



JULY 2010 PRO SHOP NEWS

Steve Marr, PGA Professional, Withington Golf Club

Dear Withington Member

Welcome

We have now beyond the midway point of the golfing season and the build up to the Open Championship has begun.

This year the Claret Jug returns to the 'Home of Golf' St Andrews and you can read a full preview in this month's newsletter.

We also take a look at the latest irons on the market and have some top tips on how best to utilise those irons when playing in the wind.

Our regular European Tour columnist Alastair Forsyth returns to give us his views on the Open as well as offering you the chance to get your hands on his signed Odyssey Tour bag which is caddy carried throughout May.

There is also a sneak peak at two of the latest gadgets to help with your game, with a look at the latest SkyCaddie handheld GPS system to hit the market, and the brand new PowaKaddy Touch, with it's unique control handle.

Remember, if there is anything that you would like to discuss, whether it is about your game, your equipment or even just a rules or etiquette query, please come into the pro shop at any time and we'll be happy to talk to you.

Enjoy the news!



General News from Withington Golf Club

SHOP NEWS

Professional's Day is fast approaching and the sheet is filling up. It is not too late to put your name down for what is sure to be a great day on Sunday 25th July.

COURSE NEWS

The course has been in magnificent condition for the past several weeks and this has been noted by both members and visitors alike. Congratulations to Gary and his team for all their efforts.



The 139th Open Championship

This month the Open Championship returns to the 'Home of Golf' St Andrews as the tournament celebrates its 150th anniversary.

The Old Course has provided plenty of drama over the years from Constantino Rocca's dramatic 60ft putt from the Valley of Sin in 1995 to secure a play-off with John Daly to Japan's Tommy Nakajima ruining his chances of a famous win by taking five shots to escape the famous Road Hole bunker on 17 in 1978.

There has been one major alteration to the Old Course in preparation for the 139th Open, but it has caused quite a stir.

A new championship tee has been created on the famous par-4 17th hole. The Road Hole, which has remained the same length for more than 100 years, has been increased in length by some 35 yards to 490 yards.

The famous Road Hole bunker, which has a deep, almost vertical side, has also been widened, making it easier to hit into, but also easier to get out, much to the dismay of many golf purists.

However, the course will still provide plenty of challenges for the world's best golfers and there will no doubt be some high drama over the four days of competition at the famous old course.

After Graeme McDowell's fine win at the US Open last month let's hope another British player can get their hands on the penultimate Major of the season.

For more information on this year's Open Championship visit

www.opengolf.com

PRODUCT SPOTLIGHT



Irons

Irons come in a number of different forms – cavity, blade, forged, cast – and no matter what level of golfer you are there will be an iron to suit your game.

The iron is the most essential and basic part of any golfer's game and the ability to control and shape your iron shots will define your game, so it is vital you have the best equipment to suit your golf swing and ability.

For example, a forged blade will have a smaller sweetspot than a cast iron cavity back, therefore they may not be suitable for a higher handicap player.

The best way to find the most suitable iron for your game is to have a custom fit session, where we will not only find your best club, but also tailor it to your swing. This is done by analysing your swing and taking a number of measurements like clubhead speed, angle and ball speed. We can then adjust the club's lie, length and shaft flex to suit your swing and help you to hit long, straight shots.

If you would like to discuss your iron options please come into the pro shop at any time and we'll be happy to help. In the meantime why not check out the latest irons we have in stock by reading below.

Mizuno MX-300 Iron

The MX-300 was designed for players looking for the assistance of Mizuno's undercut cavity design and solid Grain Flow Forged feel – without the shot making constraints of normal cavity offset and sole width.

With address dimensions (top line, sole width, face size) falling squarely between the MP-52 and MX-200, and offset closer to MP characteristics, the new MX-300 offers a more solid feel and greater workability than any other iron in the MX line.

The full cavity utilised in the MX-300 irons also contains a reconfigured Y-TUNE Pro technology for enhanced feel and flight control. The milled pocket cavity (3-7) redistributes 12 grams of weight low and deep to provide a high penetrating launch, while the scoring irons (8-PW) utilize a solid power bar design for greater workability.

The sole of the MX-300 irons is dual cambered to minimize turf drag and digging through impact.

SSP: £589 (3-PW)

For more information on the Mizuno MX-300 Irons [click here](#).





PING G15 Iron

The technology of the G15 Iron provides the high-launching, maximum forgiveness attributes that bring consistency to your iron play. The stainless steel iron's cavity design features a new Custom Tuning Port (CTP), which expands the perimeter weighting and increases the moment of inertia.

