

Thursday, May 02, 2024

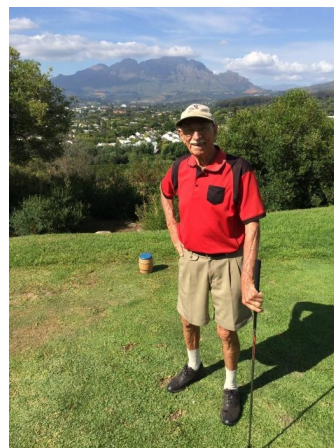
[Club Website](#) | [www.stellenboschgolfpros.co.za](http://www.stellenboschgolfpros.co.za) | **Tel:** 021 880 0103



Dear Members, Clients & Friends,

What a nice bit of relief in the temperatures after a couple of super hot days. To think that it was not long ago that we had such high temperatures, sometimes for weeks on end. Nowadays it only seems to last a day or two fortunately due to changing weather patterns, but let me rather not speak too soon!

Last Saturday I played a round with (soon to be) 88 year old Willem Oosthuizen. All I can say is that I will be a very happy man if I can still play golf regularly at that age!! This was great to witness and it made me realize what makes this sport so special. Oom Willem also never fails to wear his traditional Stellenbosch Golf Club blazer at prize giving. May the tradition live long oom Willem!



I don't know how many of you witnessed the final round of the WM Phoenix Open at TPC Scottsdale Arizona. This was also what made me think how interesting the game of golf is and how it compares to the game of life, so it's

worth a mention here. Rickie Fowler had a lead of 4 shots going into the final round. First he suffered a double bogey at the 5th but kept calm about it. After a rain downpour, his 3rd pitch shot at the par 4 11th did not spin enough on the wet surface, crept over the green, nearly rolled into a bunker (which would have been fine!), but ended up in the water of a penalty area (previously water hazard). After having dropped and while he was surveying his next tough shot, his ball rolled back into the water. Amongst all the rule changes, one of them states that if your ball moves as a result of natural forces, there is no penalty.

He called an official for clarity in this case, explained everything to him, and was rewarded by being told that he had to add an extra penalty shot before playing his next shot just because the ball had rolled into the water! So that (more hurried!) shot over the bunker to a tight pin ended up being his 6th shot. He then calmly holed the 20 foot putt for a triple bogey! By now he found himself one shot behind our man Branden Grace. Despite all of these odds against him, Rickie accepted his fate and kept his cool, which still won him the tournament. Unfortunately Branden helped him somewhat by dropping a shot on 17, but this once again proved that getting angry and upset about things out of your control never helps you!

It is so much fun watching Justin Harding doing so well on the European Tour. After two good finishes in the desert, he is taking part in the ISPS Handa Vic Open in Australia this week. When Justin has some off weeks, he practices at the studio on our FlightScope X3 launch monitor, and he also has his own FlightScope xi tour unit. FlightScope is helping me to help so many people improve their games as it firstly removes the guesswork, and secondly your improvement can now literally be measured! Please don't hesitate to [contact me](#) if you would like to find out more about how this technology can help your game.

In closing, there are some exciting monthly events coming up at the range - this month on **28 February** we will be hosting a Callaway Golf & Odyssey Custom Fitting Day. See below for more information and [click here](#) if you would like to reserve an official time.



Please read on below for more on how you can find a path to more improvement and more fun on the course.  
Keep it on the fairways,

**Erich**

## Feel the thrill

### The sweet spot matters

One of the best feelings in golf is when you make contact out of the “hitting zone” with your driver.

It's an exquisite moment. There's satisfaction in watching the ball speeding down the fairway.



It's not easy though. You're swinging the club with the longest shaft.

The ball might be teed up, but it's going to be over 40 inches away from where your hands are gripping the club.

It used to be you had to find the sweet spot in a much smaller head. Now the head and face are larger,  
and the manufacturers work to extend the hitting zone.



### We're delivering thrills

Our passion is helping you experience the thrill of contact out of the hitting zone.

If you're looking for more thrills, come and spend 30 minutes with us.

[Contact us >](#)

## Beyond our expectation



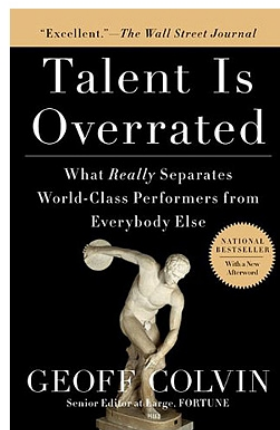
How does a golf ball deliver it all;  
Soft, fast, distance, spin, durability?

[Watch the video >](#)

## How good could you be?

### Talent is overrated

Geoff Colvin, in his theory of "Deliberate Practice", contends that you can all be so much better at golf, and much quicker than you imagine, with a better approach to practice.



This isn't about beating balls until your hands bleed.  
It's about having a sensible structure that accommodates the commitment you feel you can make.  
There are four essential steps according to Colvin's principals:







*A personal plan that starts from your current reality, identifying the areas you can most easily improve, quickly.*

*Go beyond your comfort zone, practicing shots you are not comfortable with. Choosing to hit shots you can't execute properly or consistently might not seem like fun, but you need to deliberately push your boundaries.*

*If you don't have a lot of time for practice, then limit the new skills you're trying to develop. You need, through repetition, to sear the new movements required into the brain.*

*You need continual and specific feedback. You need to record your swing in practice, or have a coach present. If the result is bad, you need the diagnosis as a feedback. If the result is good, you need the positive affirmation of the movements that created the result.*

### **Start your journey. We want to help.**

We want to help you on your quest for a better playing experience. Let us start you off with an assessment. Then, involve us in your progress. Let us provide feedback and guidance. Better golf shots, more often, is a great payoff.

[Contact us >](#)

Share





*This mail was sent to {{contact.contact\_email}} by Stellenbosch Golf Club and is provided as a service for the members and guests of Stellenbosch Golf Club and has been supported and sponsored by advertisers in this email and our partner suppliers.*

*For any queries contact us on 021 880 0103.*

*Sent on behalf of Stellenbosch Golf Club by*  
*RetailTribe: Unit 8 | Blaauwklip Office Park | Stellenbosch | 7600 | 021 880 2693*

Trouble viewing this newsletter? [View it online](#) | [Download a printer friendly copy](#)  
[Subscribe here](#) | [Unsubscribe here](#)