



By: Steve Hosid
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The Buick Open will be making its final appearance on the PGA TOUR this year. The obvious reason is that GM can't justify putting on a golf event when people are being laid off in their plants. Of course, some might say that not advertising hurts sales. Host course Warwick Hills is located in Flint, Mich., which was the focus of director Michael Moore's first film, "Roger and Me," which dealt with the GM plant closings in Flint and the then-GM chairman who Moore tried to interview throughout the movie. I used to joke that when you stayed in a Flint hotel, instead of the Gideon Bible they had a video of "Roger and Me" in the nightstand.

The good news for the final event is that Tiger Woods has said he would play this year although he no longer has Buick sponsorship. Woods has played in the Buick Open eight times, winning twice – in 2002 and 2006, his last appearance. The first Buick Open at Warwick Hills was in 1958 and was won by Billy Casper.

It's summer, so a young man's thoughts turn to ... World Cup. At least that's what Sergio Garcia did this week. He agreed to play and represent Spain for the fourth time in this year's event in Shenzhen, China. His partner is totally up to him.

Jesper Parnevik isn't going to China to represent Sweden. He's headed to Vail, Colo., but not for skiing, biking or hiking. He's going under the knife for hip surgery this week. Parnevik is now 44 years old, and the former SAS Masters champion is one of Sweden's best golfers ever. He finished second in the 1994 British Open at Turnberry, narrowly missing becoming Sweden's first male major winner. This year, he has struggled on the PGA Tour. A five-time winner in the United States, Parnevik's best finish this year was a tie for 42nd at the Buick Invitational.

Fred Couples famous back acted up again so he had to pull out of the rain-delayed Canadian Open. Couples tweaked his oft-injured back while playing in Mike Weir's charity tournament at Glen Abbey on Monday. This has been a good year for Fred, who is the captain for the United States President's Cup team later this year. He's posted some solid results, finishing third at both the Northern Trust Open and Shell Houston Open.

I have an iPhone and was delighted to hear that now I can have Tiger Woods beat me at 36,000 feet while traversing the country. He has a new iPhone App available for \$9.95 so I can disguise myself as Vijay Singh or even Annika Sorenstam and play him on seven of the most famous courses in the world, including St. Andrews, Pebble Beach and TPC Sawgrass. I asked my friend Arnold Palmer one time "Why is it that when I play your golf game you seem to play even better the better that I play. I can't ever beat you." His answer: "Good contract!"



20 STRAIGHT WINS FOR SST PURE

When Loren Roberts won the Senior British Open this week it was the 20th event in a row won by a player with a history of asking SST to PURE their clubs on either the PGA or Champions Tour. That's five months in a row that SST PURE has been in the winner's circle. Think of that. Who else but SST can make the claim that they have a winning streak lasting 20 events and five months?

Roberts' second Senior British Open Championship in a row means that a player with a history of asking SST to PURE their clubs has won both majors on the senior circuit – Michael Allen captured the Senior PGA Championship earlier this year.

SST PURE now has won 27 times on Tour this season and the domination of the top 20 at the rain-delayed Canadian Open boosted the winnings of players on the PGA Tour who asked SST to PURE their clubs to more than \$110 million. Congratulations to Retief Goosen, the quickly improving Lee Janzen, Brant Snedecker, Jerry Kelly, Scott McCarron, Michael Letzig, Mark Calcavecchia, Bob Estes, Scott Verplank, Briny Baird and J.B. Holmes.

SST also won the Masters with Angel Cabrera, The U.S. Open with Lucas Glover and the Players Championship with Henrik Stenson. Tiger Woods won three times this year and was the subject of a *Golfweek* magazine article earlier this year that described how he blind tested a dozen set of irons of which only two sets had been SST PUREd. The results? He chose one PUREd set as his gamers and the other PUREd set as his backup.

Only SST PURE technology can locate the most stable position that a shaft must be inserted and orientated in the club head. This eliminates harmful oscillations so the world's best players and amateurs like you have the confidence of knowing that club is working with them, not against them.

Don't wait, be sure and have your clubs PUREd this week. You'll see and feel the difference immediately. Locate your nearest SST PURE licensee at www.sstpure.com.

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