Weight savings from a thinner face is re-positioned to the toe for added forgiveness on mis-hits and its wider sole produces a higher launch angle. Stronger lofts combine with a centre of gravity located low and farther from the face to produce longer shots without sacrificing the higher trajectory required in a maximum forgiveness iron.

SSP: £499 (4-SW)

For more information on the PING G15 Iron [click here](#).



Titleist AP1 Iron

Building upon the high technology design and resounding success of the original AP irons, Titleist introduces the new high performance AP2 irons for avid golfers. The Titleist AP2 is a multi-material, dual cavity iron that takes the design mission of "Advanced Performance You Can Feel" to new heights.

The concept for the original Advanced Performance irons arose as a result of research that indicated serious golfers want performance with great feel, not performance at the expense of feel. The Titleist R&D team's advanced research group has been conducting extensive sound and vibration analysis aimed at reducing the harsh lower frequency vibration that causes poor feel in irons. This research led to combining several technologies and materials in the back cavity of the new AP irons resulting in a new Tuned Feel System to take feel to a new level.

The new Tuned Feel System is a co-molded medallion of soft elastomer and aluminium plate. This insert has been specifically designed to improve the sound and feel of each new iron. For the new AP2, a softer, more solid feel is achieved.

SSP: £499 (4-PW)

For more information on the Titleist AP1 Iron [click here](#).



SkyCaddie SGX Rangefinder

Ensuring you have the correct club to hit that all-important approach shot into the green is vitally important if you want to make that birdie.

Accurate yardages will help you to make the right choice and the most precise way of measuring distances is to use a GPS handheld system.

These systems have come a long way since they were first introduced and SkyCaddie has just launched its new and improved SGX.

The SkyCaddie SGX can store up to 30,000 pre-loaded, ground-verified course maps making it ready-to-play out of the box

with Basic Green information. The SGX boasts a durable, sleek design with a large 3-inch, easy-to-read, transfective TFT-LCD screen that provides brilliant colour images even in the brightest sunlight.

The SGX uses an innovative dual navigation option to provide golfer friendly, one-handed operation and enhanced precision positioning without blocking critical screen information with fingers and smudges. With its new, intuitive user interface, the SkyCaddie SGX offers everything found in competitive rangefinders plus higher quality, better reliability and several proprietary stroke-saving essentials.

SSP: £329

For more information on the Skycaddie SGX unit [click here](#).

TEACHING ZONE

Keep Your Iron Shots Below The Wind

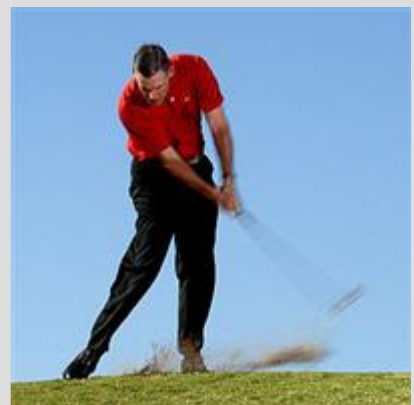
During the Open Championship you'll often see players hitting low, penetrating shots, like Tiger Woods' 'stinger', to keep the ball out of the high sea breeze.

On a windy day the low shot could well be a card saver as it'll help you avoid having your ball blown into danger.

To play a low shot, firstly select one more club than you think you need, say a 5-iron instead of 6-iron, 6 instead of 7, etc. Position the ball back in your stance to get your hands a little ahead of the ball to de-loft the club, and to get on top of the ball with your upper body.

Flatten your swing a little to decrease the angle of attack and the amount of backspin put on the ball to help keep it low.

Swing easy and watch the ball fly low to the ground negating any effect a strong wind will have on the ball.



Short Game Academy in Association with Titleist

When the wind is blowing strong the last thing you want to do with an approach shot of less than 100-yards is pitch it high into the air. The longer the ball spends in the sky, the more chance there is the wind will blow it off course.

If you have a clear run at the green send in a bump and run shot to ensure the ball stays on target.

Select a club with little loft like a six to eight iron, play the ball back in your stance and choke down the club a little so you're holding it at the bottom of the grip.

Pick an area of the fairway or green, depending how close you are, where you'd like to pitch the ball and get it rolling. Remember with a 7/8-iron the ball will roll a lot further than a 9-iron/wedge.

Concentrate on making a smooth swing, clipping the ball off the surface and watch it keep on rolling, right up to the cup.

As ever if you would like to discuss any part of your game please don't hesitate to drop by the shop.



The Open and Putting...with Alastair Forsyth

What are your thoughts on fellow Callaway Staff Professional Graeme McDowell's US Open win?

It was a fantastic win for Graeme, Callaway and the European Tour. Graeme has been in a rich vein of form for the past month and this is a well-deserved win. On top of that Callaway had three players in the top four.

Did you speak to Graeme afterwards?

