

NWO GOLF LINKS

October 2016

MATT LAKE

BRINGS GOLF TO SPECIAL
NEEDS CHILDREN ONE
SWING AT A TIME

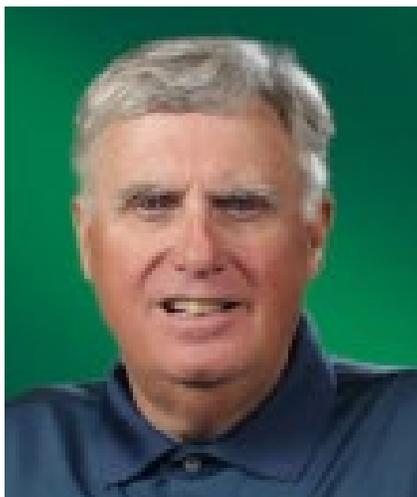
THE 41ST RYDER CUP IN PICTURES

GOLF LOSES AN ICON

PLUS

- Puma Apparel Review
- Golf Business: Tiger's In – Nike's Out
- Devils Knob: A Blue Ridge Beauty
- Local Golfers Enjoy Dream Trip to Scotland
- The Loon Resort in Gaylord Golf Mecca Offers Great Value

Where Did Summer Go?



FRED ALTVATER



The Game brings out the Best in us and the Best will always bring out their Games at the Ryder Cup

~ ARNOLD PALMER TALKING ABOUT RYDER CUP COMPETITION

It's October, signs of Halloween are everywhere from Walmart to the front door. Fall breezes will soon be blowing the leaves around, the air has a definite chill and the days are shorter.

What happened to Summer?

An Englishman, Danny Willett won the Masters and World No. 1 Jason Day captured the Players Championship. The year has taken a turn for the worse for Day, however, he has been forced to withdraw from his last two starts in the FedEx Cup due to back issues.

A rules controversy marred Dustin Johnson's win at the U.S. Open. The Greenbrier was canceled, when rains of biblical proportion flooded the course. Henrik Stenson captured the Claret Jug and Texan Jimmy Walker won the Wanamaker Trophy, while only the bravest of golfers headed to Rio de Janeiro for the Olympics.

Justin Rose added a Gold Medal to his trophy case, with Stenson and American Matt Kuchar joining him on the medal stand.

On a sad note golf lost its King; Arnold Palmer passed away in September and his ashes were strewn around his beloved Latrobe Country Club.

A 16-year-old golfing phenom from Korea, Eun Jeon Seong defended her U.S. Girls' Junior Title and then won the U.S. Women's Amateur the following week. She is the first woman in history to pull off this amazing feat.

On the LPGA, Lydia Ko, Brooke Henderson and Ariya Jutanugarn became the new "Big 3" of women's golf, but In Gee Chun made her presence known by winning the Evian Championship. Only, 22 years old, Chun has two wins on the LPGA Tour, but both are majors. She also won the 2015 U.S. Women's Open.

To top it off the Ryder Cup, held at Hazeltine National Golf Club to officially end the 2016 golf season, was won by the United States 17-11.

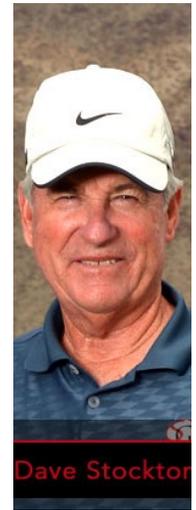
It was a phenomenal year of golf around the world, but the band never stops playing. The LPGA Tour wraps up their season with the Race to the CME Globe, while the PGA Tour starts all over with the wrap-around schedule at the Safeway Open.

Tiger Woods is scheduled to play at Silverado, so 2017 promises to be even more exciting than last year.

I gotta go. I'm getting in a few rounds before the snow flies and I'm on the tee. I'll catch you on the Back 9.

You Know You are a Golfaholic if: You wake up at 4 AM on your day off, to drive two hours for an early tee time on the weekend.

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MATT LAKE BRINGS GOLF TO SPECIAL NEEDS CHILDREN ONE SWING AT A TIME

**MATT LAKE
WAS BORN WITH A
HEARING DISABILITY,
BUT THROUGH GOLF
HAS FOUND A PATH
TO HELP OTHER
SPECIAL NEEDS
CHILDREN.**

Because of his hearing disability, Matt Lake suffered taunting and prejudice his entire life. Schools were not equipped to deal with his special needs and fellow students were not amenable to helping him adapt. The result was that he was the subject of bullying and was castigated by fellow classmates. Even as an adult, employers were quick to dismiss his abilities because of his limitations.



Matt's parents moved from Maumee to Lambertville, Michigan to enroll Matt in the Ida School for the Deaf and fitted him with high-output digital hearing aids. The school taught him to communicate, as well as, talk, and mainstreamed him with other students.

Matt played several sports growing up including hockey. He began playing golf as a seven-year-old with his father and started competing in tournaments as a 13-year-old. He happened to read a book forwarded by Tiger Woods, which motivated him to never give up. It challenged him to always be the best he could be and not let outside forces bring him down.

Through his high school years, he competed on the golf team and became the only deaf golfer to play for the school. He received several awards including, most improved, MVP and the Coaches award. He earned a Varsity letter and was Medalist of the LCAA Championship.

Golf became an escape and a therapy. It allowed him hours of solitude practicing and playing golf, free from social abuse and the

effort of trying to understand an unfriendly world.

Matt continued to learn and completed his secondary education at Owens Community College.

In 2006, he received a cochlear implant, which allowed him improved communication skills. It not only made him more socially adept, but he became able hear the sound of the golf ball striking the club. As every golfer knows the sound is what distinguishes the perfect shot from the not so perfect.

After graduation from high school, Matt met professional golfer, B.J. Pitzen, while working at the Legacy by Arthur Hills. Pitzen hired Matt as his caddie while competing on the NGA Tour, as well as, various mini tours around the country. Matt earned a valuable education, while traveling and playing golf for a living.

Using what he learned from watching top-notch professionals, his own game improved and he qualified to join the NGA (Hooters)

Tour in 2007. Finding sponsors and the money necessary to chase a dream to compete as a professional golfer is a daunting task for any young pro, but for a player with a hearing disability, it is even more challenging.

Matt decided to take his knowledge of the game and his past experience of dealing with his physical challenges and introduce other special needs children to golf.

Being among professional golfers gave Matt the tools he needed to be a better teacher. He became associated with the Ability Center of Northwest Ohio and the National Alliance for Accessible Golf. Children with physical limitations have different teaching needs and learning skill set than other children. Matt has the patience and the understanding of what it takes to teach special needs children. He excels at assessing their needs

and providing the correct teaching method to reach them.

In 2014 Matt established the Matt Lake Golf Academy at Bedford Hills Golf Club. The academy brings the lessons he learned from the best players and golf instructors in the world to help physically challenged and hearing impaired children in northwest Ohio and southeast Michigan.

He is constantly searching for teaching methods to accommodate special needs students with the finest tools. Laser Putt, Zepp, Convert-a-hole and Cure Putters have all helped Matt bring the best golf aids and training tools to his young students.

