

April 2011

# GrandRapidsGolfLesson.com

## Quote of The Month:

“Circumstances do not make the man, they reveal him.” - James Allen

“Be a Hero! To yourself, your friends, to the whole— Gosh knows the world needs leaders and good examples.” - Facebook Post, Unknown

“Winning is a decision” - NOT Charlie Sheen

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**A Lobster**, when left high and dry among the rocks, has not the instinct and energy enough to work his way back to the sea, but waits for the sea to come to him.

If it does not come, he remains where he is and dies, although the slightest effort would enable him to reach the waves, which are perhaps within a yard of him.

The world is Full of human lobsters! Stranded on the rocks of indecision and procrastination, who, instead of putting forth their own energies, are waiting for some grand billow of good fortune to set them afloat.—Orison Swett Marden

Marden is the founder of Success Magazine. Now revitalized by publisher Darren Hardy.

A few years ago the golf industry was left high and dry among the rocks. Many competitors had not the instinct and energy enough to work their way back to prosperity. They are still waiting for the sea to come back.

I too was left high and dry by a variety of circumstances. But I’ve never been one to sit on rocks. Growing up on the shores of Lake Huron, I had plenty of ‘em in my back yard. But I was more into, throwing them, moving them, running around them, going in and out of the water at will. By choice.

This served me well when the sea went out a few years ago. While my competitors hung out on the rocks talking

about the good ol’ days, I was rolling up my sleeves, jumping over sharp objects and carcasses left by the retreating sea. Where was I going? Where the water was. Tired legs and all - others laughing at the effort.

Now that the sea is coming back in I am first in line. Not by accident. By decision. That’s what “Winning” is - a decision. A recent anonymous nomination led to a finalist selection for the Grand Rapids Chamber of Commerce EPIC awards Young Entrepreneur of the Year. EPIC stands for Entrepreneurial, Progressive, Innovative, Collaborative. As a finalist it is not set in stone that I have won the award. There are two other well deserved nominees. People that are NOT sitting on rocks. Will I win? We’ll find out on May 18th. But you can bet I’ve already made a decision to win. More details of the EPIC awards ceremony at [www.grandrapids.org](http://www.grandrapids.org)

So what does a superstar golfer do when the sea goes out? They train. They seek professional advice. They stay positive. They seek other positive people. They get plenty of rest, quickly rehabilitate, and get back in the game. Tiger is about to win again. The sea won’t stay out forever.

And you will win too. Just don’t plan on rock sitting. Get some inspiration. Read a non-fiction motivational book once a month. Subscribe to the authors newsletters. Purge the evening

## Birdies, Bogeys, Eagles. Thrilling Stuff

news, daily newspapers, all people on social media who post how sad they are. Eliminate them with one atomic swipe.

Movies can be great too, although I recommend you not watch one from April—October. Wouldn't want to get in the way of your golf game. Okay, maybe one or two. We all need rest.

I was in the womb when the first *Rocky* movie came out. By *Rocky IV* in my pre-cannon state, I struggled to do pushups and run down the beach. But it didn't matter. I was going to defeat the Russian. I grew up watching every sequel.

Fortunately, a part of me never grew up. I still and forever will believe in the underdog. The Rocky story, like all great stories, is one of overcoming adversity. The wonderful thing about Sylvester Stallone's character is that he always had great adversaries in the ring, but more importantly, he had personal adversity outside the ring to conquer as well, before getting in the ring: feeling unworthy, lacking qualifications, emotional defeats. He had his losses and was called a bum. Yet as all heroes do, he came back. When he was knocked down, he got up.

You can be sure there are multiple adversaries to overcome for the Epic Award. Most Emmy's are not handed out to first time nominees. Regardless of the result, I won't go down without drinking raw eggs.

Vince Lombardi said, "Fatigue makes cowards of all of us."

How about you? Shouldn't you be the author of your own Epic Award? Do you feel strong, or are you weak and fatigued? If you need to rest & recuperate, okay... my best advice is go rest,

take a day or two off... the middle of the week is fine. Walk the dog, relax, avoid all work around the house. Then plan your comeback with a winner's vigor. Attend your private coaching sessions, practice with your effortless putting system, work on your impact drills and kick butt. Then celebrate.

## Da Masters

There are three kinds of people in the world. Those that make things happen. Those that watch things happen. And those that say. What the #@ \$ just happened?

I think we were all more of the latter late Sunday afternoon of this year's Masters Golf Tournament. It might have been the greatest single day at Augusta since Jack Nicklaus roared back to win in 1986. So many things going on. Tiger Woods charging. Rory McIlroy falling. Eight different players with a part of the lead at one point on the back nine. Birdies, bogeys, eagles. Thrilling stuff.

