

A copy for reference

Sarah



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GREG NORMAN



LYLE & SCOTT

<http://www.gaudet-luce.co.uk>

Greetings from Your Pro Shops,

Good wishes for a healthy New Year! Only a week into the New Year and it seems I have already given up on happy and prosperous!

I hope that you had an enjoyable Christmas and a fantastic Hogmanay; I spent New Years Eve with Chris and a few friends at the Red Lion at Holt Fleet. I must admit that I had endured a few days of hassle at our year end and wasn't really looking forward to going out, but the evening turned out to be superb - fantastic food, really impressive service and tremendous value for money (cannot wait to go back).

In the next few weeks we will be discussing driver fit, golf ball technology and something really relevant with the recent downpours: waterproofs, winter warmers and performance wear. This year we will be complimenting and reiterating these articles with in store promotions and special offers to our members.

Last year Rob and I went to Ping for him to be custom fitted for a new driver. He had used the G2 with great effect but felt that the launch was a tad high, creating too much spin, resulting in little run out as it landed. The new G5 introduced a higher centre of gravity, giving a lower launch and what's often referred to as a "rainbow launch profile" with the ball coming down from a shallower angle, spinning slower and giving the desired run out. He was really surprised to be offered a G5 12 degree driver to start the demo process, but was soon reassured by the technician that loft plays only a small part in the creation of launch. Other crucial contributing factors are choice of shaft, flex, kick point and torque. Getting the correct combination is incredibly rewarding. Rob ended up with a G5 10.5 degree with a stiff Pro launch shaft. Fitted properly, he launched the ball lower and noticed he was some 20 yards longer. I noticed the same benefits recently when I loaned (hired) his driver for a round at

THE WHITEBOARD



Andrew Laing
Head Greenkeeper

Please [Click here](#) to see my Status and information page for both courses. Happy Golfing!"



Russell Adams
Professional Gaudet Luce

Please [Click here](#) to catch up on the latest news and offers at my Academy."

PLEASE DIARISE

[Friday 12 January](#)

Johnny Vincent's Funeral

[Ex Blues Player and Lakes member](#)
[Passed away on 23/12/06](#)

IN YOUR SHOP

JANUARY SALES

Buy one get one free!

Sale Shirts

Pay for one and get the cheaper one for FREE!



Pro V1
 £25 per dozen

Sale shoes from £20

Stourbridge.



This year will be an exciting year for sourcing a new driver with the new square heads from Nike, Callaway and Cobra and a fantastic new range from TaylorMade. I hope to be confirming demo days in the next few weeks.

If we can be of any help, please pop in and talk to one of our Professionals - remember they are there to help and will be delighted to advise and to pass on their years of knowledge.

On a really sad note a former Blues player and boyhood hero of mine, Johnny Vincent, passed away on 23rd December 2006. John was a member at Little Lakes and worked as our course marshal during 2005. Our condolences and thoughts go out to his partner Jenny and his family. His funeral is on Friday 12th January 2007 at 12pm. Further details from the club. The Blues decided not to have a minute's silence but had a round of applause instead - a really fitting tribute.

Hope to see you at the club,
Mark

Further reductions on iron sets including **Nike, Titleist, Cobra** and **TaylorMade**

Bag a Bargain
Bags from £20 by
Cobra, Nike, Titleist, Izod, Mizuno

WHAT'S IN THIS WEEK'S MAIL?

In the mail this week we kick off the golfing year with a series of articles on drivers and golf balls, what you should be looking for and how to match the equipment to your game. With winter upon us it is important to wear the proper waterproof gear to ensure your game is not hampered. If you have any questions about the articles in the mail and how to use this information to benefit your game please pop into the shop for a chat, I am always happy to assist you.

STRANGE, AND TRUE...

Moe Norman was heading toward a new course record in a tournament. His caddy told him that he had to hit with his driver and 9 iron and take two putts. Moe informed the caddy that he would hit a 9 iron off the tee, a driver off the fairway to the green and then two putts... He did exactly that and set the new course record.

DOES IT MAKE SENSE TO YOU?

Ask yourself the question again: "When buying golf equipment, which of price, fit or brand is the most important". Whenever I ask any group this question, 4 out of the 5 will answer "fit" but a lot less than that have had their equipment fitted. And if I extend my query on 'fitting' to their Driver then the ratio is even worse.

What is it about the Driver that indicates it is a "one-size fits all" or a "follow the Pro on the TV" sort of club? Surely the club that gets us started, the one that has the longest shaft and the one that is most likely to put your ball out of play if miss-hit, is the one that needs more care and attention at the point of purchase.

Before we get to shaft type, strength or length. Before we wrap your hands around a grip to check why you hook every other tee-shot and even before we get out more weights than you're likely to find at the local gym, let's start with LOFT.

As long ago as 2003 Golf Digest published data from one of their robot tests to show that golf ball innovations had changed the rules and required us to think about playing with more Loft on our Drivers. And even before that, the 'Long Drive Champions' were sitting with stop watches to measure 'hang-time' (the amount of time the ball remained in the air). They had figured that the longer the 'hang-time' the further their Drive would go, which was counter to our 90's ambition of low, long-running tee shots.

THE SURVEY RESULTS

A study conducted by and published in *Golf Digest* way back in 2003 showed that more loft on the driver equals more yards for nearly all golf club members.



