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## January 2012 Pro Shop Enews

Steve Marr, PGA Professional, Withington Golf Club



### Dear Withington Member

#### Happy New Year

Happy New Year to you all, I do hope you had a wonderful festive break and you were able to get a few holes under your belt.

It's the start of a brand new year, but we start our newsletter taking a look back at Luke Donald's incredible 2011 and share some of his amazing stats with you.

The start of a new year often means new products as golf's leading equipment manufacturers launch their latest wares and we have a run down of many of this year's most exciting product launches.

With it being January we naturally have our New Year Sale on in the Pro Shop at the moment with a number of bargains available – we have listed the top five below, but why not pop in at any time and have a look around?

If you have anything you would like to discuss about your game, whether it's equipment, your swing or even rules, please do not hesitate to come in and talk to us.

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## General News from Withington Golf Club

### SHOP NEWS

We are excited at the prospect of 2012 being a great year for golf. As a member of TGI we are able to offer you a wide plethora of different brands. Here is a selection of the main brands we will be stocking in store: Titleist, Ping, Galvin Green, FootJoy, Adidas.

Don't forget to test our price match policy too - you may be surprised at the money we could save you.

### CLUB NEWS

The Clubhouse renovation is well underway. The dining room and bar are open as normal this weekend but will be closed from Monday to Friday next week. We are sure that the temporary disruption will be worth it once you get to see the end result.

## Stat Attack: A Look at Donald's Incredible 2011

Last year was a 12 months to remember for Luke Donald as he cemented his place as the world's number one golfer by becoming the first player in history to finish top of both the PGA (\$6.68M) and European Tour (€5.23M) money lists.

Over the course of the year Donald competed in a combined 28 events on both Tours, winning four times – WGC Accenture World Matchplay, BMW PGA Championship, the Scottish Open and the Children's Miracle Network Hospitals Classic – and finished in the top 10 on 20 occasions, including at the Masters and the USPGA Championship.

As you would expect Donald led the way on the European Tour charts with some very impressive stats.

He led in five of the nine stat leaderboards with a stroke average of 69.12, driving accuracy of 75.6%, greens in regulation of 77.5%, 1.694 putts per green in regulation (GIR) and a sand save percentage of 78.6%.

[Take a look at Donald's complete 2011 European Tour stats by clicking here.](#)

New 2012 Gear To Look Out For!

**NEW 2012 GEAR TO LOOK OUT FOR:**

The TaylorMade R11, Callaway's RAZR Hawk, Srixon's enhanced AD333 – these were just some of the exciting products to hit the shelves and fairways in 2011.

Now, as we enter a new year, what can we expect from golf's big boys over the coming months?

Already there is a plethora of exciting products that were launched at the very end of last year and have just been announced now - here's a few to wet your appetite!



**PING i20**

PING will be adding to its 'i' family in the new year with a brand new driver, fairway woods, hybrids and irons forming the i20 series.

The distinctive matte-black finish of the i20 driver, woods and hybrids offers a real performance benefit, eliminating glare and distractions to help the golfer focus. More importantly, the i20s perform even better than they look.

From the satin-chrome irons through the woods, PING's commitment to innovation and custom engineering is evident in the i20s' exceptional balance of function, design and appearance.

For more information on the PING i20 please [click here](#).



**Titleist 712 Irons**

Titleist has launched a whole new family of irons with the new 712 range of AP1, AP2, CB and MB Irons.

The key improvements to the new **AP1** irons add forgiveness without sacrificing shot control - factors previously thought to be mutually exclusive. AP1 is more forgiving because of its more efficient, high MOI design while also featuring a more traditional appearance with a progressive blade length throughout the set.

The **AP2** irons are technically advanced blades that provide increased forgiveness without sacrificing shot workability while combining traditional blade length and sole width with a more efficient multi-material weight distribution.

Titleist's **CB** irons are traditional forged blades that offer solid feel, contemporary looks and advanced shot control for the highly skilled golfer. Featuring a shallow cavity with an inner cavity muscle behind the impact area, short blade lengths and minimal progressive offset for both trajectory and shot shaping control. CB irons also feature a slightly wider, fuller sole for players who are more aggressive through the ground.

**MB** irons feature a traditional muscle back design with short blade lengths and minimal progressive offset for both trajectory and shot shaping control. The narrow soles have been enhanced with new trailing edge relief, making MB an excellent choice for players who pick the ball off the turf.

For more information on the Titleist 712 Irons please [click here](#).



**Scotty Cameron California**

New focus, new look, new attitude. Scotty's California line rolls out with new models, new graphics and a new finish – with performance at the heart of every new feature.

The soft Sea Mist finish is the perfect treatment for the line's chosen putter head material –



sculpted 303 stainless steel. Tour-proven deep face milling makes its debut giving players the soft feel the pros rave about, while Scotty's trademark triple red dot graphics give the California line modern flash with classic performance.

For more information on the Scotty Cameron California Putters please [click here](#).



## PowaKaddy Freeway Sport

PowaKaddy's new Freeway Sport combines the latest lightweight and super strength materials with a powerful 200 watt motor, making it incredibly stable, easy to manoeuvre and folds no-fuss to fit into the smallest of car boots.

