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**I know it wasn't the most exciting British Open** ever played, and back in the States it will probably have the lowest TV ratings ever, but I predict we'll be seeing a lot of Louis Oosthuizen. This gracious, quiet man spent considerable time in the press room granting private interviews and posing for photos with the media. On course his level head, no fist pumping or over-excitement, may be boring but it shows the heart of a man who is prepared to take his place on the world golf stage.

It also shows the development other nations are doing to pass the torch. He gave credit to being a product of Ernie Els's Foundation and is now starting one of his own. We have First Tee here in America and a great AJGA program that provides tough competition for our young golfers. My question, however, is whether our young golfers getting too technical and not playing like Nicklaus, Woods and Palmer, who all showed an overwhelming passion to win.

**This was the 150<sup>th</sup> anniversary of the British Open**, but as I get older I'm among the few who were youngsters when my now good friend Arnold Palmer chose St. Andrews back in 1960 to make the statement that no American golfer could be considered relevant in golf history, regardless of what they had accomplished, without going up against the world in the British Open. It came at a time when the stars of the day didn't think the Open was a worthwhile event. Arnie's appearance and statement gave legitimacy to the Open in the modern era.

**On Friday during the horrible blow when play was suspended** for over an hour, most players stayed on the course sitting on their bags, but Ian Poulter found it was a good time to have a pot of tea at the conservatory in the Old Course Hotel. Florida's Bubba Watson had a picnic with his caddie on the road hole.

**Phil Mickelson continued his history** of not being a factor at the Open. What I noticed is that he seems to overthink the game and his shots too much lately instead of just playing the course. True, you do need certain techniques but they have to begin with the most basic of all, keeping the ball in the fairway. By the way, Phil has tried for three years to sell his mansion in Rancho Santa Fe, Calif. After building it from the ground up they decided to sell it for \$12 million when it was first listed but now have dropped the price down to \$8.9 million.

**I'm a huge Scott McCarron fan, having done part of a book** and several articles with him over the years. Scott was a big driver of the ball and ranked at the top of the yards per drive category until the monster specimens joined the Tour. He did it with balance and his key drill was to make swings barefoot while balancing on a styrofoam log. Great to see he had a great week up in the Lake Tahoe area hosting the PGA Tour event and playing so well.



## Bettencourt gives SST 27<sup>th</sup> Win

**Players who have asked SST to PURE their shafts** had a powerful Sunday, including SST PURE's 27<sup>th</sup> victory of 2010. Matt Bettencourt became the latest SST PURE champion with his victory in the Reno-Tahoe Open.

**At St. Andrews, SST PURE players dominated the top 20 on the British Open leaderboard.** Henrik Stenson tied for third with Paul Casey and they were followed by Retief Goosen, Sean O'Hair, Alvaro Quiros, Jeff Overton, Luke Donald, Rickie Fowler, Tom Lehman, J.B. Holmes and Dustin Johnson. Fowler, who burst onto the golf scene this year, picked up valuable experience and tied for lowest round on Sunday, a 67, with Quiros.

**When you add up all the money won so far in 2010** by just the players on the PGA TOUR, the total has now jumped to over \$103 million. SST PURE continues to be the hottest company in golf with more victories than any other company and SST PURE is not even an equipment manufacturer.

**SST PURE, however, has the distinction** of improving the way golf shafts perform and they PURE the clubs of the world's top players. Manufacturing inconsistencies show up in every shaft when it comes off the production line, and they cause inconsistent performance.

There is nothing that can be done to correct the manufacturing process and this was considered acceptable before SST PURE came on the scene 12 years ago. Before then, shafts were randomly assembled in the club head. As a result pros and club players had certain clubs that performed better than others in their bag and certain clubs they hated. Random assembly equals random performance.

**So when I write that players have** had their clubs PUREd, this is the ultimate level of performance I'm referring to. The great news you can PURE your clubs too at one of the many authorized SST PURE licensees in the United States and around the world. Your clubs will be SST PUREd exactly as they are PUREd for the Pros on Tour.

Find your local SST PURE licensee at [www.sstpure.com](http://www.sstpure.com).

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