

August 2010

GrandRapidsGolfLesson.com

Quote of The Month:

There's no difference between a pessimist who says, "Oh, its hopeless, so don't bother doing anything," and an optimist who says, "Don't bother doing anything, its going to turn out fine anyway." Either way, nothing happens. ~ YVON CHOUI-NARD, founder of Patagonia

2009 Golfer of the Year
Mike Franz

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We are in the final week of what has been a loooong, hot summer. So hot that alligators have been found in the Chicago River. So hot a company called Doggles.com has sold \$3-million of sunglasses for *dogs*. (no kidding.) So hot Limbaugh called Gore for info on global warming. HOT. Very hot. And golf scores have been hotter than ever too. I just got back from my annual trip to Port Sanilac, MI to play with my father in the Huron Shores Invitational. This year the winning team scored 25 under par! Last year we won at 20 under par. Eleven years ago we won at 16

under par!! Bob Dylan could have wrote "The Scores, They Are A-Changin"

At least we won the "Saturday Special". An award for the lowest score in round 2 for all the teams that did not finish in the top 4. Kind of like winning the **Toilet Bowl** bracket of the Gus Macker.

More hot scores-

*57 by high school player Bobby Wyatt at the Alabama State Jr Championship

*59 by PGA Tour journeyman Paul Goydos at the John Deere Classic

*60 by Steve Stricker at the John Deere Classic.

*63 by Rory McIlroy in the first round of the British Open

*60 by J.B. Holmes at the Greenbrier Classic

*59 by Stuart Appleby at the Greenbrier Classic

Speaking of hot golfers, one of my clients made a hole-in-one on a par 4 at Maple Hill! And my lovely Bride and mother-in-law won 1st place in their golf league! One of my Bride's goals for 2010 was to finish in 1st place. She posted the goal along with a picture of a golfer with a trophy on the refrigerator. She looked at this goal every day for 8 months before it came to fruition. Interestingly enough, back

NAME	Round 1	Round 2	TOTAL	
SAVAGE	3rd	60	61	121
WITTING				
M. LAUGHLIN	1st	57	58	115
BISSETT				
SLIPH		62	64	126
HURLEY				
M. WINKLEY		69	66	135
J. WINKLEY				
J. GANLEY		64	65	129
M. GANLEY				
P. GANLEY	4th	62	62	124
JOHNSON				
WATSON		61	67	128
WHITEFIELD				
SEIFFERLEIN	Saturday	63	62	125
S. SEFFERLEIN	Special			
TILTMAN		64	65	129
TILTMAN				
GOODWIN		69	64	133
MERTZ				
MURDICK		62	64	126
REDMOND				
BALLENTINE		63	67	130
BOEHMS				
HORNER	2nd	59	60	119
HORNER				

And I've gotta figure the other 1% or so are just liars.

in January, Golf Improvement Members received a tip on goal setting from Brian Tracy. Not just on goal setting but how to turn those goals to reality. Here is a re-print of that article along with a few of our goals-

Week 1: Magic of Self Direction

This is the first in a short series about goal setting for your golf game.

Goals. Do you know about them? Most people say, "sure I know about goals, I have goals." But do they really know about goals. Do they write them down? Do they live them everyday? Do they touch, smell, hear, see and taste their goals? You only know about goals to the extent at which you do them.

Why are we talking about goals? Well, for one, my bride and I just finished writing out our goals for 2010 using the Brian Tracy system. You can even see a few of them at <http://seif-pro.wordpress.com/2010/01/02/2010-goals/>

And I thought that now would be as good a time as any to get you thinking, no not just thinking, but "doing" your 2010 GOLF goals.

When talking to golfers I find that nearly 100% of them are afraid of change, and I've gotta figure the other 1% or so are just liars. Why are we so afraid of change? Because most change is uncontrollable. By choice. But when you have specific goals using the steps below you will gain CONTROL of change. And that is when change will be for the good. That type of change will be embraced not feared.

First let's look at the Three Elements of Goal Setting-

1. Acres of... to get the rest of this

Golf Improvement Member tip upgrade to a Silver Golf Improvement Membership for less than dinner at Applebees by e-mailing info@grandrapidsgolflesson.com Use the subject line- Silver Golf Improvement Membership

Better Golf Instruction- Drive it longer, hit more greens and score.... Higher????!!!!

Bubba Watson did just that in a recent tournament. His first round score was 64 and second round score was 71.

