

Quotes of The Month:

It takes longer to learn to be a good golfer than it does to become a brain surgeon. On the other hand, you don't get to ride around on a cart, drink beer, eat hot dogs and fart if you are performing Brain Surgery! - Unknown

It's amazing how a golfer who never helps out around the house will replace his divots, repair his ball marks, and rake his sand traps - My Bride

2009 Golfer of the Year
Mike Franz

Inside this issue:

Rabbits Foot & Lucky Charms	1
Miss 43% of your fairways and score 6 under par	2
Book Review	4
Golf Networking Party	5
Fitness on Vacation	6
The \$1,000 Wager	8



It's Good to be Green. Or is it?

At risk of offending all three of my Irish clients...Can't say that I am a big fan of St. Patty and his big day. Not that I didn't drink my fair share of green beer through college and into my late 20's. Just to say that I am a bigger fan of decisions that make things happen rather than colors or superstitions that give you the "hope" strategy. And I am not immune to superstitions. You'll never see me wearing white shoes when I want to win a golf tournament. Ball markers and tees must always be placed in the left pocket. But these superstitions are more about a routine and making decisions for success rather than thinking a lucky rabbits foot is going to make my day. (Not so lucky for the rabbit by the way).

Hogan famously said "I'd rather be lucky than good." It was a comment in jest. He knew deep down that luck is a fal-

lacy and is more a result of good decisions.

Wonder if Tiger was thinking that he was "unlucky" last November?

Contest-

Speaking of Tiger, now that we know he is coming back for the 2010 Masters, I am hosting a Tiger Woods is Back Contest. Simply pick what place Tiger will finish at this years Masters. Send your guess to info@grandrapidsgolflesson.com along with his total score for the tournament as tie-breaker #1 and the golfer that will finish closest to him as tie-breaker #2.

Shorts in March-

The golf courses opened up last week and there were golfers all across Grand Rapids flocking to their favorite green acres. Some even came out in shorts. Sheesh! One thing most of these golfers had in common was the fact that they went out to play unprepared. They did not work with

their golf coach before the season opening round — they did not prepare themselves for the physical abuse golf puts on their bodies — they did not mentally prepare themselves for the extensive focus required for the day. No, most of them went out to "dust off the clubs and test their luck". But not my renegade golfers. They have been working on their swing mechanics at the indoor studio this winter — they have been working on their golf fitness with the likes of this months guest columnist — they have been working on their mental game with experts such as Dr. Eddie O'Connor. They have been doing what Tiger is doing to prepare for the Masters (except for the therapy part). Tiger is not going to go to Augusta carrying a rabbits foot or eating Lucky Charms. He isn't singing Gaelic Poems down Magnolia Lane. No, he has been hard at work with his coach Hank Haney, his fitness coaches, his sports psychologist and making

They have to agree to play golf with a chance to win over a million dollars.

sure he is fully prepared. No dusting of clubs required.

There has been a lot written lately about the “bad luck” going on in our world. As Lee Milteer says, “There are no victims, only volunteers.” I dedicate this months issue to wishing my renegade golfers NO LUCK at all. Rather, GOOD DECISIONS, for there is no such thing as bad luck, only bad decisions. And that is something I’ll drink green beer to!

Those Seats Better Be First Class

Officials from the Travelers Championship have been making the rounds this year recruiting players for their June tournament with a special perk: free airfare on a charter aircraft that will leave from Pebble Beach the Monday morning following the U.S. Open. The trip from Monterey to Hartford will allow each player in the Travelers field to invite up to two guests. And it’s all complimentary, of course they have to agree to play golf with a chance to win over a million dollars. Life can be so demanding. I think I’ll move to the Maldives

and you’ll have to charter me back to GR to coach you on your golf game... any takers?

Better Golf Instruction-

How to shoot 66 hooking the ball off the planet. Ernie Els won last weeks CA Championship struggling with a hook. Here’s a shot by shot review of how he did it in the fourth round with the key shot on each hole in bold:

Round 4 Stats
Driving Accuracy 57%
Driving Distance 307.0
Puts per Round 26
Putts per GIR 1.615
Greens in REG 72%
Sand Saves 100%

Hole 1: 268 yards down left side of fairway. 246 yard 2nd shot to green-side bunker. **Bunker shot to 4 feet.** 4ft for birdie 4

Hole 2: **277 yard drive down left side of fairway.** 129 yards to 10 ft. 2 putt for par 4

Hole 3: 327 yard drive down the right side of fairway. 89 yards to 9 ft. **9ft for birdie 3**

Hole 4: **223 yards to 8 ft.** 8 ft. for birdie 2.

