

December 2010

GrandRapidsGolfLesson.com

Quotes of The Month:

"A chosen few above the sport enjoy." - unknown circa 1890's

"Bind up my wounds give me another horse" - unknown circa 1890's

"Brick Walls are there to give us a chance to show how badly we want something. They are there to stop the people who don't want it badly enough. To stop the "other" people." – Randy Pausch

2009 Golfer of the Year
Mike Franz

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Why You Must Crawl Across Broken Glass on Naked Knees to Train Now. Even if it is hard to think about golf with all that white stuff on the ground.

As I sit down to write this months newsletter it is 9:47AM on Pearl Harbor Day. My brother-in-law is on a military plane headed to a classified "Allie" country on route to Afghanistan - To join other brave men and women who are willing to bind up their wounds and get on another horse. Thanks to them we are able to enjoy another wonderful Christmas, our parents were able to experience a surprise 40th Anniversary party earlier this month and we are all blessed to enjoy a nice game of golf at Pebble Beach in the middle of December. And it is 70 degrees none-the-less.

"What? Pebble Beach? 70 degrees you say? That's impossible. I'm stuck here in Grand Rapids shoveling snow and nursing frostbit toes."

No really, it's true. There is an indoor golf studio on 28th St. that offers over 60 famous golf courses, in very real simulation at the comfort of 70 degrees. Champions Gate Indoor Golf. Check them out at 2960 28th St. SE. www.championsgateindoorgolf.com They have leagues, parties, extra space for chipping and putting and card

games. You can book a party and have food catered in and BYOB and BYOC (bring your own clubs) Follow them at:
www.twitter.com/grindoorgolf

So even though all that "white stuff" is on the ground. It is imperative that you train now. To get ahead of the competition. To get me off your back. To achieve your golf dreams!

To modify a quote from Randy Pausch "The day I'm not riding your ass to play better golf is the day that I have given up"

Better Golf Section:

Have you ever been told that power in the golf swing comes from your legs? Watch this video- it will shock you, surprise you and warm your heart.

http://www.youtube.com/watch?v=N12G10T_XT0

All I Want For Christmas Is A Consistent, Effortless Golf Swing

"That was perfect!" Have you ever hit a golf shot that felt so good you echoed those words? If so, then I bet the next words out of your mouth were "Marbles, why can't I do that every

This ought to tell you why you can't get rid of that bloody slice.



time?

So why can't you swing like that consistently? What's standing in your way of Johnny Miller golfing glory? The swing was probably so effortless you said "I can't believe how far it went, I hardly swung...why can't I swing that easy all the time?"

I believe that timing has a great deal of importance. Your swing may look like you're trying to kill a snake and if you time it perfectly, it will feel effortless and consistent. While most golfers are focused on the "perfect swing plane" or "coming over the top" or "holding the angle"... I believe these are effects and not the 'causes' you should be worried about. The effects cannot be fixed until 'cause' is fixed. And if you keep trying to fix 'effects'... you'll keep *Band-Aid*® in business.

Have you had any of those problems, yet are never able to fix them regardless of how many golf magazines you read, tips from your 20 handicap brother-in-law or lessons you take from Billy Bob's driving range? Well now you know why you can't fix 'em. Your trying to fix an 'effect', when you should be working on fixing the 'cause'.

For example: I have found that 86.3% (round estimate) of golfers start their backswing with too much hinge or not enough hinge of the wrist. And I have found that when the average golfer does this the club head moves off-line early in the swing and then is not able to recover and will be off-line in the downswing. The ball flight will look like a 15th Century boomerang – thus creat-

ing compensations on your future swings.

Compensations Equal Inconsistency

The more you compensate, the more inconsistent you are. And this ought to tell you why you can't get rid of that bloody slice. And it also explains this: When you work really hard to get rid of the slice, you end up over-compensating and hitting a low hook or hitting a worm-killer 30 yards into the hay.

When the club head is off-line from the very start, everything from your hands to your arms to your body rotation will be out of whack. However, when you go to take a normal lesson, the pro often talks about the need to close your stance and swing "from the inside". Unfortunately this is just another compensation to fix an 'effect'. What do I mean by that? Your slice isn't happening because you weren't swinging from the inside. Your slice is happening because you are out of sequence from the start of the golf swing. So now instead of hitting 3 shots to the right and then overcorrecting and hitting one to the left... you're hitting one left, one right, left, right, left right. That's why most golfers get worse while going to take golf lessons in the traditional manner. At least before the lesson your ball was going to slice every time. Now you have no idea if Jekyll or Hyde will show up.

So how do I help golfers to become more consistent? One of my most successful practice drills is the

Onomatopoeia swing drill. Just kidding. I'll stick to easy to understand golf terms. It's really called the "parallel shaft" drill.