Here is how he did it:

	Round 1	Round 2
Distance	312	321
Putts	22	30
Greens	56%	67%

*Bubba hit 43% of his fairways each day.

So there you have it. Bubba improved his greens in regulation by 11% and increased his score by 7 strokes due to 8 more strokes on the putting green. Know your stats and how they influence your score.



Good Grief-

How long do I have to keep going on this keep your head down stuff? Here is another reminder excerpted from the Golf Myth EBOOK-

All-time #1 Golf Myth: You are looking up; keep your head down.

Not so according to my article on page #111 in Donald Trumps self titled book Trump: The Best Golf Advice I Ever Received. But if you go to any golf course and top the ball off the first tee, six other golfers will tell you to keep your head down. First of all, **YOU DIDN'T LOOK UP**. Not before or at impact anyways. I have filmed thousands of golfers who say that they look up and I have yet to meet one who actually looks up. **I'll give you \$100** if you find me a new client who does look up before or at impact. Contact me at 616-802-4969 or www.grandrapidsgolflesson.com to get your crisp Ben Franklin.

The reason your golf partners will tell you that you looked up is because of... If you haven't already invested in The Seven Golf Myths That Are Destroying Your Game, I urge you to do so right now. Do not pass Go, do not collect \$200. Go immediately to www.grandrapidsgolflesson.com/store.html Or become a Silver Golf Improvement Member and I will share the rest of this article with you just as I did for all of my current Golf Improvement Members!

The Accountability Factor-

A few years back I wrote an article titled "Why You Need A Golf Coach." In it I emphasized the accountability factor. Legendary athletes like Troy Aikman, George Foreman and Tiger Woods have all agreed that being held accountable by their coach or coaches, who monitored their statistics, analyzed film of their performance, and tracked their progress, they would never have reached the levels of success they did.

This is exactly why I have developed a proprietary scorecard system to track your progress. This new scorecard system will hold you accountable and track your practice progress. I designed it specifically for the breaking 100, 90 and 80 boot camps, however I am also putting it on the market for those not participating in the boot camp. Details are at www.grandrapidsgolflesson.com/store.html

ASSESSING THE DUSTIN JOHNSON RULING: By Brad and Bill Shelton

Ignorantia Juris Non Excusat By: Brad Shelton

Kohler, Wisconsin - The ruling against Dustin Johnson was unfortunate, controversial, and unpopular, but most importantly the decision to assess Johnson a two-shot penalty for grounding his club in a hazard on the last hole of the 92nd PGA Championship was absolutely correct.

Rule 13-4b (Ball in Hazard; Prohibited Actions) in The Rules of Golf is quite clear – "...the player must not... touch the ground in the hazard... with his hand or a club. The Penalty for breach of rule in stroke play is two strokes."

Ignorance of the law, or in this case ignorance of the rules, does not excuse the violation. Not only is the rule clearly stated in the rule book, but the PGA made it abundantly clear to the players that there were more than 1,000 bunkers on the course, both inside and outside the ropes, and that each should be played as a hazard. Continued page 5...

I'll give you \$100 if you find me a new client who does look up before or at impact.

The Fun Section:

Who's buying...and buying "BIG"? Good ol' Apple, they've done it again with this IPAD thing-a-ma-jig. Of course, who wants any old IPAD when you can get the diamond-encrusted version for \$20k. (holykaw.alltop.com) Want to see more big money being spent on niche items? Pick up a copy of COWBOYS & INDIANS MAGAZINE at Barnes&Noble. This is the Robb Report for rich cowboys and rich pretend-cowboys. I promise: you'll be amazed. And it'll make you feel guilty about your piddly little investment in your golf game :)

Speaking of Cowboys and Indians your membership into the GrandRapidsGolfLesson.com tribe certainly paid off BIG this month with the *hip* and *sophisticated* private concert by Brian VanderArk. Golf Improvement Members enjoyed a warm evening poolside at the home of David and Angela Korte. Sipping summer brews and Michigan Wines while taking in the tunes of a chart topping artist. It was an evening that many non-members will **aspire** to next year. Here are a few clips from the concert for those of you that missed it. <http://www.viddler.com/explore/sseifferlein/videos/10/>

As much as Brian tried to please the audience, there was one curmudgeonly fan who just wasn't satisfied with the music. A must watch video: <http://www.youtube.com/watch?v=3iOiCDk1Ny4>

Jeopardy Answer-

Cowboys, IPAD's, Golfers, Rules, Brian VanderArk, Ray Romano & Indians.

