

# GrandRapidsGolfLesson.com

## Quotes of The Month:

“If your opponent has trouble remembering whether he shot a six or a seven, he probably shot an eight (or worse).” - Unknown

“OK, so what’s the speed of dark?” - Steven Wright

“How do you tell when you’re out of invisible ink?” - Steven Wright

2009 Golfer of the Year  
**Mike Franz**

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April brings us the season of change. The more things change - the more they stay the same. Tiger is still #1, still shows his emotion on the course and still cusses like a drunken sailor. Ah well, I suppose it makes for *better* entertainment than watching Retief Goosen.

Tis also the season - to pay taxes. Ugh. We get to support Obama’s Fascism and all his other ism’s, probably somehow, someway supporting Tiger’s sexual fantasies, *promises* of billions in health care for those who make **bad** choices and on and on. Doesn’t it make you feel proud and patriotic to write out that check? If dumb is dirt, everybody at work in Washington owns a 100 acres. Well, all we can do is grumble a little, then get busy **out-earning** the sons-of-a-guns.

Last year around this time I wrote about the appropriate response to the crashed markets and economy-angst that was blanketing our landscape

like a mushroom cloud’s aftermath. An understandable response at that time would have been fear and loathing and hiding out and waiting. I’ve yet to hear anyone yell “olly, olly, unfree” it’s safe to come out. But those who have been hiding have **missed** the nearly 100% increase in stock market, the incredible 1/2 off the half off sale in real estate, the

The most hyped masters certainly lived up to its billing. After a few reasonably dull years at The Masters perhaps the committee made a move with hole locations to spice things up a bit, perhaps the wind blew in the right direction or perhaps the players just played better. Whatever it was, the **roar’s** of Augusta were back. Eagles and birdies were drop-



ten stroke improvement of a recent golf improvement member from 2009 to 2010. The appropriate response of course is... whatever the majority of folks aren’t doing.

**2010 Masters-** A week with so many story lines its impossible to define.

ping on the back nine faster than Tiger could piss and moan about another duck hook. A Master’s for the record books. Too many records to mention here. Two hole’s in one on #16 in the final round. (only 13 there since the tournaments inception 76 years

**“Way to go shankapotomus, try keeping it on the fairway next time.”**

ago - 16 year old Matteo Manassero makes the cut - Watson at age 60 scores under par - Couples at age 50 makes a run for 64 holes - Mickelson's eagle from the pine straw - Woods makes a comeback filled with eagles and a wild ride - AK giving a back nine charge - Freddie lowest 72 hole score ever by a player age 50 or older - Tiger sets a tournament record of 15 under on the 5 pars and ties a record of 4 eagles in one tournament. I just can't get over how much happened over the last 72 holes.

How about K..J. Choi getting short stick? So said the media anyways. Getting paired with Tiger for the first two rounds. Yet he *matches* him and plays all four rounds with Tiger. On top of that he plays him even up for a fourth place tie. Ah, the story lines that keep us watching. Anyways... Way to go Phil!

### **Better Golf Instruction Section-**

It was an early opening this year. Thank you to Al Gore and his inventing the Internet, we now have a warmer climate and many Renegade

Golfers have already been out to take advantage. We are usually watching The Masters before our first round of golf, not our fourth or fifth. With so many players out for early rounds national health officials have warned against an *outbreak* of the shanks.

**Shankapotomus** (noun) From the Urban Dictionary (on the Internet so it must be true)

Definition- Someone who can't keep the ball in play during a round of golf. Hitting the ball to the extreme right (or left for a left handed golfer) Used in a sentence: “Way to go shankapotomus, try keeping it on the fairway next time.” Alternative terms & phrases: Hosel rocket, case of the shanks, shanked shot, Chilly Pepper.

I knew the next shot would be a shank. Shank after shank. I moved over to the far right side of the range so as not to hurt anyone. The year was 1993 and I was experiencing a hosel rocket *epidemic* like no other. It was early in my career and I didn't have much clue as to what was going on. Not even sure if I was topping the ball or where it was striking the

clubface. All I knew was that it was going **dead** right and making my 6 handicap look like a lie.