This drill helps the golfer build awareness of how the hands set the club and how the arms and body work together to keep it on-line. The initial practice of this drill does not include golf balls. This helps the golfer heighten their sense of feel and understand the difference between their "kill a snake" move and their new "tour" move. After a few minutes golf balls are introduced and you have never seen golfers happier about their ball striking!

Why? Because they started to feel what it feels like to have the golf club in the right zones. And because of that they do not need to make compensations, thereby eliminating the inconsistency. But I have to warn you. This isn't something you will feel right way without working through the practice drill. There is a big difference between feel and real when you've been disconnected for so long.

A YEAR IN REVIEW, OF SORTS.....By Terry Moore

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With my clubs now stored in the basement, it's the time of year when I reflect on some of the highlights and personal favorites of the past golf year.

Best bounce back: You know about

"bounce back." It's a stat used on the PGA Tour that tracks the success of a player coming back from a bogey or worse with a birdie on the next hole. Well, it will be hard to beat the bounce back of McKenzie Rupp, a senior from Essexville Garber H.S. at Oct.'s Michigan High School Girls Golf Finals at The Meadows at GVSU. Competing in some tough windy conditions, she incurred a horrendous 16-over par 21 on the par-five ninth hole (her second hole of the day.) But to her credit, MacKenzie composed herself and birdied the next hole, the par-four 10th hole—a unparallel bounce back of 18 shots!

Best Michigan tournament: My pick is the USGA Junior Amateur held at Egypt Valley in July. The caliber of play of these budding Tour stars was remarkable. I watched phenom Jordan Speith, 16, shoot an effortless 5-under 67 in his first round over a stretched to the tips Egypt Valley CC, not an easy track. Later, Gavin Hall, 15, set a new course and USGA Jr. record by firing a 10-under 62. Then Jimmy Liu, 14, erased Tiger Woods' name from the record books when he became the youngest USGA champion by besting Justin Thomas 4 & 2 in the finals. It was an amazing week of exceptional play and a historic week for West Michigan as it hosted its first ever USGA national championship. It was worth the wait.

Best drive: No, it's not Steve Stricker's 424-yard blast at Kapalua's Plantation course at the opening Tournament of Champions. Instead, the best drive of the year goes to '10 Michigan Senior Amateur champion

Feel and understand the difference between their "kill a snake" move and their new "tour" move.

Bill Zylstra. You see, Zylstra claimed his trophy at Barton Hills at around 6 P.M. one evening and then promptly drove alone and straight through to Charleston, SC in order to defend his title at another senior event beginning at noon the next day. He safely made the 13-hour drive and carded a 71 in his first round, two shots off the lead.

Best retort to a player's complaint: Loved how USGA Executive Director David Fay handled Tiger Woods whining about the greens at Pebble Beach. "Someone is entitled to his opinions, but he's not entitled to his facts," said Fay echoing a favorite line of the late Senator Patrick Moynihan. Fay went on to explain that although the poa annua greens at Pebble may have appeared in poor condition, they in fact rolled fine and probably better than any tournament ever held there in June. In contrast, Phil Mickelson didn't make any excuses for his poor putting over those same greens.

Did you know?

A little tidbit that didn't make the deadline last month. The first Thanksgiving Feast was given in Newfoundland in 1578 by explorer Martin Frobisher, 43 years before the Pilgrims in Plymouth in 1621.

Most gut-wrenching loss: Goes to Robert Garrigus who, mimicking Jan Van de Velde at Carnoustie at the Open Championship, blew a three shot lead at Memphis in June by triple bogeying the final hole, costing him his first PGA Tour title. Readily admitting the pressure got to him, Garrigus vowed afterwards to learn from his travails. The next day, Tony Kornheiser on ESPN's PTL show predicted Garrigus would never win a tournament.

Most gratifying win: Goes to Robert Garrigus who wins his first ever PGA victory by firing a final round 64 at the Children's Miracle Network Classic in Nov. at DisneyWorld. Afterwards in a TV interview, Garrigus dedicates the win to "Tony Kornheiser." Touché!

Most under-reported golf achievement: Goes to 59-year-old Paul Simson from Raleigh, N.C. who won the Senior "triple crown" this year, taking home titles in the British, Canadian and USGA Senior Amateur championships.

Best item for tournament viewing: A pocket-size pair of binoculars. I used Bushnell's lightweight PowerView model at Whistling Straits for the PGA and they worked beautifully. Handy too for watching college football action at The Big House in Ann Arbor. I used them to zero in on several missed field goals!

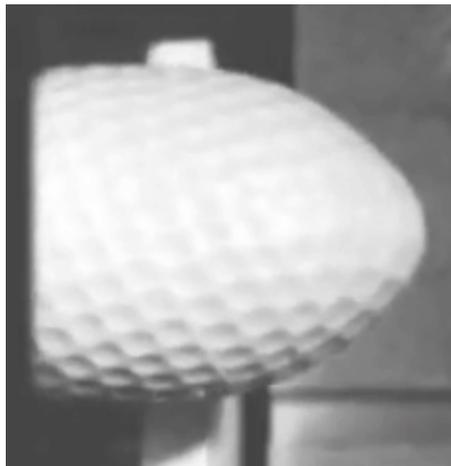
Best post-event Press conference: No press conference offered more compelling theatre than did the losing USA team at the Ryder Cup. The emotion displayed by dejected Hunter Mahan followed by the stellar support given him by his team mates spoke volumes about camaraderie and the Ryder Cup itself. Can't wait for Medinah in 2012!