Jeopardy Question-

What are people and things in the fun section of the golf newsletter?

Rules Question of the Month-

True or False- A sprinkler head does not interfere with the lie of the ball, stance, or area of swing; a player may not take relief under the obstruction Rule for mental interference.

Answer on the back page. Check out the rules quizzes at http://www.usga.org/RulesQuiz/rules_quizzes.html

Many Thanks to all those who passed referrals this month— Deb White, Kurt Kimball, Roger Perkins, Cassidy Bisher, Joe Martin, Tom Ziemer and my friends at Google.

Breaking 80 Before Ray Romano-

Local golfer Bob Bishop hires PGA Golf Guru Scott Seifferlein to do in Six Weeks what Ray Romano could not do in Six Months with Hank Haney. Break 80 that is.

See the results- <http://www.youtube.com/watch?v=UrMLi-qCjic>

1,000th Client Contest-

#987 joined the ranks as of August 26th. Log-in to the blog below for details about how your referral could win \$1,000 in coaching with the 1,000th client contest.

<http://tinyurl.com/396zaxo>

Continued from page 3...Whether on the last hole of a major championship or during a weekend game of \$2 Nassau, it is on all of us as golfers to follow the rules to the letter of the law and maintain the integrity of the game. Johnson had a rules official with his group, was aware of the rule and PGA rules notice, and could have consulted his caddie, playing partner or rules official before proceeding.

The onus, and thus the consequence, is on Johnson.

The outrage against the PGA and its ruling are nothing more than a commentary on the softening of society as it pertains to what is right and wrong. In this case Johnson was wrong, as he openly admitted, and received a just penalty for his action.

Dustin Johnson: Dyed in the Dust Bill Shelton

You may have a several academic degrees, played competitive golf, and be able to quote the USGA Rules verbatim, but Brad when did you lose your common sense? Dustin Johnson was robbed of a chance to be the winner of the PGA Championship. How many chances will he have to join that elite group of golfers? Sure, the Chairman of the Rules Committee piously explained to Peter Kostis on national television that there was no choice but to penalize Dustin for the rules infraction—grounding his club in a bunker. Just as you did, he cited the chapter and verse. Then he cited the myriad of actions that had been taken to make the players aware that all of those nearly 1000 sand “traps” would be in play. Let’s be honest, it was a masterful ploy by the PGA to cover up several mistakes.

The first mistake was deciding that all of those little sand pits (some no bigger than a pizza pan) would be played as regular bunkers. Surely, Pete Dye did not envision that when he designed the course. More than 90 percent of those would never come into play for the average golfer and less than half of that number for the pros. The majority of those bunkers (and it is difficult to even call them bunkers) are for aesthetic value. The rules committee had three choices: consider them all as regular bunkers where club could not be grounded; designate all bunkers “outside the ropes” where fans were standing as waste bunkers; or define them as part of the rough. I am not sure that Dustin Johnson was the only golfer who hit out of similar areas in the earlier rounds. The difference was that his shot was covered on television.

The second mistake resulted from the first. Fans were standing in those areas all along the course. If the PGA had determined that they were sand bunkers, the gallery ropes should have been adjusted further away from the fairway. How many tournaments can anyone identify where the fans have been allowed to stand in the sand traps? So, if the PGA wanted to be so strict about the bunkers, why didn’t they reroute the spectators.

Schedule update

Through September

30th: Group Programs at

[http://
seif-
pro.wordpress.com/2009
/01/09/2010-group-
sessions/](http://seif-pro.wordpress.com/2009/01/09/2010-group-sessions/)

Beat the Pro:

www.pinkballcharityclassic.com – September 17th

2011 Golf Improvement Membership Launch:

7:37 AM Sept. 15th.
Call 616.802.4969 to be one of only 14 to receive special pricing on 2011 golf improvement memberships.

Winter Coaching-

Champions Gate Indoor Golf will once again be hosting my clients for indoor golf training. Expected to open around the first week of November.

Birthday Winner

This month's birthday winner is Marcia Hartman. Marcia wins a free coaching session. Have an Sept. birthday? Please submit the day and month to info@grandrapidsgolflesson.com for contest eligibility.

Patriot Day

Send Personalized Handwritten Patriot Day cards on Sept 11th for less than \$1 in under 60 seconds. Go to 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.

The third mistake is that a PGA rules official was standing alongside Dustin Johnson and never indicated that it was a bunker. With all the footprints, loose grass, cigarette butts, and trampled down edges, it would have been prudent to inform

Dustin. But, my guess is that the rules official did NOT recognize it as a bunker!

