



By: Steve Hosid
Past Instruction Editor - PGA TOUR Partners Magazine
June 8, 2010

So have you purchased the new Tiger Woods game from EA Sports yet? I know you're waiting for the punch line, but I'm really talking about his new golf game. The commercials just hit the air and are taking a light-hearted approach with backup from other players and even a bit from football legend Mike Ditka.

Colin Montgomerie is in a bit of a mess on his home front as well, amid allegations of infidelity from his wife of two years. I'm told if it becomes too much of a publicity distraction he will need to resign his captaincy of the European Ryder Cup team. Monty claims it won't interfere.

Ty Votaw used to be the commissioner of the LPGA Tour. Now he's part of the PGA Tour management and rumored to be a potential successor to Tim Finchem. As he looks back at his old Tour he can't help wonder what a nightmare it is to run. The last time an American won was back in October with Michele Wie's victory. The tour has a lot of potential American stars like Wie, Paula Creamer and Natalie Gulbis. The problem is Paula has been out all year with an injury and Gulbis, who many hoped would be a draw, has won only once in her nine years on Tour. Wie had a run-in with the concept that golfers call penalties on themselves and was even caught arguing with rules officials a few months ago. This all doesn't bode well as sponsors are not easy to find for tournaments these days.

I've written three books with Tom Lehman, who won his first Champions Tour major last week at the Senior PGA Championship. Tom told me that when he was the American Ryder Cup captain he looked for inspiration from legendary coaches from several sports. I remembered this week one was John Wooden, who passed away on Friday. I recall Tom told me he came away awe inspired from the meeting and said that the legendary coach spoke about the importance of integrity and "being who you are."

The Memorial will be the last PGA TOUR event for past Mark Calcavecchia, who will be joining the Champions Tour in a few weeks. "I think my enthusiasm level will go up," he said, "and once I start shooting good scores, it'll go up even higher. One thing will lead to another." Calcavecchia couldn't resist some of his self deprecating humor. "New courses, new towns, new holes to screw up ... I'm tired of screwing up the same holes every year."

Jason Day came to the Memorial in his new "Tour bus" that he bought with some of his winner's check a few weeks ago at the Byron Nelson. It's really an RV, but Day calls it his a "Tour Bus" with a wink of his eye.



Rose, Price add two more SST wins

So far this year, Tour players with a history of asking SST to PURE their clubs have won 22 times. The latest two victories came this weekend as Justin Rose won the Memorial on the PGA Tour and Nick Price won on the Champions Tour. This puts SST PURE ahead of last year's record pace of 35 victories as the majority of the season and three majors still lie ahead.

Continuing its domination on the PGA Tour, players who have asked SST to PURE their clubs seven of the top 10 spots at the Memorial. This raises the total money won this year by PGA Tour players who have PUREd clubs to a staggering \$81 million.

As Rose's win demonstrates, SST PURE is the favorite of the powerful group of young players still in their 20s that are the future of golf. Rose, Rickie Barnes, Sean O'Hair and Dustin Johnson all PURE their clubs, and why not? They have seen the consistency SST PUREd clubs provide by eliminating harmful oscillations that make it impossible to impact the sweet spot repeatably. They know a club that has been SST PUREd has been analyzed to find the most stable position that each individual shaft must be oriented in the club head.

They will not accept or play a randomly assembled club because they have learned that all shafts manufactured have inconsistencies and that only SST PURE has the patented and proprietary programs and computers to analyze the shaft to locate that one and only stable position. That stable position is the PUREd position. Maybe it should be called the "money position" because SST PUREd clubs deliver victories.

SST PURE does not manufacture clubs but they make all clubs perform up to the designers' intentions. This is the week for you to PURE your clubs and it's very simple and inexpensive. Locate your local SST PURE licensee at www.sstpure.com and join the bandwagon of world class players and weekend golfers who've learned that the first step towards really improving your game is to PURE your clubs.

SST PURE®, SST PUREd®, retro-PURE®, PURE®, PUREd®, PUREing®, The Pros Competitive Edge® and Every Golf Shaft Has a Sweet Spot® are registered trademarks of Strategic Shaft Technologies, LC, Jupiter, Florida.

WWW.SSTPURE.COM