



By: Steve Hosid
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So what do Rory McIlroy and Colin Montgomerie have in common? While McIlroy has burst into the world's top 20 this season, Montgomerie has plunged to 176th in the rankings, missing the halfway cut in the Spanish and Italian Opens over the past two weeks. What they have in common is the 2010 Ryder Cup, which the two discussed last week during practice rounds at the Irish Open. So how did it go for both of them? Youthful indiscretion and parental understanding: "It's a great spectacle for golf but an exhibition at the end of the day and it should be there to be enjoyed," McIlroy said. "I'm sure it's a great experience but in the big scheme of things it's not that important an event for me." Replied Monty, the European captain: "He'll understand what it's all about when he's part of it."

As long as I brought up the Ryder Cup, let's take a look at American captain Corey Pavin. He told us this week that he was only semi-kidding when he asked the PGA of America that he wanted 12 captain's picks for his 2010 team. "They just kind of laughed," Pavin said. "I was serious – the more the better. But I also think there is some merit to playing your way on the team." Pavin, who like predecessor Paul Azinger, will have "only" four picks, was reacting to this week's decision by Europe to give captain Colin Montgomerie a third wild card. "Last time we were the ones trying to break a losing streak," added Pavin. "Now they are trying to win. Changing to three picks must have meant we did something right (Azinger had doubled it to four)."

Now it looks like the economy has hit the benefits the PGA Tour provides to charities across the country. Professional golf is the one sport that actually gives back to society and the Tour revealed that its donations to charities are projected to decline 14 percent this year. PGA Tour events are structured as nonprofit organizations that donate proceeds to local charities.

Along those same lines, the British Masters has been dropped from the schedule due to the lack of a sponsor. This was one of the oldest events on the European Tour schedule, dating back to 1946.

True to his word Arnold Palmer began the Bay Hill reconstruction on schedule this week. All the greens will be dug up and the grass will be replaced with a new strain called Emerald, which was grown on a test green for the past two years. All the greens were mapped as to their contours but some will be reshaped and changed. Arnie now has Palmer Design Group ensconced in new Bay Hill offices so they can easily be on site to supervise. The biggest news will be the runoffs that he plans to replace several greenside bunkers. "The pros do not have trouble with bunkers but these runoff drop offs will make chipping back on the quick greens more penal for the pros but easier for some of us member amateurs."



SST Wins 10th in a Row on PGA Tour

And I thought 2008 was a great year for SST PURE! 2009 will eclipse it as yet another player who PUREs his clubs, Zach Johnson, posts another victory. Johnson first asked SST to PURE his clubs after his Masters victory a few years ago because he knew he had to get even better and PUREing contributes to consistency. SST analyses and identifies the only stable position a shaft must be oriented in the club head to eliminate harmful oscillations during the swing. Pros and amateurs like you want a club that works with them, not one that was randomly assembled and makes hitting the same sweet spot consistently almost impossible.

The significance of this 14th victory in 2009 is even greater when you realize that this win at the Valero Texas Open was the 10th PGA Tour event in a row won by a player who PUREs his clubs. The victory streak also included the Masters with Angel Cabrera and The Players Championship won last week by Henrik Stenson.

Last week the total 2009 money won by all the players on the PGA Tour playing with PUREd clubs was over \$62 million, but now after yet another weekly domination of the top 20 that amount has now grown to over \$65 million. Let's look at just the top 20 from Texas: Johnson won and James Driscoll finished runner-up. The list continues with Paul Goydos, Frederic Jacobsen, Garrett Willis, Jonathan Kaye, Mathias Gronberg, Scott Sterling, Scott McCarron, Brant Jobe and Bob Estes.

Zach Johnson now leads the FedEx Cup standings that are dominated by players with SST PUREd clubs. SST does not manufacture equipment, but as you know PUREing a shaft makes the club perform better.

And here's some great news: You can have your clubs PUREd using the very same equipment and programs used to PURE the pro's clubs in the SST PURE Shaft Alignment Lab on Tour. Your local SST licensee can PURE your clubs this week and you'll immediately see and feel the difference. Don't wait get your clubs PUREd this week. Your handicap does not matter as all players will see and feel the difference.

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