They concluded that the most of us probably need a driver with a loft of at least 11 degrees whereas we actually play with lofts that require the swing speed of a Pro.

The study checked out the distances achieved at different swing speeds.

The 16-degree driver was the longest; at both 75 mph and 85 mph. At 95mph the 11-degree Driver became the longest. Interestingly the 9-degree Driver was the shortest at each level up to this point.

The 14-degree Driver was second-best at 95 mph and is probably a good bet for the large group of Golfers that swing between 85 and 95 mph and have a tendency to hit

There is a very real physical relationship between the angle at which the ball leaves the club face, the swing speed of the club at impact, the golf ball that you use and the distance that you will get off the tee. It is my job to make sure that the 'dimensions' are working for you and NOT against you.

Before you take the information on the right and do a simple match, remember that we need 'dynamic loft'. An 11° Driver that impacts the ball slightly on the upswing will create a higher launch angle than the same Driver that connects with the ball while on the downswing. It is about your setup, swing shape and actual launch along with club loft and swing speed.

In 2007, get Fitted.

the ball a slight downward blow.

At both 105 mph and 115 mph the 11-degrees was longest with a lower loft second best. Only beyond 115 mph did the 9-degree Driver become a better option. Finally to hammer home my point about most amateur golfers: In another survey taken at the PGA Tour's 2006 AT&T tournament, the average loft of the Pros' drivers was 9.2 degrees. The average loft of their Amateur partners was 9.4 degrees. These amateurs obviously believed in copying their Tour Pro rather than getting fitted to get the best out of THEIR game.



GLOBAL WARMING AND WATERPROOF SUITS

Christmas has come and gone and now we enter a new year. Whilst our enthusiasm for change and improvement is at its highest, the weather, at this time of the year, is usually at its most discouraging.

In 2007, despite the impact of Global Warming, we are now faced with January and February, the months when our commitment to the game needs to be at it's strongest.

Truth is, if you have listened to my message, you'll know that the modern water-proof is a million miles and a dozen winters from the bulky, rustling, leaking Michelin Man suits of the past.

You know that skiing in January and February with the right clothing will be a great experience and if you have skied recently then you'll know about the major improvement in the water and wind proofing of ever lighter clothing.

The same goes for Golf. I'm not suggesting that you should be teeing off from a black run on an Alpine slope but know that the lightweight, windproof and 'keep you dry from the outside and the inside suits' have made golf a great game to play in January through March.

If you aren't playing and have gone into hibernation, get a new suit, and come out to join us, and if you are playing, but aren't getting enough enjoyment, then come and see me.



Proquip Waterproofs:
Modern, lightweight, waterproof, warm
and free to swing in.

OLDER & WISER AND STRONGER & STRAIGHTER

Despite opinion from some well informed players on the US Tour – "we have about maxed out

on what the golf ball can do" – I don't think that we have seen the end of innovation in golf ball design. Just look at the last 10 years and tell me what makes anybody think improvement is going to stop.



In the mid-1990's Top-Flite Strata introduced a ball that combined long distance, low spin rate with the Driver and high-spin control with the Irons. Others followed and added this combination of playability to their golf ball.

Then manufacturers found they were able to make the core even larger and more responsive by making the cover even thinner and even softer. Energy transfer between club and ball was improved and Tee shots went further still.

The understanding of aerodynamics, pioneered by Srixon, gave us advanced dimple patterns: hexagonal dimple design, the icosahedral dimple arrangement (from Titleist) and even multiple dimple size combinations. These improvements influenced spin rate and hang-time, leading to greater distance and yet more control on approach shots.

So, contrary to the Tour opinion, I think we'll see the leading manufacturers working at combining all these innovations to push the golf ball further and straighter while offering increased stopping power and great feel off the Putter face.

Covers will get thinner and softer still. New proprietary core materials will be used to generate increased energy transfer at impact and dimple design will continue to exploit the improved understanding of golf ball aerodynamics.

We are going to see golf balls that launch for miles off the Driver face but still create incredible spin on 8 and 9-iron approach shots.

Now add these improvements to the smarter course management skills that we have all developed over the last 10 years and you can see why we are now shooting the lights out! No? Well you'll be interested in two startling observations I have, that I'll expand on in the coming weeks.



Since its introduction we have seen Titleist continually improving the Pro V range of golf balls and campaigning tirelessly for their right to do so within the laws of the game.

THE WEEKLY RESULTS

[click here](#) for the latest results at Gaudet Luce Golf Club

[click here](#) for the latest results at Little Lakes Golf Club

Sunday 17 December

Little Lakes

December Stableford

Individual Stableford

Division 1

1st C Williams 39

2nd M Wood 38

Division 2

1st N Jones 38

2nd M Foxall 38

Division 3

1st S Groves 36
2nd M Browne 35

Saturday 06 January

**Little Lakes
January Medal
Individual Medal**

Division 1

1st N Tomlinson Best Gross 73 68
2nd M Abbott 71

Division 2

1st B Symmonds 65
2nd N Jones 66

Division 3

1st S Groves 70
2nd J Stanley 72

Have a great week and good luck to all of you playing this weekend.

Regards

Your Pro Shops

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GREG NORMAN



LYLE & SCOTT