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ISSUE #170 NOVEMBER 2014

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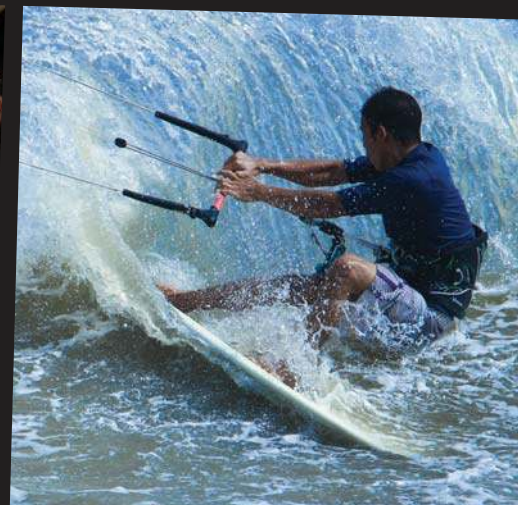


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Hole No.18 - Doson Seaside Golf Resort (18 holes)

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42 Titleist 915: The Company Renowned For Being Serious Gets More Serious!

As you read this article, the marketplace has already been flooded with news about the Titleist 915 family of drivers, metal woods and hybrids. Everything that needs to be said about these clubs has been said but at Asian Golf we thought we should single out what makes the 915 family of clubs so special

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100 years in business and still going strong! There's just no stopping Wilson Staff as this golf centenarian keeps the production line buzzing with new products.



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24 Asia's 2014 Power Hitters

Golf Inc., the influential American business journal on the golf industry has released its "List Of The Most Powerful People In Golf In Asia" for 2014. In a special report, published in October, the publication reports that Asia continues to move forward, holding the banner of hope for the golf world. It points out that while new development has slowed in China, the future is still very bright for the industry as a whole. Golf Inc. profiles the industry leaders who are taking the steps necessary to develop new players, build new courses and bring sophistication to management and operations. These pioneers are making an impact in their home countries and all across Asia.

30 Stadium Golf – Just What Golf Needs To Grow!

Stadium Golf is a platform that brings golf indoors utilising advanced golf simulation techniques – the primary thrust of this concept is to create a realistic and immersive experience for all level of players, especially juniors and beginners using the best golf simulation technology in the market made available through our exclusive technology and equipment partners.

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34 ECCO Takes Comfort To A New Level

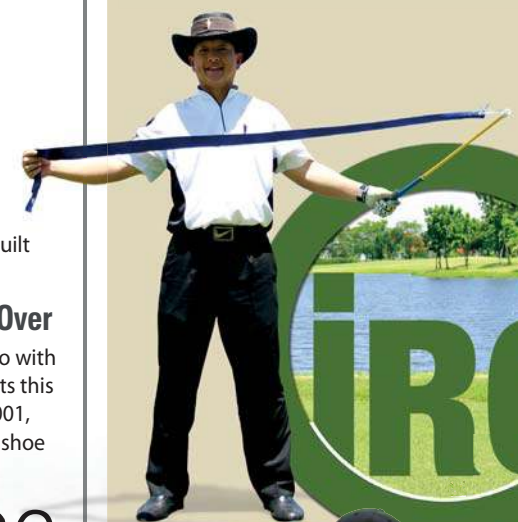
For golfers who have experienced the comfort of ECCO's Biom Hybrid shoes – you've got a surprise coming soon. The Danish company - a leading manufacturer of innovative footwear - has launched BIOM Hybrid 2, the next-generation of its best-selling style showcasing patented NATURAL MOTION technology and built atop the award-winning E-DTS outsole.

36 FootJoy's Contour Series Gets A Major Make-Over

Do you know what makes a golfer's feet really happy? It has to do with golf shoes that are truly comfortable and there's one shoe that fits this bill perfectly. It is the FootJoy Contour Series. Since its birth in 2001, the Contour Series has firmly established itself as the top selling shoe in golf worldwide.



GAME-IMPROVEMENT



66 Black Hat Tips:
Don't think of cheese pizza! Don't think of a tree! Don't...don't, don't... It's almost impossible to tell the brain D-O-N'T, especially when getting ready to hit the ball!



68 Protour Golf College: How to Break 80: Do You Have a 12 Month Golf Lesson Plan to Get You From 80 to 70?

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David Felker

FINALLY, A BODY TO REPRESENT ALL RECREATIONAL GOLFERS!

This month, ASIAN GOLF has invited special guest columnists to write for "Shared Thoughts". This contribution is from **David Felker** and **John Hoeflich**, two golf industry veterans who have founded the United States Recreational Golf Association (USRGA). Felker is also the out-of-the-box thinker who founded POLARA Golf, the ball and equipment manufacturer who has helped put fun back into the game of golf.

ASIAN GOLF views the USRGA - <http://www.usrga.org/> - as an innovative initiative that will help make golf become fun again for all recreational and amateur golfers and the one organization that will most DEFINITELY help grow the game of golf again. Soon, we hope to see the USRGA in Asia.

Over to Felker and Hoeflich: "The Game of Golf" is actually made up of many types of golf games. The chief distinguishing factor among them comes down to one question - Is the golfer engaged in a serious competition where he or she could be disqualified for not following the Rules? If the answer is "Yes", this is serious competitive golf and the goal is to win. If the answer is NO, this is Recreational Golf and your objective is to have fun.

Recreational Golf is part of the tradition of golf and is the game that approximately 45 million golfers enjoy around the world. "Serious competitive golf" is played by a small minority of golfers. If you only watched golf on television, you might think everyone drives the ball at least 280 yards, has a caddy, holes out for an eagle on occasion and sinks birdie putts multiple times during

a round on a 7,000 yard course that charges +US\$200 per round, if it were open to the public. The differences are so large between Recreational and Serious Competitive golfers that a book could be written about them: Recreational Golfers are from Mars, Serious Competitive Golfers are from Venus.

Recreational golf does not mean "golf without rules and etiquette". Recreational Golfers do play by rules, and respect the traditional etiquette of the game and golf Marshalls see to it that order and speed of play are maintained on the course. Virtually every other sport has different sets of rules for different levels of competition. Youth baseball has a simple set of rules and the rules get more complicated the more advanced the competition becomes. Same for most other sports. Why should the novice golfer be governed by the same set of rules as the players on the PGA Tour?

The USGA and R&A govern serious competitive golf. These institutions are a necessary element of serious competitive golf because they are the official bodies that write and administer the rules, conduct championships, establish equipment standards, determine the requirement for amateur status and maintain the golf handicap system. There

would be no order to serious competitive golf without the USGA and R&A.

On the other hand, the USGA and R&A have very little relevance to the majority of recreational golfers. This is a fact - ask a recreational golfer, "Have you read the official Rules of Golf?", and you will find 75% or more have never done so. Ask a recreational golfer, "Who developed the Rules of Golf?", and most will provide the wrong answer. Recreational golfers do not need a governing body. If they need governing they do it themselves. What would benefit the recreational golfers however would be an organization that served the needs of recreational golfers. In the United States this newly formed group is the United States Recreational Golf Association (USRGA). Its Mission is to help grow recreational golf and serve the needs of recreational golfers by:

1. **Advocating for the Recreational Golfer.**
2. **Maintaining a set of USRGA Golf Rules**
3. **Providing discounts on golf equipment, apparel, services, travel and more...**
4. **Being a trusted source for information on golf equipment and golf courses.**
5. **Providing a golf handicap service that enables them to compete in events played according to the USRGA Rules.**
6. **Endeavoring to grow the game by making it more accepting and more fun for all.**

The USGA has never officially encouraged recreational golfers to play by an alternate set of rules. The USGA resists bifurcation of their rules because their Mission revolves around events like the US Open and the Amateur Championships. Recreational golf is not part of the USGA's jurisdiction. If it were, then the USGA would have a huge rules enforcement problem on their hands.

What confuses some recreational golfers is that the USGA Rules do not apply to recreational golf. The confusion is understandable. For instance, the USGA has issued bans on hot face drivers, aggressive grooves in wedges and on the anchoring of a club. Although these rules do not apply specifically to recreational golfers, by their silence on specifically who the rules do and do not apply to, the USGA has implied that their rules apply to all golfers. The tactic has worked - I have seen many golfers who couldn't qualify for a USGA sanctioned event and yet they are concerned about playing "illegal equipment." This is a perfect example of how the silence by the USGA regarding the fact that their rules do not apply to recreational golf is not helping golf. This situation is similar to when the ski industry first rejected snow boards, and now the acceptance of an alternative form of skiing is credited with reviving a declining industry. Public plea: "Please all of you chronic slicers who shoot +100, please play an illegal ball and driver that go further and keep you in the fairway. You will have 10x

more fun and everyone behind you on the course will be thankful".

The US Recreational Golf Association has 13 Rules of Golf. Read them. They are only 1 page long, as were the original rules of golf. The USRGA Rules were developed in part through an online forum with the Linked Golfers Group on www.Linkedin.com

When you read the 13 USRGA Rules & Etiquette, you will probably think to yourself, "That's how I play golf".

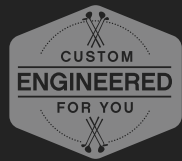
In the USGA world, if you agree to amend the rules, you are disqualified. Conversely US Recreational Golf Association Rule 2 states ... Players may agree to add, waive or amend any Rule. This is what golfers do when they agree on the rules on the 1st tee. It is anticipated that the published 13 USRGA Rules of Golf will be officially amended over time and this will require a vote of the membership.

With the existence of the US Recreational Golf Association, the USGA can now focus on its true demographic - the 15% of golfers who play serious competitive golf and carry a USGA handicap. The USRGA wants to work alongside all of the major forces in golf (national golf organizations, local chapters, retailers, golf equipment manufacturers, etc.) to help grow the game of golf.

Recreational Golf is how the game has been played for more than 500 years and with a little luck and a lot of hard work, it should be around for another 500 years.

“Recreational golf does not mean ‘golf without rules and etiquette’. Recreational Golfers do play by rules, and respect the traditional etiquette of the game and golf Marshalls see to it that order and speed of play are maintained on the course.”

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Asia's Crème De La Crème!

THE CREAM HAS RISEN TO THE TOP AND THE MOMENT HAS ALMOST ARRIVED WHEN THE MOST POPULAR GOLF CLUBS IN THE ASIA PACIFIC WILL BE UNVEILED AT THE 2014 ASIAN GOLF AWARDS DURING THE STAGING OF THE 2014 ASIA PACIFIC GOLF SUMMIT AT THE ICONIC MARINA BAY SANDS RESORT IN SINGAPORE ON NOVEMBER 15.



This year's award programme has smashed all records. The polls, run over three months pulled in more than 69,000 votes from golfers throughout the Continent and once again, the best of the best in Asia have emerged based on the most number of valid votes received.

The Asian Golf Awards, widely regarded as the glitzy "Oscars" of the golf industry in the Asia Pacific is the only such pan-Asia Pacific programme. It is a programme that many in the golf club industry recognize as the yardstick by which success and excellence of golf clubs and individuals is measured with.

"The Mission Hills Group regards the awards as one of the most prestigious awards in the golf industry across the Asia Pacific Region," is how Dr. Ken Chu, Chairman of the Mission Hills Group and the most powerful man in Asian golf describes the programme.

Planning for the annual awards normally commences early in the year and the voting is conducted on-line from May through to the end of July each year. The number of votes cast, especially for the 2014 awards, has been unprecedented. "We know that the programme is sought after by the

"We are thrilled to be nominated for as many as seven categories at the highly regarded Asian Golf Awards. The Mission Hills Group regards the awards as one of the most prestigious awards in the golf industry across the Asia Pacific Region. It brings honour to the award winning organization, and this especially encourages much more initiatives to be created to enhance the golf industry developments." – Dr. Ken Chu |

Chairman of the Mission Hills Group



golf club industry in the Asia Pacific but the number of valid votes received this year just goes to show how popular the programme has become," explained Mike Sebastian, chief executive officer of the Asia Pacific Golf Group, the owner of the programme.

There were a total of 33 categories with 10 new categories introduced. For 2014, the new countries added to the "Country Category" include the Sultanate of Brunei Darussalam, Cambodia, Myanmar and Laos.

"We are delighted that Myanmar has been added to the list because it is yet another positive indicator of the growth and expansion of golf in the country and we are delighted that Myanmar is now part of the Asian golf family," said John Sartain, general manager of the Pun Hlaing Golf Resort in Yangon.

Like Myanmar, Laos is also another new emerging presence in Asian golf. "When we received notification that our club was nominated for the best course in Laos, we were completely overcome with joy – this means so much to our team because since our opening, our team has worked very hard to ensure that we could live up to our reputation as the best course in Laos," said Le Huy Hoang, general manager of the Long Vien Golf Club in Vientiane.

The Asian Golf Awards is conducted on-line and it involves the casting of votes for the best golf courses in each of the countries that make up the Asia Pacific geography. "The outcome of the top courses is determined by the number of popular votes garnered

"When we received notification that our club was nominated for the best course in Laos, we were completely overcome with joy – this means so much to our team because since our opening, our team has worked very hard to ensure that we could live up to our reputation as the best course in Laos." – Le Huy Hoang | **Long Vien Golf Club in Vientiane, General Manager**



“We are delighted that Myanmar has been added to the list because it is yet another positive indicator of the growth and expansion of golf in the country and we are delighted that Myanmar is now part of the Asian golf family.” - John Sartain

| Pun Hlaing Golf Resort, Yangon, General Manager

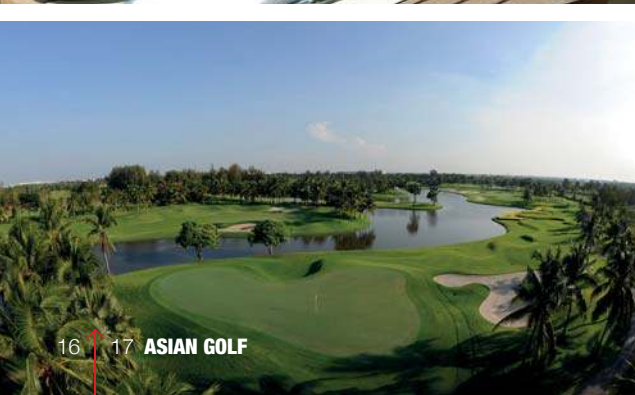
by each golf course,” explained Sebastian. He continued, “In the final analysis it comes down to how many people voted for a course and the course with the most number of valid votes, walks away with the top honours.”