Many golfers don't even like saying the word out loud, let alone write about it. But almost 20 years later and I've had enough *experience* getting them and enough knowledge to eliminate them that I don't mind letting the word gracefully roll from my tongue.

The topic has come up again recently. As it typically does after a long winter. The **shankapotomuses** are back in mass numbers at The Highlands. (Hint: don't park your car on the right side of the parking lot when the tees are back left)

So how do you *quickly* assess and eliminate the shank? First find out if it is a hosel shank, a toe shank or an open club face shank. To do this get a high speed video camera and film the last foot of club path before impact and into impact from down the line. This will give you **factual** information on the path your shaft/club is taking to the ball. If you see the shaft in line with the ball you have a hosel shank (not good), if the shaft is

well (inside) the ball to target line it will not hit off the *hosel* and you could then look to see if it is an open club face or a toe shank.

The most common shank is from the shaft/club getting out of line and too close to the ball, thereby creating contact with the hosel. (hence the term hosel rocket). Once you have determined this effect, you need to find out the cause. The most likely causes include.

1. Creating too much lead arm separation in the takeaway.
2. Reverse pivot body movement.
3. Severe vertical swing path across the ball from right to left or left to right if you are left handed (usually caused by incorrect pivot)
4. Standing too close to the ball (almost impossible. I just threw this one in there because that is what most people think)

Creating too much lead arm separation in the takeaway is the most frequent cause of the hosel shank. **Exhibit one** shows the...

Exhibits this month have been reserved for golf improvement members. Upgrade by calling 616.802.4969 and ask for Scott.

**Open Club Face Shank**– Let’s say you discover that your shaft is well inside the ball/target line and your ball is going up in the air but *short* and *hard right*. This would be an open club face shank. Solve this by taking your lead hand off the club and hit 10 yard chip shots with your trail hand only. Make sure the grip sets into the fingers of your trail hand and not your palm. Hitting 10 yard chips will allow you to

slow down and gain some awareness of the club head. You’ll soon realize that in order to hit it straight you need to have a *passive* trail hand and some good arm movement past the ball.

You’ll also realize that your trail forearm needs to rotate enough to create a “toe up” position shortly after impact with the ball (as shown in **Exhibit Three**).

**Toe Shanks**– If you find that you have the toe shanks, just go see a doctor... Kidding, in all seriousness you will probably never get the toe shanks. They are a rarely seen and are typically created by a “short” lead arm through impact or some severe posture stability issues.

### **How to Shoot 12 under par and win on the PGA Tour;**

while missing over half your fairways. Who says you have to hit it straight to be good at golf? They don’t hit it straight on tour so why should you? Anthony Kim recently won the Shell Houston Open hitting it all over the map. Here is how he did it.

**Driving Accuracy**– Kim missed 58.9% of the fairways.

**Greens in Regulation**- Kim missed 31.9% of the greens in regulation.

**Putts Per Round**– Kim averaged 27.8 putts per round. That’s almost 9 one putts per round and no 3-putts. That’s how it’s done folks. Didn’t hurt that he averaged 306 yards off the tee.

**For the toe shanks, just go see a doctor.**

## The Fun Section:

**Doug Sederstrom won the "Tiger Woods is back" contest by correctly predicting he would finish in 4th place. Doug wins a \$150 Gift Certificate**

### Pebble Beach Dreamin

By Dennis Seifferlein

**P**acefully strolling down the fairway to green  
**E**ach step creating memories unseen  
**B**eing at one with ocean breeze  
**B**reathtaking views and ancient trees  
**L**eaving my mark on hallowed ground  
**E**choes reverberating through the crowd

**B**en, Arnold, Tom and Jack  
**E**xciting remembering days long back  
**A**ngels from above  
**C**hart my dream on the course I love  
**H**eaven on earth!

The USGA & Golf Digest recently held a contest to add an amateur as the fourth among celebrities Mark Walberg, Drew Brees and Wayne Gretzky. The above poem is my father's entry into the foray. Not bad for a rookie. Next year, I'll have to get him to do a video entry.

