

ON THE TEE

The Big Show in Orlando

I am always amused by friends who ask, "How was your vacation?" on my return from the PGA show in Orlando. Florida, I have yet to see the celebrated "Chamber of Commerce" Florida weather. In fact, two years ago the show coincided with a record cold snap that had Florida parking lot attendants scrambling for ski caps!

What began in 1954, with retailers selling their products out of their car trunks in a local premier marketplace for golf manufacturers.

The show is four days of everything and everyone in golf.



The annual PGA Show in Orlando draws visitors from around the world. Golf course operators and retailers are able to compare and order products for the upcoming golf season. Photo courtesy: PGA Manufacturing Show

Tens of thousands of PGA professionals, retailers and industry professionals from all 50 U.S. states and more than 70 countries convene to scour the one-million square foot Orlando Convention Center to visit more than 1,200 golf-related exhibitors and find the hottest products for the upcoming golf season. They find golf clubs that expand and animal butt-head covers and golf clubs that hit the ball "longer, higher and straighter" than last year's longer, higher and straighter models.

Tiger Tales

This year, I traveled to Orlando a day early. An invitation from Nike Golf to see their new equipment, meet



The Nike 460cc Ignite Nexti driver is Tiger's choice for getting off the tee. Photo courtesy of Nike Golf

Photo courtesy of Business Covers

Butthead Covers, Inc. is turning golf upside down! Featured headcover is called "Udderly Ridiculous."

On Friday of show week, I walked 17,580 steps in the convention center! I know because I was wearing a pedometer from

Walk For Health

They're a crack-up! Look for them in your local pro shop or check their website at www.buttheadcovers.com.

Buns Up!

Ever wonder where the other half of those animal head covers go? Butthead Covers, Inc. is turning golf upside down, with their new line of plush animal head covers that feature the back end. The animals, who look like they dove head first into your bag, are nothing "but(!)" fun. Covers include the Kaboom/Baboon, "Udderly Ridiculous," a bumblebee, a skunk, a poodle and more.

Check out Tiger's new driver and all that shalia to be very satisfying.

shat guy, I found the Nike Speed Step steel design for feel and touch. Normally a graphite driver, and short iron, rely on the blade accuracy, and short iron, rely on the blade employ muscle-swing backs for green-seeking cavity backs for forgiveness; middle iron three designs in one. Long iron feature full reworking. The Pro Combo iron combine that Tiger and I hit the same driver was larger sweet spot along with the ability to say my misses tend to be all over the face so the Golf's Forged Pro Combo iron. Unlike Tiger try the 460cc Ignite Nexti driver and Nike After the press conference, we were able to

out that body type has a 28-inch waist! After the press conference, we were able to try the 460cc Ignite Nexti driver and Nike Golf's Forged Pro Combo iron. Unlike Tiger my misses tend to be all over the face so the larger sweet spot along with the ability to say that Tiger and I hit the same driver was reworking. The Pro Combo iron combine three designs in one. Long iron feature full cavity backs for forgiveness; middle iron employ muscle-swing backs for green-seeking accuracy, and short iron, rely on the blade design for feel and touch. Normally a graphite

Asked about his choice of pleated trousers over flat front, Tiger explained that he felt the pleats draped better on his body type. Turns out that body type has a 28-inch waist!

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Tiger talked about his switch to the larger 460cc Nike Ignite Nexti driver which he described as having "unequaled control and workability." He also suggested that the larger size gave him the distance and accuracy he wanted, even on mis-hits. Now, it's difficult to imagine Tiger mis-hitting the ball, but he explained that his misses were always on the heel and the extra size of the Ignite driver has

company executives and attend a unique inter-vew with Tiger Woods was impossible to resist. The setting was the marvelous Reunion Country Club in Kissimmee, a projected \$2-billion development which when finished will be the site of three courses designed by greats, Jack Nicklaus, Arnold Palmer and Tom Watson.



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Get Your Groove On

Swing training aids are a huge market as we all look to find the magic. Sync-Swing attaches to the shaft of your golf club and allows you to select your "best swing," store it into memory and then compare successive swings against the "best swing."

While hitting balls on the range, feels great and produces the desired results, whether it is a draw or a fade. That swing information as registered on the Sync-Swing is stored into memory. From that point forward, each swing is measured against the stored best swing results and timing is displayed as a plus or minus number, giving immediate feedback.

The Ben Hogan Four Deep features six dimples that are approximately four times deeper than the average. The concept is that the six strategically placed dimples hold the high velocity core perfectly centered, creating a consistent ball to deliver ultimate distance, improved aerodynamics and superior spin.

Show Me Your Dimples

Most golf balls average around 400 dimples. Dimple 1070 is the first and only golf ball with 1,070 multi-faceted dimples. The larger and the 656 smaller dimples are designed for a straighter flight and maximum distance.

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Accuspl, a company that has developed a number of wellness programs for golfers, families, seniors and more. All programs feature a pedometer designed to make you aware of how much or how little exercise you're currently getting. The daily goal of most programs is 10,000 steps a day, which is proven to substantially reduce health risks associated with inactivity. I'll take a closer look at some of their programs in future columns, but in the meantime you can learn more at www.accuspl.com

Nike's Pro Combo iron combine three designs in one that give the player forgiveness as well as feel. Photo courtesy of Nike Golf.

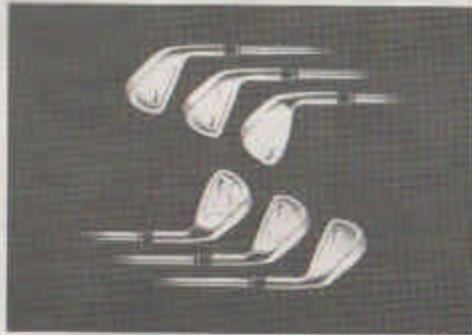


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