“The Asian Golf Awards are the pre-eminent awards for the golf industry in the region. Having been involved with many clubs in many different countries in the region I know that each one of those clubs holds success in these awards above all others,” said John Blanch, general manager of the hugely successful Thai Country Club in Bangkok. “At Thai Country Club each award is cherished as the industry gold standard and it is a very tangible validation of how our club and course is viewed both by golfers and our peers,” he added.

Some of the top facilities in Asia are up for multiple awards like the Black Mountain Golf Club of Hua Hin in Thailand. “We at Black Mountain regard the Asian Golf Awards as the best and most credible in the region. The fact that they have been in existence for 15 years is testament to their importance and stature in the golf industry in Asia Pacific,” said Harald Elisson, the club’s managing director. He continued, “They provide a benchmark for golf clubs throughout the region. Winning or being placed in one of the categories is not only a great achievement and honour, but provides each recipient with great recognition



BANYAN GOLF CLUB AND RESORT, HUA HIN



THAI COUNTRY CLUB

that is of considerable benefit to their business,”

The group that has always done well at the awards is the Mission Hills Group of China, the world’s largest golf resort with operations in Shenzhen on the Chinese mainland and Haikou on the island of Hainan. “We are thrilled to be nominated for as many as seven categories at the highly regarded Asian Golf Awards. The Mission Hills Group regards the awards as one of the most prestigious awards in the golf industry across the Asia Pacific Region. It brings honour to the award winning organization, and this especially encourages much more initiatives to be created to enhance the golf industry developments,” said Dr. Ken Chu, Chairman of the Mission Hills Group.

Besides the addition of a few more countries to the list, some new categories have also been included for the first time in the awards programme. These include:

- **Best Club General Manager Of The Year**
- **Best Club Caddie Of The Year**
- **Best Golf Course Superintendent Of The Year**
- **Best Director Of Golf Operations Of The Year**
- **Best Value For Money Experience**

“The expansion to include more award categories is designed with a specific purpose which is to recognize the best in our industry and hopefully this will serve as a source of motivation and inspiration for others to aspire to join the ranks of the best in our business,” explained Sebastian.

The Asia Pacific Golf Group also owns the Asia Pacific Golf Hall Of Fame and Asia Pacific Golf Life-Time Achievement awards. The recipients of these awards will also be recognized during the Asian Golf Awards ceremony.

The following are the nominees for the 2014 Asian Golf Awards and the results will be announced during the award presentation at the Gala Awards Banquet.



“The Asian Golf Awards are the pre-eminent awards for the golf industry in the region. Having been involved with many clubs in many different countries in the region I know that each one of those clubs holds success in these awards above all others. At Thai Country Club each award is cherished as the industry gold standard and it is a very tangible validation of how our club and course is viewed both by golfers and our peers.” – John Blanch | Thai Country Club, General Manager



2014 ASIAN GOLF AWARDS

TOP THREE NOMINEES COUNTRY-BY-COUNTRY

(Not in order of merit)

BEST COURSE IN BRUNEI DARUSSALAM

Royal Brunei Golf & Country Club
The Empire Hotel & Country Club
Pantai Mentiri Golf Club

BEST COURSE IN CAMBODIA

Siem Reap Resort Golf Club
Angkor Golf Resort
Grand Phnom Penh Golf Club

BEST COURSE IN CHINA

Yalong Bay Golf Club
Mission Hills Haikou, Blackstone Course
Spring City Golf & Lake Resort, Mountain Course

BEST COURSE IN CHINESE TAIPEI

Sunrise Golf & Country Club
The Orient Golf and Country Club
Miramar Golf & Country Club, 'A' Course

BEST COURSE IN INDIA

Oxford Golf & Country Club
Eagleton – The Golf Village
DLF Golf & Country Club

BEST COURSE IN INDONESIA

New Kuta Golf & Ocean View
Ria Bintan Golf Club, Ocean Course
Royaie Jakarta Golf Club

BEST COURSE IN JAPAN

Tokyo Golf Club
Kawana Resort, Fuji Course
Hirono Golf Club

BEST COURSE IN KOREA

Sky72 Golf Club, Ocean Course
Jack Nicklaus Golf Club Korea
Anyang Country Club

BEST COURSE IN LAOS

Dansavanh Golf & Country Club
Long Thanh-Vientiane Golf Club
Lao Country Club

BEST COURSE IN MALAYSIA

Kuala Lumpur Golf & Country Club, West Course
Kota Permai Golf & Country Club
Horizon Hills Golf & Country Club



ROYAL BRUNEI GOLF & COUNTRY CLUB



RIA BINTAN GOLF CLUB, OCEAN COURSE



SKY72 GOLF CLUB, OCEAN COURSE



KOTA PERMAI GOLF & COUNTRY CLUB



“It's the ‘Oscars’ of golf where excellence is recognised within the industry. I was applauded by our owners, members, visitors, tour operators, colleagues and team at Banyan Golf Club when we won Best Clubhouse Asia Pacific last year.” – **Stacey Walton | Banyan Golf Club and Resort, General Manager**

BEST COURSE IN MIDDLE EAST

Al Badia Golf Club InterContinental
Abu Dhabi Golf Club
Saadiyat Beach Golf Club

BEST COURSE IN MYANMAR

Royal Mingalardon Golf & Country Club
Pun Hlaing Golf Club
Bagan Golf Course

BEST COURSE IN THE PHILIPPINES

The Country Club Philippines
Mt. Malarayat Golf & Country Club
Sta. Elena Golf Club, Makiling Course

BEST COURSE IN SINGAPORE

Laguna National Golf & Country Club, Masters Course
Sentosa Golf Club, Serapong Course
Marina Bay Golf Course

BEST COURSE ON THE SUB-CONTINENT (INCLUDING NEPAL, PAKISTAN & SRI LANKA)

Victoria Golf & Country Resort, Sri Lanka
Royal Colombo Golf Club, Sri Lanka
Karachi Golf Club, Pakistan

BEST COURSE IN THAILAND

Thai Country Club
Banyan Golf Club
Black Mountain Golf Club

BEST COURSE IN VIETNAM

Kings' Island Golf Club, Mountain View
The Bluffs Ho Tram Strip Golf Course
Long Thanh Golf Resort



ABU DHABI GOLF CLUB



SENTOSA GOLF CLUB, SERAPONG COURSE



LONG THANH GOLF RESORT



2014 ASIAN GOLF AWARDS TOP THREE NOMINEES BEST IN ASIA PACIFIC (Not in order of merit)

BEST GOLF DESTINATION IN ASIA PACIFIC

Indonesia
China
Thailand

BEST COURSE IN ASIA PACIFIC

Black Mountain Golf Club, Thailand
Mission Hills Haikou (Blackstone Course), China
Ria Bintan Golf Club (Ocean Course), Indonesia

BEST CHAMPIONSHIP COURSE IN ASIA PACIFIC

Masters Course, Laguna National Golf & Country Club
Black Mountain Golf Club (Thailand)
Blackstone Course, Mission Hills Haikou (China)

BEST GOLF RESORT IN ASIA PACIFIC

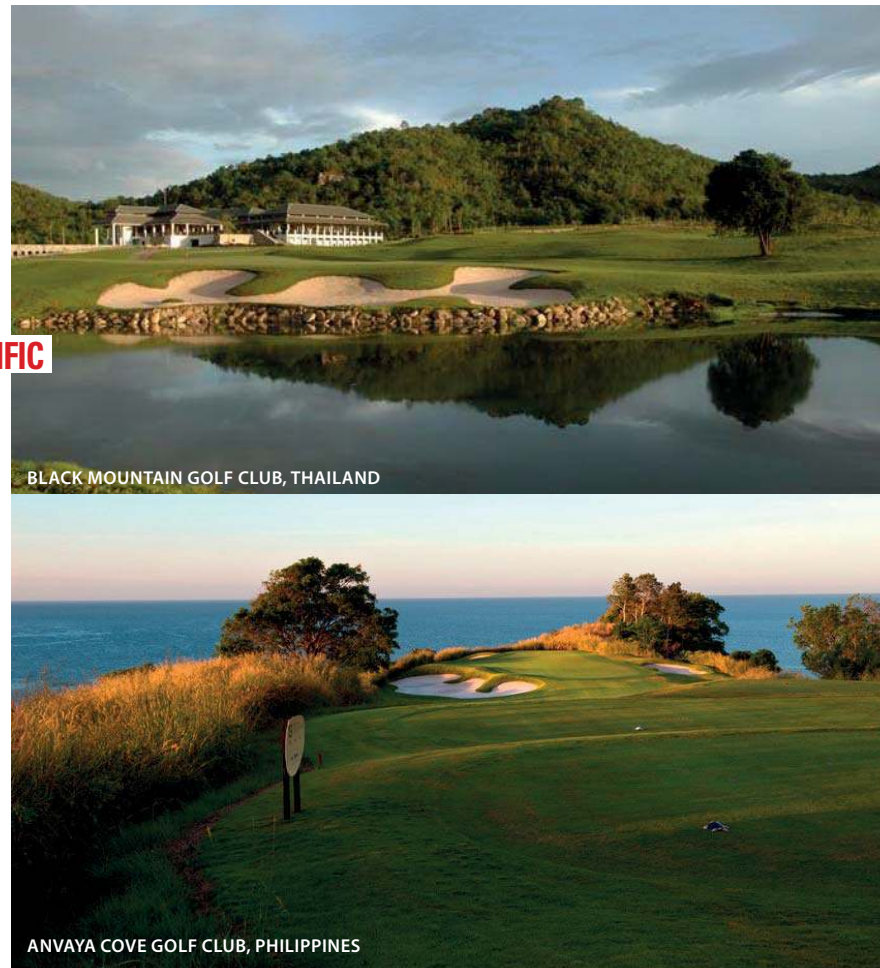
Black Mountain Golf Club, Thailand
Mission Hills Haikou, China
Mission Hills Shenzhen, China

BEST CLUBHOUSE IN ASIA PACIFIC

The Country Club of Chengdu, China
Mission Hills Haikou, China
Eagleton – The Golf Village, India

BEST NEW COURSE IN ASIA PACIFIC

The Bluffs Ho Tram Strip Golf Course, Vietnam
Anvaya Cove Golf Club, Philippines
Laguna Lang Co Golf Club, Vietnam



BLACK MOUNTAIN GOLF CLUB, THAILAND

ANVAYA COVE GOLF CLUB, PHILIPPINES



“We at Black Mountain regard the Asian Golf Awards as the best and most credible in the region. The fact that they have been in existence for 15 years is testament to their importance and stature in the golf industry in Asia Pacific.”

– Harald Elisson | Black Mountain Golf Club of Hua Hin
Managing Director

BEST COURSE ARCHITECT IN ASIA PACIFIC

Nicklaus Design
Schmidt-Curley Design Inc.
Pacific Coast Design

BEST MAINTAINED COURSE IN ASIA PACIFIC

Black Mountain Golf Club, Thailand
New Kuta Golf & Ocean View, Indonesia
Angkor Golf Resort, Cambodia

BEST PRO-SHOP IN ASIA PACIFIC

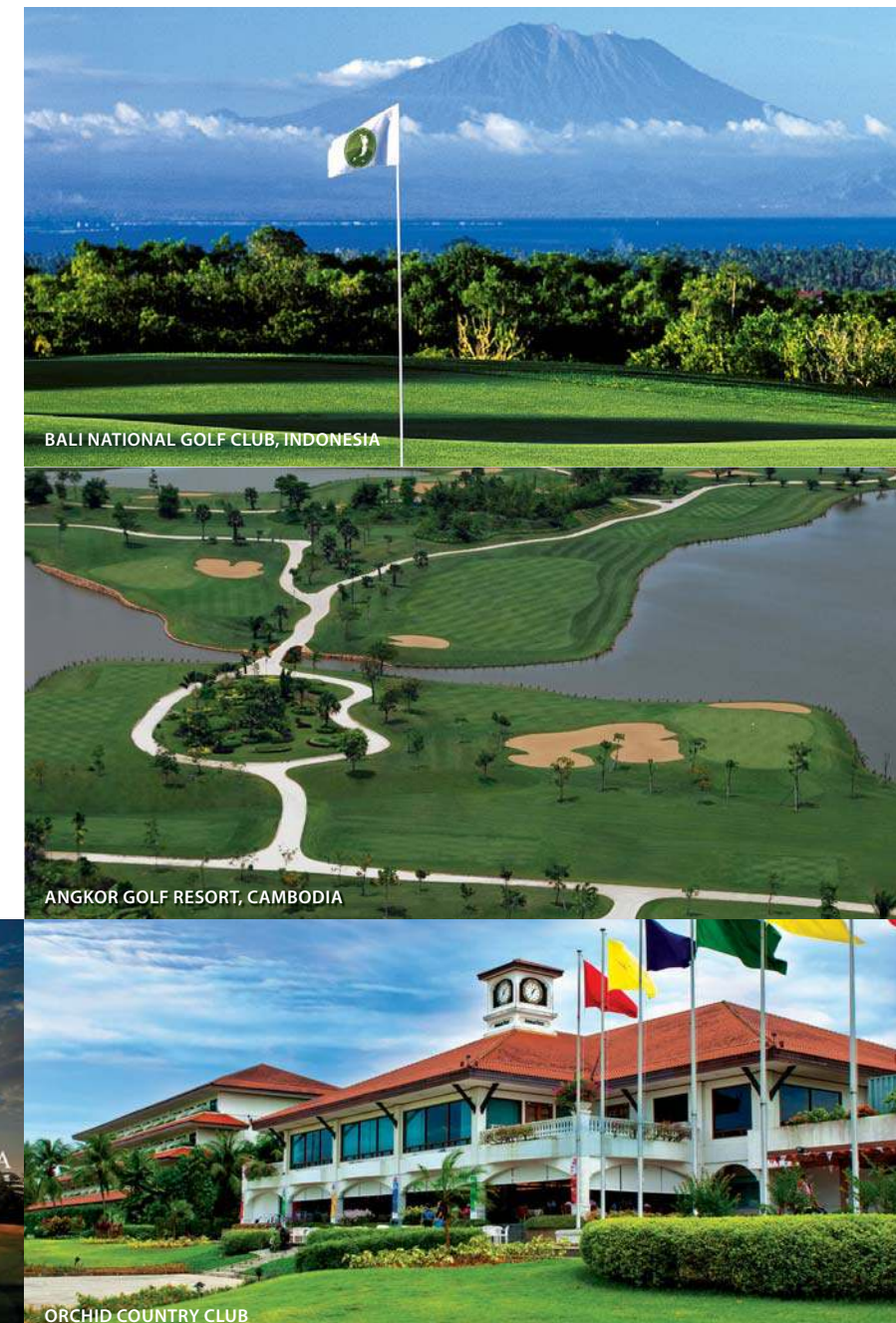
Mission Hills Shenzhen, China
Black Mountain Golf Club, Thailand
Tianma Golf & Country Club, China

BEST RENOVATED IN ASIA PACIFIC

Bali National Golf Club, Indonesia

BEST VALUE FOR MONEY EXPERIENCE

Marina Bay Golf Course, Singapore
Lotus Valley Golf Resort, Thailand
Orchid Country Club, Singapore



BALI NATIONAL GOLF CLUB, INDONESIA

ANGKOR GOLF RESORT, CAMBODIA

ORCHID COUNTRY CLUB



“The Asian Golf Awards have been very instrumental in our success and ability to showcase our talents to new clients and users. With what can be a fragmented and difficult exercise to identify multitude of courses and businesses in a large and diverse Asian market, the Asian Golf Awards help to identify the cream of the crop and give order to the vast array of choices made available to the end user.” – Brian Curley | Principal of the award-winning firm of Schmidt-Curley Design



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ASIA'S 2014 POWER HITTERS



Dr. Ken Chu
CHAIRMAN

TENNIEL CHU
VICE CHAIRMAN

MISSION HILLS GROUP
CHINA
Previous Ranking 2013: 1

Golf Inc., the influential American business journal on the golf industry has released its “**List Of The Most Powerful People In Golf In Asia**” for 2014. In a special report, published in October, the publication reports that Asia continues to move forward, holding the banner of hope for the golf world. It points out that while new development has slowed in China, the future is still very bright for the industry as a whole. Golf Inc. profiles the industry leaders who are taking the steps necessary to develop new players, build new courses and bring sophistication to management and operations. These pioneers are making an impact in their home countries and all across Asia. And it is this list that should determine the extent of growth for the industry into the future. James Prusa reports for Golf Inc:

Today, **Ken and Tennial Chu** are the most powerful Asians in golf, respected for their leadership and efforts to develop the game. But not too long ago, the brothers were new to golf, as was most of Asia. As boys, they lived in Canada and their home was adjacent to a golf course, which meant errant balls would litter their backyard.