Laser Putt gives feedback to the player on the proper club alignment to improve solid hits and performance. Zepp allows Matt to track



the club head speed and correct swing planes for his students.

For children learning to putt, Convert-a-Hole creates a larger more acceptable target for beginning golfers. If young players are able to make a putt the game becomes more enjoyable and that positive feedback stimulates them to try more.

Cure putters are also supporting Matt's efforts and their unique design allows Matt to more easily fit a putter for a particular student. The company has been very supportive of his efforts and have donated putters for his physically challenged students.

Matt is happy to announce that he has just signed with MySwing Golf to provide the latest digital swing analysis available for his students.

Matt Lake is bringing golf to Physically Challenged Children, One Swing at a Time. He has not let his physical limitations hold him back and instead used them as a means to help special needs children find a way to be involved in a sport that can give them hours of entertainment. The simple action of learning to properly hit a golf ball can provide confidence and enjoyment for these children.

He suffered taunting and discrimination his entire life, but that has not stopped him from playing golf, being a professional caddie and a teaching professional.

Lake through his foundation and teaching academy brings the lessons he learned from the best players and golf instructors in the world to help physically challenged and hearing impaired children in northwest Ohio and southeast Michigan.



All funds for the Matthew Lake Foundation are used solely to provide equipment and training for children with disabilities. If you would like to help Matt teach special needs children, donations can be made by calling: 734-854-4653, or via email: matthewpga@hotmail.com.

His website: www.mlgoacademy.com is currently under construction and will be available soon.





LOCAL GOLFERS ENJOY DREAM TRIP TO SCOTLAND

In late July eight golf fanatics from Toledo traveled to the home of golf to visit the most iconic golf courses in the world.

These long-time friends began planning the trip in the summer of 2015 to make their dream a reality in 2016. Several of the group had experienced some of the most revered courses, Pebble Beach, Spyglass, Pinehurst, Greenbrier and even Augusta, but playing golf in Scotland remained simply a dream.

The first order of business was to contact [Hidden Links](#) a golf trip planning service to create an itinerary. Hidden Links specializes in golf trips to Scotland, Ireland, England and Wales. They have access to courses such as: The Old Course at St. Andrews, Carnoustie, Kingsbarns and Muirfield in Scotland, as well as, Ballybunion, Royal Country Down and Old Head in Ireland.

This was to be the buddies trip of a life time and no detail was left to chance. The trip

was scheduled for ten days covering nine bucket-list golf courses. In addition, tee times were guaranteed through [The Old Course Experience](#).

The times scheduled at historic Muirfield proved to be too late in the day and a substitute round was arranged at nearby Renaissance Club. The group next moved to the home of the British Open Championship, Prestwick on the second day.

Prestwick hosted the very first Open Championship in 1860

and the tournament visited Prestwick on 24 occasions over the years. Old Tom Morris, Willie Park Sr. and Young Tom Morris all won at Prestwick, plus the great Harry Vardon won three of his Open Championships there, as well.

The newly renovated Turnberry was next on the list, followed by, Kingsbarns, both the Old and New Courses at St. Andrews, Carnoustie, Royal Troon and wrapped up at Portland on the afternoon of the final day.

One member of the group, local attorney Steven Burke told us that simply standing on the tee box at the famed 17th at The Old Course, with The R&A Clubhouse in the background, brought tears to his eyes. When he recovered, he saw all of the ball marks on the Old Course Hotel wall and hoped he would not add yet another.

Burke's story at St. Andrews had a happy ending, however. A solid drive at the "Road Hole" followed

by a hybrid to the green, led to an eight-foot birdie putt, that somehow found the cup and created the memory of a life time.

Burke felt the trip met all of his expectations and recommends that anyone thinking of traveling to the U.K. contact a planning service to help with arrangements.

A golf trip to Scotland left eight Toledo-area golfers with enough memories to last a life time.



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GOLF LOSES AN ICON

Golf is deceptively simple and endlessly complicated; it satisfies the soul and frustrates the intellect. It is at the same time rewarding and maddening - and it is without a doubt the greatest game mankind has ever invented.....Arnold Palmer

Sunday, September 25, 2016
"The King," Arnold Palmer drew his final breath in a hospital in Pittsburgh. He was scheduled to receive a heart procedure the next day, but it came too late. Palmer may have not been the best player ever, but he was, by far, the **"Most Important"** golfer in the history of the game.

To say that Palmer achieved the "American Dream," is a gross understatement. He rose from working-class roots to winning major championship, leading his own army and hobnobbing with Presidents. Arnie was recognized off the golf course, as well. He was awarded the Presidential Medal of Freedom and the Congressional Gold Medal.

Palmer bridged the gap between Hogan, Nelson and Snead and brought golf into the modern era. He made golf cool for blue-collar America and they responded by making him their King. A cigarette dangling from his lips, a tug at the waist of his trousers and his "go-for-broke" style enamored men and women alike.

He won his first official PGA Tour tournament at the 1955 Canadian Open. His final and 62nd win of his career came in the 1973 Hope Desert Classic. Along the way, he won seven major championships, including four Masters' Green Jackets. Augusta National and Arnold Palmer will be forever linked in golf history.

Through various endorsement agreements with Fortune 500 companies, Palmer was still annually one of the highest grossing sports figures in America. He along with Mark McCormack's IMG management company set the standard for athlete's marketing strategy.

Palmer's golf design company was founded in 1972 and built over 300 golf courses worldwide. He was most proud of his Bay Hill Golf Club in Orlando and made it his winter residence for many years. Bay Hill also hosts the Arnold Palmer Invitational every March, a favorite among tour professionals.

He was instrumental in the foundation and development of the Golf Channel. It was the



first cable channel dedicated solely to covering golf and became one of the most successful cable television launches in history.

The man even has a drink named in his honor. He enjoyed drinking ice tea mixed with lemonade. Arizona Beverage licensed the drink, named it the 'Arnold Palmer' and marketed it around the world.

Perhaps the King's most important work was his philanthropic contributions. He donated his time, money

and talents to the growth of the Arnold Palmer Medical Center. Through Palmer's efforts the hospital offers the finest care and advanced technology in the treatment of children's healthcare. The AP Medical Center includes the 158-bed Arnold Palmer Hospital for Children and the 285-bed Winnie Palmer Hospital for Women & Babies.

No child is refused treatment. Thousands of families have benefited and will continue to benefit from the miraculous treatment provided by the

Arnold Palmer Medical Center.

Arnold Palmer was a child of the Great Depression and fully understood the gifts he received throughout his lifetime. He signed every autograph with precision, met every eye with a warm friendly wink and greeted everyone as a long lost friend.

He achieved the "American Dream" with charisma, style and a strong work ethic.

The "King" may have passed, but his legacy in golf, sports marketing, philanthropy and sportsmanship will live forever.