If someone saw what was happening in the rules tent, why didn't they radio the official?

Dustin played the shot, made a bogey, qualified for the playoff, then was assessed a two shot penalty and was left in the sand. Come on PGA, don't penalize others for your mistakes!

(excerpted from the Michigan Golfer Newsletter)

****Editor's Note:** Dr. William (Bill) Shelton, was the President of Eastern Michigan University, for 11 years, before he returned to the faculty. He was also our original host of the Michigan Golfer Television Show, serving in that capacity for three years, before moving to the Carolinas. Brad, his son, is in the educational consulting business, after a stint with the University of Kentucky. Both have compassion for the game and considerably skill. Brad is a scratch golfer and Bill plays to a nine handicap.

My Opinion-

In a day where most Americans want to *blame* the government or the rich for all their troubles, it is good to see Dustin Johnson admit that he did NOT read the rules sheet. The social media outburst about the ruling was a far more popular story than the winner. **Who won by the way?** I'll give you a hint. The bozo's at CBS made mention that

42% of all Wisconsinites are of German heritage, so they should be proud. Yeah, German heritage from 150 years ago. I'm of German heritage too. Half of the Midwest is. Can't say I am walking around with a medal on my chest because of it. Can't say that I have a clue what the German soccer team did in the world cup this year. And I'm willing to bet that 42% of Wisconsinites couldn't give a rat's patooty where Martin Kaymer is from. Just sayin'.

So who is at fault here? The PGA, the rules official, Justin's caddy, Justin himself? I can't pin all of it on one individual. Nor can I say any of them are in the clear. Ultimately, this ruling showed us how much *golf* and *capitalism* are alike. They are amused by it all. There is ignorance and arrogance to it. I am writing this a day after nearly the entire golf world **blames** the PGA and the rules officials for calling a two stroke penalty on Dustin Johnson. And the same evening in which Keith Olbermann **blames** capitalism for nasty bubbles and bumps. Each of which believes that someone should step in, smooth things out, make good for all. Mussolini said he could make the trains run on time, *good for all*, but the problem with the trains running on time is that every so often, you have to use the trains to haul a lot of troublesome people off to the gas chambers. Capitalism and golf are harsh because they offer *opportunity* and therefore ask people to **fend** for themselves; and this requires pain and suffering for those that reject the "fending for" part. Just as Dustin Johnson found out on Sunday. I do find fending for myself a tiring burden, but, just like getting older, it beats the alternatives.

The PGA's Fault? The PGA is com-

pletely *foolish* for letting people set up lawn chairs and build sand castles in the path of a major championship. Perhaps next year, I'll take my swim trunks to Augusta and sun myself next to the magnolias in the bunker behind the 12th green. (I was going to insert a picture of this possibility but smartly thought otherwise) But that was their choice, their tournament. Don't play if you don't like it. **The rules official?** In good conscience perhaps the official should have made mention to Dustin Johnson that the grainy material underneath his ball was sand and that the basic rules of golf say "do not touch". However the rules official is not there to prevent players from breaking the rules, they are only there to provide answers to questions the players have or to address any situation that arises. This guy is pretty much in the clear. **The caddy?** Yes and no. The caddy's basic duty is to carry the bag, keep up and shut up. Good caddies however take this to another level and are an extension of the player, helping them with club selection, reading the greens and yes, making them *aware* of light brown stuff called SAND under their ball. The Player? No player with a clear head would ever ground their club in the sand. If in question, they would always call over a rules official. Clearly Dustin Johnson choked. He is ultimately responsible for his own game and his own paycheck. And that my friends is why golf is so much better than the unionized sports. You are only as good as your last swing and you get to start over from scratch the very next day. No multi-year contracts "cause you've been there".

So what about YOU, this day, and tomorrow, and the day after that? I once read that every morning in Africa, a gazelle wakes up. It knows it must run faster than the fastest lion or it will be killed. Every morning a lion wakes up. It knows it must outrun the slowest gazelle or it will starve to death. It doesn't matter whether you are *lion* or *gazelle* or *golfer* or *working stiff*, when the sun comes up, you'd better be running. Unless you'd like to leave the jungle for the zoo, where you are fed the minimum diet required for life and kept caged. If so, pray daily the zoo-master never runs short of food. Or you get ill or infirm or restless. There is no happy, neutral, middle place. Jungle or zoo. Zoo or jungle.

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