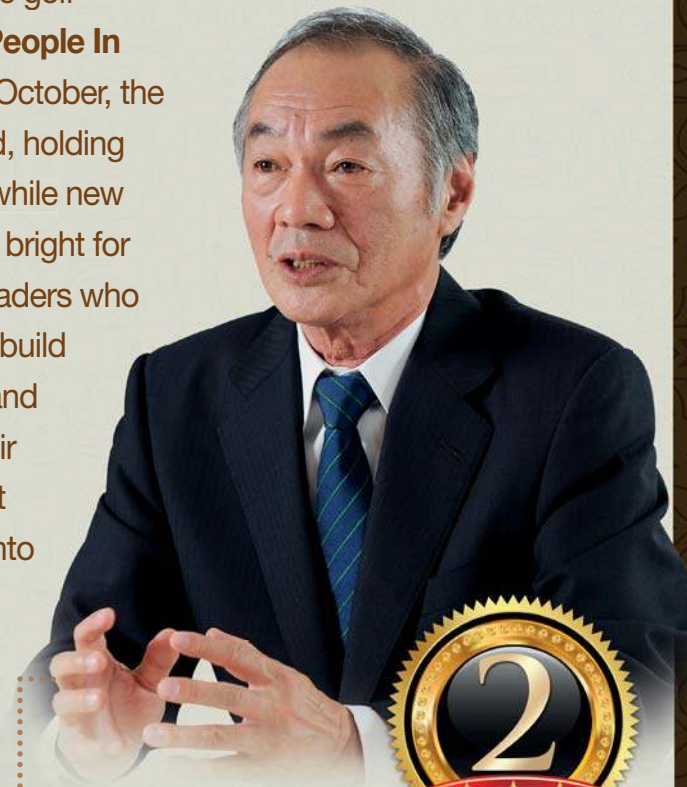
“We decided to take these unclaimed stray golf balls and set up our own little putting course in our family’s yard, employing the strategic course design creativity of young kids,” Tennial said. “After setting out our holes, we were ready to play. However, we did not have putters. So, in a true Canadian, hockey-loving way, we decided to simply use our hockey sticks.”

The innovation that Tennial and Ken brought to their Canadian backyard is now being employed as they seek to improve the marketability of golf and attract juniors to the game. (See profile on page 26).

The brothers took over the Mission Hills Group when their father, Dr. David Chu, passed away in 2011. Ken had been involved with the company since he graduated from college in 1995, and Tennial joined him six years later. They spearheaded the planning and execution of Mission Hills Haikou with the Chinese government, starting in 2008. When complete, it will have 22 golf courses.

Ken Chu leads the organization as chairman and CEO. The company’s operations reach outside of golf into spas, resorts, hotels, shopping malls, entertainment, dining and business centers — and they are extremely influential in promoting professional tour events as well as world golf competitions for amateurs, professionals and kids.

While the brothers stay keenly focused on first servicing China, the Chu’s leadership reaches out to all of Asia. Tennial, vice chairman of Mission Hills, concurrently serves as the deputy commissioner of the OneAsia Tour, and this brings him and the Mission Hills Group into a powerful leadership role, dealing with multiple governing bodies of golf in China, Asia and throughout the world. He is also the first member from China in the R&A, which sets rules for all of Asia.



Ryusuke Kamata
CEO, ACCORDIA GOLF CO.

JAPAN

Previous Ranking 2013: Not ranked

What a difference a year can make. Ryusuke Kamata, who has served as CEO of Accordia Golf since May 2012, recently made a bold move to sell off a major portion of the public company’s golf courses, but to continue as a third-party operator. In June, shareholders approved the sell-off of 89 golf course properties to a newly formed investment trust in Singapore which could net \$626 million.

Improving the capital position will strengthen Accordia’s balance sheet and make it near impossible for its arch rival, Pacific Golf Management, to attempt a hostile takeover. Accordia had to fend off such a move earlier in the year.

Accordia, with approximately 10,000 employees, currently manages 137 golf courses and 24 driving range centers and has 755 affiliated driving ranges, hotels, restaurants and branded merchandise.





Kim Young Je
PRESIDENT & CEO, SKY72 RESORTS
KOREA
Previous Ranking 2013: 3

It has been another intense year for Kim Young Je, who has a reputation for being 'Mr. Intense' in everything he does. He's been an entrepreneurial leader, golf journalist, principle golf course owner and a powerful influence for golf in Korea and Asia. Kim is the brains and endless energy behind SKY72 golf resorts. For a guy who defines no-limit entrepreneurship in golf, he has no concerns about thinking outside the box. There is no box big enough to restrict Kim's creativity in the golf business. In a region where the private membership golf course business model predominates, he has built one of the few daily-fee, public golf operations. His operations boast annual green fee revenues between \$80 million to \$100 million.

SKY72 company's golf courses are some of the busiest in the world. With five golf courses and a mega learning center, it's a leader in utilization. Two of the courses are lighted and push annual rounds of 120,000 each per year, with two others steady at 90,000 rounds. Play is so heavy that the cups are changed five times a day to spread the wear from golfer traffic.

Under construction for 18 months, a 385-room boutique-service hotel close to SKY72 golf courses and adjacent to the Incheon International Airport was opened recently. This was a strategic move that will allow the facility to serve both air business travelers and the SKY72 golf customer base.

Rather than waiting for the Asian golf industry to develop professional training and continuing education for golf course management, Kim gave orders to start SKY72's own annual winter seminars and even opened them up to all other Korean golf courses in the nation's best interest.



Arihiro Kanda
CHAIRMAN, PACIFIC GOLF MANAGEMENT
JAPAN
Previous Ranking 2013: 2

Arihiro Kanda is the chief executive of PGM, the mega operator of 153 18-hole-equivalent golf courses, hotels, cemeteries and highway hospitality and service areas. Similar to, and a competitor with Accordia, PGM Holdings was set up by Lone Star Funds, an American private equity firm and then very successfully tendered its IPO in December 2005.

While rival Accordia has made dramatic business moves in 2014, PGM has seemed to trip and fall. After losing its bid for an attempted leveraged buyout of Accordia last year, it has had to regroup. Early this year PGM made a deep reduction in workforce at its headquarters, jettisoning many long-term employees.



Mike Sebastian
OWNER AND CEO, ASIA PACIFIC GOLF GROUP
SINGAPORE
Previous Ranking 2013: 6

During the past 12 months, Mike Sebastian has further advanced his influence on the Asian golf industry by forming an alliance with the CMAA to launch the Asia Pacific Chapter of that organization.

Sebastian founded Asia Pacific Golf Group in 2006 and has grown the brand to include Asian Golf Monthly magazine, Asian Club Business, Asian Golf TV and the Asia Pacific Golf Summit.

With APGG now named as the agent for the Asia Pacific Chapter of the CMAA, Sebastian has established a Pan-Asia industry operation that offers Asia's golf course operational decision makers a venue for networking and ongoing, professional development.



Khun Santi Bhirombhakdi
PRESIDENT & CEO, SINGHA CORP.
THAILAND
Previous Ranking 2013: 7

Khun Santi Bhirombhakdi, the most influential golf businessman in Thailand, has seen his power grow as the common market of Southeast Asia, the ASEAN Economic Community, officially comes online in 2015.

Bhirombhakdi is president of Singha Corp., a top beer company in Thailand founded by his father. Exports throughout Asia have propelled Singha Beer as a powerful and influential sports sponsor in golf and other sports. This has served as a huge base for engaging in golf course and player development in Thailand. Singha Beer is the primary sponsor of golf tournaments at every level and a key sponsor of most all major sports events in Thailand, around the ASEAN region and East Asia.

Founder of the Thai PGA, Bhirombhakdi served as its president until recently and still wields considerable influence in directing the organization. His golf course assets include three golf courses in Thailand. He is not shy to quietly use his sports marketing influences in pressing for further development of golf and golf courses in Asia.



Conrado L. Benitez II
FOUNDER AND PRESIDENT, THE ORCHARD GOLF & COUNTRY RESORT
PHILIPPINES
Previous Ranking 2013: 10

The Philippine economy continues to grow at a brisk pace, even rivaling China, and that has positioned the country for further golf course development. That has helped Conrado Benitez gain power. The founder and president of the 36-hole Orchard Golf & Country Resort he was recently elected vice president of the National Golf Association of the Philippines, which will serve as the country's representative for the 2016 Summer Olympics.

The Orchard Golf & Country Resort will serve as the venue for the 2014 Philippine Amateur Match Play Championship and will, once again, host the nation's annual Golf Course Management Conference.



Brian Curley
PARTNER, SCHMIDT-CURLEY GOLF DESIGN
UNITED STATES
Previous Ranking 2013: 8

Brian Curley remains the sole person not living full-time in Asia on our list, a testament to his influence over design on the continent.

Having long ago forged a relationship with Mission Hills founder David Chu, Curley has continued the relationship with Chu's sons and the Mission Hills Group.

Schmidt-Curley base their design business in Scottsdale, Ariz., but Curley spends a lot of time in Asia. Curley is credited with 20 golf course designs at Mission Hills properties alone including 10 located at Mission Hills Haikuo on the southern Chinese island of Hainan. While many design firms struggle now in Asia, Schmidt-Curley is proceeding with new projects and keeps chalking up multiple awards and recognitions.



Wang Jun
VICE CHAIRMAN, CHINA GOLF ASSOCIATION
PRESIDENT, FORWARD MANAGEMENT
CHINA
Previous Ranking 2013: 4

Wang Jun is one of the most powerfully connected men in China's golf business. An influential figure among China's industrial elite, he helped to found two of China's biggest leviathans: the state-run investment conglomerate of Citic Group Corp. and the mammoth China Poly Group Corp. (military weapons and oil exploration). However, development of golf courses in China has slowed considerably during the last 18 months.



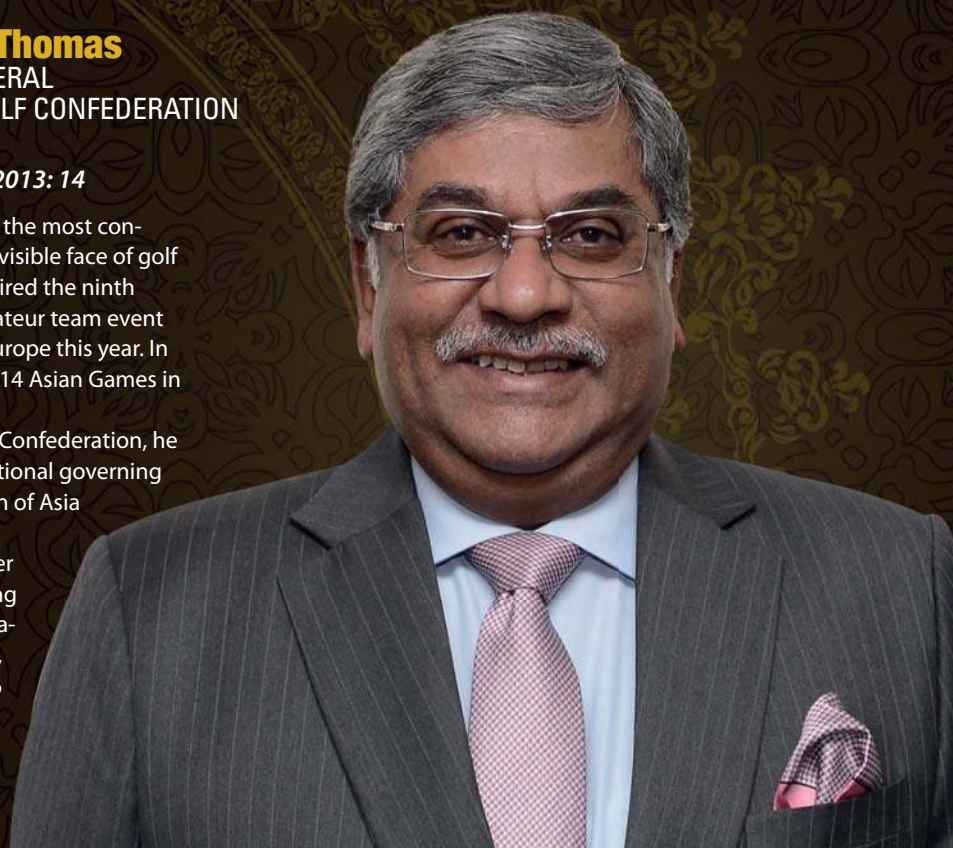
No. 10 Dilip Thomas
SECRETARY GENERAL
ASIA-PACIFIC GOLF CONFEDERATION
INDIA
Previous Ranking 2013: 14

Dilip Thomas, the most connected and visible face of golf in India, chaired the ninth

Sir Michael Bonallack Trophy — the prestigious amateur team event that pits Asia Pacific against the best amateurs of Europe this year. In September, he supported the golf events for the 2014 Asian Games in Incheon, Korea.