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THE +1 MINDSET

BY RICH O'BRIEN

I recently saw Tommy Morrissey wearing a shirt with the words, "**Zero Handicap**"[®] written on the back. That is a perfect description of Tommy's mindset. He has learned to adapt, improvise, and overcome the challenge of being born with a limb deficiency. His positive attitude and mindset is inspiring the golf industry and millions of people worldwide.

Immediately after seeing the shirt, I thought of my own long road to recovery after catastrophic injuries. I had to learn to walk, as well as, talk again. On the one-year anniversary of my accident, my body had sufficiently healed to allow me to play nine holes of golf. For several years after that, I had to swing at about 75% to avoid going into traction. I was also battling chronic pain and an addiction to prescription pain

killers. Four long years later and twelve thousand hours of rehabilitation, I broke free from the chronic pain and addiction with the help of acupuncture.

Shortly after overcoming my addiction to prescription painkillers, a friend from my church, Fred Gutierrez, wanted to learn to play golf despite being paralyzed on his left side. I quickly found that the lessons I had learned in my own recovery, were lessons I could teach Fred, in addition, they improved the quality of his life.

Golf Therapy was born.

Watching Fred's remarkable progress over the past four years has been very fulfilling. Together, we have championed the PGA HOPE Charleston program and have had the opportunity to mentor dozens

of veterans in the Low Country in South Carolina. The PGA of America has even begun other PGA HOPE chapters around the country. With each new program, we are inviting more and more veterans to enjoy the therapeutic benefits of the game of golf.

Last year, I had achieved a personal milestone when I regained a scratch handicap. Gianna Rojas, "The One Handed Lady Golfer", gave me the nickname, "The Former Disabled Golfer." I then realized, that I no longer had any handicaps, on or off the golf course.

That single thought was very liberating, much like Tommy Morrissey's "**Zero Handicap**"[®] Mindset.

In late 2015, I began to lose yardage off the tee and a tightness was developing in my

Golf Therapy



Grow The Game

“

The "+1 Mindset"[®] can help bring new golfers to the game, as well as, apply to every aspect of your life and can be the ultimate mindset for living your life to the fullest.

”



back. It was a huge concern for me having suffered four spinal fractures, which led to a fear of over swinging.

After viewing old swing videos, in which the best players in golf, all lifted their front heel in their backswing to increase power. I immediately incorporated lifting my left heel during my backswing and added 15 mph without any pain. When I took my new old-school swing to the golf course, I regained my lost distance.

I also picked up a club and a half with my irons. Being able to hit wedges into greens

rather than hybrids, my birdies per round increased dramatically.

For the first ten rounds in 2016, my worst score was 69 (2). My handicap dropped to a +1, which was the same as it was before my injuries in 2008. Considering where I was and what I have been through, it was almost inconceivable, even for me, to hope for.

That brings me back to the tee shirt that Tommy Morrissey was wearing with the **“Zero Handicap”** moniker.

The +1 Mindset®

We use +1 to signify an unnamed guest to an event. We can invite our +1's to golf. Invite as many people as possible to the game, whether they are golfers challenged by a disability, former players that have slipped away from the game, or totally new to the game.

The **“+1 Mindset”®** can help bring new golfers to the game, as well as, apply to every aspect of your life and can be the ultimate mindset for living your life to the fullest.

Combining **“Zero Handicap”®** and **+1 Mindset®** allows golfers of all abilities to adapt, improvise and overcome any challenge.

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GETTING OUT OF BED DIFFERENTLY CAN IMPROVE YOUR GOLF GAME

BY MENTAL GOLF COACH, GREG LIBERTO

Conditioning your body for golf evokes thoughts of hitting the gym, or the range. **Do you realize that changing how you get into and out of bed could actually improve your golf game?**

As much as 95% of what you do today is the same as what you did yesterday. In short, we are creatures of habit that are emotionally connected to all we do. For example, if your tendency is to leave dishes in the sink, you will leave dishes in the sink. If you fail to return phone calls in a timely fashion, you will

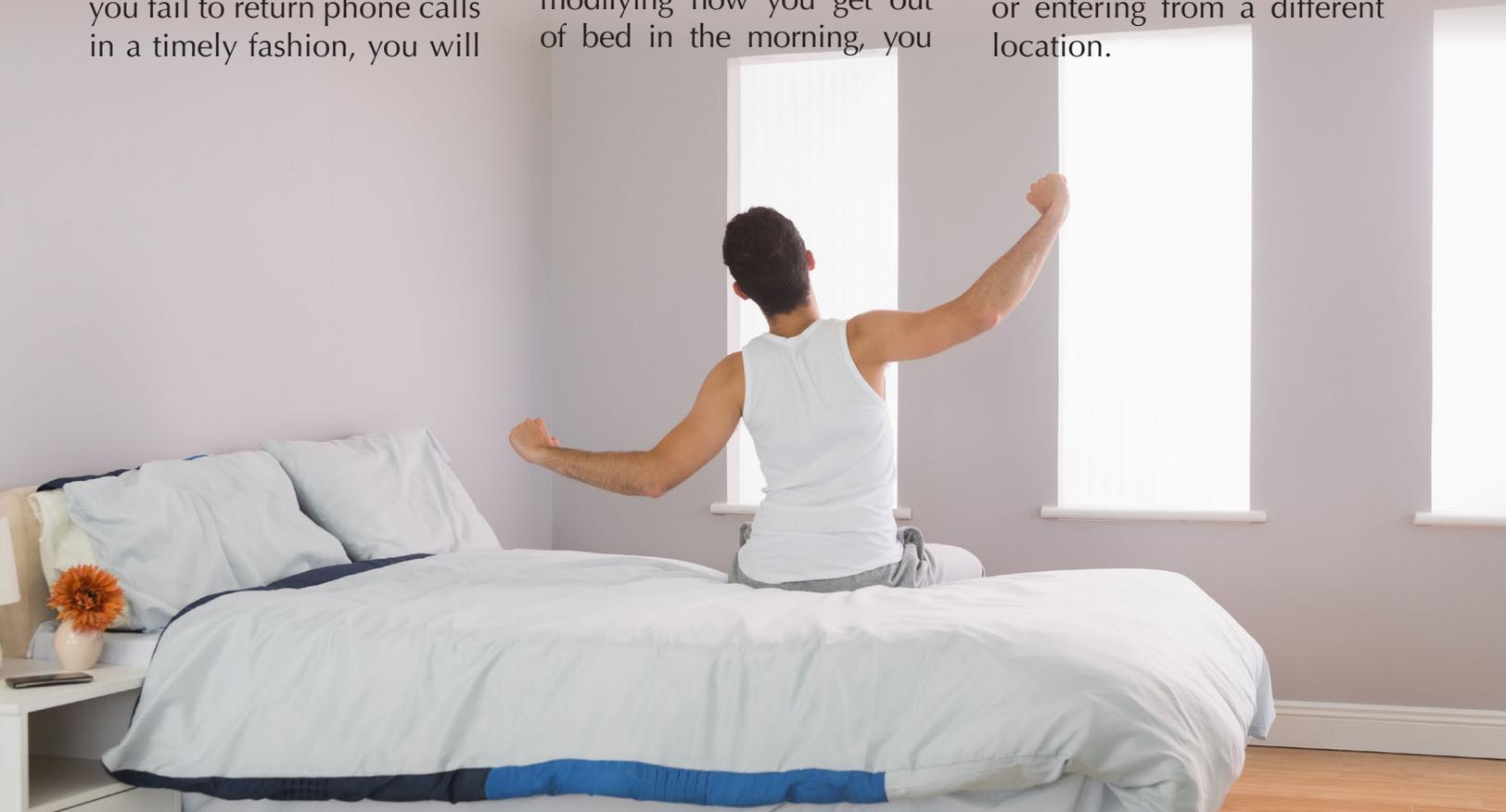
do the same thing tomorrow. If your practice time at the range consists of hitting golf balls without intention, that is how you will always practice.