**Bet this guy takes golf lessons-** Have you heard about Leo Luken? He recently shot his age...**for the 750<sup>th</sup> time!** The 91-year-old did it the first time at age 71, and he's been doing it the last six years at the Robert Trent Jones Course at Palmetto Dunes, in South Carolina, according to the *Island Packet* newspaper. Luken needed to par his last two holes to reach his latest milestone. Oh, by the way, he's also battling cancer and pneumonia.

"Humans have the remarkable ability to get exactly what they must have. But there is a difference between a "must" and a "want". -Jim Rohn

**Many Thanks** to all those who passed referrals this month– Kris Anderson of the Rehmann Group, my good friends at Google, Annie Hudson of The Pen Club and The Highlands Golf Club.

**Fun Video:** This is a must watch– Hitler Quits Golf & Takes Up Bridge- [http://www.youtube.com/watch?v=h0siIV\\_jEOk](http://www.youtube.com/watch?v=h0siIV_jEOk)

**Video for corporations with new golfers-** <http://www.youtube.com/watch?v=Kvr08Z3svrY>

### **Special Event for Business Owners–**

**April 29th.  
 1pm to 5pm.  
 Referral Success 202.  
 By private invitation only. E-mail  
 info@grandrapidsgolfl  
 ession.com for details**

Law # 29 of the laws of golf– You can hit a 2-acre fairway 10% of the time, and a 2-inch branch 90% of the time.

Finally, you can get over your Tiger Woods Withdrawal.



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### **Schedule update**

April 13th through September 30th- Group Programs start April 13th and schedules have been released for Family Fun Night, Coaching Sessions and Ladies Golf Extravaganza. Check the blog at

<http://seifpro.wordpress.com/2009/01/09/2010-group-sessions/> for details.

Golf Networking Party for Clients and Guests of Scott Seifferlein. April 19th 5:30pm to 7:00pm at the downtown Pen Club. Free for Golf Improvement Members. \$15 investment for non-golf improvement members. RSVP Today!

Hall of Fame Golf School with Top 50 in the World Golf Instructor Gary Wiren- July 31st, one day golf school at The Highlands Golf Club. Block your calendar, details to be released shortly.

Business Golf Programs launching soon at:

[http://www.linkedin.com/groups?gid=1539217&trk=myg\\_ugrp\\_ovr](http://www.linkedin.com/groups?gid=1539217&trk=myg_ugrp_ovr)

## Birthday Winner

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

## Mother's Day

Send Personalized Handwritten Mother's Day cards on May 9th for less than \$1 in under 60 seconds. Just like junior sends 'em. 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.

**People always ask** me who my competitors are. I am fortunate that I do not have competitors with -in the golf industry, but I have a plethora of competition outside of my industry. Time vampires are my number one competitor. They include...

Reality TV

Boating

Movies

Taxes

Home maintenance... the list could go on for quite some time. But here is one that you may not think of that is a huge competitor. **Injuries-** Injured golfers are no good for my business. And this year I have had a plethora of cancellations from injured and ill golfers. So I bring to you part II of last month's article on stretching, so you can have a safer and healthier golf game.

*Bob Forman*

*Certified Golf Fitness Instructor  
Director, The Golf Fitness Academy at High Point Regional*

Along with gaining a few more yards, improving swing efficiency and playing pain-free are common desires most noted by golfers seeking a golf fitness program. Identifying the golfer's anatomical deficiencies and then developing a targeted program to address the muscle tightness, weakness and/or imbalance is their ticket. Paramount to all this is stretching.

Internal hip rotation was covered in Part 1. In this article we'll focus on mid-back range of motion.

Mid-back range of motion refers to the thoracic area of the back just below the neck and above the lower back region. Lack of flexibility in this area can be a factor in a limited backswing, which in turn may take away from the ability to generate additional club head speed and rob the golfer of power and distance.

Tightness in the mid-back can also lead up to lower back issues. If range of motion is limited in the thoracic spine, the lower back may be asked to make-up for this deficiency. If taking the club back, for example, is restricted by tightness in the mid-spine, the recourse the golfer would have would be to compensate with additional rotation from the lower back. This additional torque in the lumbar spine, repeated over the course of play, may eventually take its toll, and often does as more than a third of amateur golfers suffer from low back discomfort.

