

[View online](#) for a better experience

[Subscribe](#) | [Unsubscribe](#)

[Download a printer friendly copy](#)

Sunday, May 05, 2024

[Email Us](#) | [www.ryanfitzpatrickpga.com](http://www.ryanfitzpatrickpga.com) | **Tel:** (913) 491-1313



## News to get you excited...

With all the great clubs that are dropping into the market in the next couple weeks we aren't going to leave you hanging until the good weather rolls around.

We are doing a Callaway Fitting Day on  
**Saturday, January 30th from 9:00 to 3:00.**

All fittings will be done in our TrackMan simulator and you will have the chance to hit these clubs before people can even buy them!

[Book my spot now >](#)

WE'RE NOT JUST MAKING DRIVERS,  
***WE'RE FRAMING THE  
FUTURE OF SPEED***

BE THE FIRST TO TRY AND RECEIVE  
CALLAWAY'S NEWEST EQUIPMENT

NO PHOTOGRAPHY OR CELL PHONES PLEASE



**SIGN UP FOR A COMPLIMENTARY CUSTOM FITTING**

DATE January 30th, 2021

TIME 9:00 - 3:00

 **CERTIFIED FITTER**

©2021 Callaway Golf Company. Callaway, the Chevron Device are trademarks and/or registered trademarks of Callaway Golf Company. 202124

[Callaway for me please >](#)

**January 30th not a good date for you?**

It's ok, don't fret. We have fitting tools for these clubs as well as the brand new **PING G425** lineup daily and can set up a fitting with you at your convenience if you just reach out to me with an ideal time.

[Talk to us >](#)

## 2021 is going to be another EPIC year!

2020 couldn't leave us fast enough and we are ready to get the 2021 golf season started with a bang!

This season Callaway introduces the **EPIC Speed Driver**. The EPIC Speed line paired with the Big Bertha 21 driver that launched in August gives us so many great options to help you HIT BOMBS way out there past your buddies. I'm playing the EPIC Speed Max LS, and Dustin has put the standard EPIC Speed in his bag!

*EPIC Driver Line*



Hitting it long is definitely fun, but hitting it close to the hole is still what brings home the victories. The APEX 21 irons are so beautiful and with their soft forged feel they give you great distance and forgiving in an amazing looking club head. This year the APEX 21 line has the APEX Pro (will be in both Ryan and Dustin's bag) the standard APEX (our most popular iron for the last 5 years in a row) and the new APEX DCB (stands for Deep Cavity Back and is the most forging APEX ever).

Check out these videos

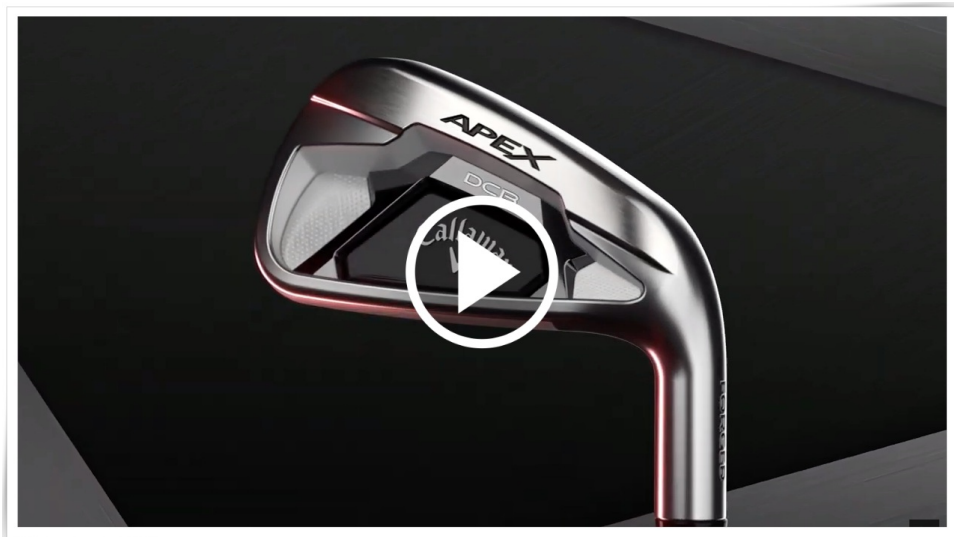
*The APEX:*



*But wait, there's more.. The APEX Pro:*



*And just when you thought that's it, here's even more, the APEX DCB:*



## What am I excited for in 2021?

Last year the #1 club on my list was the Super Hybrid and so many of you have enjoyed the benefits of having that club in the bag. See below for my

### **2021 HOT List:**

1. The APEX Irons without a doubt. I am so excited to put these in my bag (I check for shipping information daily) and I am just as excited about the great feel they will provide all of you. Forged clubs aren't just for better players anymore!
2. We have had EPIC, EPIC Flash and now EPIC Speed and this year they have updated the Jail Break technology that debuted in the original EPIC line to make these clubs more forgiving and to transfer more energy right back into the ball for maximum ball speed!
3. New Callaway, Sun Mountain and Ping golf bags with some great new color lineups. Plus a select few of them will be coming in with a beautiful new CCL logo like the one pictured here (minus the name of course).