It features a fantastic new ergonomic soft grip handle, built-in responsive speed control roller with a choice of nine speeds, a soft touch standby switch, and a separate Digital Distance Function (DDF) button.

For more information on the PowaKaddy Freeway Sport Electric Trolley please [click here](#).



## adidas Tour 360 ATV

The new Tour 360 ATV is adidas's most technologically advanced shoe to date. Engineered to give golfers the confidence to attack every shot, no matter how challenging the lie, TOUR360 ATV utilises innovative forefoot flexibility and zonal traction elements to deliver a greater level of grip, comfort and stability throughout the swing.

Featuring a dual-density outsole with 10-spike configuration, its unibody construction connects a five-pod decoupled heel for adaptability, a strengthened midfoot TPU for support and aggressive TRAXION secondary lugs in the forefoot for enhanced grip.

For more information on the adidas Tour 360 ATV please [click here](#).



## All Hail Luke

Luke Donald posted some incredible stats during his amazing 2011, as shown above in our main story.

Interestingly though, in driving distance he was way down the pecking in order in 143rd with an average of 282 yards.

At a time when there is so much emphasis on distance, Donald has dominated world golf by



At a time when there is so much emphasis on distance, Donald has dominated world golf by having a fantastic, consistent all round game that does not rely on incredible power.

When you watch his swing look out for his extremely smooth and consistent tempo, which remains the same for every club in the bag from wedge to driver.

When you're practicing or playing aim for the same rhythm with every club and see your consistency improve.

Watch his swing [here >>>](#)



## Drain it like Donald

The US PGA Tour putting stats show that Donald was first in holing out from the key range of 5-10 feet, successfully converting 65%.

Once again the rhythm and tempo of his stroke is always the same regardless of the length of putt.

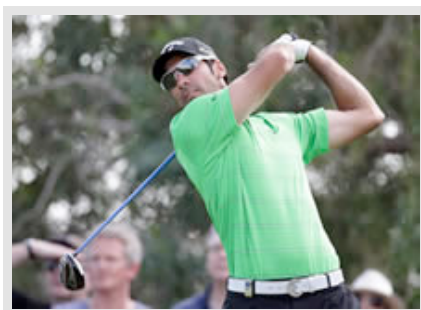
To achieve this smooth stroke follow these simple tips:

- Hold the putter with a relaxed grip pressure and soft arms
- Allow the elbows to bend gently and feel the upper arms contact your rib cage
- This will encourage a free flowing release of the putter and the putter face will return to a square impact position without manipulation.

Try this drill:

On the practice green set up as described and hit three putts to a hole around 15 feet away. Focus on the smoothness of the stroke and rate out of 10 (10 for Luke Donaldesque). Now repeat the same three putts but this time play with your eyes closed and rate the smoothness.

This will give you the feeling for the ideal rhythm in your stroke.



## Who's In Line For A Major?

Will 2012 be the year that we finally see one of the world's top two claim a Major title?

Luke Donald and Lee Westwood have been sat at numbers one and two, respectively, for long periods of 2011, displaying incredible consistency to maintain such high standards week-in, week-out over a long and demanding Tour calendar.

However, there are many out there who still believe that to be considered a golfing great you have to lift one of the four Major titles – the US Masters, The US Open, The Open Championship or the USPGA Championship.

I believe this year both players will break their Major ducks

So who will win the Majors this year? Below I've selected who I think will walk away with the titles, why not have a guess yourself and let me know who you think will win?

### US Masters, Augusta National, April 5-8

**Luke Donald:** Donald has shown incredible consistency throughout the year and has the short game to tame the greens of Augusta.

### US Open Championship, Olympic Club, San Francisco, June 14-17:

**Alvaro Quiros:** The big-hitting Spaniard has been showing that he has the finesse around the greens to match his brute force from the tee. I fancy his chances in San Fran.

**The Open, Royal Lytham & St Annes, July 19-22:**

**Tiger Woods:** He's shown signs of a comeback, could the Lancashire coast be the scene where it all comes good for the former world number one?

**USPGA Championship, Kiawah Island, South Carolina, August 9-12:**

**Webb Simpson:** Young American star who finished the 2011 season in second place on the US PGA Tour Money List, expect bigger things this year.

**Tiger Back on the Prowl?**

Will he, won't he? Is he, isn't he? It's a familiar question often asked at this time of year, but after his win at the back end of last year why not ask it again...is Tiger back?



His win at The Chevron World Challenge at the start of December showed that he can still handle it when it comes to the business end of a tournament as he birdied the final two holes to leapfrog 2007 Masters champion Zach Johnson to win by one shot.

That win catapulted him back into the world's top 25 and with his divorce finalised just days before Christmas will we see a more focussed Woods tearing through the field once again in 2012?

Of course, a lot depends on his fitness – a number of injuries from inflamed discs to his Achilles and continuing knee problems have left Woods watching for long periods over the last two years.

But with his first win since November 2009 and a strong showing (in the singles at least) at the Presidents Cup, this could well be the year that sees him climbing back towards the summit of the World Rankings and nearer to Jack Nicklaus's record of 18 Major titles.

**VIDEO OF THE MONTH**

**The Infamous Putt By Mike Clayton**

**WATCH NOW**

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