

## Quotes of The Month:

Eighteen holes of match play will teach you more about your foe than 18 years of dealing with him across a desk.

~Grantland Rice

Golf appeals to the idiot in us and the child. Just how child-like golf players become is proven by their frequent inability to count past five.

~John Updike

“Rapture” ~ Facebook Weirdos

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**I Getz To Play.** Every once in a while I play too. Many of you have been asking me when I get to play. Don't you worry. I played enough golf between 1989 and 2004 to last a life time. My six year sabbatical from competitive golf is nearly over. But for now I'll take my four rounds a year and enjoy them. The first this year took place a few weeks ago in the Ferris State Alumni Tournament. Held at Tullymore, I joined Will Goode (Ferris State Athletic Scholarship Coordinator who was entertaining me as I founded a golf team scholarship a few years back.) and two alums for a gorgeous day of golf. Tullymore is an excellent golf course with big open fairways and room to hit the greens. A fair course to score on when you are keeping the ball in play and can flight the ball high. However, it is most penalizing if you are off by more than 20 yards or if you don't know your carry distances. This type of golf course is most suited to players who score in the 60's and 70's (for eighteen). For the average golfer—bring lot's of balls. You'll need about 2 dozen.

### Getting To Tullymore

How is it that three people can experience the exact same thing and have totally different opinions about it? I took my first day off since December to play

in this event (okay I only worked four hours in the morning and technically I played for business purposes anyways) but it felt like a day off. Anyways, I got off the highway in Sand Lake and took my time going up Northland Drive to 5 mile - up 155th Ave to Pierce Rd. Time stands still there. It was very surreal. It's also Amish country. As I meandered up 155th Ave I noticed four horses walking through a field. They were all in line and congruent. Odd, I thought. As I came closer I noticed a boy of maybe 12 standing on a plow and being pulled by the horses. He was happy as a clam, probably seeing the only car drive by that day. He gave me the big trucker horn request and I obliged, making his day.

When arriving at the golf course two others pulled up next to me and upon getting out of their car began sharing their opinions about Tullymore **not** fitting in with the area and complaining about the location of the course and all the Amish folk they had to drive around. There day off was obviously not going to be as fun as mine.

### Amish People Don't Annoy David Toms-

When Life Gives You Sand Divots... You Make Birdies. David Toms did

He hit only nine fairways - for the week.

### **Birthday Winner**

This month's birthday winner is Tom Koernke. Tom wins a free coaching session. Have a June birthday? Please submit the day and month to [info@grandrapidsgolflesson.com](mailto:info@grandrapidsgolflesson.com) for contest eligibility.

### **Graduation Day**

Send Personalized Handwritten Graduation Day cards to your favorite high school grads 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.

just that at this month's Players Championship. One down going into the final hole, Toms hit the best drive of the day, starting out over the water and fading back to the middle of the fairway – 50 yards past the tournament leader K.J. Choi. Upon reaching his ball Toms was dis-heartened to see that his ball was in a divot filled with sand.

An often debated topic on tour, the sand divot can sometimes be harder to hit out of than a divot left unfilled. Toms quickly gained his composure and striped his approach shot to 20 feet. After a quick look at the line, he stepped up and drained the birdie putt to get into a playoff with Choi. It was one of only 5 birdies on hole 18 the entire day. Unfortunately for Toms, a 3 putt from 10 feet on the first playoff hole cost him the championship. He then came back to win the very next week!

### **Vaya con Dios Senior Ballesteros....**

When Seve Ballesteros died on May 7, golf lost one of its true legends. Seve passed due to complications from brain cancer, which was diagnosed in 2008.

The five-time major champion helped re-energize and put European golf back on the map, and many have credited him with making the Ryder Cup into the classic event that it is. "The Ryder Cup wouldn't be what it is without Seve," Padraig Harrington said. "There's no doubt he was an inspiration to all who played around him."

Ballesteros holds the record with 50 European Tour titles. But his impact goes far beyond that. The way he played and inspired is what always will be remembered. Ballesteros was a master with the short game, as evidenced by this amazing stat: when he won his first British Open in 1979, he hit only 9

fairways – for the week. But he could scramble.