4. The MAVRIK, MAVRIK Pro and MAVRIK MAX irons from 2020 will still be in the line and offer an option that is very forgiving with maximum distance for an iron. The big thing with all of these clubs is the use of AI to create a clubface that offers distance and forgiveness and is specifically designed to maximize the performance for that club. This means that the 4 iron is designed to launch the ball high and long while the 9 iron is more designed for a controlled launch with more spin to get the ball to stop.

[Click here](#) to see more about this line of irons.

If you have any questions about my hot list, please

[Reach out to us >](#)

## Eagle Club 2021

Our Golf Shop's Eagle Club program has continued to grow over the past 9 years from 40 members in 2012 to over 150 in 2020! This year we are

making it event better with a great gift from Adidas to start the season and so many great discount opportunities, only offered to Eagle Club members. See below for the details and a few reasons why Eagle Club makes sense for every single one of you!

1. I am very lucky to own the Golf Shop here at Country Club of Leawood. My family, my staff and I greatly appreciate your support with every purchase made here at CCL!

2. As your Golf Professionals at CCL we take great interest in helping you improve your game. We are not just here to sell you a club and send you on your way. We love helping you get better through lessons or club fittings. It is why we do what we do!

3. There is not a place in town that beats the prices we have. We will match anything you find in town and we will offer a FREE club fitting with it. We also will take your old clubs and give you credit for them!

### **Eagle Club Details**

- \$50 towards some FRESH Adidas 2021 gear with some great discount opportunities to start the season \*

- \$200 in Golf Shop Credit to be used on anything in the Golf Shop (\$200 value)

- 20% OFF the Member Price on all Apparel (Shirts, Pants, Shorts, Sweaters, Jackets and Hats)

EX: Member Price on a FootJoy Shirt is \$65 and you get the shirt for only \$52 (\$13 in savings on only one item!)

- 10% OFF the Member Price on all other purchases (Clubs, Shoes, Golf Balls, Rangefinders, Golf Bags, etc.)

EX: Member Price on a Driver is \$499 and you get the driver for only \$449 (\$50 in savings on only one club!)

*\* As we get to the middle of February every Eagle Club member will be given \$50 to spend via an online concept shop with Adidas (similar to what we did for Men's Quota 2019). Available options will be tops, bottoms, shoes, hats and several accessories as well. Items will be offered at*

*discounted prices so you can start the savings first thing this year! The items will arrive at the end of March just in time to start our event/league seasons here at CCL!*

Have any questions?

**Let us know >**

## **What's in your bag?**

### *Fairway wood vs. hybrid*

When hybrids were first introduced, they aimed to replace #3 and #4-irons in most golfers' bags. But now? Every hybrid set will have an equivalent loft to the #5 wood loft.



---

And almost every hybrid set has an 18° loft model, facing up against the traditional #4 wood. So which should you carry? Or, is the fairway wood dead?





*“Again, this is about you, your golf swing, and your shot consistency. The swing technique for the two clubs, even two with identical lofts, is slightly different. The fairway wood requires you to pick the ball up from the very bottom of your swing. The hybrid requires you to take a small divot, after a slightly descending blow on the ball”.*



---

The debate about fairway woods and hybrids is interesting in the bar, but it's not especially relevant when we're looking at your bag, your swing, and your golf game. It's all about what's best for you.

### **Book an assessment**

It doesn't matter how experienced or inexperienced you are, how sweetly you strike it, or how inconsistent you might be; every golfer should carry clubs that make the game more enjoyable and more fulfilling.

**Contact us >**



## The right place is 41 extra yards

Have you ever looked at where you strike the face of your driver on tee shots?



Most amateur golfers strike the ball away from the sweet spot or hitting zone. This reduces what we term as the smash factor. That is a measure of the efficiency of the transfer of swing speed at impact into initial ball speed.

# 41 YARDS EXTRA



### Slower but further

*TrackMan data from hundreds of thousands of amateur golf swings tells us that the average swing speed is 93 mph and the average distance is 214 yards. The average smash factor is 1.42. If we can get you closer to a solid 1.5 with a couple of extra degrees of launch angle, we could get you 255 yards. In fact, if you swing just a little slower and get you to a smash factor of 1.5, we would still add 20+ yards.*

## How you measure up?

What is your smash factor? What is your opportunity gap between your smash factor and your distance with a smash factor of 1.5?

Give us a call, come and see us, or contact us below, and let's benchmark your smash factor. How far do you hit it on average, and what is your launch data? What is your opportunity gap?

[Contact us >](#)

Share



*This mail was sent to {{contact.contact\_email}} by Ryan Fitzpatrick and is provided as a service for the members and guests of Country Club of Leawood and has been supported and sponsored by advertisers in this email and our partner suppliers. For any queries contact us on (913) 491-1313.*

*Sent on behalf of Country Club of Leawood by  
RetailTribe: 15851 Dallas Parkway | Suite 600 | Addison | TX | 75001 | +1 972 380 3002*

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