3 Simple Tips to Modify Behavior and Enhance Your Golf Game

1 - Get in and out of bed differently - Since your day starts and ends by getting out of bed and into bed, changing this behavior changes everything. By physically modifying how you get out of bed in the morning, you

are consciously rerouting your very first movements, while changing synapses in your brain and the emotional connections within your body.

When you first get out of bed, reroute your morning path. If your tendency is to walk into the kitchen or bathroom, dramatically change your routine. Instead of going to the kitchen, walk outside first. At the day's end, if you crawl into a bed a certain way, you can add a new twist by jumping into bed, or entering from a different location.



2 - Love What You Hate -

If you hate taking out the garbage, learn to enjoy this privilege. If you hate doing laundry or folding clothes, take a brand new perspective and look at it as your favorite activity. If you have a certain person that you completely despise, tell yourself out loud that you love this person. All the things you hate in your life are a direct reflection of how you view yourself, and the less you hate those things and the more you learn to

love them, the better you will feel about yourself.

3 - Change It Up - If your time spent practicing on the range involves aimlessly hitting a bucket of balls, change it up. Here are three simple concepts of change I teach my students:

- A. Hit a different club on every shot**
- B. Pick a different target on every shot**
- C. Hit a different type of**

shot on every shot

Golf is a game that requires hitting a different shot every time, so it makes sense to practice this way.

By modifying your daily patterns, learning to love what you hate and constantly changing it up during practice, you will condition your body and your emotions to create a new you, and dramatically improve your game, both on and off the course.

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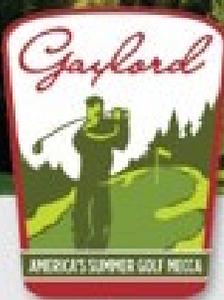
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THE GOLF PIT MOVING TO NEW LOCATION



After 19 years at the Head Golf Professional for the Inverness Club in Toledo, David Graf opened The Golf Performance Institute of Toledo (PIT) in 2011. He updated the old Maumee Sports Mall near the intersection of Reynolds and Dussell Road. It featured a fully stocked pro shop, grass tees, a chipping and putting area, plus covered hitting bays for use in inclement weather.

The Golf PIT's five-year lease with property owner, Bob Mix expires in October and a new agreement could not be negotiated by the two parties. Graf announced the Golf PIT

will be moving to an alternate location, **McDivots Golf Center, 6200 Angola Road, Holland, OH 43258** effective November 1st, 2016.

McDivots will provide the same full service golf club repair, Trackman golf fitting and golf instruction, as they did previously at the Golf Pit.

McDivot's is conveniently located on Angola Road between Holland-Sylvania and I-475. It has grass tees on the range and a new training room for lessons being built.

The staff at McDivots is trained in the latest technology to improve your game and fit your unique swing with the proper equipment.

Graf told us,

"We have been happy to serve Toledo-area golfers at the old location and will provide the same great instruction and fitting

at the McDivots on Angola."

Current conditions in golf demand that retail locations lower operating costs and that's what moving to the new facility will accomplish for Graf. Golfers are buying more equipment online and retail locations must respond to market trends. Furthermore, the proliferation of indoor golf simulators has decreased the need for an outdoor driving range during the winter months.

The final day at the current location in Maumee will be October 24, 2016, as they will take a couple of days to move their equipment and inventory to the new store.





PGA TOUR KICKS OF 2016-2017 SEASON

Now that the Olympics, FedEx Cup and the Ryder Cup are in the books, a new season begins on the PGA Tour. The tour's wrap-around season offers seven tournaments to kick-start the 2017 campaign. They begin October 13 with the final round of the RSM Classic to be played, just before Thanksgiving, on November 20th.

The Safeway Open is the first event of the fall series. It will be held at Johnny Miller's Silverado Golf Club, near the vineyards of Napa, California,

October 13-16. Tiger Woods has announced, he will make a debut at this event, which will give golf fans a chance to see if he can compete at the highest level of golf again.

The tour then goes international for the CIMB Classic in Kuala Lumpur, Malaysia, October 20-23. Justin Thomas earned his first PGA Tour title at this event last year and will defend this season.

The following week, the big names on tour will be

in Shanghai, China, for one of the four World Golf Championships, the HSBC Champions. Russell Knox was snubbed from this year's European Ryder Cup team and will be looking to defend his inaugural win on tour from last year.

Lesser names and newly minted PGA Tour members will have a chance to compete without the big names in the field at an opposite-field event, the Sanderson Farms Championship, in Jackson, Mississippi. It will be held

the same week as the WGC-
HSBC, October 27-30.

At the beginning of
November, the tour returns to
mainland USA for the Shriners
Hospitals for Children Open
at TPC Summerlin in Las
Vegas, where another of the
talented younger players,
Smylie Kaufman will defend
his title.

The tour again drifts across
the border to Mexico for the
OHL Classic at Mayakoba,

November 10-13. Graeme
McDowell made a return to
form last year by winning
this event.

Kevin Kisner won close to
home last year by hoisting
the trophy at the RSM Classic
on Sea Island, Georgia.
Sea Island is a great golf
destination and is home to
many golf professionals.
Davis Love will host the pros
for the final official PGA Tour
event of 2016, November
17-20.

Young professionals look to
get a leg up on FedEx Cup
points list to retain their cards
next season and veterans will
enter selected events to earn
valuable FedEx Cup points to
maintain their world ranking
and entry into the more
lucrative majors and WGC
tournaments next year.

With the advent of the PGA
Tour's wrap-around schedule,
the tour never sleeps, it just
takes a couple of days off for
the holidays.

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THE FIRST TEE OF LAKE ERIE STARTS CADDIE INITIATIVE

BY ADAM RENY, EXECUTIVE DIRECTOR, THE FIRST TEE OF LAKE ERIE

“Another huge benefit is the chance to earn an Evans Scholarship via their caddie experience. For eligible caddies, a full college tuition is available, which includes, room and board, plus books and tuition.”

The First Tee of Lake Erie is focused on introducing golf to all children in Northwest Ohio and Southeast Michigan. In addition, First Tee programs teach life skills, core values and healthy habits to lead a productive life. They are also starting an exciting program to train future caddies and develop strong work experiences.

