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Sam Saunders missed the cut this week at the Boise Open Nationwide event. "So what?" you say? Who is this Sam Saunders anyway? Sam was the Bay Hill Club Men's Champion at the age of 16, and by the way he's Arnold Palmer's Grandson. He's plays with the King each year during the annual Father-Son Challenge on NBC. **I was surprised to find out that Sam left** his golf scholarship and education at Clemson last spring to seek a pro career. Arnie wanted him to get his degree, but Sam is very independent. So independent in fact that attending Clemson was his choice, ignoring the pressure to attend his father and his grandfather's alma maters. Arnie was pushing Wake Forrest and Sam's Dad was pushing Florida to play for fabled golf coach, Buddy Alexander.

A sponsor's exemption was Saunder's ticket into this week's Nationwide event but pretty soon he will need more than his lineage. Brian Mogg, a former assistant to David Leadbetter, has taken on the task to improve Sam's game to the pro level. Mogg also coaches Y.E. Yang, who had a nice Sunday walk with Tiger Woods en route to winning the PGA Championship this year.

"Sam is definitely a feel player," Mogg said. Saunders has always been long off the tee and Mogg says that during a playing lesson he hit one 350 yards.

Missing the cut this week, although it was only by two strokes, means that he won't be able to get a pass for the first round of Tour Qualifying School so he will have to earn any playing rights the hard way. Who knows what lies ahead but Sam Saunders has talent and with some seasoning, perhaps like playing around the world on his own, we'll see him on the PGA Tour.

So let me set the stage for next week's Tour Championship and what it means for the final results for this year's FedEx Cup. Following last week's BMW Championship the points were reset based on each player's rankings after the first three cup events. The top five seeds are now: Tiger Woods (2,500 points), Steve Stricker (2,250), Jim Furyk (2,000), Zach Johnson (1,800) and Heath Slocum (1,600). If one of them wins the Tour Championship in Atlanta next week they also win the FedEx Cup and the \$10 million, plus first-place prize money of \$1.35 million.

But if none of the top five wins the Tour Championship then players in the 6-10 brackets are in a great position to win and even the rest of the 30 player field can win depending on how other players do. This recent tweak has really improved the Cup playoff format. Tiger and the others have had to play every event and the final event means everything instead of being the yawner it's been the past two years. It's mystifying to me that others are still saying that they need to go to an all score format when this year we have everything we want as golf fans.



End in sight for SST PURE's most successful Tour season yet

With a week off before the final FedEx Cup event, the Tour Championship, let's look at the spectacular year the players on the PGA Tour who have asked SST to PURE their clubs have enjoyed. You'll easily see why SST PURE is the hottest company in golf and how important PUREing is to the players success.

Players, regardless of their contracted club manufacturer, who asked SST to PURE their clubs have won 35 times this year and more than \$134 million. Along with all the victories, SST PURE players dominate the top 20 high-paying positions on the leaderboard each week.

SST PURE won the Masters this year with Angel Cabrera and the U.S. Open with Lucas Glover. SST also had a victory in the Player's Championship with Henrik Stenson. Michael Allen won the Senior PGA Championship.

Who are these players that have played with PUREd clubs and been so successful? Tiger Woods won six times this year. In the Feb. 7 edition of *Golfweek*, an article stated: "*Golfweek* has learned through sources at Nike that Tiger 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."

Zach Johnson won the Sony Open, Kenny Perry won the FBR Open and Dustin Johnson won the AT&T Pro Am. At one point SST PURE won every week for over four months in a row.

With all this success what are you waiting for? PURE your clubs this week. SST has set an even more important record this year: the number of casual golfers sets of clubs they have PUREd through the international group of SST PURE Licensees. Locate your closest SST PURE licensee at www.sstpure.com

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