The other factor is that limited movement in the thoracic spine could result in a swing fault that could place additional stress on the lower back. The swing fault, reverse spine, is where the upper body leans back toward the target at the top of the backswing. This does not set the golfer up for a good hitting sequence and can be associated with low back injury, lack of distance, and an inefficient ball flight.

Tightness in the mid-back, especially the target side, may not allow for freedom of movement in the backswing. This restriction may pull

the upper back toward the target as the golfer strives to obtain parallel. It could also impact the ability of the golfer to have good extension during the takeaway, reducing the swing arc and distance.

A couple of good exercises to help with mid-back range of motion are the reach thrus and shoulder roll.

Enhancing flexibility in the mid-back area will promote better range of motion in the golf swing and the potential for more distance. It will also help to reduce the load placed on the lower back from the limited thoracic mobility, thereby reducing the severity of this injury trigger. It's one area often overlooked, but can have a significant impact on your game both from a performance and injury perspective.

Video demonstration of these exercises can be found at <http://www.golfitcarolina.com>

## Highlands Golf club Update- Win Free Golf for A Month

Text: **FREEGOLF**

To: **67777**

**Opt-In for a chance to win.**

The Highlands has also partnered with the Whitecaps baseball organization. Highlands Members will have additional perks including free tickets.

## GrandRapidsGolfLesson.com Update-

This months Golf Improvement Member Bonus Gift is Free admission for you and your spouse to the Pen Club Party on April 19th. A \$30 Value. RSVP to [info@grandrapidsgolflesson.com](mailto:info@grandrapidsgolflesson.com) or 616.802.4969

## Old Joke— What's the Longest River in The World?

**Denial. (the Nile)** If you've been excusing yourself from successfully decreasing your golf score on the basis of the economy, you now have a choice: be a Denier, or take hard look in the mirror and get to work on you. The world is chock full of deniers. There are Holocaust deniers. There are still active members of the Flat Earth Society. People who believe the moon landing was faked in a sound-stage. And there are those who deny existence of a vibrant, *growing* population of **affluent people who want to do business with them.** (according to gov't data reported March 10th, on Fox Financial News and elsewhere, the "Millionaires Club" increased its membership in 2009 by 16%) Well, don't forget to wear your tin-foil hat to protect your little brain from the gamma rays if you venture outdoors.

Your Partner In Golf Success,

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Stop Slicing  
Five Swings  
Guaranteed!!



## The Back Page

Back page- last month we talked about age and how it's never too late to improve. Not surprisingly, nobody took me up on the \$1,000 wager.

This month I had an interesting follow-up to a golf improvement survey. One golfer (who became a new client recently) answered "dedication to improvement" when filling out the "perceived strengths" section of the questionnaire. Then when booking his session he put "Scott's choice" under the "what to work on column". Not that I want such a response from *all* golfers, but under this golfer's circumstances, it was the right response.

You may not always know what those "right things" are. Many golfers come to me thinking they have problem A, when in reality they have problem C that gives them a perception that they have problem A.

I like to see you have specific goals and projects. But I also like to see those who keep an open mind to working on the **right** things.

It's not by chance that these types of golfers are arriving at GrandRapidsGolfLesson.com by the droves. Nor is it by chance that my golfers are improving their golf games, their lives and their businesses more in 2010 than any year prior. It is much about mindset. They are the Renegades.

**And Finally, a bit about consistency.** Here it is, I am going to give you the secret to consistency. Be sure to grab a yellow highlighter. You are not going to want to miss this. Okay, here it is...

You'll never get it! So stop trying. "One day I shoot 95 and then the next I shoot 107," you cry. So what, D.J. Trahan just shot 78-66 over the first two rounds at the Shell Houston Open. And this happens every week on tour. You are **much** better served concentrating on a process to make your worst rounds better and your best rounds better. The gap will always be there. Even when you make the PGA Tour, you will still have a few low rounds around 62, 63 and then a few high rounds of 81, 82. There is no such thing as consistency. Stop staring at the ceiling late at night wishing for it.