In the end, it was little-known Charl Schwartzel of South Africa who pulled off the victory, becoming the first Masters champion to birdie the final four holes. In doing so, he passed Adam Scott and Jason Day to win by two.

Nicklaus himself had gone 4 under in 1986, but went eagle, birdie, birdie par to win by one over Tom Kite and Greg Norman. Mark O'Mear played the final four holes in 3 under on his way to victory in 1998, with a birdie at 18 clinching the win.

No doubt, this Masters will long be remembered. **So who is this guy?**

Charl Schwartzel was playing in just his second Masters and is a rookie on the PGA Tour by virtue of his second-place finish last year at Doral, where he finished runner-up to countryman and mentor Ernie Els. The 26-year-old South African has long been touted by the Big Easy, whose foundation in his homeland supported the likes of Schwartzel, who has won six other tournaments on the European Tour. Schwartzel, an avid hunter, gave kudos to Els and to his friend Louis Oosthuizen, who won last summer's British Open. "That gave me the belief that I could do it, too," Schwartzel said. And he did.

### Don't Call It A Comeback-

Tiger Woods shot a 31 on the back nine at Augusta on Friday. He shot a 31 on the front nine on Sunday. Had he put them together Sunday and shot 62, he not only would have set a major championship scoring record but he would have won by a single shot.

That's a lot to ask, but Woods simply was unable to put it all together despite a tie for fourth and tons of encouraging play. His 66 during the second round vaulted him into contention, but a 74 during the third dropped him seven strokes back. He made them all up on Sunday through 8 holes, only to manage just one more birdie the rest of the way.

Woods, 35, has now gone 17 months since his last victory at the 2009 Australian Masters. Since returning after a self-imposed five-month break to deal with personal issues last year, Woods best finishes were a tie for fourth at last year's Masters and a tie for fourth at the U.S. Open.

The outcome at the 75th Masters was his best of 2010, just his second top-10 finish. Woods has now gone 11 major championships without a victory, the longest major-less streak of his career and remains at 14, four behind the record of Jack Nicklaus.

## Better Golf Section:

Playing Better in Today's A.D.D. world. A strategically placed photo on The Back Page shows yours truly hitting golf balls one handed while talking on the phone.

Why do I do this? You've seen the commercial. <http://www.youtube.com/watch?v=EHIN21ebeak>

You need a phone to save you from your phone. But for those of you that absolutely have no self control, I give you the...

### How To Get Better At GOLF While Talking On Your Phone Program.

The real key here is to start out small. No we are not talking about phone size. We are talking about the length of swing. You should also start out with a lot of loft. Gap wedge or sand wedge is best.

Step 1: Place phone in your trail hand (right if you are right handed). Place the club grip in your lead hand in the same position you would if both hands were on the grip.

Step 2: Start with a swing length where the club head goes back to knee height and forward to knee height or just shy of knee height. It is important for your follow through to be slightly shorter...continued page 6

## So What Did Happen To McIlroy?

By Dr. Eddie O'Connor, Sports Psychologist, Ph.D., Grand Rapids

Choking occurs when someone performs less than their skill level suggests they should.

This happens with a shift in focus from the task at hand to internal distractions such as negative thoughts or anxious feelings.

Perhaps he got ahead of himself on the tenth hole when he hit between the cottages. Maybe he felt the pressure of the competitive round, Tiger's charge and so many others performing well. "When you're hearing roars, you pretty much knew what was going on," he admitted.

[Rory triple bogeyed the 10th](#), and based on his quote above it sounds like he got caught up in his mistakes. I imagine his focus was no longer on his swing - but on his...

To read the rest of this article go to <http://myemail.constantcontact.com/What-happened-to-McIlroy-.html?soid=1103244704727&aid=5QfeiYSuzzi>

## The Fun Section:

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MINZEY'S MUSINGS Courtesy of Michigan Golf News  
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### HISTORY LESSON

The next time you are washing your hands and complain because the water temperature isn't just how you like it, think about how things used to be. Here are some facts about the 1500s:

Most people got married in June because they took their yearly bath in May, and they still smelled pretty good by June.. However, since they were starting to smell . . . brides carried a bouquet of flowers to hide the body odor. Hence the custom today of carrying a bouquet when getting married.

Baths consisted of a big tub filled with hot water. The man of the house had the privilege of the nice clean water, then all the other sons and men, then the women and finally the children. Last of all the babies. By then the water was so dirty you could actually lose someone in it. Hence the saying, "Don't throw the baby out with the Bath water!"