The Fun Section:

Any guess as to what the object is in these two pictures?



#1



#2

"Christmas at my house is always at least six or seven times more pleasant than anywhere else. We start drinking early. And while everyone else is seeing only one Santa Claus, we'll be seeing six or seven." ~W. C. Fields

Answers on the back page

DEVINE THOUGHTS - THE PORCH

A young blonde girl in her late teens, wanting to earn some extra money for the summer, decided to hire herself out as a "handy woman" and started canvassing a nearby well-to-do neighborhood. She went to the front door of the first house and asked the owner if he had any odd jobs for her to do.

"Well, I guess I could use somebody to paint the porch" he said. "How much will you charge me?"

Delighted, the girl quickly responded, "How about \$50?"

The man agreed and told her that the paint and brushes and everything she would need were in the garage. The man's wife, hearing the conversation, said to her husband, "Does she realize that our porch goes ALL the way around the house?"

"That's a bit cynical, isn't it?" he responded.

The wife replied, "You're right. I guess I'm starting to believe all those dumb blonde jokes."

A few hours later the blonde came to the door to collect her money.

"You're finished already??" the startled husband asked.

"Yes," the blonde replied, "and I even had paint left over so I gave it two coats."

Impressed, the man reached into his pocket for the \$50 and handed it to her along with a \$10 tip.

"Thank you," the blonde said, "And, by the way, it's not a Porch, it's a Lexus."

Schedule update Member Only Open House- December 30th 4PM—6PM
Free Coaching at Champions Gate. Upgrade to a Golf Improvement Membership before Dec. 30th for less than a Griffins Hockey ticket and you can get into this exclusive event! Non-members are also welcome at the low rate of \$10,482 per hour.

Winter Coaching- Champions Gate Indoor Golf availability for private coaching: Tuesday - Thursday from Noon to 8PM, Friday from Noon to 6PM and Saturday from 10AM to 3PM. Book on-line at www.grandrapidsgolflesson.com

Birthday Winner

This months birthday winner is Scott Brundage. Scott wins a free coaching session. Have a Jan. birthday? Please submit the day and month to info@grandrapidsgolflesson.com for contest eligibility.

Business Golf- Speaker, Author & Consultant Tony Rubleski will be on hand to present marketing and referral tactics to maximize your business golf experience. Jan. 18th from 7:30AM to 9:15AM. Enjoy breakfast, networking and brilliant success tips to take your business golf to the next level. First 25 registered receive a FREE copy of Tony's third book. Call 616.802.4969 to register. Business Golf Bootcamp- TBD April 28th and 29th

Golf Show- Feb. 11th, 12th & 13th

Christmas Send Personalized Handwritten Christmas cards 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 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
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Fun Page Answers:

1. Golf ball at maximum compression while striking a steel wall.
2. Golf ball as it rebounds off the steel wall.

This golf ball collided with the steel at 150 mph. See the video here: <http://www.flixxy.com/golf-ball-slow-motion.htm>

As the year comes to a close I witnessed many clients of GrandRapidsGolfLesson.com achieve their greatest success in golf and in life. Congratulations on your amazing 2010. Looking towards 2011 and knowing how ambitious you all are, I am sure you have already written down your goals, laminated them and posted them where you can see them each day. While studying some of the great visionaries of golf, I found that they often included pictures along side their goals. The photos represented the goal or the reward of achieving the goal. I hope that you add this to your arsenal of goal setting techniques for 2011. And since you asked... here are a few of my goals for 2011. You will also notice that each goal has an action plan, a reward and a date to be accomplished by. I would like to ask that you check back in with me every few months to see how I am doing on the goals - provide some accountability and assistance. I will do the same for you if you like.

Tithe 10% and volunteer 2 times this year

Action: look for 2 opportunities using my spiritual gifts and schedule

Reward: god will decide

Dates Accomplished: by March 2011

Sell \$15,000 in Golf info products around the world

Action: Find partner to launch and select non-profit to donate

Reward: donate to non-profit

Date Accomplished: by Nov. 2011

Lexus sponsorship

Action: Follow up on letter to John Leese.

Reward: Luxury driving

Date Accomplished: by March 2011



Start a speed golf league

Action: Set dates and communicate with Golf course

Reward: Enthusiasm

Date Accomplished: by May 2011

Spend 5 day vacation up north in cottage

Action: Schedule

Reward: relaxation

Date Accomplished: by Labor Day 2011



Merry Christmas!!