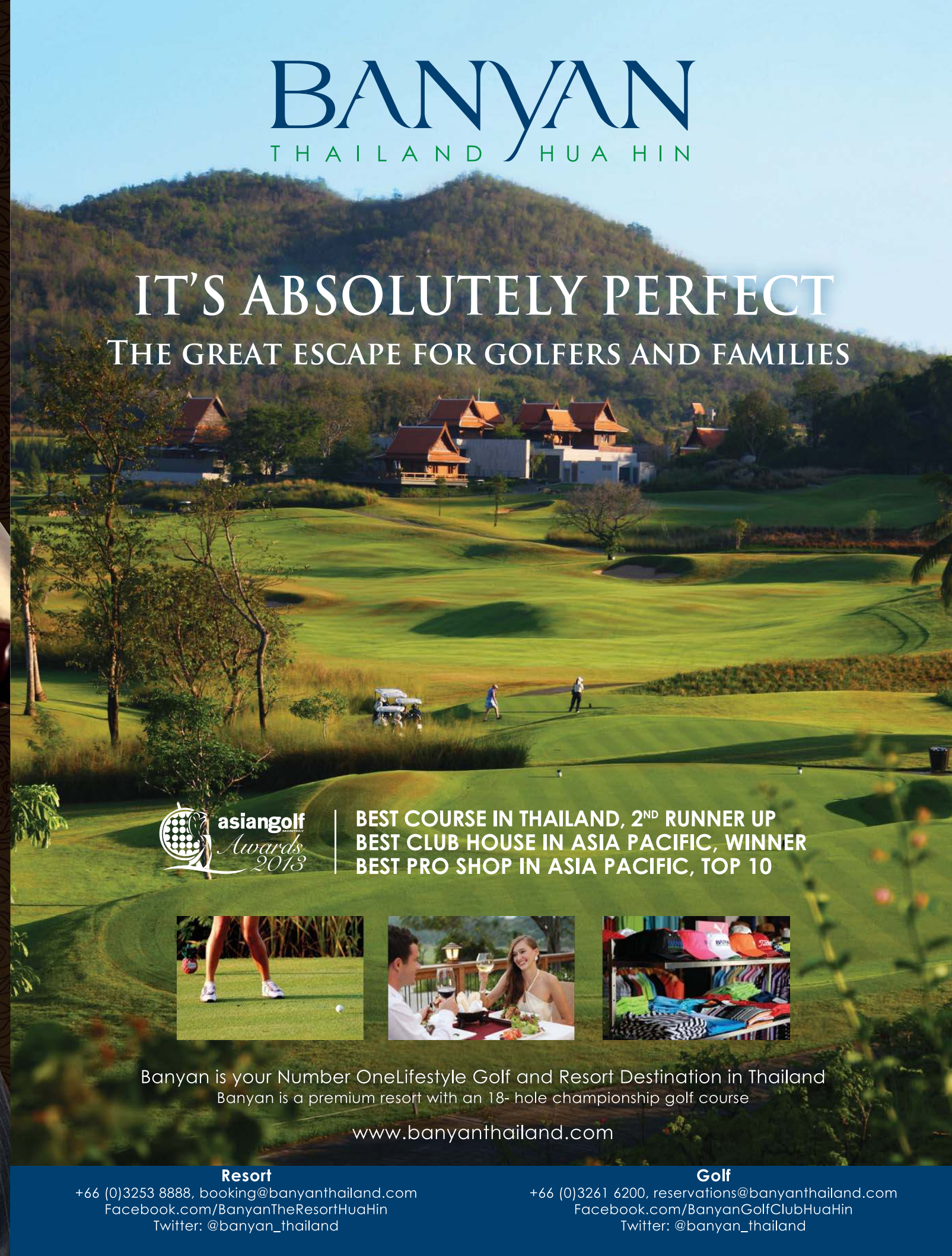
As the secretary general of the Asia-Pacific Golf Confederation, he heads up an organization that represents the 36 national governing bodies of amateur golf throughout the entire region of Asia and the Pacific.

In India, Thomas is an influential council member of the India Golf Union, where he chairs the coaching committee. He's an active member of the administrative committee of the International Golf Federation, which is in charge of golf's participation in the 2016 Olympic Games.



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Stadium Golf will be Singapore's first complete indoor golf learning centre. It will provide state-of-the-art facilities that accommodate golfers of all levels. Each centre will have between 15-20 open and private simulator driven golf bays equipped with industry leading golf launch monitors.

"There will be a fitness studio, retail of various types of golf equipment, a management office, meeting room, food and beverage facility and casual lounge associated with the facility to incorporate social elements which is anticipated to be a key driver in the success of the venture and it will allow golfers to practice in air conditioned comfort, regardless of the weather outside," said **Balwant Grewal**, managing director of Stadium Golf.

Short game practice facilities which includes chipping and putting greens and sand bunkers will be available. "The focus will be on providing complete practice opportunities for golfers of all abilities and our instructors are trained in our accelerated learning 'Total Golf' methodology who will be on hand to give lessons on a daily basis," Grewal explained.

Stadium Golf is unique to the industry as it takes the traditional idea of a golf driving range and turns it on its head. It is revolutionary in that it shrinks the size needed for a golf practice facility and addresses another key issue associated with golf practice facilities in Singapore i.e. the lack of access to short game practice areas. Stadium Golf is a complete golf facility that caters to every aspect of a golfer's game regardless of his or her playing level in an environment that is welcoming and fun.

"The current situation in Singapore with land acquisition from golf clubs, makes Stadium Golf an even more desirable option as it provides a genuinely viable alternative for golfers - by shrinking the size of golf practice facilities to 2.5% of the usual size, we address a serious limitation to the growth of golf in Singapore, that of land use and at the same

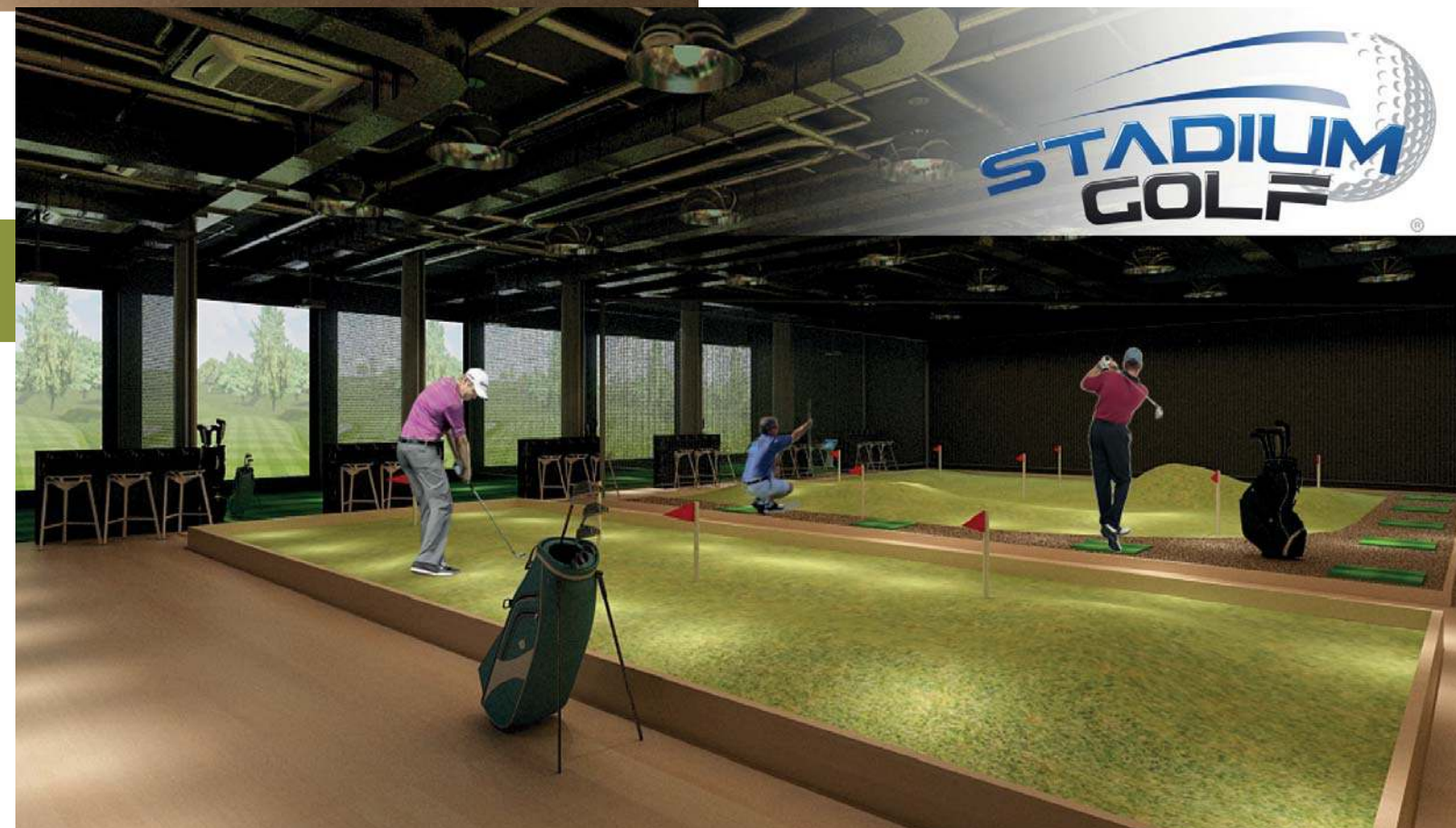


Balwant Grewal

STADIUM GOLF

– Just What Golf Needs To Grow!

Stadium Golf is a platform that brings golf indoors utilising advanced golf simulation techniques – the primary thrust of this concept is to create a realistic and immersive experience for all level of players, especially juniors and beginners using the best golf simulation technology in the market made available through our exclusive technology and equipment partners



time meet a national objective of growing sport participation rates," Grewal explained. "The time is right for a facility like Stadium Golf!" Grewal pointed out.

The locations of Stadium Golf facilities will be accessible and in the heartlands, very possibly in locations where there are other sporting facilities in the vicinity. This is in line with the company's strategy to bring golf to the masses. Typically, each facility will be between 8,000 to 10,000 square feet in size.

"The ease and access with casual affordability will cater to all Singaporeans, especially the 70% of the population which fall outside the 45-65 year age bracket who are predominantly the current traditional existing golfers in Singapore – Stadium Golf will create a new market of golfers," Grewal experienced.



“ Stadium Golf will also be playing a vital role to help grow the game of golf by capturing the untapped universe of potential golfers which will include young adults, women and children. “Our facilities, programmes and experiences will be geared towards capturing this key emerging market in golf and Stadium Golf will cater to all age groups, SG is family centric.”

Each of Stadium Golf's state-of-the-art golf simulator units will provide for competition and record keeping. Grewal explained, "Golfers will be given the option to register a user name with the centre and keep track of their scores, see how they stack up with other users of the system, and track their performance throughout the year."

He went on to add, "Game software will also allow for tournaments to be

played with real time scoring and statistical breakdowns of the entire field. It will give customers a quantifiable depiction of their golf game and will allow them to improve their skills and technology and this will feature greatly in all SG facilities."

Stadium Golf will also be playing a vital role to help grow the game of golf by capturing the untapped universe of potential golfers which will include young

adults, women and children. "Our facilities, programmes and experiences will be geared towards capturing this key emerging market in golf and Stadium Golf will cater to all age groups, SG is family centric," emphasized Grewal.

One of the unique services provided by Stadium Golf will be centred on The SG Training Academy which will train and manage all its in-house trainers who are carefully selected and trained using the company's proprietary training and accelerated coaching techniques. "This allows golfers at our facility to learn more and in a shorter time which is the basis of our Total Golf programme - the programme development team includes one of our members who went from being a complete beginner to playing on the Ladies Asian Golf Tour within the space of 18 months!" Grewal revealed.

The growth of the business will be driven with the opening of satellite centres across Singapore. Regional centres will also be launched in key Asian golfing markets. In order to accelerate the growth of the company and garner significant market share, a franchise model is being developed.



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ECCO



Takes Comfort To A New Level

For golfers who have experienced the comfort of ECCO's Biom Hybrid shoes – you've got a surprise coming soon. The Danish company – a leading manufacturer of innovative footwear – has launched BIOM Hybrid 2, the next-generation of its best-selling style showcasing patented NATURAL MOTION technology and built atop the award-winning E-DTS outsole.

Launched in the U.S., the BIOM Hybrid 2 is slated to be worn in competition by Tour star Fred Couples and other ECCO Golf staff players. It is 15% lighter than the original model thanks to an extra-thin midsole that helps bring players closer to the playing surface. This is complemented by a dual-density TPU outsole. Two-coloured to

create an inspiring aesthetic, it is harder in areas that need the most stability and softer in key comfort zones.

"We've taken what many have declared the world's most comfortable golf shoe and made it even better," said Michael Waack, Head of Global Golf at ECCO. "That we can do this is a testament to our skill as shoemakers and the drive that pushes us to pioneer new innovations season after season."

Like all ECCO golf shoes, BIOM Hybrid 2 is created using the advanced Direct-injection Process. This bonds the upper and outsole unit, creating a one-piece shoe construction without the use of glue or stitching. Benefits include an exceptionally water-tight seal, outstanding flexibility and out-of-the-box comfort.

Additional features of BIOM Hybrid 2 include:

- Weather Resistance - Naturally soft, breathable and strong yak leather uppers are treated with HYDROMAX™ and an anti-stain formula for superb protection from the elements
- Anatomical Last Shape - Developed by scanning the feet of 2,500 athletes to provide ideal levels of support
- Tour-Proven Traction - Constructed from TPU – a highly durable, wear-resistant material – the molded traction bars offer hundreds of traction angles for superb grip
- Technical Insole System - A new, ultra-premium insole with silicon printing helps prevent unwanted foot movement during the swing

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MA-1.0
MAXIMUM ACCURACY SERIES ONE

OnCore Golf is proud to bring you the world's only hollow metal core golf ball. Our technology is the first major upgrade in golf ball design in decades. The MA - 1.0's patented metallic core combines high strength and high modulus for optimum energy transfer and enhanced rifle spin. The result is maximum accuracy in flight and laser straight putting on the greens.

The MA - 1.0's ground-breaking design outperforms traditional rubber core golf balls and makes the game more enjoyable for 99% of players. OnCore Golf has engineered a game changer by fusing science, art, and design into a distinct product unlike anything the golf world has ever seen!



