

Golf Shop News

From the Head Golf Professional:

This time of year, I often field many questions about new equipment and the benefits of custom club fitting. Some people are under the impression that custom fitting is only for low handicappers or professionals. Others don't believe that different clubs could significantly benefit them. Let me ask you a question. If you were running a marathon, would you wear basketball shoes?

There are many benefits to custom club fitting, but most importantly it exists to make the game easier for you to play and enjoy. During a club fitting session for a set of irons, we are out to determine a number of proper measurements that fit that particular player. We measure club length, lie angle (flat or upright), shaft flex (ladies, senior, regular, stiff, extra stiff), shaft type (steel or graphite), shaft weight, grip type and size, as well as determine the correct club model that creates your optimal ball flight as often as possible. How can improperly fit clubs affect your golf game? If your clubs are too long, you will have more difficulty hitting the center of the clubface consistently and sacrifice distance and accuracy. If your clubs are too upright (meaning the toe sits too far off the ground at address) the heel will contact the ground first and turn the clubface to the left for a right handed player. A shaft that is too heavy will keep the ball from flying high enough and cause a player to make swing adjustments to compensate for the shaft weight. This and many other situations are all part of the club fitting process and ways to help your game improve.

The major club manufacturers are doing more research and spending more time than ever before developing clubs that can help all levels of players. As we all know, this game is hard enough as it is. We shouldn't let our equipment make it even harder.

Good Golfing,
Dean

In Season Golf Shop Hours

Tuesday-Friday 7:30am-6pm
Saturday-Sunday 7am-6pm

Ladies Clinics

This year we will be providing two series of Ladies Clinics. Each series includes 5 clinics and costs \$125 per player. Series One begins April 26th from 5:30pm - 6:30pm and runs on consecutive Tuesdays for 5 weeks. Series Two begins April 28th from 10am -11am and runs on consecutive Thursdays for 5 weeks. Each series will cover the same topics; therefore there is no need to sign up for both. Sign up by notifying the Golf Shop or on Foretees.

In the Golf Shop

If you've have a chance to stop in the golf shop this spring, you may have noticed a new pricing structure. We have implemented a system based on marking up from the wholesale (our cost) to determine the price, rather than marking down from the suggested retail. We use a standard 30% mark up over wholesale on all of our equipment and golf balls that is very competitive and sometimes better than the local "big box" golf retail stores or internet golf shops. Anyone who has negotiated the purchase of a car knows that you always want to know what the dealer paid and negotiate from there rather than from the sticker price down. We're using this same philosophy to make the golf shop at St. Davids an attractive and fair place to shop. See any of our Professionals if you have questions.

Rules Corner Answer: The penalty for breach of Rule 7-1b is Disqualification. In this instance, Jim would not be disqualified or penalized in any way. A competitor is responsible for the actions of his caddie only during the stipulated round. Actions of the caddie prior to the round are not the player's responsibility.