In 2016, The First Tee of Lake Erie reached out to special needs children, as well as, provided employment opportunities for young adults. Through a partnership with the

Ernie Els' Foundation, Els for Autism, the First Tee of Lake Erie recently completed the first autism specific program working with eight local children. The children were introduced to golf on a very basic level at Crosswinds Golf Club in Perrysburg, Ohio. Impressive improvements were realized among each of the participants and the First Tee of Lake Erie is looking forward to continuing and growing this initiative in the future.

The First Tee of Lake Erie has started a new partnership with the Inverness Club to

provide caddies from our chapter. As a former Inverness Club caddie, I can attest to the opportunities available to young individuals, who are willing to work, learn and build relationships.

First Tee participants will learn golf rules, etiquette and social interaction, then gradually evolve to be qualified caddies for golf clubs, like Inverness.

The First Tee of Lake Erie is working with several inner city organizations and will offer scholarships into the 2017 programs. Hopefully



after training, a caddie position will be available for them, when they turn 14.

This caddie partnership offers many exciting benefits. Children will continue to be involved in golf into their high school years. They will also earn money, while learning valuable employment skills as a caddie, plus each caddie will have an opportunity to build relationships with successful business people.

Another huge benefit is the chance to earn an Evans Scholarship via their caddie experience. For eligible caddies, a full college tuition is available,

which includes, room and board, plus books and tuition.

The First Tee of Lake Erie is taking a strong stance to give every child an opportunity to learn and grow through their programs. They are excited to continue the development of the summer programs to reach special needs, as well as, underprivileged children and continue to set them up for success, long after they graduate from the First Tee.

If you would like to learn more about The First Tee of Lake Erie and our programs, contact Adam Reny at: adamdreny@gmail.com.



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DEVILS KNOB: A BLUE RIDGE BEAUTY

BY MIKE MAY

Very few golf courses have refreshingly, stunning mountain-top views, which are outmatched by the quality of the entire golf course experience. [Devils Knob at the Wintergreen Resort](#) in rural Virginia fits that bill. While the appeal of playing golf on a mountain top with jaw-dropping views of the Blue Ridge Mountains may be what draws you to Devils Knob, the overall quality of the course will bring you back for another round.

And that's a good thing.

The views of the Blue Ridge Mountains from many of the greens, tees, and fairways generate an indelible image, but the brilliance of golf course architect Ellis Maple's clever and

creative imagination with this rocky and rural piece of Virginia real estate is what leaves every golfer begging for more.

Excuse the use of this cliché, but Devils Knob is the complete package. While the blue tees measure just over 6,700 yards, the white tees, at 6,123 yards, is a sufficient challenge for most golfers. When Maple designed this par-70 layout, he produced a golf course that has wonderful balance, flow, and is in complete equilibrium.

The best two stretches of golf at Devils Knob are five holes on the front nine, 4-8, which feature a par-3, par-5, par-3, par-5, par-3 sequence. The first six holes of the back nine offer a quartet of short

par fours, bracketed by the longest hole on the course, the 547-yard 10th hole, and a medium length par three, the 166-yard 15th, which is also the highest elevation on the course. Any wayward stroke on the short par-4 holes, will send your ball soaring into the forest, never to be seen again. At Devils Knob, the driver is often not the club of choice on many of the tees as the reward of hitting a long tee shot is outweighed by the possibility of a tee shot drifting into the woods.

“Devils Knob is actually quite a bit flatter than your typical mountain course,” Matt Burch, head golf professional, Devils Knob Golf Course told us. ***“Although it looks to have lots of slope and terrain,***

“

The views here in the fall are simply amazing, as members and guests are able to see the leaves change and enjoy the natural beauty that Wintergreen and Devils Knob have to offer.

”

most lies in the fairway are more fair than one would expect. Weather-wise, the temperatures never really rise above 80 degrees, a very nice experience versus playing in the heat of summer."

While the fall is the tail end of the golf season at Devils Knob, it might be the best time of the year to play.

"The views here in the fall are simply amazing, as members and guests are able to see the leaves change and enjoy the natural beauty that Wintergreen and Devils Knob

have to offer," adds Burch.

As you begin your round of golf at Devils Knob, note that there are only five Golf Course Rules listed on the scorecard. The last one is the most important:

"Please leave the golf course in better condition than you found it."

When you walk off the green at Devils Knob's home hole, glance back down the 18th fairway and reflect on your just-completed golf experience. We think, you will agree that, as stunning



as the mountain-top views were during your round, the quality of the golf course was just a little better.

And, that's a good thing.



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For information on **The First Tee of Lake Erie** organization or programs, contact Executive Director, Adam Reny at

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When the leading golf manufacturers began flooding the market with the latest and greatest must-have golf equipment every few months, more and more average golfers took to eBay to buy outdated stock or slightly used golf clubs at a drastically reduced price.

The trend has continued, but there is a downside to buying online and not knowing exactly what you are getting. There are horror stories of knock-off clubs being sold as brand names and shady dealers not sending the correct club as described in the online listing.

Did you know there is an alternative to rolling the dice on the internet for your next golf club purchase? [Play It Again Sports](http://www.playitagainsports.com/) on Monroe Street has a large supply of brand name golf clubs that

you can look over, pick up and even try out at the driving range, before you shell out your hard earned cash.

Play It Again Sports buys used brand name golf clubs and equipment from local golfers and resells it at a fraction of the original price. Perfect for golfers looking to update their gamers, but not wanting to spend hundreds of dollars.

Lew Buenaflor, owner of Play It Again Sports told us,

“We are always looking to purchase good used equipment from golfers and have PING, Taylormade, Titleist, Mizuno, Callaway, Cobra and even Nike golf clubs in stock. When Toledo-area golfers think of adding new clubs, we hope they stop by our store and check out our large inventory.”

If you are looking for a junior set of clubs for your child, Play It Again Sports is the place to shop. They have a full line of junior sets at reduced prices.

Are your golf buddies making fun of your old golf bag with the zippers that no longer work and broken straps. Not to worry, Play It Again Sports has used golf bags of every shape, size and color to drastically improve your cool factor on the course.

Stop by Play It Again Sports in the Monroe Street Market Square Shopping Center at 5333 Monroe Street. You can also visit their website: <http://www.playitagainsportstoledo.com/>

For quotes on your old equipment call Lew at: 419-843-4230.



RULES & ETIQUETTE FOR THE GRACIOUS GOLF GUEST

BY *RICHARD TODD*

A friend just bought a house at an upscale, 36-hole, resort golf course. In addition to a beautiful view of the course and surrounding lakes from his balcony, his new home came with club membership. Knowing my love for the game, he invited me to join him for a round; I enthusiastically said yes.

The day before our tee-time I confirmed where and when we would meet (you don't want to be waiting in the parking lot when your companion is waiting for you in the locker room), and the

proper dress code (to ensure slacks weren't required and expectations for inside the clubhouse). We also discussed if we would walk or ride (I enjoy both, but if I didn't need to lug my push-cart I'm all the happier), and which course we would be playing. I let my host make the decisions, as this is his home course.