Quite a resume for a gentleman who died way too young, at the age of 54.

### **Do you want to hit fairways or play good golf?**

My son Lucas was born on Father's Day weekend two years before Lucas Glover won the U.S. Open the same weekend. We don't name our children after tour players but it was nice to see Lucas Glover win again this month. He took home the trophy at the Wells Fargo Championship.

Most golfers I talk to tell me they would take a short drive if they would just hit it in the fairway. But is that really going to make you a better player? Hitting the fairway?

How many fairways should you hit I ask them? Almost all of them or more than half are typical answers. So why is it that Lucas Glover - one of the best players in the world, a Ryder Cup team member and Wells Fargo winner this month only hit 46.4% of fairways?

It's because hitting fairways isn't that important. Longer drives, more greens in regulation and making more putts are the statistics you should be more tuned in with. For the week, Glover averaged 26.5 putts per round. That's over 9 one-putts per round!! (As a side– Give me any ol' golfer and I'll wager a week's income that he will beat himself from 100 yards in the rough vs. 150 yards in the fairway.

## The Shank Cure.

They are going around again. The dreaded shanks. Spread by bad golf advice and walking too close to other golfers who shank. Just last week I worked with no less than 7 golfers who were shanking. And that was only Tuesday.



So how do you *quickly*... the rest of this article is reserved for golf coaching members only. To upgrade for less than the cost of dinner at your local pub, call 616.802.4969.

### Schedule update

**Group Coaching**– Tues. & Wed. Night Coaching Sessions 6pm.

**Ladies Golf Extravaganza**– Ladies Group Coaching 6pm on Thursdays through July.

**Speed Golf League**– June 1st through the first week of July. Wednesdays at 6:00am. Done by 6:45am!! Call 616.802.4969 to register.

**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/4yh4bp>

## Introduction Ambassador Program

Here is how it works:

1. Got a friend/family member/colleague who wants to learn to play better golf. Bring them with you for a complimentary 20 minute session on the range. (It's okay if you don't come, as long as your friend/family/colleague shows up.)

2. You receive 50 Gold Points. You will get the 50 Gold Points for each introduction.

3. When you introduce 5 people you will receive 100 BONUS points. (You will get another 100 bonus points for the next 5 and so on.)

Ex: 4 introductions = 200 Gold Points, 5 introductions = 350 Gold Points, 10 introductions = 700 Gold Points

4. You redeem your Gold Points for Top Quality Steaks From Allen Brothers, a VIP Golf Party, Golf with your pro days, etc.

An introduction letter has been drafted for you to send to your referrals. There are four different versions based on your referral's personality. Go to [www.grandrapidsgolflesson.com/introductions](http://www.grandrapidsgolflesson.com/introductions) to download your Done -4- You introduction letter.

## Redemption Options

Hand Shake & Thank You- 50 Gold Points

Round of Golf at Your Choice of Public Courses in Grand Rapids Metro Area- 100 Gold Points

Allen Brothers Steaks (4 pack of Filet Mignon)- 200 Gold Points

VIP Golf Party (appetizers, drinks, practice balls and hanging out with your pro and up to 8 of your closest friends)- 300 Gold Points

Golf With Your Pro (18 holes for you and up to two friends)- 500 Gold Points

Week at Disney (includes flight, accommodations and theme park tickets for up to four people)- 12,500 Gold Points

\*\*Program good through the end of August or until Final 43 client spots are filled\*\*

## Your Golf Pro on Fox News-

Well not that Fox News. I'm still waiting for the invite from Hannity. But I was on Fox 17 with a new series about learning golf from scratch. Watch Fox 17's Andrea Shaner take up golf for the first time. Tim Doty and Michele DeSelms will share her experiences on the new show One Seven.– The replays will be posted at <http://www.grandrapidsgolflesson.com/media.php>

## The Fun Section:

### Recognition:

There is a story about recognition from one of those big financial firms. Might be Morgan Stanley. Thousands of new advisors come in and get trained every year. Their results posted and commissions paid. The individual in the lead came into the office one day in a panic. His numbers were posted incorrectly. The boss said not to worry, the commissions would be correct. The individual said, "I don't care about the commissions, I just want everyone else to know how far ahead of them I am."

