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Pebble Beach will be the venue for this year's U.S. Open Championship, but how will it differ from the Pebble of last week? The course will play at 7,040 yards, the first time Pebble Beach has cracked the 7,000-yard barrier for either a U.S. Open or the Tour's event.

We should also see firmer fairways and greens. Last week the course showed the effects of the wet California winter. Fairways and greens will be much firmer once the dryer spring and summer weather sets in.

This is the first year the pros won't be using the deep U-grooves in their wedges, so I understand the rough won't be as long as we've seen in the past. Mike Davis, senior director of rules and competition, put out a release that the rough "will be 2¼ inches on some of the shorter holes and about 2¾ inches on some longer holes. The rough will be less penal than you've seen in a long time because we know we're going to have firm greens. We want just enough grass between the club head and the ball to take the spin off."

The fairways will be narrower. Palmer Course Design completed renovations this past year so we'll see some different tee boxes too. The re-design also made it possible to lengthen the course.

Doesn't look like Tiger will be playing any golf before the Masters, and even that event seems a remote possibility for his return. In fact, not playing the Masters is a huge comment as to his sacrifice and desire to change his life. As golf fans we all want to see him there. In fact, the local Orlando sports reporter said that the only thing he wanted to hear at Tiger's statement event was, "I'll be playing the Masters, hope to see you all there. Have a nice day."

Vijay Singh is still grateful to Arnold Palmer for extending an invitation to him 17 years ago to play the then Bay Hill Invitational. Singh had very little PGA Tour experience and was playing mostly in Europe. Vijay won the event in 2007, beating Rocco Mediate, and during his Bay Hill career is one of the few who can say he is under par for all his rounds. In fact he's 97-under par for his 17 appearances.

Arnie's grandson, Sam Saunders, will be on view at various PGA Tour stops around the country. He began at the Bob Hope and made the cut last week at Pebble Beach. At Pebble he also helped his amateur partner Dick Ferris, one of the key guys in the Pebble deal a few years ago, to his best finish ever at the Pro-Am portion of the tournament. Sam will be in the field this week in the Waste Management Championship in Phoenix, the Honda Classic in Palm Beach and the Arnold Palmer Invitational later in March.



Three-win Day For SST PURE

What a day, what a season, for SST PURE! Golf's hottest company pulled a "hat trick" on Sunday, winning three times at every PGA venue. Ian Poulter captured the prestigious Accenture Match Play World Championship, Cameron Beckman won the Mayakoba Golf Classic at Riviera Maya-Cancun, and Bernhard Langer won Allianz Championship on the Champions Tour. Three wins, three events to make it seven wins so far in 2010 by players who have a history of asking SST to PURE their clubs.

Just as in past weeks, the list of those in close contention is filled with players who asked SST to PURE their clubs. Take the runner up, as Poulter defeated Paul Casey, who also PUREs his clubs. Camilo Villegas first PUREd his clubs at Doral a few years ago and was in the consolation twosome. Retief Goosen, Jeev Milkha Singh also made the quarterfinals.

Down in Cancun, where Beckman won, the top five also featured players with a history of PUREing their clubs: Joe Durant, Richard S. Johnson and Briny Baird all had an outstanding tournament.

Even SST PURE wondered if they could top last season, when the pros won 37 times and more than \$135 million playing with clubs PUREd by SST. At one point last season SST PURE won every week for over four months and now is riding a three-week winning streak going into Phoenix. It's going to be an exciting year for SST PURE and its licensee network.

So if a pro won't play without PUREing their clubs if they want to win why, would you wait to PURE your clubs? Before the season begins in many parts of the country, make it a point to PURE your clubs and what a great week to do it.

Start by locating your local SST PURE licensee at www.sstpure.com. As both two-time British Open champion Padraig Harrington and past U.S Open Champion Jim Furyk told me: "If I can improve my game without having to make any swing changes, I'd be a fool not to PURE my clubs."

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