Hole 5: **253 yards to left side of fairway.** 135 yards to 14 ft. 2 putt for par 4

Hole 6: 301 yards to left rough. 135 yards missed green to right. **Chipped to 3 ft.** 3 ft. for par 4

Hole 7: 270 yards to left fairway bunker. 176 yards to 41 ft. **first putt to 2 ft.** 2ft for par 4

Hole 8: **327 yards to left side of fairway.** 219 yards to 31 ft. first putt to 2 ft. 2ft for birdie 4.

Hole 9: 178 yards to 28 ft. **1st putt to 1 ft.** 1 ft. for par 3.

Hole 10: 215 yards to left side of fairway. 258 yards to right fairway bunker. 62 yards to 32 ft. **1st putt to 1 ft.** 1ft. For par 5

Hole 11: 234 yards to right rough. 154 yards to short left of green. **Chip to 2ft.** 2ft for par 4.

Hole 12: 287 yards to right fairway. 257 yards to left 1st cut of rough. **59 yards to 3 ft.** 3ft. for birdie 4

Hole 13: 181 yards to fairway in front of green. **Pitch to 4 ft.** 4ft for par 3.

Hole 14: 241 yards to

left rough. 137 yards to left rough. 74 yards to 24 ft. **24 ft. for par 4.**

Hole 15: 158 yards to bunker over green. **12 yards to inches.** Par 3.

Hole 16: **300 yards to left rough.** 45 yards to 12 ft. 2 putts for par.

Hole 17: 324 to right fairway. **70 yards to 5 ft.** 5ft for birdie 3.

Hole 18: 302 to right rough. 172 yards to 75 ft. **first putt to 2 ft.** 2 ft for par 4.

The takeaways, I think, are obvious—but still, not enough golfers pay them serious heed:

Els missed 43% of the fairways. Yet never made a bogey. How do you do that? Well, if you are going to miss fairways, **HIT IT LONG, CHIP IT CLOSE & MAKE A LOT OF PUTTS!!**

Els capitalized on every opportunity. If he hit it close he made the putt (hence the 1.615 putts per green in regulation) If he missed the green he chipped it close (only one putt for par over 4 ft) If he didn't hit it close, he made a 24 footer (hole 14)

Lesson #1 Don't worry about missing half your fairways. Hit a few and hit it long.

Lesson #2 Focus on your putting and chipping until you can hit 26 or less putts in a round

Want To Hit The Ball Better/Farther...Stretch!

There are 2 things that are so very apparent now after four years of working with all levels and ages of golfers. One

is that they want to hit the ball farther down the fairway or they want to get the distance back they once had. And two, a very simple way to achieve this is . . . stretch.

A fairly easy way to improve swing efficiency and gain a few more yards down the fairway is to stretch. Stretching tight muscles will allow for a greater range of motion and that, in turn, can set the stage for more club head speed. More club head speed, as we all know, is one of the key ingredients to distance.

Which muscles to stretch? There seems to be some commonalities among most golfers as it relates to limited mobility. Some of these common areas can play a significant role in robbing the body's ability to efficiently swing a golf club. These areas include: tight internal hip rotators, limited shoulder rotation, tight chest muscles, and limited mid-back range of motion, to name a few.

You can find the rest of the article and stretches at <http://www.golfitcarolina.com/articles/58-internal-hip-rotation.html> Reprinted with permission from GolfFIT Carolina. Owned and authored by Bob Forman. Bob is a Certified Golf Fitness Instructor through the Titleist Performance Institute and Flexor motor learning program.



If he didn't hit it close, he made a 24 footer!

The Fun Section:

Indian Ocean country of Maldives is talking about building a floating golf course. The island nation, best known for its scuba diving, has reached an agreement with Dutch Docklands to develop a host of floating golf facilities to tackle the threat of global warming. President Mohamed Nasheed has made climate change a priority since the island is just a few feet above sea level. He believes the floating course will reduce the impact on underwater life and minimize the changes to coastal morphology. Sounds to me like somebody has been drinking the Al Gore Kool-aid at the swim up bars again.

Divorce attorneys would be wise to cruise golf ranges looking for someone trying to teach their spouse to play.

Recommended Read-

Plugged by Krissi Barr & Dan Barr. An exciting tale of problem solving in the boardroom and on the links. Krissi and Dan tell a captivating story of a golfer faced with a seemingly impossible task at work and a bulky putting stroke. Every golfer could see themselves as the book's main character. It should be required reading for anyone who integrates golf and business. www.pluggedthebook.com

The business golfer scorecard http://www.pluggedthebook.com/tools/Plugged_Scorecard.pdf

Sick Leave- I urgently needed a few days off work, but I knew the Boss would not allow me to take leave. I thought that maybe if I acted 'Crazy' then he would tell me to take a few days off. So I hung upside-down on the ceiling and made funny noises. My co-

worker) asked me what I was doing., I told her that I was pretending to be a light bulb so that the Boss might think I was 'Crazy' and give me a few days off., A few minutes later the Boss came into the office and asked, 'What in the name of good GOD are you doing?' I told him I was a light bulb., He said, 'You are clearly stressed out.' Go home and recuperate for a couple of days.' I jumped down and walked out of the office..., When my co-worker followed me, the Boss asked her, "And where do you think you're going?", She said, 'I'm going home, too. I can't work in the dark.