Interestingly enough, I neglected to include recognition of a recent contest winner in the April Newsletter and boy did I hear about it. Therefore this section of the newsletter is dedicated to Dr. Scott Brundage. Dr. Brundage was the recent winner of the Masters Contest. He won \$600 in private coaching. Not that he cared about that. A listing in the newsletter to let everyone else know that he won was the missing element. :)

## Dr. Brundage Winner!

### Desperate Golf Wives?

There is a fledgling LinkedIn group called Desperate Golf Wives. Created by you know who. Anyways the other day I took a call from the owner of the Golfers Wife of the Year Contest and thought I would share it with you here.

Enter the contest online at [www.GolfersWifeoftheYear.com](http://www.GolfersWifeoftheYear.com). There is no purchase needed to enter. You can also visit [www.HoneyILoveGolf.com](http://www.HoneyILoveGolf.com) to read more about the book called Honey I Love Golf But I Love You More. This makes a great gift for National Women's Golf Month!



# Fall Pro-Am (Oct 2-5)

October 2-5, 2011 - Las Vegas, NV

Mirage Hotel & Casino & Las Vegas Paiute Golf Resort



**Tournament Format:**

60 Teams consisting of **five players (one professional with four amateurs)** will play 54 holes of medal play, on three championship golf courses (one round on each course). The field will be divided into two flights. Scoring will be one better ball net and one better ball gross on each hole combined for the team score. Amateurs will receive 80% of handicap with a maximum handicap of 18 strokes per player.

**PACKAGE INCLUDES:**

4 nights single occupancy lodging at the [Mirage Hotel & Casino](#)  
 3 rounds of golf at [Las Vegas Paiute Golf Resort](#) includes golf/cart/range balls  
 Daily Breakfast Buffet at Golf Course  
 Daily Lunch on Golf Course  
 Complimentary Draft Beer & Cocktails - post Tournament Rounds at Golf Course  
 and much more that I do not have room to share here. Call 616.802.4969 for complete details.

**AMATEUR ENTRY**

**FEE**

**\$2,495**

**TEAM DEPOSIT** (postmarked by 6/10/11) **\$2,000**

**TEAM BALANCE** (postmarked by 7/22/11) **\$7,980**

**GUEST FEE** (per person) **\$195**

**EXTRA NIGHTS** (per person/per night) **\$TBA**

**Sunday October 2, 2011**

5:00pm - 7:00pm...Tournament Check-in (Mirage Hotel)

6:00pm...Professionals Meeting

7:00pm - 9:00pm...Cocktail Party & Dinner

**Monday October 3, 2011**

7:00am - 10:30am...Full Breakfast Buffet (Paiute)

8:30am - 10:30am...Tee Times (Split Tees)  
 Lunch at the turn.

Distribution of Favors Post

Round

6:00pm - 7:30pm...Cocktail Party

**Tuesday October 4, 2011**

7:00am - 10:30am...Full Breakfast Buffet (Paiute)

8:30am - 10:30am...Tee Times (Split Tees)  
 Lunch at the turn.

6:00pm - 7:30pm...Cocktail Party

**Wednesday October 5, 2011**

7:00am - 10:30am...Full Breakfast Buffet (Paiute)

8:30am - 10:30am...Tee Times (Split Tees)  
 Lunch at the turn.

6:00pm - 8:00pm...Cocktail Party & Awards Dinner

## Are You Having The Best Possible Golf Experience?

While that may seem like an easy question to answer, it certainly would help us all get there if most golfers were playing from a set of tees best suited to their abilities. That's why The PGA of America and the United States Golf Association are jointly supporting "*TEE IT FORWARD*," a new national initiative to be proposed for golf facilities nationwide from July 5-17.