Arriving early enough so that I didn't feel rushed, I also got to take a peak around the neighborhood (you should give yourself enough time to check in, warm up, and

prepare for your round so that you don't miss your tee-time. This also provides a cushion should something happen on your travel). I left my clubs at the bag drop, and waited at our designated spot.

Upon meeting my host, I shook his hand, thanked him for the invitation, stated I was looking forward to our round, and presented him with a gift of this years 'U.S. Open' branded hat from the [USGA](#) (everyone appreciates when you show your gratitude for a kind deed). After our bags were loaded (always let the member drive, they know the course better), we were off.

I gave him honors on the first tee and allowed him to educate me on how the holes were designed and the best way to play each. I made sure to keep my attitude upbeat and verbal comments to my ball in check and play by the rules, not that I would otherwise (if there are others in your group you want to be known as the best guest and not get the member in trouble with the committee).

During the round I helped track his shots, find errant shots, aided in flagstick attendance, and helped with divots, ball marks, and raking. As we made the turn I offered to pay for drinks and snacks (it's only polite), and did the same after we finished our enjoyable round and went into the clubhouse restaurant.

Being a polite guest is a great way to show your appreciation for the invitation, put your host in the best light with others, and potentially receive a repeat invitation.

If you receive a special invitation to a round of golf, keep these points in mind. For that matter, these are social skills to be used during any round and makes you a better citizen of the golfing world.

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GOLF BUSINESS: TIGER'S IN – NIKE'S OUT

BY ED TRAVIS

Tiger Woods has not put his game on display for over a year and his last PGA Tour win was in August of 2013. The 40-year-old Woods will return to play in the Safeway Open, October 13-16, but Nike, who's clubs he has played since 2002 is getting out, out of the club, bag and ball business to concentrate on shoes and apparel.

Tiger and Nike, inseparable in the minds of many, have had an amazing run together. Woods currently has 79 Tour wins, including 14 majors, and ranks second all-time in both categories. Nike though, was never able to come up with a category-defining club, in spite of having Tom Stites, one of the most respected club designers in the business, on their payroll. With Woods, under the most lucrative contract in golf, however, they became the number one golf apparel brand in sports.

Woods and other Nike staff members, most notably Rory McIlroy and Michelle Wie, will continue to wear their Nike Swoosh apparel. Golfers just won't be able to purchase Nike clubs, balls or equipment.

The overall effect the Nike withdrawal from the retail market is uncertain but a good estimate

is it probably won't be very large. The golf division never had more than \$800 million in total sales (\$706 million in 2015), although actual club sales are unknown. The company was never able to approach a 10% market share in hard goods.

The contention that Nike's problems stem from the fact that Woods has not been playing is incorrect. Nike did not have market leadership or even contend for leadership, when Woods was at his best. His presence on Tour alone never generated the amount of business Nike needed to dominate the equipment sector, although he did help push soft goods to the number one spot.

Golf for Nike was a tiny part of their overall business, less than two percent, and several factors virtually preordained their decision. The small market share, plus an industry where product lifecycles are measured often in months with relatively large development costs meant staying just didn't make sense. It became obvious golf equipment had to go.

The biggest impact could be seen by competing shoe and apparel brands FootJoy, Adidas and Under Armour. Adidas, like Nike, is also selling





its equipment brands, TaylorMade and Adams. The other major player, Titleist is in the process of going public, which typically can create uncertainty in corporate decision making.

Callaway could pick up the major portion of Nike's club sales. They have been on an upwards trend. Privately-owned Ping, as well as, others could see a bump in sales.

With all that in mind, which clubs will Woods switch to now that he plans to compete and again chase Nicklaus' record of 18 majors?

It's still not clear if he will switch at all and for sure not right away, though Woods has said companies are sending him new clubs every day. In addition, any equipment company paying the amount of money Woods can demand will want their logo prominently displayed on his cap and shirt, which creates a conflict with his Nike apparel contract. Nike is worth several million each year to Woods and the contract doesn't renew until the end of 2018.

One thing is for sure, fan interest will continue as will the speculation about Woods as he tries to get back to being a factor on the Tour.



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THE LOON RESORT IN GAYLORD GOLF MECCA OFFERS GREAT VALUE

BY FRED ALTVATER

When most golfers hear the words Gaylord, Michigan, they think of Treetops Resort with the Robert Trent Jones Sr, Tom Fazio and Rick Smith designed championship courses, plus the ultra-enjoyable Threetops par-3. It is truly one of the best stay & play options for golfers looking for great golf in northern Michigan.

But wait, the Gaylord Golf Mecca has other options available for golfers. As you drive north on I-75, one exit ramp before Gaylord, sits **The Loon Resort** along beautiful Otsego Lake.

The Loon Resort may offer the best value of all of the Gaylord Golf Mecca properties. It has three golf courses, providing options for every golfer. The Lakes, the Ridge and The Loon courses feature fairways that traverse the sand hills bordered by tall northern pines and the views available at each course are well worth the cost.

The Lakes course is always in superb condition. It was built in 1988 and designed by famed Michigan golf architect, Jerry Matthews. The front nine meanders through the woodlands, while the back nine encircles Lake

Michaywe'. The two par threes on the back nine are particularly impressive.

Mike Husby designed **The Ridge**, originally known as Marsh Ridge, which opened to the public in 1992. Marsh Ridge had fallen into disarray until the owners of the Loon bought the property, shortened the name, and improved conditions considerably.

The Ridge is shorter in length, than the Loon or Lakes courses, but it is cut through the gorgeous hardwoods of the area with great vistas and significant elevation changes.





The Loon was also designed by Husby in 1994. Butch Harmon redesigned and updated some holes in 2011, to make it a Harmon Signature course. Pictures of the famous golf instructor along with his favorite pupil Natalie Gulbis adorn the walls of the Loon clubhouse.

I should also mention, the

accommodation options at both the Loon and the Ridge are roomy, as well as, comfortable. They are perfect for groups looking for their next golf getaway.

The Ridge features lodge-style accommodations. Each room opens into a large communal room with big screen televisions, soft couches and kitchenettes, for after golf socializing.

The Loon offers a weekday stay & play package for as low as \$75.00 per night. It includes, 18 holes of golf, plus lodging and dinner.

BEAT That Anywhere Else!!

I should also add that the dining options at The Loon Resort are impeccable. I can personally attest to the competency of the chef. The hamburgers in the clubhouse of The Loon are five-star quality, plus the perch dinner at The Ridge's cozy dining room is delectable.

If you are looking for one of the best golf values that can be found anywhere, give the Gaylord Golf Mecca's, **The Loon Resort** a try.

I don't think you will be sorry you did.



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PUMA APPAREL REVIEW

BY: MATT SATERNUS, PLUGGEDINGOLF.COM

As much as any brand in the game, Puma Golf has done a tremendous job creating an image of young, colorful, bold, and fun. As good as this is for selling flat bill hats to Generation Rickie, it can feel out of touch for older golfers. With their latest collection, Puma has done a great job of reaching out to more mature players, without losing what makes them unique.