I didn't get chance to speak to him, but will catch up with him at the French or Scottish Opens in the next few weeks.

Having experienced that winning feeling can you describe how it feels when you sink the ball on the 18th, knowing you have won the tournament?

It's a wonderful feeling to know you have achieved a dream of winning, but strangely there's a great sense of relief as well, especially if you've been around the lead for most of the week. One thing's for sure it takes a lot out of you physically and mentally.

This year's Open returns to the 'Home of Golf', what is it like to experience Open week at St Andrews?

I played in 2005 at St Andrews and it is a unique experience, with all the tradition and history surrounding St Andrews it certainly has a special feel about it.

It is also a strange sensation regarding spectators as most tournaments have crowds on both sides of the fairway. But at St Andrews they are only on the right as most fairways are double fairways.

No matter what happens it will, as always, be a great Open Championship.

Who is your tip to win the Open?

It's a difficult one to call. You can never write Tiger off, but I think with the strength of European golf at the moment there's a good chance of a European winner such as, Lee Westwood, McDowell, Ian Poulter, Paul Casey or Luke Donald.

Have you seen any players on tour that could cause a surprise at the Open?

Rhys Davies has had a great start to the year along with my friend Stephen Gallacher, who won the 2004 Dunhill Links Championship round the Old Course, so keep an eye on those two.

Which putter do you use?

I have used the Odyssey White Hot 2-ball putter for quite some time now. The 2-Ball shape helps me to align the putt to the exact point I want to start the ball on. It's just so easy.

What is your top putting tip?

Visualise the ball going into the hole while making a practise stroke, which takes out any technical thoughts, allowing a free, positive movement.

What is your most memorable putt?

The 18th Green of the 2008 Estoril Open for a birdie. 40ft big break left to right to get into a play off.



Win Alastair Forsyth's Signed Limited Edition Odyssey Tour Bag

Throughout May Callaway Golf Staff Professionals celebrated 'Odyssey Month' to mark the brand's continued presence at the top of the game.

Players such as Phil Mickelson, Ernie Els, Graeme McDowell and Alastair Forsyth used the new Odyssey Tour Bag at different events through May, and now Alastair has signed his and is giving it away to one lucky reader.

All you have to do is answer this simple question by reading Alastair's interview above...

When did Alastair Forsyth play in the Open at St Andrews?

Email your answers to stevemarrgolf@btinternet.com by Saturday July 31st to be in with a chance of winning.



What's In My Bag?

Over the last number of months I have been featuring the main equipment categories that make up any golfers bag i.e. woods, irons, wedges and putters. I thought it would only seem right if I walked you through my golf bag and why I use the clubs I do.

Driver: Titleist 909 D2, 10.5 degrees, stiff Diamana Blue-Board shaft

Fairway Wood: Mizuno F-60, 15 degrees, stiff ProLaunch Blue shaft

Utility Woods: Mizuno MP Fli-Hi, 2 iron (18 degrees), 3 iron (21 degrees), 4 iron (24 degrees), 5.5 flex Project X Rifle shaft

Irons: Mizuno MP-57, 5-PW, 5.5 flex Project X Rifle shaft

Wedges: Mizuno MP-T10, 52 degree/7 degree bounce, 58degree/10 degree bounce

Putter: Odyssey XG Marxman Mini, 34" length

Golf Ball: Titleist ProV1



New Powakaddy TOUCH Electric Trolley

Introducing the new Powakaddy Touch, the latest innovation from Powakaddy; combining a tried and trusted frame, with modern oversized tubing and the patented 'Touch 'n' Go Technology for intuitive control.

An innovative method of speed control Touch 'n' Go is completely intuitive and responsive, using the natural movement of the user to control the speed of the trolley. The Powakaddy Touch has no roller switch and no buttons, instead the handle is touch sensitive, sliding forwards and backwards with ease to control speed. When you remove your hand from the Touch handle it will retain your walking speed.

For more information on the Powakaddy TOUCH electric trolley. [Click here.](#)



Don't Try This At Home Folks.....

World Number Two Phil Mickelson is renowned for his short game, but this shot takes it to a whole new level.

The backward shot has been seen to be believed. Click on the link to see Phil's astonishing shot.

<http://www.youtube.com/watch?v=3PslA4WcSos&feature=related>

2010 Race To Dubai

The 2010 Race To Dubai is still ongoing and bubbling up nicely. We are 2 Major's down and the 3rd just around the corner there is there is all to play for.

The game, run by the European Tour, is free to enter, and at the same time as competing for prizes in the our competition, you can also win prizes in the Official Fantasy Race to Dubai 2010.

To enter please [click here](#) and register with the Fantasy Race to Dubai website, select your team and then join our private



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