*TEE IT FORWARD* encourages all golfers to play the course at a length that is aligned with their average driving distance. Golfers can potentially speed up play and have more fun by utilizing tees that provide the greatest playability and enjoyment.

Barney Adams, the founder of Adams Golf, provided the concept that led to *TEE IT FORWARD*, to encourage golfers to play each course at a length that is best suited to their driving distance. By playing from forward tees, amateur golfers have the opportunity to play the course at the same relative distance as a touring professional would over 18 holes. The playing field is leveled by giving golfers the chance to play from distances that are properly aligned with their abilities.

With many more of your players hitting approach shots with 6- and 7-irons instead of hybrids and long irons, their chances for enjoyment increases. Also, playing from forward tees should result in fewer overall shots, shorter distance traveled on each hole, and potentially, fewer lost balls.

*TEE IT FORWARD* is not necessarily about creating a new set of tees -- many facilities already have multiple tees in use every day. It is about changing the mindset of golfers in a positive way -- by encouraging people to consider setting aside their desire to play from 6,500-6,700 yards and moving up to a length of 6,000-6,200 yards. Or moving from 6,000-6,200 yards up to 5,700-5,800 yards.

It is important to note that the 6,700-yard course that many of your golfers play today is equivalent to a PGA Tour player competing on a course that measures 8,100 yards -- 700 yards longer than a typical PGA Tour layout.

It's really quite simple: Play Forward Tees, Play Faster, Have More Fun!

Source: PGA of America

**My Take:** I couldn't agree more. Although I would like to see most golfers playing golf courses in the 4,000 to 5,000 yard range and find that the tour equivalent is closer to 9,000 yards rather than the 8,100 yards defined by Barney Adams. Growing up on a 5,400 yard course was a great experience. I was able to play holes that were designed for golfers who hit it less than 250 yards (nearly all golfers).

That is why I created the "Graduation System" where you start from 50 yards and "graduate" 25 yards each time you score a 5 or better. Your total score is not based on how many swings you take but it is based on how far you can "graduate" to in your round of 18 holes. You can learn more about this program at <http://www.grandrapidsgolflesson.com/ScottSeifferleinNewGolferRules.pdf>

### Referral Leaders:

Neil Starks

Flexco Manufacturing

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Kent Country Club

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Jerry Winters

Tim Doty

Dave Bahls

Matt Stout

Darin Clark

## 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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### Should You Just Quit?

As you probably recall, France leapt up and demanded to lead the U.N. "peacekeeping force" to be plunked between Hezbollah and Israel, 15,000 strong – to which France would make a "very significant contribution." That turned out to be not 15,000; not 5,000; but 400, only 200 of which ever arrived.

Stephen Colbert said:

*"The only difference between 500 French troops and 15,000 French troops is – less prisoners."*

They'll never escape their deserved reputation for surrender. It's not an enviable reputation. It's not an enviable behavior.

Greg Forbes of The Weather Channel keeps telling me about troughs and rainy weather patterns. Most golfers claiming weather as their source of disapproving golf scores. I always like to see players come from obscure places of the world, where the weather is not so nice, resources not so plentiful and make it to the big time. Lee Trevino wasn't into excuse making. While others complained about the lack of opportunity, the bad weather, the this, the that - he was grinding away a better golf game. Others quitting. They say and will continue to say they were driven away by weather, high prices, inaccessible courses. But they're all liars. Maybe the local media'll do sob stories about them and the golf courses who can't keep them from quitting.

They deserve a horse-whipping, not sympathy (as do a lot of people). These 'French' started waving their white flags even before the Germans got there. I deplore the Dr. Philization of America, the wimp epidemic that has turned men to mice, the poor-me eagerness to be a victim, the thumb-sucking and whining, the behaving like the damned French.

Hopefully, you are better equipped than most – with swing speed strategies, one putt know how, and with confidence – so that you aren't running around waving the white flag in the face of any and every challenge or interference that rears its little head.

Hopefully, you get up every morning on your hind legs and stand tall. There's no place on the golf battlefield for the faint of heart, the timid, the easily discouraged or distracted, for anyone with white flag at the ready.