about joining Arnold Palmer on the veranda watching the week's festivities. "The course is way too long for me at 7,445. It's no fun, and when it's not fun, I don't want to play. I did a lot of good things and shot 79."

Amateur Michael Thompson was on the verge of making the cut at his very first Masters. He was 4-over par and standing on the 15th green with a 15-foot putt for birdie. He grounded his putter and was about to address his ball when it started to roll very slightly. As a testimony as to what golf is all about Thompson stopped and called a rule infraction on himself. Ben Crenshaw was his playing partner and praised the young man for his honesty and upholding the true sportsmanship and meaning of golf.

Rory Sabbatini, who tied for second last year, became the fourth straight winner of the par-three contest to miss the cut. Remember what he said after winning the par three Wednesday? "I don't believe in superstitions." Do you think next year he'll also ask his youngster to putt for him so he doesn't get an official score?



All in all is was a very good 2008 Masters for those players who have asked SST to PURE their clubs. In fact, players with a history of having SST PUREd clubs in their bags captured 11 of the top twenty positions.

Stuart Cink, who is having an incredible year on Tour finished tied for third with Brant Snedeker, who many are considering America's best player under thirty. British Open champion Padraig Harrington finished tough and grabbed a tie for fifth with Steve Flesh. Englishman Paul Casey, who played his college golf at ASU, came in 11th and will surely make the European Ryder Cup team once again.

Three players with a history of having SST PURE their clubs tied for 14th: Stuart Appleby, Vijay Singh and the ever impressive Sean O'Hair. Three top International players tied for 17th: Henrik Stenson, Mike Weir and two-time U.S. Open champion Retief Goosen.

So it should be obvious that the SST players are poised and ready to win some majors this year including the fifth major at TPC. And they will be joined by other great players who missed the cut because of lingering illness or just a bad week, with Ernie Els in the first category. It was amazing he tried to even play while still fighting the virus that made him cancel at Houston last week.

I met Brant Snedeker and did an instruction article with him last year at Charlotte which he ended up winning. He had just had some clubs SST PUREd. What I learned is that he is an extremely personable young man and a player who grows in confidence with each event. He showed true grit at this Masters and will be a huge factor from now on.

As you look at the names above, players who have asked SST to PURE their clubs, you see a great mix of American and international players. You see the names of the stars of the sport. Please remember that SST does not pay these players to PURE their clubs, instead SST PUREs their clubs for free in their shaft analysis lab that travels to PGA Tour events. The pros ask for PUREing!

As British Open Padraig Harrington told me last year, "If I can improve my game without having to do anything I'd be foolish not to PURE my shafts." Go to www.sstpure.com to find a licensee close to you.

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