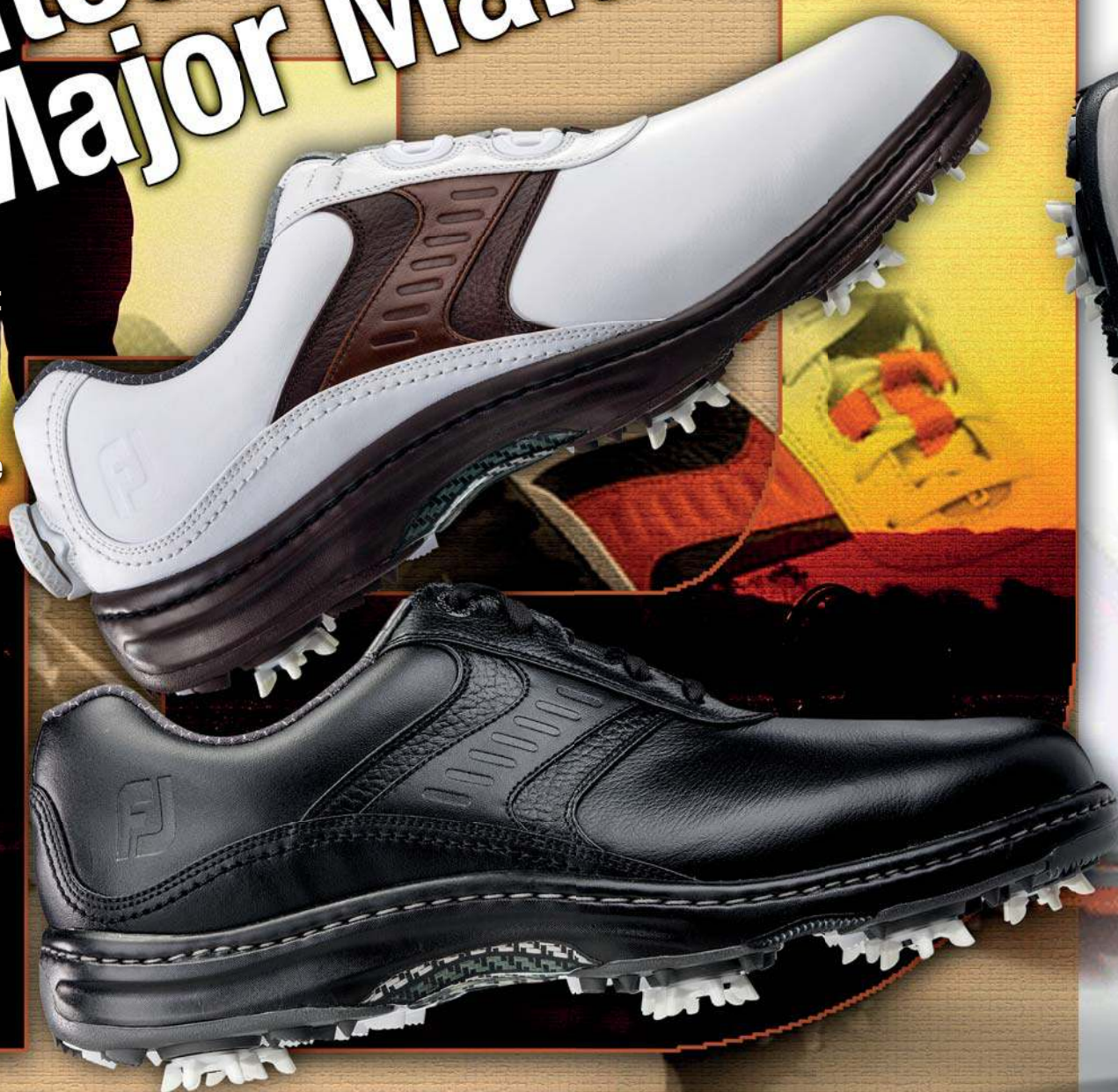
- Perimeter weighting
- Enhanced rifle spin
- Laser straight putting
- Precision flight accuracy



WWW.ONCOREGOLF.COM

FootJoy's Contour Series Gets A Major Make-Over

Do you know what makes a golfer's feet really happy? It has to do with golf shoes that are truly comfortable and there's one shoe that fits this bill perfectly. It is the FootJoy Contour Series. Since its birth in 2001, the Contour Series has firmly established itself as the top selling shoe in golf worldwide.



Some fourteen years after its launch, the quest to get even better continues and the new, redesigned Contour Series has been launched.

"The Contour series shoes have always been one of the most comfortable FJ's shoes that any golfer can wear. Now with the updated styling and colours, golfers will find these new Contours look as good as they feel," said **Timothy Yoong**, Regional Brand Manager.

The hallmark of the Contour Series has always been the "straight-from-the-box comfort fit construction, soft supple leather, consistent fit and unrivaled number of sizes and widths" and these features have led to more than 6 million pairs being sold and the worldwide demand continues.

According to Yoong, "With this major overhaul, the Contour Series is now even lighter, more flexible and more comfortable while still delivering the fit and feel that keep players coming back to Contour year after year."

Central to the Contour Series are two key factors and these are its lightweight comfort and performance.

The lightweight comfort is achieved through the utilization of a new premium UltraSof ThinSpec full grain leather which is softer and thinner while still providing superior durability, breathability, and a one year waterproof warranty.

"It also features a new ergonomic contoured Fit-Bed that provides superb underfoot cushioning and support while accommodating over a thousand different feet shapes and we have included a redesigned SporTongue which is lighter, more comfortable and more breathable," explained Yoong.

Comfort is taken to a whole new level with the introduction of the SofCollar which provides a custom fit and enhanced comfort around the ankle. Rounding up the comfort features is the Fine-Tuned Foam midsole which is lighter and softer for out-of-the-box comfort that doesn't compress or harden over time.

The performance features of the new Contour Series include:

■ The redesigned TPU Stability Bridge that provides mid-foot stability and arch support on any terrain.

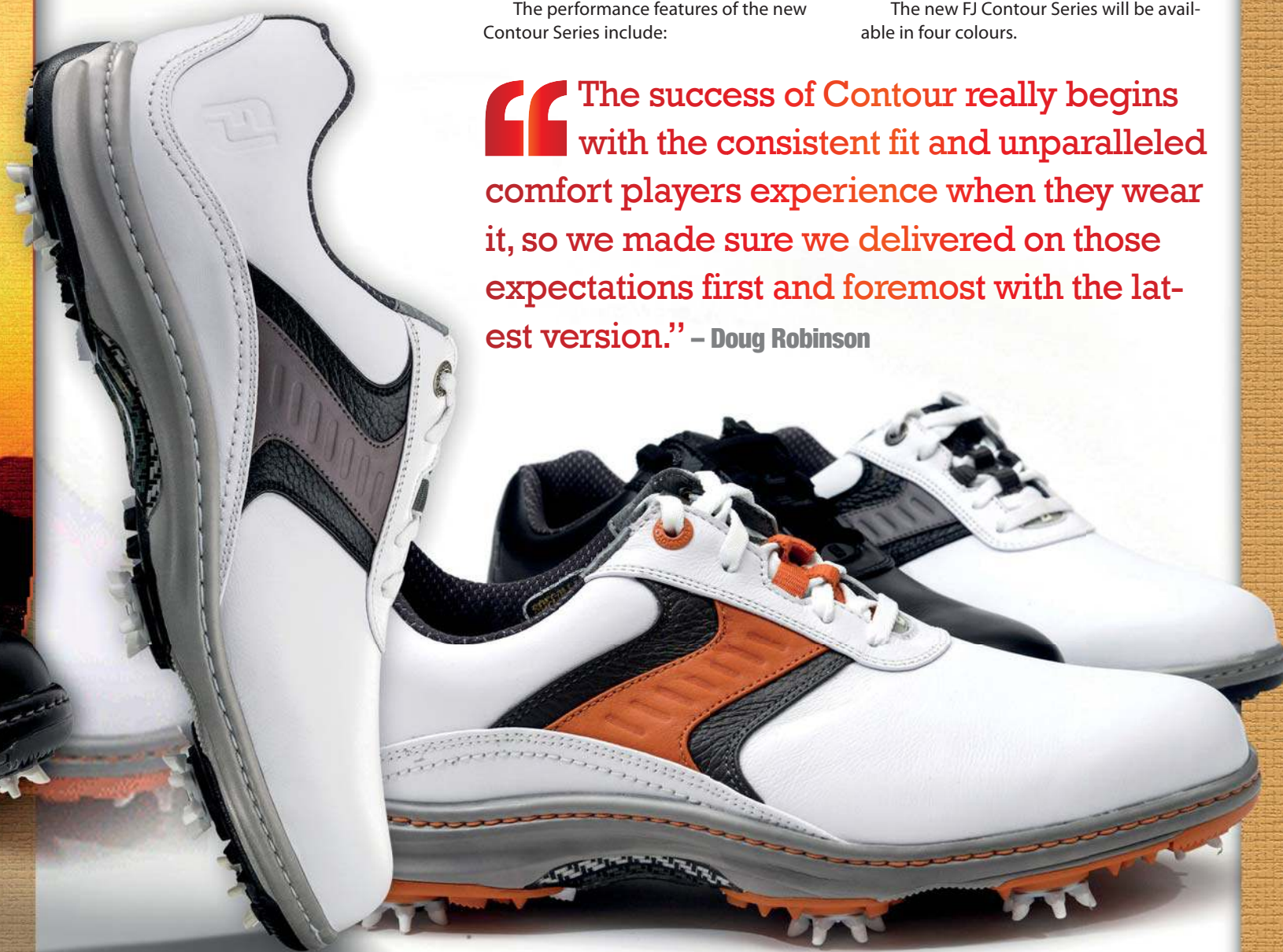
■ Three individually crafted Duramax™ rubber outsole pieces in the OptiFlex™ forefoot footzone that allow the new Contour Series to be noticeably lighter and more flexible.

■ Replaceable Fast Twist™ Zarma® cleats by CHAMP® soften impact while walking and reduce spike pressure without compromising turf grip or durability.

"The success of Contour really begins with the consistent fit and unparalleled comfort players experience when they wear it, so we made sure we delivered on those expectations first and foremost with the latest version," said **Doug Robinson**, VP of Golf Footwear Worldwide. "After that, however, we reconsidered every material and construction element to ultimately deliver our best Contour yet," Robinson added.

The new FJ Contour Series will be available in four colours.

"The success of Contour really begins with the consistent fit and unparalleled comfort players experience when they wear it, so we made sure we delivered on those expectations first and foremost with the latest version." – Doug Robinson



With The "Little Company" Big Ideas Aces It Again!

It has just launched a technologically advanced driver at a price tag that will surprise many in the industry. Tour Edge's "Hot Launch" golf clubs is headlined by the new adjustable driver and it's U.S. price tag is US\$199.99.

The new titanium Hot Launch driver is adjustable with loft options from 8.5 to 12.0 degrees in 1 degree increments. Easy-to-use adjustability gives players great control in choosing the most efficient loft for optimal distance and accuracy. The head shape is very efficient aerodynamically to promote optimal club head speed for longer drives.

The Hot Launch features a 460cc titanium four-piece forged club head. The driver's deep face design and variable face thickness technology provide maximum power from more contact points on the face.

Weight is an important feature in the Hot Launch driver, including a weight positioned in the rear centre of the sole that creates a deep centre of gravity for an easy launch and greater forgiveness on off-centre hits. The internal sole design incorporates additional weight in the heel and toe to maximize stability and performance.

Paired with a very light-weight shaft, Graffaloy ProLaunch Blue, the Hot Launch driver is destined to be light and long. The Graffaloy ProLaunch Blue shaft's tip responsive design allows all types of golfers to maximize their distance through improved launch angles.

A non-adjustable Draw version is also available. The club head is offset for proven slice-fighting control. The offset hosel allows the face to 'square up' at impact for a straighter ball flight.

If there is one manufacturer that keeps on amazing us it's got to be Tour Edge. This Chicago-based manufacturer led by a genius of an inventor who answers to the name of David Glod produces outstanding equipment which not only scores high on the performance scale but is also absolutely a knock-out when it comes to price points.



mizunogolf.com

THE NEW MP-SERIES

Forgiveness without sacrifice

This is a new kind of forgiveness - without sacrifice of precision or feel. Designed to play from the tips on layouts that demand longer approaches and into firmer, fast greens. All packaged into clean, classic playing profiles.



MP-15: from £115 per iron, MP-H5: from £115 per iron, MP-T5 wedges: from £110 each

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The golf equipment industry has been relatively quiet so far this year. Aside from some “shocking” revelations relating to serious bloodletting in the boardrooms of a few major players, the industry as a whole has been going through a turbulent period of change which is putting it mildly.

THE COMPANY RENOWNED FOR BEING SERIOUS GETS MORE SERIOUS!

New product announcements have been few and far between although one company has elected to set a cracking pace by launching a whole set of drivers which sort of resembles Montezuma's revenge of a different kind if you get the purge!

While there is some noise being generated and with the annual PGA circus in Orange County, Florida, fast approaching, one of the most respected brands in golf clubs has rolled out its bandwagon of new clubs for 2015 season.

As you read this article, the marketplace has already been flooded with news about the Titleist 915 family of drivers, metal woods and hybrids. Everything that needs to be said about these clubs has been said but at Asian Golf we thought we should single out what makes the 915 family of clubs so special.

The 915s are special because these clubs have been engineered to be different – the difference is not something esoteric and hard to fathom. In fact, what Titleist has launched is perhaps one of the best family of clubs that the company has brought to market in quite a while (don't misread this because this venerated Fairhaven manufacturer, now owned by a South Korean conglomerate, has been known to always produce quality clubs sought after by the better golfer).

The 915 family follows the stellar success of the precedent 913 which set new standards not only for the industry but also for Titleist.

With the 915 range, Titleist has upped the technology ante to new heights and is boldly claiming it to be its new distance dynamo (note that this is very significant because Titleist is not normally known for bombastic speak punctuated with superlatives).

“ Definitely one of the best drivers that I have put to play in the last 12 months and I am positive that many hard-core Titleist players and a host of new players will automatically gravitate towards these new drivers.” – Lawrence Young

The company has launched two driver models – the 915 D2 and the 915 D3 and these clubs have been tagged as clubs that deliver “distance without compromise”. This is no wild boast because Asian Golf's equipment editor, Lawrence Young had the opportunity to put both the drivers on the test bed in Singapore (fitted with the premium Fujikura Speeder shafts) and his reaction can be summed up in three words – “pure awesome distance!”

“Definitely one of the best drivers that I have put to play in the last 12 months and I am positive that many hard-core Titleist players and a host of new players will automatically gravitate towards these new drivers,” said Young.

