



By: Steve Hosid
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I've been fortunate to know Peter Jacobsen for a long time. He gets what golf is all about, and before I tell you his new role let me relate two incidents where I saw him at his best. Peter and I were scheduled to do a company outing at Pinehurst, but when the private jet he was on was landing very late the night before, the gear would not lower and the pilot had to land the plane on its belly. Peter was visibly shaken and had to stay at the airport most of the night for the FAA investigation.

Peter realized how important the outing was to the company, who had brought some of their top clients for a round with him on Pinehurst No. 2. Forgetting what he had been through, he took a quick shower at the hotel, then played the 18 holes with the group. He had a commitment to the sport he loves and a commitment to the client and he honored both, as well as himself, by playing.

The second incident occurred here at Bay Hill during the Arnold Palmer Invitational a few years ago. We were sitting in the locker room after the Tuesday practice round and young Cameron Beckman (who won his second event this year on the PGA Tour) walked in and started chatting about how thrilled he was to be invited. Peter asked him if he had gone upstairs to meet the Tournament Director and Cameron said he hadn't. Peter took Cameron aside and suggested to him that when he arrives at an event one of his first stops should be to thank the Tournament Director for all the effort put in to make the event successful. Peter explained that he learned this from Arnold Palmer and as a result he developed real friendships with people that could also help him grow the business side of his career. "Cameron," Peter continued, "We're both fortunate to be playing here at this level and we can also give so much back to the game."

It was announced this week that Peter will be following his idol Arnold Palmer as he becomes the host of his own event: The Champions Tour ACE Classic.

"For me to be sitting here today is really a dream come true," Jacobsen said. "I've always said that the tournament is only as good as the community support and the players' support. Now that I live in this area, this is really special for me to be involved with the ACE Group."

As he tries to juggle all of the new demands, Jacobsen said he will rely on the advice given to him by from his former Crosby pro-am partner, the late Jack Lemmon. "Jack understood what it meant to be a celebrity," Jacobsen said. "He said many times if it wasn't for people paying to go see my movies, I wouldn't be a movie star."



SST Wins Skins Game, World Cup

Two more prestigious events are in the SST PURE win column: Henrik Stenson was on the winning Swedish World Cup team and K.J. Choi won the Skins Game in impressive fashion.

Stenson, who had his clubs PUREd when he played PGA Tour events this, year joined with Robert Karlsson to win the World Cup over a hard driving Spanish team.

K. J. Choi has long been an advocate for PUREing his clubs, and he won two skins on the final hole worth \$270,000 to bring his total for the two-day event to \$415,000. Choi beat Phil Mickelsen, Stephen Ames and Rocco Mediate to become the fifth international player to win the event.

This is the eighth week in a row that SST has won an event, and in some weeks it's been two as players who have PUREd their clubs fan out all over the world. Just in case you haven't been following the incredible results SST PURE has had in 2008 let me do a quick recap.

In 2008 players with SST PUREd clubs won 37 times on the PGA and Champions tours. Padraig Harrington won his second straight British Open and added the PGA Championship to his growing list of majors.

Vijay Singh won the FedEx Cup and SST captured every playoff event as two were won by Singh and Camilo Villegas won the rest, including the Tour Championship. Kenny Perry had his clubs PUREd by SST and won three times in 2008.

So many players (more than 200) have asked SST to PURE their clubs that the total money won on just the PGA Tour in 2008 by players with PUREd clubs was over \$130 million.

The best news of all is that you can have your clubs PUREd on the very same equipment that SST PURE uses when it PUREs the pros' clubs on Tour. PURE your clubs and see and feel the difference. The pros have proven SST PURE is a winner and you can PURE your clubs at the local SST PURE licensee in your area.

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