Houses had thatched roofs-thick straw-piled high, with no wood underneath. It was the only place for animals to get warm, so all the cats and other small animals (mice, bugs) lived in the roof. When it rained it became slippery and sometimes the animals would slip and fall off the roof.

Hence the saying "It's raining cats and dogs."

There was nothing to stop things from falling into the house. This posed a real problem in the bedroom where bugs and other droppings could mess up your nice clean bed. Hence, a bed with big posts and a sheet hung over the top afforded some protection. That's how canopy beds came into existence.

The floor was dirt. Only the wealthy had something other than dirt. Hence the saying, "Dirt poor." The wealthy had slate floors that would get slippery in the winter when wet, so they spread thresh (straw) on floor to help keep their footing. As the winter wore on, they added more thresh until, when you opened the door, it would all start slipping outside. A piece of wood was placed in the entrance-way. Hence: a thresh hold.

In those old days, they cooked in the kitchen with a big kettle that always hung over the fire.. Every day they lit the fire and added things to the pot. They ate mostly vegetables and did not get much meat. They would eat the stew for dinner, leaving leftovers in the pot to get cold overnight and then start over the next day. Sometimes stew had food in it that had been there for quite a while. Hence the rhyme: Peas porridge hot, peas porridge cold, peas porridge in the pot nine

days old.

Sometimes they could obtain pork, which made them feel quite special. When visitors came over, they would hang up their bacon to show off. It was a sign of wealth that a man could, "bring home the bacon." They would cut off a little to share with guests and would all sit around and chew the fat.

Those with money had plates made of pewter. Food with high acid content caused some of the lead to leach onto the food, causing lead poisoning death. This happened most often with tomatoes, so for the next 400 years or so, tomatoes were considered poisonous.

Bread was divided according to status. Workers got the burnt bottom of the loaf, the family got the middle, and guests got the top, or the upper crust.

Lead cups were used to drink ale or whiskey. The combination would sometimes knock the imbibers out for a couple of days. Someone walking along the road would take them for dead and prepare them for burial. They were laid out on the kitchen table for a couple of days and the family would gather around and eat and drink and wait and see if they would wake up. Hence the custom of holding a wake.

England is old and small and the local folks started running out of places to bury people. So they would dig up coffins and would take the bones to a bone-house, and reuse the grave. When reopening these coffins, 1 out of 25 coffins were found to have scratch marks on the inside and they realized they had been burying people alive. So they would tie a string on the wrist of the corpse, lead it through the coffin and up through the ground and tie it to a bell. Someone would have to sit out in the graveyard all night (the graveyard shift.) to listen for the bell; thus, someone could be, saved by the bell or was considered a dead ringer...

And that's the truth... Now, whoever said History was boring!

## Pre-Round

Okay, I've shown this before, but it deserves another month in the newsletter. If you are not receiving vibrations from the course's crust you need to get with it and watch this video:

<http://www.youtube.com/watch?v=wygbfBNPH50>

And more Ben Crane Videos: [www.bencranegolf.com](http://www.bencranegolf.com)

## A Dead Ringer

or at worst equal to the length of your backswing.

Step 3: Begin taking swings without a golf ball and make sure the club head is contacting the ground. Take note of how much the club is bouncing off the ground. Make sure you are not digging and creating divots with this short of a swing. Also observe the place where you are hitting the ground. You should be connecting the ground towards the front side of you body (closer to your lead foot than your trail foot)

Step 4: When consistent contact with the ground is achieved, place a... to get the rest of this article upgrade to a Golf Coaching Membership by calling 616.802.4969. Only 9 more memberships are available for the month of May.

### Schedule update

**Harvey Lexus Presentation-** May 16th

**Group Coaching-** Tues. & Wed. Night Coaching Sessions begin April 12th at 6pm.

**Ladies Golf Extravaganza-** Ladies Group Coaching April 21st. 6pm

**Biz Golf Success-** Take Your Business Golf Referrals To The Extreme: May 10th 7:30am - 9:30am  
www.bizgolfsuccess.com

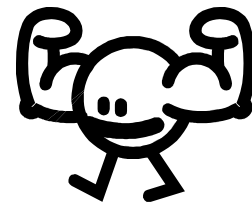
**Grand Rapids Business Golf Networking LinkedIn Event-** June 7th, 5:30pm to 9:00pm. DeVos Place. Grand Gallery Meeting Rooms. This event is expecting over 500 attendees networking with the top 20 LinkedIn groups of Grand Rapids.