Performance

While testing this **Puma** apparel at **Chambers Bay** and **Salish Cliffs**, the two things that stood out most were the **moisture**

management and **the way the clothes breathe**. If you've been to the Pacific Northwest, you know that rounds starting early will see a wide range of temperatures. I started my day with two or three layers, but the Puma golf shirts never felt stuffy or overly warm.

When the sun came out in full force, Puma's moisture management shined. Even during my eight-mile trek around Chambers Bay, both me and my wardrobe stayed fresh and dry. It's also worth noting that, unlike many moisture wicking shirts, Puma's shirts do not carry an odor.

Style

Much as I like Rickie Fowler, I'm not now, nor have I ever been, an orange pants guy. While this signature item is still available, **Puma's** Autumn/Winter lineup has many pants and shorts geared for the more



conservative player. Though the colors are toned down, the style is still geared up with **interesting textures and great details** like the stick figure print on the inside of the pockets.

The full range of styles is evident in the golf shirts as well. There are trendy prints that say, "look at me," but you can also find toned-down colors like navy or grey. For the player only interested in basics, you can purchase Puma Golf's Essential polo in a rainbow of colors.

Fit
Puma may have the **best** "true to size" fit of any company in golf right now. At 6 feet tall and 190 pounds, I could comfortably wear a large, but I prefer a more

fitted top. Puma has two different fits, "Tailored" and "Performance." The difference isn't huge, but the Tailored shirt is a bit more tapered in the body and the sleeves are a touch shorter.



Puma's pants and shorts are sized perfectly as well. When you go from a 32" waist to a 34" waist, you get noticeably more room for your thighs and glutes.

Fowler grow up, and we're seeing something similar with **Puma Golf** apparel. Though they're doing a great job maintaining their identity as the leader in fun, Puma is also expanding their line to include all golfers.

Conclusion
 Golf fans are watching Rickie



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A FEW FANS TARNISHED THE RYDER CUP



One of the more unfortunate aspects of the Ryder Cup was the inability of a few fans to act in an appropriate manner. The Europeans were guests of the American Ryder Cup Team, and as such, should have been treated with the upmost respect by every fan.

Golf is a game that prides itself in its sportsmanship and fair play. The competitors respect each other and demonstrated tremendous class whether winning or losing a match.

It is indeed unfortunate that a few misguided or over-served fans became disruptive and abusive. Their selfish display of rude conduct affected the festivities for the rest of the fans.

In his post-tournament press comments, European Captain Darren Clarke referred to a situation on the course, when a fan had yelled an obscenity

during Henrik Stenson's back swing. The fans watching the match immediately turned and pointed out the perpetrator and he was immediately escorted from the grounds.

Sergio Garcia, always a target of unruly fans, seemed to be especially affected by the boorish behavior of a handful of fans. He assured the assembled media that he is now highly aware of his lack of a major championship victory.

Several of the rude comments hurled at the European players were truly obscene and not representative of the majority of fans that crowded Hazeltine National Golf Club every day.

Sergio even felt sorry for his American girl friend, being the target of and forced to

hear the off-color remarks from the gallery.

The crowds were immense at every session of the Ryder Cup and the beer vendors were experiencing active sales.

Rory McIlroy understood many of the comments, but did take offense at one. He even went into the crowd to confront the fan and have him ejected.

In a Ryder Cup that saw some of the best golf ever witnessed, it is a shame that a few unruly fans tarnished the overall matches. The players inside the ropes conducted themselves with the best sportsmanship possible and adhered to the games rules of fair play and competition.

Hopefully at the next Ryder Cup at Whistling Straits in 2020, every fan will be more responsible for their behavior.



THE 41ST RYDER CUP IN PICTURES

THE 2016 RYDER CUP AT HAZELTINE
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Here are a few moments captured in pictures to remember it by.



Fans adorned every imaginable combination of costume for the event to show their support.

The fans that ringed the First Tee were ready for action.



Tony Jacklin and Jack Nicklaus addressed the crowd and gave their recollection of Jack's famous concession in the 1969 Ryder Cup at St. Andrews.



The American Team at the Opening Ceremony



With the passing of Arnold Palmer on the Sunday preceding the Ryder Cup flags were set at half-mast.



Phil Mickelson and Rickie Fowler were no match for Rory McIlroy and Thomas Pieters on Saturday morning.



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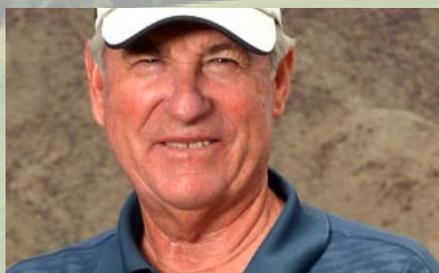


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Everyone knows **Michael Breed**. He's the high-energy guy on Golf Channel's, *The FIX*, with all of the gadgets and drills to improve your golf game. An hour one-on-one with Michael is only \$500.00.



Dave Stockton won 10 PGA Tour titles, including two PGA Championships, with a so-so long game, but a dynamite putter. Today, he is the putting guru to the big names on the PGA Tour. If you would like to shore up your short game, Dave is available for a mere \$1,200.00 for a two-hour session.



Jim McLean hangs out at Trump Doral and has tutored Ben Crenshaw, Curtis Strange, Sergio Garcia and Gary Player to name drop just a few of his more famous clients. He authored the *X-Factor theory of the golf swing* and will dissect your broken swing for \$750.00 per hour.



David Leadbetter has been teaching top players for a long time. He transformed Nick Faldo, made a major champion out of Nick Price, has tutored Michelle Wie since the crib and now counts the No. 1 ranked woman golfer in the world, Lydia Ko among his students. David runs clinics all over the country and will devote his total concentration to your

feeble golf swing for \$3,500 for a three-hour lesson.



Mark O'Meara convinced Tiger Woods to leave Butch Harmon and give **Hank Haney** a try back in 2004. Tiger being an excellent student, won a few more majors with Hank's swing. When Haney split with Woods, after Tiger's messy public divorce, he even wrote a tell-all book to make a few more bucks. Haney has also had a golf tutelage reality show on the Golf Channel, but was never able to quite fix Charles Barkley or Ray Romano.

If you would like a lesson with Tiger's former teacher, it will run you \$15,000.00 for a full-day.



You know the old expression, "you don't have to be a rocket scientist?" Well, **Dave Pelz** really was a rocket scientist with NASA and made a pretty good second career out of giving short-game advice. Phil Mickelson won a few major titles after combining Pelz chipping advice with Butch Harmon's swing tips.

A lesson with Pelz will set you back \$20,000.00 per day. For just a few more birdies or five strokes off the old handicap, it's worth it right?



Butch Harmon guided Tiger Woods to eight of his 14 major titles, before Woods jumped to Haney. Harmon currently coaches Dustin Johnson and Rickie Fowler. Plus, he has coached Ernie Els, Davis Love, Fred Couples and Greg Norman, to name just a few.