Bad Luck or Bad Decision?

A man gets pulled over for speeding. The officer approaches and asks for his license and registration. The man asks, "Sir, why did you pull me over?" The officer said, "Because you were speeding" The man said, "Officer, I am quite confident that I was NOT speeding." At which time his wife leaned towards the officer and said, "Officer, don't worry... he always lies when he is drunk."



Will Tiger keep it out of the Woods?



Schedule update

April 13th- Group Programs start April 13th and schedules have been released for Family Fun Night, Coaching Sessions and Ladies Golf Extravaganza. Check the blog at <http://seifpro.wordpress.com/2009/01/09/2010-group-sessions/> for details.

Golf Networking Party for Clients and Guests of Scott Seifferlein. April 19th 5:30pm to 7:00pm at the downtown Pen Club. Free for Golf Improvement Members. \$15 investment for non-golf improvement members. RSVP by March 30th <http://tinyurl.com/Scottparty>

Speaking Event- Grand Rapids Community College, April 8th 2:30pm.

Rehmann Group Client Golf Event- March 25th 6:00pm

Waddell & Reed Client Golf Event- April 6th 5:00pm

Golf School with Top 50 in the World Golf Instructor Gary Wiren- July 31st, one day golf school. E-mail info@grandrapidsgolflesson.com for details.

Please consider these upcoming events to benefit Health Intervention Services. One of my top clients is a founding partner and one of my referral partners works for H.I.S.

- Art Feast Benefit for Health Intervention Services (H.I.S.) MAY 20th 6-9 P.M. Goei Center 818 Butterworth SW. Great Art by Local Artists, Music, and Tastes of International Cuisine. \$40 Per Person or \$75 Per Couple. For Tickets Call 616.405.1932 OR EMAIL savvy-women@gmail.com
- ALSO SAVE THE DATE FOR H.I.S. GOLF OUT-ING JULY 12 AT RAIL-SIDE.

Additional Event to support the Boys & Girls Club of Grand Rapids- 100 Holes in a Day Challenge
Call 616.233.9370 ext. 109 or E-mail Sarah Navis at snavis@bgcgryc.org

An Irish Jig and Many Thanks to all those who passed referrals this month
Kevin Vachon of Granite Pro, Sharon Barrett of Creative Gift Baskets, Marilyn Fernstrum of Center for Physical Rehabilitation, Brett Mason of Sunshine Church, Champions Gate Indoor Golf, and my favorite computer nerd Mr. Google.

Fitness on the Go

For your benefit I have asked Fitness Coach Kendra Bylsma of Allegro Coaching to be this month's guest columnist and give tips on how to stay fit on your spring break. As a bonus to this month's guest column, Golf Improvement Members will receive \$25 off their first in-home personal training session, which includes a complete fitness assessment and goal analysis. Call 616.802.4969 to upgrade and receive this month's bonus gift!

It's easy to allow your upcoming vacation or business trip to sabotage your fitness program, but with a little planning and the right tools, you can create an easy-to-follow plan to stay healthy no matter where you travel! Plus, you'll come home feeling more healthy and energized than when you left!

Here are a few tips on how to stay active on the road:

- With the exercise tube, you can keep your entire body toned and energized without stepping on a piece of exercise equipment. For a pre-planned, easy to follow routine, visit www.allegrocoaching.com and request the "Travel Workout" via email.
 - Body-weight exercises that work many muscles at one time, or total body exercises, are key when traveling. Push-ups or walking lunges with shoulder presses require no equipment at all and activate more muscles, including your core.
 - Schedule it and treat this time as non-negotiable. Aim to exercise every other day when traveling, even if it's only 20 minutes. It keeps you on track and energized for your days on the road.
- Whether your trip is for business or vacation, remember that you should have some time for yourself every day. Why not dedicate that time to improving your health and making yourself feel better? For more great tips and exercise programs, please contact Kendra@allegrocoaching.com.

Business Golf Lessons of the Month-

A small Presbyterian Church on the outskirts of Jenison has figured it out. People don't buy things, they buy experiences. The church recently held an auction to raise money. Rather than doing the traditional auction with "professional items", they ruffled a few

Birthday Winner

This month's birthday winner is David Fernstrum. David wins a free coaching session. Have an April birthday? Please submit the day and month to info@grandrapidsgolflesson.com for contest eligibility.