Click Here to Register:  
<http://tinyurl.com/4yhc4bp>

## **EXERCISE OF THE MONTH - LAT SLAMS ON BOSU**

By Bob Foreman

You now know, from the April article, that recruitment of the fast-twitch muscle fibers is essential to increase club head speed and distance. Speed exercises, like the side slam/toss described in the article, done on a regular basis will enhance that recruitment. Another is the lat slam. My strong recommendation would be to perform the lat slam while standing or sitting for a few weeks before thinking about advancing to an unstable surface, such as disc pillows or the BOSU, as depicted in the Exercise of the Month at <http://golfitcarolina.com>.



### **Birthday Winner**

This months birthday winner is Ron Townsend. Ron wins a free coaching session. Have a May birthday? Please submit the day and month to [info@grandrapidsgolflesson.com](mailto:info@grandrapidsgolflesson.com) for contest eligibility.

### **Mother's Day**

Send Personalized Handwritten Mother's Day cards to Mom for less than \$1 in under 60 seconds. Go to [www.sendoutcards.com/pgatour](http://www.sendoutcards.com/pgatour) and click on "Click here to send a card" and I will buy your first card and pay for the postage! Follow Kode Bateman's audio instructions.



## COMPARE YOUR GOLF GAME TO THE BEST PLAYERS IN THE WORLD!

The 2012 PGA Championship is in August 2012 at Kiawah Island Golf Resort in South Carolina. The dream of serious golfers is to play the course as the professionals play it in a major championship. Well, now you can!

Every serious golfer has asked the question — how would my game hold up playing a top course set up in major championship conditions? Now you can find out during Kiawah Island's once-in-a-lifetime chance to play The Ocean Course under 2012 PGA Championship conditions.

For one week only, from **August 1 - 7, 2011**, Kiawah Island Golf Resort will set up The Ocean Course just like it will be in August 2012 — a mind-numbing 7,606 yards of wind, dunes, marsh and water with firm, lightning-fast greens, the same rough lines and rough lengths as the pros will face in 2012.

In addition, there will be a low-net competition with the winner receiving a two-night stay at The Sanctuary, plus two rounds of golf (one on The Ocean Course) for a four-some. Players must present proof of a certified USGA handicap and play with a Kiawah caddie.

Kiawah Island Golf Resort is a spectacular island destination with 10 miles of pristine beaches, just 30 miles from historic Charleston, SC. The Resort offers 5 golf courses, the 5-star Sanctuary Spa, hotel and villa accommodations, a variety of dining choices, excellent tennis facilities, swimming pools, biking, nature programs and more.

Resort Guests will receive a special \$205 per person rate for this event. (not including caddie gratuity). For Resort rates and more information, contact Margie Lenau, Dolphin Vacations at 616-481-3463 or [lenau@sbcglobal.net](mailto:lenau@sbcglobal.net). Special arrangements will be made for Groups including discounted room rates.

### Are you up to the challenge?



## The Back Page

Your Partner In Golf Success,

Scott Seifferlein

PGA Golf Guru

"Stop Slicing Five Swings Guaranteed!"

Phone: 616.802.4969

Our Websites-

<http://tinyurl.com/GrandRapidsGolf>

**Stop Slicing  
Five Swings  
Guaranteed!!**

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Scott Seifferlein has left the building. He can no longer be reached via Facebook, LinkedIn and Twitter. Nor can he ever again be emailed or contacted by cell phone. Only communication accepted will be by FedEx delivery once per month.

Any additional correspondence should be sent to his secretary and made attention to: April Fools.

A few years back I invented a (yet to go mainstream) holiday called International Email Freedom Day. The holiday occurs once per year on the third Thursday of August... in case you want to mark your calendars. After a few interviews on nationally syndicated talk radio shows and a few relatively unknown publications the holiday hasn't exactly taken off. Although it was fun to be on the well known Mancow show out of Chicago.

Most folks claim "ball & chain". Something about not checking email as cause for firing. But I wonder if we have gone too far. Our lust for instant messaging and burping out 140 character tweets robbing us of thought. An article in the 12/10 *Entrepreneur Magazine* mews about 'the new attention deficit'; warns: "exit the inbox, turn off the screen and silence the ringer—machines are robbing you of your ability to focus." Intelligence dropping by the day.

I am not anxious to go back to rubbing sticks together and clubbing dinosaurs. But it sure seems we have gone too far. For most golfers an hour of practice is now made up of 3 interruptions to check voice-mail, 4 breaks to check Facebook statuses, and 6 text messages.

Are you really making good use of your golf time? At the very least could you hit balls with your lead hand while on the phone?