915

Young's observations have been validated by the tour success of the new 915s especially the victory of Geoff Ogilvy who won the Barracuda Championship. Ogilvy, winless for four years on the PGA Tour, placed a 915 D2 in his bag for that win and also finished tied for second at the Deutsche Bank Championship in September.

"I just unscrewed my 913 shaft and put it in the 915, and after two shots I was sold," Ogilvy said. "This one is a really big bump forward in performance. The whole face is hotter, so the shots lower on the face perform way better, which for me is great because I love to tee the ball down a little bit. It's just been a great driver for me. I'm equally happy hitting a draw or a fade," Ogilvy exclaimed.

Ogilvy's sentiment was endorsed by one of the PGA's young guns, Graham DeLaet who said, "The new 915 driver is awesome. It comes off super-hot. My spin rate has come down just a little bit, which I always battled a little bit, and it's just optimal ball flight. With the spin, you can just see it. The ball is launching nice and flat, especially the into-the-wind-shots I was noticing a big increase in distance."

There is really no doubt that the 915s are winners but what is it that really makes these big sticks from Titleist so special? The smart guys at Titleist simply did the following:

■ **The proprietary Active Recoil Channel, a long, wide and deep sole channel that actively flexes at impact and recoils to launch the ball off the face with higher speed and lower spin;**

■ **Radial Speed Face, a high-speed forged face insert with a radially thinner perimeter in the heel and toe, which works with the Active Recoil Channel to increase ball speed on off-centre hits; and**

■ **A precise, high-MOI design with a low and deep centre of gravity location**

"The new 915 drivers are a game-changer for us," said Dan Stone, vice president of Research and Development at Titleist Golf Clubs. **"We've increased speed and lowered spin without sacrificing MOI or forgiveness – and we're the first to get that combination right."**

that delivers stability and forgiveness by preserving off-centre ball speed for more distance, more often.

These technologies, combined with the fitting precision of Titleist's industry-leading SureFit Tour hosel and tour-validated looks, sound and feel, make for the most complete, consistent driver performance in the game.

Makes sense? Well it certainly does to us at Asian Golf! Let's take a quick minute to check out the Active Recoil Channel (ARC). We have seen similar features in other brands of drivers so what's the big deal with ARC?

Well, it is a big deal alright as far as Titleist is concerned! To start with, Titleist is not playing copy-cat by trying to ape the other brands. To the contrary, Asian Golf understands that Titleist has been working on this technological innovation for quite a while, honing it and perfecting the technology to get it just right.

The Titleist ARC channel is noticeably deeper and wider than those found in other brands. Its design also ensures that the ARC delivers more consistent spin and speed across the face. In most traditional driver designs only the crown of the golf club can flex. However the Titleist ARC allows

the sole to also flex, thus increasing the deflection of the clubface at impact. This results in an increase in recoil to give more speed and less spin for greater distance.

"The new 915 drivers are a game-changer for us," said Dan Stone, vice president of Research and Development at Titleist Golf Clubs. "We've increased speed and lowered spin without sacrificing MOI or forgiveness – and we're the first to get that combination right."

Talking about the ARC, Stone said, "The Active Recoil Channel is a major technical leap in the area of spin reduction. In player testing, we've seen significant distance gains, up to 15 yards for players who need spin control."

According to him, Titleist began incorporating Active Recoil Channel in the prototype phase about four years ago, and he went on to explain "... but this kind of technology requires a lot of fine-tuning if you're going to do something that's different, as opposed to making a cosmetic or marketing change - by adding significant technology for speed and spin without sacrificing MOI, we think we've done something very special that

nobody's done to this point."

The 915 D2 driver is a 460cc full-pear shaped head designed for maximum forgiveness and a slight draw bias. The 915 D3 features a 440cc pear shape that is forgiving and workable, and offers 250rpm less spin than 915 D2 to produce a lower peak trajectory. Both models launch similar to their previous generation Titleist 913 models.

Weighing in on the new drivers, Steve Pelisek, general manager of Titleist Golf clubs pointed out, "Titleist players demand the highest quality and performance from their driver. They want more distance, but not at the expense of forgiveness and with the 915 drivers, our R&D team has produced the best combination of high speed, low spin and high MOI the game has ever seen. Its distance all the time – distance on centre hits, distance on off-centre hits, more distance more often. We know that players truly understand and value that distance consistency."

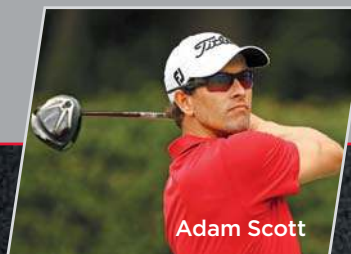
Darn it! So much technological advancement in one fell swoop! Kudos to the brainy guys at Titleist!



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Now you can achieve more distance without sacrificing any forgiveness. The new 915 drivers are trusted by the world's best players and amateurs everywhere and designed to deliver maximum distance on center hits and more distance on off-center hits due to the lower spin and higher speed from the Active Recoil Channel™ and stability from the High MOI Design. This, along with our SureFit Tour™ hosel for industry-leading adjustability, great looks, sound and feel, make for the most complete driver performance in the game today. Visit titleist.asia to learn more, including where you can experience the uncompromising distance of 915 drivers.



Adam Scott



Jason Dufner



Geoff Ogilvy



Bill Haas

915D₃
440cc, pear profile



915D₂
460cc, full pear profile

915



HIGH MOI DESIGN

The low, deep CG location delivers forgiveness, preserving ball speed for more distance, more often.

RADIAL SPEED FACE

The high speed face insert, with a radially thin perimeter in the heel and toe, increases ball speed on off-center hits.

ACTIVE RECOIL CHANNEL

The wide sole channel delivers distance by actively flexing at impact to launch the ball off the face with higher speed and lower spin.

Titleist

NIKE VAPOR

- TOUCHED BY THE GODDESS OF VICTORY!

The thunder of the launch of Nike Golf's Vapor family of clubs has been somewhat muted by the shock "retirement" of **Cindy Davis**, the brand's president. After helming the company since 2008, she could not have picked a more inappropriate time to throw in her towel especially when the company was getting all geared up to launch what is perhaps its most spectacular range of clubs.

Davis may not be a house-hold name like some of the mega celebrities under her charge but her presence in the multi-billion dollar golf industry was a serious force to reckon with. Her impressive stable of iconic athletes include Tiger Woods, arguably the greatest golfer alive and Rory McIlroy, a huge star on the rise.

When she took over the reins of Nike Golf, there was no "Hello World" meet-the-

boss blitz like what marked Tiger's introduction to the world back in 2006. Instead, it was a comparatively low profile entry into the company when she joined as the U.S. general manager of Nike Golf in 2005. She came to the company with a hugely impressive track record after serving in senior management positions at The Golf Channel, the Arnold Palmer Company and the LPGA.

Just recently, in an exclusive interview with Asian Golf, the 52 year old Davis said,

"We imagine something nobody else imagines. We build something nobody else builds. We improve something that no one else thinks needs improving. If it's good enough, then we know we must make it better. And, we'll continue to do that – in fact, we can't wait to share what's planned for 2015." Are these the words of a woman who would just suddenly decide to call it quits? She ended her interview with this bold statement, "It's just a matter of time before our

Brand is the outright leader in golf."

Well, the Cindy Davis era, showed a lot of promise while it lasted. Asian Golf is absolutely certain that Davis played a central role in the development of the brand new "Vapor" series of drivers, fairway woods and hybrids only to vacate the driver's seat as Nike Golf rolls out what many are calling the 16-year old company's most innovative golf clubs.

What a shame! As we bid goodbye to Cindy Davis, we'd like to welcome aboard the Vapor series with a big hello!

Industry pundits are already hailing the Vapor series as the most exciting product launch to date from Nike Golf. It's the worst kept "secret" in golf especially when you consider that the company did not want to make the arrival of the new Vapor family known before the official launch. But, as we have come to expect, this industry can't keep secrets – somehow, not only do secrets get leaked out but full details, complete with product shots, videos and patent designs seem to have a peculiar way of sneaking up on the worldwide web. So much for closely guarded trade secrets!

Anyway, speaking about the Vapor series being the most exciting new product launch from the Beaverton-based "swoosh" boys, what Asian Golf has seen to date is promising. The company's top star, world number one Rory McIlroy openly put the distinctly "volt-green" coloured Vapor driver on public display at the 2014 Ryder Cup. Trade sources tell us that the Irishman had been working with the new driver since June — and reportedly experienced something like 8 yards of additional carry with the Vapor Pro. Reckon this was validation for him to take the bomber out on course to help win Team Europe the Ryder Cup!

Seems that the new team at the "Nike Oven" located in Fort Worth, Texas – this is where the company "bakes" its new products, is bubbling

with renewed vitality. Also, it seems that this is the first new range of products that don't bear the stamp of the legendary Tom Stites, the master craftsman who led Nike Golf's product development for many years.

Anyway, a new guard has taken over the baton and it seems to have bolted down the race track with an aggressive winning attitude. This is very apparent in the Vapor driver where the company's engineers have blended two key technologies — Nike's FlyBeam reinforced Covert Cavity Back design, and a re-engineered Compression Channel — from recent driver offerings to generate increased ball speeds and stability.

The variable-profile Compression Channel on Vapor Pro was last seen on Nike's VR Pro driver lineup a few years ago. The channel on the sole of the driver improves the spring-like effect across the entire face, especially on off-centre hits.

The re-designed Compression Channel is positioned closer to the leading edge on the Vapor driver and is wider in the heel and toe to improve forgiveness and generate higher ball speeds on shots that don't hit the centre of the face.

The Covert Cavity design was improved with the addition of two silver FlyBeams — Covert 2.0 had a similar technology called "Fly-Brace" — that tie the sole and the crown together, making the rear portion of the club head more stable.

Together, the Compression Channel and FlyBeam Technology work together to store impact energy in the channel and face for increased ball speeds and distance.

"To elevate performance, we added FlyBeam technology to the Covert Cavity Back to focus energy into the variable-profile Compression Channel and NexCOR face," said Nate Radcliffe, Nike's director of engineering. "This is the first time we have created a driver where the face and channel are measurably more flexible than the body."

Another innovation on the new Vapor range is the upgrade to the FlexLoft sys-

tem. FlexLoft 2 is said to be five grams (30 percent) lighter than its predecessor, which allowed engineers to redistribute discretionary weight for additional stability, better launch conditions and faster swing speeds. The loft system has five loft options (8.5 to 12.5 degrees) and three face angles within 15 different settings.

In conjunction with the Vapor drivers, the company has also launched the new Vapor Speed and Vapor Flex fairway woods.

"Athlete insights drove significant chassis refinement in the Vapor fairway woods," said Radcliffe. "Our athletes wanted tighter but forgiving leading edges, fuller profiles and added ball speed. We've delivered that with the synergy of our FlyBeam and compression channel technologies."

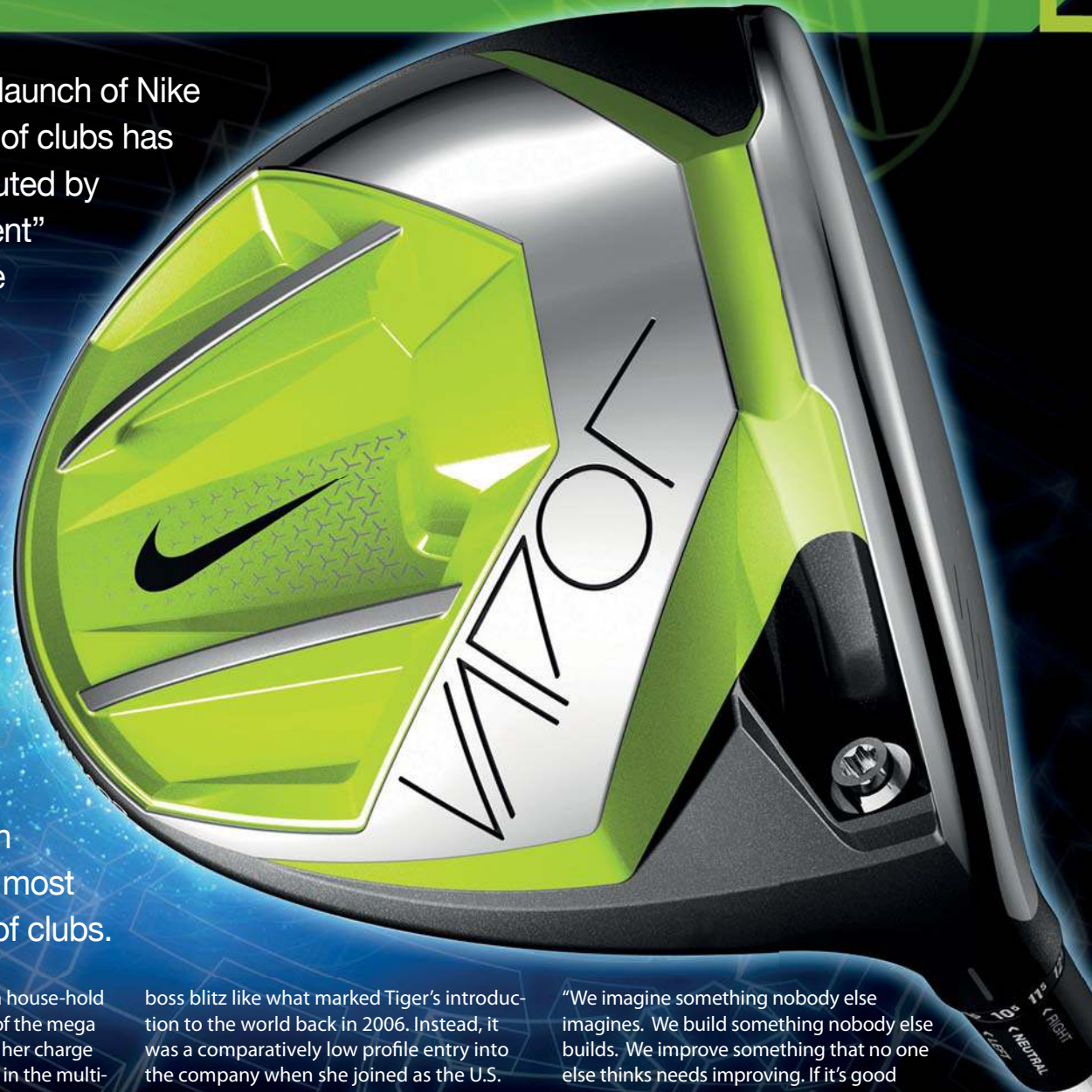
The Vapor Speed fairway woods have a 25% larger footprint with a lower and deeper Centre of Gravity (CG) than previous Nike models.