If you are looking for a bargain and would like to add a little side action in Las Vegas, Butch Harmon has a package for you. \$6,500.00 will get you:

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Adam Reny is an Ohio State University and Evans Scholars alumna. He previously worked with the Inverness Club for 13 years and is now the Executive Director of The First Tee of Lake Erie. www.thefirstteelakeerie.org or email him at adam.reny@thefirstteelakeerie.org



RICHARD E. TODD

Richard E Todd, author of The Golf Rules series and Short Stories from the Long Links, has been heard on the PGA Tour radio station and seen in On The Green magazine. www.TheGolfRules.com Richard@TheGolfRules.com



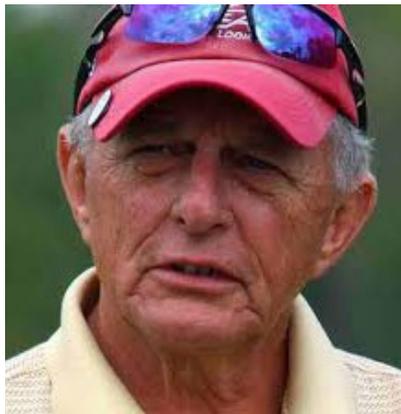
GREG LIBERTO

Greg Liberto developed various mental game training options and has been featured in several publications and on radio and television. He authored "18 Holes," a book with mental game tips. http://mymentalgamecoach.com/



MIKE MAY

Mike May is a freelance golf travel writer based in Wellington, Florida. As you would expect, he is a "Golfaholic" focused on beating 'Old Man Par' each time he steps on a golf course. mmaymarketing@gmail.com



ED TRAVIS

Ed Travis is a national award winning golf journalist and has had a lifelong love affair with the game. He has competed in tournament golf both as an amateur and as a senior professional and though his competitive days are behind him, he still plays regularly and carries a handicap of 2. https://www.facebook.com/ed.travis.98



MATT SATERNUS

Matt Saternus is a co-founder of PluggedInGolf.com, a golf instructor, club fitter, and writer living in the northwest suburbs of Chicago.



RICH O'BRIEN

Rich O'Brien suffered normally fatal injuries seven years ago, but used his training in sport psychology, exercise science, and his love of golf to make a near complete recovery. He uses his training, and experience to motivate and instruct Physically challenged golfers. Reach him on Facebook: https://www.facebook.com/survivorrich?ref=ts

VIDEOS

Girl Strikes Her Target



With the proliferation of drones over our heads this young lady clears the airways with a well-placed shot.

[Watch Now](#) ▶

Arnold Palmer Skipping the Ball



With the death of Arnold Palmer last month, we thought it only fitting that we include at least one of Arnie's videos. This one has a touch of the Palmer humor.

[Watch Now](#) ▶

The Man Who Thinks He Can

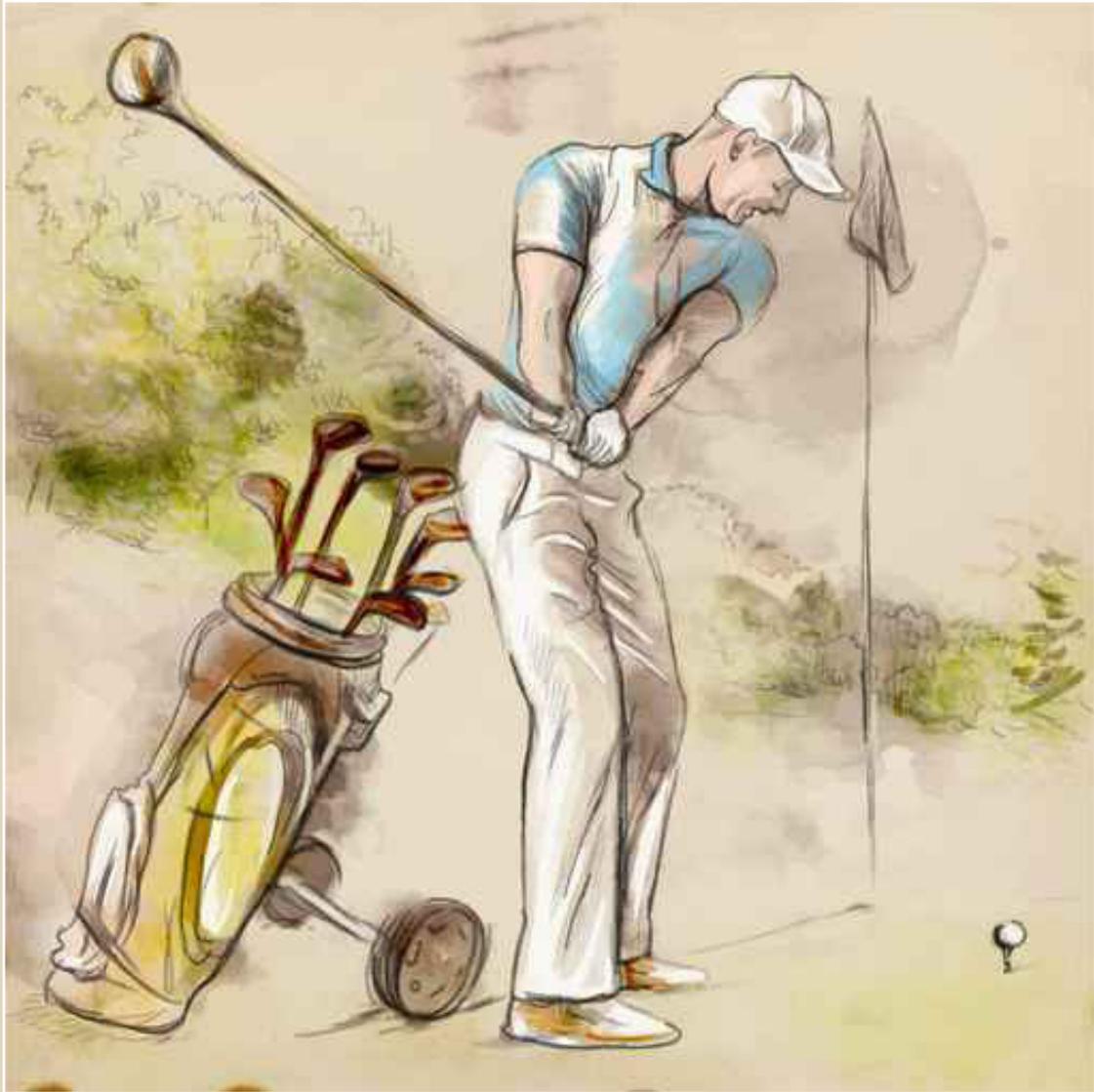


"The Man Who Thinks He Can" by Walter D. Wintle was Arnold Palmer's favorite poem. He kept a copy of it framed on his office wall and read it nearly every day.

It was beautifully set to music and narrated by a host of Hall of Fame Golfers including, Jay Haas, Tom Watson, Gary Player, Jack Nicklaus.

It is one of our favorites. We think you will enjoy it too.

[Watch Now](#) ▶



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