April Fools Day

Send Personalized Handwritten April Fools Day cards on April 1st for less than \$1 in under 60 seconds. Just like Grandma sends 'em. Go to www.sendoutcards.com/pgatour and click on "Click here to send a card" and I will buy your first card and pay for the postage! Follow Kode Bateman's audio instructions.

- Do your research. Are there walking or hiking trails easily accessible within your destination? Does the hotel have a workout facility, pool or affiliation with a local gym that you can use?
- If your hotel does not offer fitness accommodations, bring along a jump rope and an exercise tube. They are both lightweight and easy to transport. Jumping rope is one of the best forms of cardiovascular exercise, and you can do it anywhere. Just 10 minutes can burn up to 200 calories!

feathers, created some nervous moments for the pastor and auctioned off the “opportunity” to paint the church fire hydrant the colors of the winners choice*. They also auctioned off an airplane ride and a Machine gun training session among other “experience” items.

The takeaway for your next Biz golf round– Don’t just buy the round, buy an experience they wouldn’t get anywhere else— round w/ pro and 3D technology and take home CD of experience for example.

*By the way, the fire hydrant will be Harley Davidson Black & Orange (maybe with flames and all) and my own auction purchase to follow in May or June issue...which you won’t want to miss.

For those competing in the sport of business, check out this great article. I couldn’t have said it better myself: <http://blogmaverick.com/2009/12/09/the-sport-of-business-3/>

Nicklaus talks about how is golf like business.

“I think if you’re going to succeed in golf, you have to have fundamentals. You have to start from grassroots. You have to be prepared when you go into an event. And I would say in business you have to get a good education. You have to learn from experience and you have to be prepared...and you have to execute both on the golf course and in the business field. They’re very similar. That’s the beauty of sports...It teaches you how to prepare yourself to deal with people, how to deal in the business world, how to deal with life. Sports are really good because you deal with more failures than you do successes...In the business world if you haven’t had failures, you’re never going to be successful because everybody has failures. I think the parallels are very much the same.”

Nicklaus talks about the value to doing business on a golf course. “Golf’s been a tremendous generator of business for a lot of people. I know there are a lot of companies overseas who will not hire somebody unless they play golf. It astounded me when I heard [that]...One thing about the golf course is if you play 18 holes with somebody, you find out whether you want to be in business with them or not. You find out what their personality is, how they handle adversity because you’re certainly going to have some adversity in 18 holes...you’re just going to find out an awful lot about a person and golf’s a great place to do that.”

Pass that little gem along to your boss the next time he disapproves of your golf with a client.

Join the Grand Rapids Business Golf Networking Group at: http://www.linkedin.com/groups?gid=1539217&trk=myg_ugrp_ovr

The Back Page

Your Partner In Golf Success,

Scott Seifferlein

PGA Golf Guru

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Stop Slicing
Five Swings
Guaranteed!!



There is no pot o' gold at the end of the rainbow, but...

And that is a very big but... You are never too old to learn new tricks. Last year I had the pleasure of helping a golfer (who was born in 1921) add distance and height to her tee shots. So unless you've got that one beat, you'd better find a better excuse Bubba.

There is an interesting segment of the golf population that have convinced themselves they are "too old" to change. Interesting in that they range in age from 30 or so to a short step from Moses. They have come to believe this **not** because of age, but because they have been given the wrong information for so long— they have finally thrown in the towel. Resorting to lucky charms.

I'll make a \$1,000.00 wager with anybody who cares to gamble: you pick the un-injured golfer, any age, I'll pick the club. If I haven't added 10 or more yards to their hit in 10 full swings or less, you win.

Here is why the bet is stacked in my favor. I've got the goods. The 3,000 year old leverage secrets. The same secrets that helped one client beat all but 3 golfers in his league while playing the entire round on one leg. The same secrets used by Hogan to win a major after a horrific car

accident. The same secrets that allowed last months featured golfer with no arms to score in the 80's. It's not about slowing down, or keeping your head down or your arm straight or just about anything you see one 20 handicapper tell another at Billy Bob's putt and drive range.



It's time to get back to what **ACTUALLY works**. These times do not call for those silly Plutonium shafted drivers with rocket launchers. They don't require the latest in cavity back lower center of gravity irons. No these times require the presence of a process. A concrete process that you can have confidence in. It is hear that you will find the ability to eliminate struggle. Rid yourself of erratic results and roller coaster scores. Within and around your process, there are endless opportunities for you to improve, skills to polish and swing nuances to test. Several of you fly private. You have probably been advised to stay off planes captained by pilots who have no process. Similarly, never gamble your golf game with a golf coach without process.