"Athletes including Tiger Woods requested larger face profiles in fairway woods, but it was vital that we do that without compromising ball speed or optimal launch conditions," said Radcliffe. "We successfully modified the chassis by sloping the crown to lower the CG which optimized launch characteristics across the family."

Like the new Vapor drivers, the Vapor Speed fairway woods feature Nike's new FlyBeam-reinforced Covert Cavity Back design, a re-engineered Compression Channel and a NexCOR face - all combining to stabilize the chassis, maximize ball speed and promote longer and straighter distance. The low CG provides a high launch with a lower-spin flight.

The Vapor Flex fairway woods highlight the same technologies found in the Vapor Speed on a more compact chassis, except the Vapor Flex has added Nike's FlexLoft 2 adjustability system, allowing the golf athlete the functionality of five lofts and three face angles within 15 different settings.

These products will be available only in 2015.



SCOTTY'S BACK WITH SOME HOT FLAT-STICKS

Are you on the market for a new putter? Not just any ordinary putter but a real winner? Stop looking because Titleist has two Scotty Camerons on offer!

“The Futura X5 mallet is for someone who likes the stability of a bigger head, the feel of a bigger grip, and likes to look down and see more lines for alignment purposes. X5 is more of a mechanical shape where the X5R is a softer, rounder shape. There’s no right or wrong. Same performance, same weight, same feel. It all depends on what you like to look at.” – Cameron

The company has announced two new Scotty Cameron Futura X5 and X5R putters. The latest from Cameron promise stability through advanced perimeter weighting and easier alignment thanks to vertical and horizontal sightlines. The X5 model is angled in the back, while the X5R features a rounded shape.

“The Futura X5 mallet is for someone who likes the stability of a bigger head, the feel of a bigger grip, and likes to look down and see more lines for alignment purposes. X5 is more of a mechanical shape where the X5R is a softer, rounder shape. There’s no right or wrong. Same performance, same weight, same feel. It all depends on what you like to look at,” Cameron said.

“We’re finding that mallets make up as much as 50 percent of the putters used on the PGA Tour each week and for good reason. The size of the head is larger so it looks and feels more stable on the ground. The bigger the head, the more lines you can add



for alignment. We worked with many players on tour and in the Putter Studio during the development of X5 and they all told us the same thing: It adds confidence."

In addition, the new Futura X5 Dual Balance putter combines the X5 head style with Dual Balance technology to provide maximum stability and is intended according to the company for golfers who struggle to make a consistent stroke with a conventional length putter. The Futura X5 DB has a 50-gram heavier head (400 grams total) and a 50-gram counterweight in the butt of the shaft.

This configuration helps many players make a proper stroke where the butt of the shaft remains pointed at the midsection, the company said. Dual Balance putters have a standard length of 38 inches with a 15-inch grip that allows the player to grip down below the counterweight for a more stable stroke.

"The X5 basically started from the original Futura 10 years ago. We've learned from where we've been, taken parts of the past and moved it toward the future with performance, feel and sound," Cameron said. "But the concept has always been about moving the weight back and out. When we do that, the putter becomes more stable and the resistance to twist becomes a lot better. So with X5 we're using different materials like aluminum and stainless steel and getting that weight where it's needed most. But you also have to remember the feel, the shaft bend, the grip all of these things have to come together, and they do with the new X5."

"We had many players say they wished that the shaft leaned at their target or on their line, so we worked to find the proper offset and lean of the shaft so at address the bend lines up pointing right at your target. That was a key one because the mechanical-industrial shape of the head and the clean mechanical-industrial bend match perfectly. What I didn't want was a heavy, flowing bend onto a mechanical head."

The Futura X5 and X5R putters are designed with a new single bend shaft with a higher bend point that produces a true face-balanced configuration, according to Cameron, and one shaft of offset for a clean, tour-preferred appearance. "The single bend came from taking feedback from the tour and working with players in the Studio. Double bends have been around for years and for X5 we really wanted to clean up the look," Cameron said.

"We had many players say they wished that the shaft leaned at their target or on their line, so we worked to find the proper offset and lean of the shaft so at address the bend lines up pointing right at your target. That was a key one because the mechanical-industrial shape of the head and the clean mechanical-industrial bend match perfectly. What I didn't want was a heavy, flowing bend onto a mechanical head."

The larger, mallet head designs of Futura X5 and X5R work with a 10-inch Matador Red Midsize grip. The grip, weighing in at 77 grams, promises to feel great and promotes a more stable stroke. "The grip can complement or kill the design of the putter," Cameron said. "I know that sounds strange, but grips make a difference. With blades, it's a little more handsy, a little more flowing, a little more feel. With Futura X putters, it's a little more robotic, a little more square-to-square and this larger Matador grip complements the head very well."



Paul Azinger
@PaulAzinger

I got a little glimpse into the future of golf today. Meeting the visionaries with the @Back9Network was very exciting.
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Just as you
were beginning
to give up the search
for the perfect golf clubs
to suit the Asian golfer, up pops
from TaylorMade's bag of tricks - the
revolutionary Gloire F range of golf clubs.

The Gloire range of clubs is from Japan and has been specially designed to cater to the needs of Asian golfers demanding the highest premium quality and the latest technology in golf club design.

According to TaylorMade, the Gloire F is the next iteration of the successful Gloire franchise engineered to provide distance and incredible feel for golfers of all abilities and swing speeds. Now get this – according to TaylorMade, the new Gloire F Distance Concept enables all golfers to hit

it farther with more confidence and greater feel. Precisely what a lot of golfers are constantly on the hunt for!

Asian Golf was given a peek at the full range of clubs under the Gloire F range and the following are our observations:

New Gloire F Driver – it comes complete with Taylormade's "Speed Pocket" which incorporates folded ends that increases the flexibility of the toe and face areas and enlarges the sweet spot area of the club face. The Speed Pocket expands the sweet spot area heel to toe along the face

 **GLOIRE**

which allows for a larger overall COR area. The driver also features a new "Inverted Cone Technology" (ICT) that provides improved feel and faster ball speed across the clubface and this works perfectly for more distance on off-centre hits. We are told that the combination of the Speed Pocket and forged face ICT technologies work together to increase ball speed on more horizontal and vertical impact locations.

Another noticeable game-improvement feature of the Gloire F driver is the advanced clubhead design which produces lower and forward CG location to promote high launch and low spin – launch conditions that promote greater distance. For golfers who attach special importance to sound, the Gloire F, designed with internal re-enforced ribs of various sizes and shapes, produces exceptional sound and optimum player feedback at impact.

Like all major drivers on the market these days, this new offering from TaylorMade has 12 adjustable settings and +/-1.5° for a total loft range of 3° which allows a golfer to adjust to the optimal loft and face settings needed.

Perhaps one of the major features of the Gloire F is the driver shaft technology used – it's a brand new GL3300 shaft by Fujikura (R flex, 51g) which employs counter bal-

“Another noticeable game-improvement feature of the Gloire F driver is the advanced clubhead design which produces lower and forward CG location to promote high launch and low spin – launch conditions that promote greater distance. For golfers who attach special importance to sound, the Gloire F, designed with internal re-enforced ribs of various sizes and shapes, produces exceptional sound and optimum player feedback at impact.”



ance stability to provide efficient return of the clubhead at impact. The shaft design promotes increased swing speed, higher launch trajectory, increased stability and unsurpassed feel at impact.

Launched together with the Gloire F driver is a brand new family of Gloire F fairway woods, hybrids and irons. Both the woods and hybrids feature TaylorMade's trademark "speed pocket" technology which helps to expand the sweet spot area heel to toe along the face for a larger overall COR area. Combined with this is the advanced clubhead design that promotes confidence inspiring head shapes and lower CG location for improved playability and easy launch.

Wrapping up the whole Gloire F package is the forged irons. This set combines a "Speed Pocket" and ICT technologies to help produce the ultimate union of speed and forgiveness. If you are on the look-out for a set of irons with built-in friendliness and an uncanny feel for distance, look no further – you've found it – the new Gloire F forged irons.

For those of you who like your clubs adorned with a white crown you will be pleased with the Gloire F range, especially the driver. So, if you would like a set of clubs specially tailor-made for Asians, you may just want to give the Gloire F family a try out. 🏌️





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“Each of the clubs in the new D200 family embodies The Right Light™ technology, which optimally positions limited available mass to create a powerful, balanced, solid-feeling and sounding golf club.”

MORE NEWBIES FROM GOLF'S EVERGREEN CENTENARIAN!

100 years in business and still going strong! There's just no stopping Wilson Staff as this golf centenarian keeps the production line buzzing with new products.

The latest from the company that has won more Majors than any other brand in the business is the new D200™ family, designed for the distance player seeking distance obviously and accuracy. According to a spokesman for Wilson Staff, “it blends The Right Light technology™ with other groundbreaking club head technologies.” For us, it's not just about being lightweight,” explains **Michael Vrska**, Global Director of Innovation. “The challenge with engineering The Right Light is optimizing the limited available mass for proper distribution among the head, shaft and grip to achieve the best performance for each club. Using our research from the predecessor D100 family, we continued to innovate

 **Wilson Staff**

“The new D200 is lighter than the D100 even with adjustability. It allows Distance players to swing the Right Light on a loft setting that optimizes their trajectory. We’re excited to see their results.”

– **Mathias Lundblad**, Product Line Manager – Premium Clubs and Balls

The Right Light and fuse it with other advanced technologies, like adjustability in the new D200 driver.”

“The new D200 is lighter than the D100 even with adjustability,” comments Mathias Lundblad, Product Line Manager – Premium Clubs and Balls. “It allows Distance players to swing the Right Light on a loft setting that optimizes their trajectory. We’re excited to see their results.”

Each of the clubs in the new D200 family embodies The Right Light™ technology, which optimally positions limited available mass to create a powerful, balanced, solid-feeling and sounding golf club. Wilson Staff research and testing shows that players of all calibre benefit from swinging lighter clubs because they apply the same amount of effort, but achieve greater distances due to increased club head and ball speeds.

Asian Golf checked out the new arrivals and here’s the drill down on the clubs:

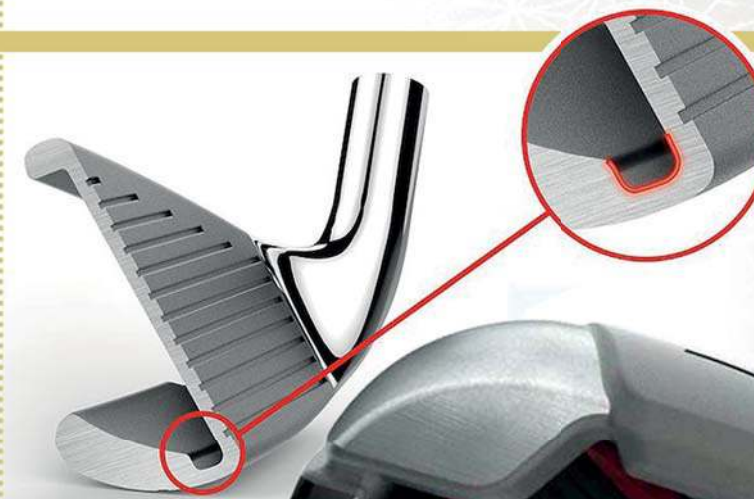
D200 DRIVERS it definitely is one of the lightest and fastest adjustable drivers on the market. Reactive Face Technology increases the size of the face to provide more forgiveness on heel and toe impacts and increased MOI, and decreases the thickness around the lower half of the face to increase ball velocities on mishits. Each of its 6-way adjustable hosel features three loft and three draw settings to optimize both launch angle and left-to-right ball flight.

W/S Wilson Staff

D200 FAIRWAY WOODS engineered for maximum distance from the tee, fairway or rough. It utilizes Carpenter Custom 455 maraging steel face inserts combined with The Right Light technology for increased ball speeds and longer distances. An increase in face area, especially in the heel and toe areas, promotes forgiveness and improved ball speeds on off-centre hits.



D200 HYBRIDS again, specially engineered for maximum distance and versatility and like the D200 fairway woods, these clubs use the Carpenter Custom 455 maraging steel face design combined with The Right Light technology to generate increased ball speeds and longer distances. User friendliness is paramount particularly on off-centre hits.



D200 IRONS these irons are headlined by a new innovation called Speed Sole Technology™, a thin face-to-sole transition that allows the D200s to create driver-like CTs. A Wilson Staff spokesman said, “The weight savings from the face and sole is redistributed to the heel and toe weight pods for increased MOI and forgiveness.”

Supporting the new D200s is the revolutionary Wilson Staff F-C-D Player Profiling System. This system was developed to meet the technology needs of every golfer. Defining players into three categories, Feel (F), Control (C) and Distance (D), this system matches club features and benefits with individual playing styles.

LONG THANH GOLF RESORT, HO CHI MINH CITY, VIETNAM

DECEMBER 6 & 7, 2014



In Celebration Of Fathers And Sons

The inaugural Asia Pacific Father and Son Golf Tournament is on the cards. Fathers and sons or direct related members of a family will do battle to see who emerges as the best of the best in the region.

This prestigious tournament will be staged on December 6 and 7, 2014 and the host venue is the award winning Long Thanh Golf Resort in Ho Chi Minh City, Vietnam.

The tournament is open to any combination of family members – father and daughter, uncle/aunt and nephew and niece. This arrangement provides for a wider family involvement and participation.

The winning team will walk away with the Asia Pacific Father and Son Trophy presented by Vietnamese philanthropist Le Van Kiem.



Come and be part of the region's first ever total family golf event ...
The Inaugural Asia Pacific Father and Son Golf Tournament!

Entry fee is set at **US\$450** per player and this will include:

- Daily two-way transfer from the Sheraton Hotel to the golf course.
- Lunch, refreshment and dinner on both days.
- Prizes and goodie bags.
- One practice round on December 5.

The Father and Sons Tournament is designed to promote greater family involvement in golf and clubs are encouraged to enter club teams to participate in that promises to become an annual tournament.

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Organised by: Long Thanh Golf Resort





For instance, I've seen good players during practice rounds make birdie or par on an easy par-3, but during a tournament, on the very same hole, they hit the ball into the water with a swing that came up from nowhere.

I've interviewed some great players who have also had this experience. They explain that they get up to hit the shot and for their pre-shot routine, they are saying to themselves, "Don't hit it into the water!" But, what they don't realize is that the word "Don't" doesn't matter to their brain at that time.

So, all they can think about is the water. I've had tremendous success with students who have this particular issue to deal with. They are looking for the answer of "what to think about" prior to executing the shot.

Simple.

Think about a CIRCLE. It sounds so easy, but it's true. And, it works all the time!

