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Arnold Palmer turned 80 this week. Still seeing him fire some low scores with his friends made me start to think that golf really is a lifetime sport after all. It made me think about two of the majors this year and the "older" players who are still very competitive.

The Masters looked like it would be won by a man just two years removed from the Champions Tour, 48-year-old Kenny Perry. He bogied the 18th or he would be wearing the green jacket today. The eventual winner was a delightful man, but let's face it even looks even older than Perry, 39-year-old Angel Cabrera, the chain-smoking Argentinean.

Fast forward to the British Open, and who would have ever thought 59-year-old Tom Watson, coming off hip replacement surgery, would stand any chance competing against today's new generation of "best players in the world"? He had the lead going into 18 and then lost in the playoff to Stewart Cink. Cink may be only 36 but is mentally mature way beyond his years as he was married and already a father while going to Georgia Tech.

Vijay Singh won the PGA Championship a few years ago in his forties and the FedEx Cup last year. If you try and play with the guys on the Champions Tour they will clean your clock even if when they reach their deep sixties or early seventies.

So much of this is because of the new equipment and balls and of course having their clubs SST PUREd. Arnie can't wait for the UPS truck to arrive at Bay Hill so he can test the new equipment from Callaway. Jack Nicklaus is exactly the same way with his company. These are young men in an older body but so very positive about golf and life that it takes years off their actual chronological calendars. What other sport, besides golf, allows generations to play with each other and compete? Do you think Jimmy Connors or John McEnroe could push Roger Federer to seven sets if they competed today? God Bless the Scots who gave us this incredible game of golf.

Adam Scott's selection by captain Greg Norman to next month's President Cup has not been popular. He hasn't finished in the top 30 in a PGA Tour event since January. He shot 81 in the second round of the Memorial tournament and 82 in the first round of the PGA Championship. If this were baseball, he'd be hitting .157 for the season. The question is whether the choice was because of Scott's past President's Cup experience or if he was chosen because it's well known that Norman is his mentor. The players are being positive: "Scotty hasn't played great this year, and we all know it," International team member Camilo Villegas said. "But the Presidents Cup is a little different format and he's got one of his good buddies, Geoff Ogilvy, right next to him."



SST PURE nabs 35th Win on Tour

The hottest company in golf continues its domination of professional golf with Tiger Woods' victory in the BMW Championship this week. I'm quoting columnist James Achenbach, who in his column in the Feb. 7 edition of *Golfweek* stated: "*Golfweek* has learned through sources at Nike that Tiger Woods had his clubs checked and adjusted by SST. As revealed by Nike insiders, the company assembled a dozen sets of irons for Woods, with only two sets being PUREd. In blind testing, Woods selected one set of PUREd clubs as his gamers and the other set as his backups."

Only SST PURE has won 35 times this year. PUREing makes golf equipment perform to its ultimate levels. To understand PUREing you have to realize that every golf shaft manufactured is not perfect. The manufacturing process creates certain deficiencies that the eye can't detect. A golf shaft is not rigid during the golf swing. The swing loads it with energy and ideally as it flexes and releases the club head is propelled into the ball without oscillating so that a golfer can consistently impact the club face in the same sweet spot position.

But without SST PUREing the shaft this isn't possible. Most shafts are inserted in the club head in a random position and oscillate in various patterns making it virtually impossible to impact the ball consistently on the club face. When a shaft is SST PUREd the most stable position for that specific shaft is identified. Once oriented in the club head, in this PUREd position, shaft oscillations are eliminated. You can pay thousands for your clubs but unless the shafts have been SST PUREd you will never achieve real consistency.

Do you think that pros, who have seen every gimmick imaginable, would allow SST to PURE their clubs unless they were firmly convinced PUREing makes a significant difference?

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