



By: Steve Hosid
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For years the **Bob Hope Classic** drew golf's biggest stars as well as the "kings" from show business. Growing up in California, it was my first opportunity to see my idol and today, my friend, Arnold Palmer. Arnie makes a return this year to the event but not as a player – he's the host and succeeds George Lopez, who was not exactly the favorite of the locals. Last spring, Lopez was called by a Hope official and told the tournament was "going in a different direction." This will be the 50th anniversary for the Hope and who better to come back and host it than the man who won it five times and was a close friend of the late comedian.

I was with Arnie at the last event that Hope attended. Bermuda Dunes was the host course for the first day of the Pro-Am and Bob was driven over to hit the honorary first tee shot. It had been a tough year for him and he didn't want to get out of the cart. Arnie walked over and Hope's eyes lit up and he said "Arnie!"

Courageously Bob, with a lot of help, got out and walked over to the first tee, graciously posing holding a basketball for a picture I took that included Michael Jordan and Charles Barkley as well as Arnie. Jordan had recently retired. Then Bob swung and missed painfully, turning to the crowd uttering his familiar, "How about that?" Arnie encouraged him to try again and he hit one down the center for a short distance, but of course that didn't matter. Arnie helped his friend keep his dignity in a sport he loved almost as much as life itself.

There will be another important change this year as the Hope moves away from the Classic Club where the players and fans froze in the winds back in 2007. Many players avoided last year's event as a result. This year the Palmer Private Course becomes the host course and the site of the final day. But will the players come back since they really don't like playing these celebrity Pro-Am events? Remember how much fun these used to be? Granted we don't have the likes of Hope, Crosby, Sinatra and Martin any longer but today's stars have their own fan base that really enjoy seeing them play with golf's stars. I'm hoping that in today's new economy the players will soon realize they need to develop a personality and have some fun if they hope to keep sponsorships and fans attending.

Rory Sabbatini was playing in his home country of South Africa this week. Sabbatini, who has had a habit of taunting some opponents in the press only to have them beat him on the course, has wisely decided to concentrate on his own game. "In golf the more you focus on other people the more you forget about yourself and what you're doing and you end up making more mistakes," the four-time PGA Tour winner said. "The only thing I should be doing is go out there and play my hardest and see what happens."



SST Keeps 10-week Win Streak Alive

SST kept the win streak going this week so it's now up to 10 weeks in a row. The week began at the PGA Tour qualifying tournament when Harrison Frazar won the event along with the last qualifier Jay Williamson. SST also had a bunch of players in between.

The second win came at The Australian Open where Tim Clark, with clubs PURED by SST, beat a star-studded field at Royal Sydney. Clark put himself into a playoff with a 5-under par final round.

Win No. 3 was the Merrill Lynch Shootout, where Kenny Perry and his clubs PURED by SST teamed with Scott Hoch to win the Greg Norman-hosted event. It was the second shootout win for Perry. Of course, Kenny also impressively won three times this year on the PGA Tour with SST PURED clubs in his bag.

Ten weeks of wins in a row is a pretty impressive performance and shows the total penetration SST PURE has made with the world's best professional golfers.

During 2008 SST PURE players dominated the PGA Tour, winning 37 times including two majors and the FedEx Cup Championship. The broad depth of all the players who asked SST to PURE their clubs resulted in over \$130 million won.

In the SST Tour Lab or at your local SST licensee's facility, shafts from every manufacturer are analyzed to locate and identify the only stable orientation that specific shaft must be inserted into the club head. Shafts are not perfect when they roll off the manufacturing line. Before SST came on the scene with its patented and proprietary process, shafts used to be just randomly inserted. Random performance was the result and golfers noticed that some clubs in their bag just didn't feel right.

In the SST PURE era of golf all that has changed. Once a shaft is PURED, golfers of all levels immediately feel the difference and see the difference in the consistent shots they hit. Find the closest licensee at www.sstpure.com.

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