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Dear Members, Clients & Friends,

In this newsletter - some interesting food for thought about repeating correlations I'm seeing on FlightScope, excitement about another Japan outing with Garrett, and more food for thought about getting fitted.

Interesting FlightScope correlations

I have been working with the FlightScope launch monitor for long enough now to see some **interesting patterns** arise over and over again, some of which I would like to share with you in my newsletters, without getting too technical! - in fact, even though the FlightScope data seems technical at first sight, it ironically **helps me simplify things tremendously**. The first one is the obvious correlation between clubhead speed and smash factor. The **smash factor** is an indicator of how "effectively" you are striking/"smashing" the ball and the higher the number, the faster (and straighter) the ball is leaving the clubface. The highest possible smash factor number is 1.50 and the number is calculated by dividing the ball speed by the clubhead speed. Clubhead speed is simply the speed at which the clubhead is moving at the point of impact with the ball. Ball speed is measured a split second after the ball leaves the clubface.

Very simply put, what I usually see is that the faster or harder the person tries to swing the club (and how many times are we guilty of this!), the lower the smash factor number usually is. Now what most people don't realize, is that for every 0.01 unit that one adds to the smash factor, one **automatically adds 3 meters** additional carry distance regardless of clubhead speed - its pure physics! The smash factor also adds slightly more distance than speed alone can. Often just swinging slightly smoother makes the smash factor increase, ironically often letting the golfer **hit the ball further with less clubhead speed!** This is also where the FlightScope technology helps tremendously as one would not be able to see this in any other way.

To make a long story short, it is much easier (and more effective) to learn how to hit the ball more toward the middle of the clubhead (the main predictor of smash factor) than it is to swing the club faster, in fact attempting the latter again leads to a lower smash factor, and so the cycle continues. The "trick" here is to first get the **smash factor number up to as close to optimum as possible regardless of speed**, and only then add speed (if necessary) and only up to the point where the smash factor number can be maintained. Other than the distance that smash factor brings, it is also a predictor of how accurate you will be. Ironically, it is **often such a small and simple detail like standing too far from the ball**, that keeps the smash factor too low.

More on this correlation will follow in my **next newsletter**. If you would like to find out more about this and much more, or come down for an assessment of your speed/smash factor or anything else, don't hesitate [contacting me](#).

Another Japan adventure!

Another thing I am too excited about not to share with you, is that no 1 ranked visually impaired golfer in SA and member of Stellenbosch Golf Club, **Garrett Slattery**, with myself as his guide, have been invited by the Japanese founder of the International Blind Golf Association, **Dr Haruhisa Handa**, to take part in the **2019 ISPS Handa Japan Blind Golf Open** taking place in Hakone (near Mt Fuji) from 17 - 20 September. This is mainly because Garrett also serves on the Board of the Association. When I saw the dates and realized it fell in the **week of the start of the Rugby World Cup**,

I couldn't believe the co-incidence! With some luck, you may just see us waving at you from the "cheap seats" at the **big game** between the **Springboks** and the **All Blacks** in Yokohama on the eve of 21 September!

This will be our second outing to Japan, after we competed there in the 2016 ISPS Handa World Blind Golf Championship. Garrett and myself also had a successful tour to Ireland a few months ago, where **Garrett was the winning Captain** of the Rest-of-World team that beat the North American team at the Vision Cup at Portmarnock near Dublin. He will have his hands full, as not long after he lands back from Japan, he will head up to Johannesburg to take part in the **2019 ISPS Handa SA Blind Golf Open** taking place at the Glendower Golf Club from 25 to 27 September.

Now if anyone can tell me how to shake off this nasty flu virus that's going around and just won't leave me in time for our trip, it would be much appreciated! Off to the doctor now....

Finally, from my side I would also like to congratulate **Gerard Hartman, Rynhardt van Zyl, Rico Wolmarans** and **Tynan Vermeulen**, most of whom are under the wings of our coaching team, for their inclusion in the **Boland U/13 team**. Remember that win or lose, the no 1 factor to take part in golf should ultimately be for the **pure fun of the game**.

Do yourself a favour and read on below about another **correlation/misconception** that people often get wrong - the fact that **ittings don't only benefit better players**, but actually **more dramatically** the **mid to higher handicapper**....

Keep it on the fairways,
Erich

Shooting between 85 & 100?

Then you'll get the most benefit from a fitting

Too many golfers think that a fitting is for the very best players. In fact, if you're shooting between 85 and 100, you'll see a much bigger difference to your scorecard than anyone else if you play with fitted golf clubs.



Clubs that fit your swing, size, athleticism, and your strength will not only minimise the impact of poor shots; they will make it easier to develop a better swing technique.



Sure, if you're shooting north of a hundred and missing the target with a wild slice or hook, then there are swing fundamentals to develop as a priority.

Did you buy clubs off the rack?

If you didn't have a fitting to find the clubs with the right specifications to make it easier to hit better golf shots, then come along and see us. Often it isn't a matter of buying new clubs. We can change certain aspects of your existing clubs.

[Contact us >](#)

**Your
performance/enjoyment**

There's compelling evidence that improving your putting and short game creates the quickest results on your scorecard. But does that lead to the quickest improvement in enjoyment? **You all start each hole with hope and ambition.**



But, if hole after hole, you're
experiencing a search
or no shot to the green?

If hole after hole, you're hitting
fairway after fairway
how great is the game?

It's not so much that you've found the fairway that's enjoyable (although it is). It's the fact that you've set up an approach shot to the green and it's now all about opportunity and not recovery.



More fairways?

We're not trying to turn most of you into a Tour Professional. We help you find ways to get more fulfillment out of your experience on the golf course. If you want to find more fairways off the tee, then we're ready and waiting.

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