Try the following:

A circle has a centre point. When applied to golf this centre point is the golfer's spine and head.

When you **think circles for a good golf**



swing remember to keep your spine and head consistently still with absolutely no sway to your stance. I like to demonstrate using the magic ribbon tool!

This ribbon will depict and give students an image of a circle.

Now the drill that I recommend they do,

is to think or "paint" a circle in their mind. Stand over the ball, imagining swinging the club in a circular motion. Keep from rolling your hands during the backswing as this breaks the proper arc of the circle. With the ribbon tool, golfers will be able to swing back and forth.



Drill: To make sure you get on the proper path to create the motion correctly, place two balls on the ground. One in the regular ball position. The other about one foot to the right. Place the second ball in a position that will allow the club to begin on the right path. When beginning your backswing, the clubhead will not hit the second ball. This will keep the club on the right plane. If you want to keep the ball from going right or left, you have to consistently keep the swing on a plane, not coming in too high or too low. It sounds counter-intuitive, but to hit the ball straight, you have to hit the ball in a circle.

As you work on the **Imagine A Circle** process, keep in mind you want the swing to be in the proper arc, with a steady stance, full rotation of your hips and a complete follow through. Practice these simple tips until you notice your ball flying more accurately with less effort on your part.

Extra Note:

When you draw a circle with a compass, the circle is perfect. Why? Because the fixed centre makes the pencil come back to the same spot. A golf swing needs to have a fixed centre. That means you shouldn't shift your weight to your back foot on your backswing, or consciously shift it forward on the forward swing. Keep your centre fixed through the backswing, and the natural swinging motion will cause you to shift forward automatically as you hit the ball. If you try to force this weight shift, you'll do it too fast or too slow.

“As you work on the **Imagine A Circle** process, keep in mind you want the swing to be in the proper arc, with a steady stance, full rotation of your hips and a complete follow through. Practice these simple tips until you notice your ball flying more accurately with less effort on your part.”



ABOUT TONY MEECHAI

Born and brought up in the United States, **Tony Meechai** won his first golf tournament at the age of nine. He began working in the golf industry when aged 15 and competed in various Mini Tour and PGA Tour qualifiers after turning professional in 1994. Armed with a Bachelor's degree in Business Administration from New Mexico State University and a degree in Marketing and Professional Golf Management, he has made a name for himself in Asia over the past decade, during which time he has served as Director of Instruction at Thailand's Heartland Golf Schools and Springfield Royal Country Club as well as presenting tips on numerous region-wide golf television shows. Recently, he founded the Tony Meechai Golf Academy that combines a curriculum including academics and golf education for aspiring Tour professionals. Programmes are in conjunction with international institutions throughout the world. For further information, please visit www.tmggolleducation.com

HOW TO BREAK 80:

Do You Have a 12 Month Golf Lesson Plan to Get You From 80 to 70?



David Milne (left) and Lawrie Montague (right).

On the path to golf score improvement from 80 to 70 you will face many challenges along the way.

In our experience most of the challenges you will face will relate to mostly 3 things;

1. Unrealistic Development Timelines
2. Unrealistic Performance Expectations
3. Lack of a Holistic Golf Lesson Skill Development Plan

We all want to improve our golf faster, that's a fact, but this alone can be your biggest obstacle to golf improvement if you don't manage your golf skill development properly.

Golf skill improvement is simply a development process that involves continuously acquiring the right type of information in the form of knowledge and skills (both formally and informally), with the explicit goal of improving your golf skill capability to influence your golf score averages to go lower.

We know that ten strokes improvement to some golfers doesn't seem like much, in the big scheme of things, but it can and does take the majority of golfers many years to learn how to break 80 consistently, and play in the 70's.

The question is "what will it take for you to learn how to score in the 70's and more often?"

Maybe you already do, but you want to get your scores down into the low 70's, or even the high 60's more often.

In this article we will share with you a simple golf lesson development strategy we use at Pro Tour Golf College to help our golfers to lower their scores into the 70's consistently, and in less time.

Every Golfer Learns in His or Her Own Best Way

I'm sure you can think about classes you took in high school that you really enjoyed because you found learning and remembering easier than others?

What about the classes that you never enjoyed because you simply didn't get what the teacher was saying, showing you, or

getting you to do?

Every golfer's learning style is as unique as their thumb print, and you need to know your best way of acquiring the knowledge and skills to help you improve your score average.

What is Your Preference for Receiving Information?

■ Do you like watching videos of golf swings?

■ Do you like reading golf articles and golf books?

■ Do you like to feel your golf swing through the use of training aids or practice drills?

■ Do you like to view your golf swing on a computer screen to make sense of it?

■ Do you like detailed explanations about your golf swing?

■ Do you like to see your golf swing analysed on the screen because you find it easier to translate it into a feel?

Here's the thing you really need to understand about learning that's very important. You experience the world around you uniquely; you have a learning bias that is like no one else in the world.

So you need to understand how you experience information from your environment, through your senses of sight, smell, taste, touch and sound, and then translate the information into something you can understand and eventually do.

You need to understand your personal access code—your A, B and C's for learning and improving your golf.

Another way of saying this is you need to understand your personal golf learning style or preference.

When you receive information from your environment (A), your senses are constantly filtering and personalizing the information within your brain (B) so you can make sense of it, and communicate it in your own unique way (C).

The more you can interpret the information from your environment and personalize it to suit you, the faster you can learn the information.

If you are struggling to improve some aspect of your golf, then take a good look at how the information you are receiving is being presented to you, and determine whether this is the best way for you.

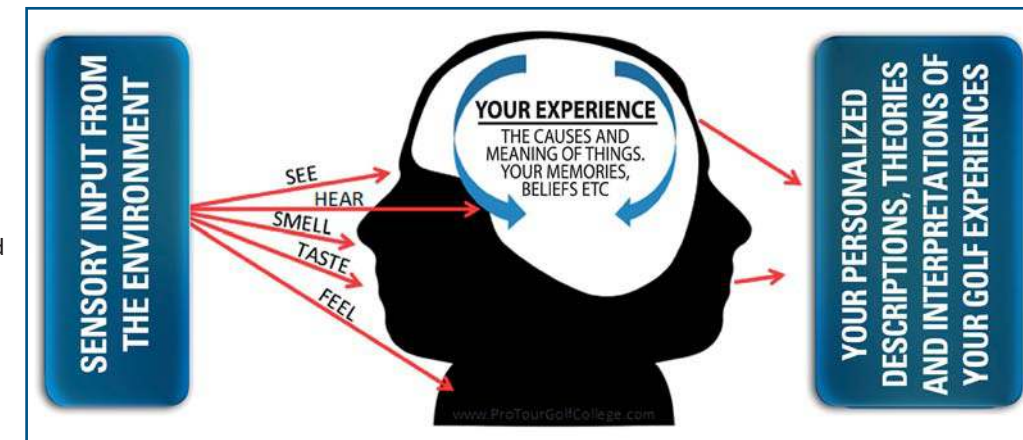
Your Way First, Then Their Way

This is why it is absolutely essential that you develop a relationship with a golf instructor who has outstanding communication skills, and we don't mean that they can form brilliant and witty sentences, we mean a golf instructor who can personalize his/her golf lessons for you to your unique learning style, so you can more easily bridge the gap from what you currently know, to what you need to know.

In this way you can improve your game as quickly as possible, and with a minimum of fuss.

Always remember; the communication bridge must be built before you take lessons. Your instructor must understand how you learn best, before you begin to work on skill development.

In this way you can be assured that you are going to gain much greater value from your golf lesson experience.



Your Annual Golf Lesson Development Plan

Lowering your golf score average from 80 down towards 70 requires very different information from the information that got you from 90 to 80. You need to make sure that your current golf instructor can help you to make the leap to sub 80 scores by providing you with a more specific golf lesson plan for improvement.

It's not enough to just take lessons continually on your full swing and neglect other areas of your game. Scoring consistently in the 70's requires development of not just your full swing technique, but many other golf skills.

Now I know this is obvious, but you would be surprised how many golfers spend most—if not all their time perfecting their full swing technique to the exclusion of everything else.

Your golf instructor should above all else be knowledgeable in many areas of golf skill development. They should have a deep knowledge and ability to teach you all the skills that will help you to play in the 70's.

In the Pro Tour Golf College program we specialize in getting golfers from 80 to 70, and we do this by focusing on what we call the 6 Golf Skill Development Areas which cover all the types of shots you will play on your journey from the tee to the cup.

We believe it's imperative that your golf instruction program covers the 6 golf



PRO TOUR GOLF COLLEGE
www.ProTourGolfCollege.com



skill development areas (not including mental and physical development) to help you to lower your golf scores into the 70's.

So let's take a look at our model for planning and developing your skills so you can evaluate your current program, and please use our model (with the help of your golf instructor) to improve the golf skills that might be unintentionally overlooked.

Golf Skill Lesson Distribution - The 12 Month Lesson Planner

How many golf lesson hours do you currently take with your golf instructor over 12 months?

My total golf lesson hours working with my golf instructor over the past 12 months is? ____

E.g. If you take one lesson each week over 45 weeks, that would equate to 45 hours of face to face time with your golf instructor.

Now out of the total lesson hours you've calculated that you take in 12 months, approximately how many technique and/or shot-making lesson hours are devoted to the following 6 skill areas?

- Putting Lessons ____
- Bunker Shot Lessons ____
- Full Swing Lessons ____
- Chip / Pitch and Lob Shot Lessons ____
- Approach Wedge Lessons ____
- Golf Course Lessons ____

Why is this important?

The quantity of golf lesson hours in your golf skill development program is important because you need enough hours with your instructor over 12 months to work on the

variety of skills that you need to develop to help you to play consistently in the 70's.

If you are taking a lot of full swing lessons over 12 months, the important question you need to ask is "when will you find the time to have lessons on all the other skills that make up your game?"

Your 12 month golf lesson plan should allocate sufficient hours to work on all 6 skills areas as described in our model below.

These lessons should be highly specific, and principally focused on developing the weakest of your 6 skill areas into strengths, rather than just enhancing your strongest skills.

Your golf lessons should always be part of a well thought out annual plan, with the goal of lowering your golf score average over this period, rather than spending too much of your time out of 12 months just perfecting one or two skill areas.

The key distinction here is to develop a range of functional skills to lower your golf score average over 12 months, rather than just perfecting the look of your skills, which is very different.

Too often the focus of elite golfers is mostly on full swing perfection, which can take up a big chunk of their 12 month development time period.

How many golfers do you know that look like tour players on the golf range, but don't score like tour players on the golf course in tournaments?

Working on full swing technique is important, but just perfecting your full swing for perfections sake is a waste of your valuable time that could be better spent working on the other skill areas with your instructor.

The key is to determine how much time needs to be invested in golf lessons for the 6 areas over a 6 week period with the help of your instructor.

Golf Skill Lesson Distribution - 6 Weeks

Using our Golf Lesson Model above, work out the amount of golf lessons you are going to take each week within your micro cycle of 7 days.

From there work out how many golf lessons you will take in the next 6 week meso cycle, and then work out which skills will be developed with the help of your golf instructor.

- Total Lesson Hours for the Next 6 Weeks ____
- Putting Lesson Hours ____
- Bunker Shot Lesson Hours ____
- Full Swing Lesson Hours ____
- Chip / Pitch / Lob Shot Lesson Hours ____
- Approach Wedge Shot Lesson Hours ____
- Golf Course Lesson Hours ____

You may not be able to take a golf lesson in every skill area within your first meso cycle of 6 weeks, but you should plan to have a lesson in every skill area by your second meso cycle.

Keep in mind that you can split 1 lesson hour up into 2 x 30 minute skill development sessions, or even 4 x 15 minute sessions like we have shared in the model below.



Remember the real skill of golf is to produce a good score when you are not playing your best. To do this you need to develop a range of effective golf skills that can back you up when things aren't going well for you.

The 6 areas of golf development in the lesson model above should be incorporated into your current golf lesson program with the assistance of your golf instructor.

By developing a more complete golf lesson development program, you will cover all the golf skills that will help you to get your game down into the 70's consistently.

David and I wish you the best of luck with it.

Lawrie Montague and David Milne - Pro Tour Golf College

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APGS 2014

8TH ASIA PACIFIC GOLF SUMMIT

WRAP-UP REPORT

The eighth session of the 2014 Asia Pacific Golf Summit was staged in Singapore in November. The theme of this annual conference, the most important B2B knowledge event in the region focused on “New Directions. New Energy. A Re-vitalised Industry”. For a sense of what transpired at this two-day event, don't fail to check out the December issue of Asian Golf.




Highlights for December

ASIAN GOLF ISSUE 171



The Great White Shark Attack

One of the world's best known champion golfers, Greg Norman has opened up against the continued development and construction of golf courses that don't take into consideration major issues confronting the golf industry in Asia. In a candid interview with Asian Golf, the golf entrepreneur speaks his mind on a number of issues and shows that he is clearly a man on a mission.



2014 - A Year To Forget Or To Remember?

The global golf industry continues to struggle with golf clubs closing, rounds played heading south, fewer new players taking to the game and equipment manufacturers being challenged on the retail floor. Never in the history of golf has the industry gone through such hard times. Asian Golf will bring you a special report on its perspective on 2014.

CONSISTENTLY VOTED AS THE BEST COURSE IN THAILAND



Owned and managed by The Peninsula Hotels and often voted as possessing the “Best Clubhouse in Asia” and “Best Course in Thailand”, Thai Country Club is less than 45 minutes from downtown Bangkok and is renowned for having the friendliest staff of professionals in the Kingdom committed to providing the Ultimate Golfing Experience.

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Season's Greetings

FROM ASIA PACIFIC GOLF GROUP

The year is coming to an end and the management and staff of the Asia Pacific Golf Group would like to thank all our readers for their continued support and to also wish everyone a productive and successful 2015.



1997
Winner: Tiger Woods

VOLVO MASTERS

ASIA

2005
Winner: Shiv Kapur

VOLVO MASTERS

ASIA

2006
Winner: Thongchai Jaidee

VOLVO MASTERS

ASIA

2007
Winner: Prayad Marksang

VOLVO MASTERS

ASIA

2008
Winner: Lam Chih Bing



1998
Winner: Vijay Singh



Thai Country Club

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The Peninsula Bangkok www.peninsula.com Tel: +66 (2) 861-2888 pbk@peninsula.com

A male golfer in a white polo shirt, grey trousers, and a black cap is captured in the middle of a golf swing on a green field. A large flock of blue origami cranes is flying in a curved path from the upper left towards the golfer, creating a sense of motion and artistic inspiration. The background is a warm, golden sunset sky.

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