

## Linda's Monthly Friendly Tip

April 2017

Can the golf ball I use really make a difference in my play and scoring? I get asked this question often from my students. The answer is: YES, it can! First, you have to understand a few things about how golf balls are made and how they can help or hurt your performance.

Interestingly enough, I just completed Titleist's 2017 Golf Ball Certification, so I'm armed with all sorts of information for you! For instance, are any of you aware of the history of the golf ball? Google it, I'm sure you'll be fascinated! Let's get into modern times: WAAAAYYYY.....back in 1932 a man by the name of Phil Young missed a crucial putt that he felt cost him the club championship. So, after that frustration, he contacted an engineer friend of his who x-rayed the ball and found that its core was distorted and off center, not allowing for a true roll – Travesty! Hence, the journey on producing a golf ball that would provide a consistently true roll was on.

The Titleist company has been in business for over 80 years. Their mission is to produce golf balls of superior performance and superior quality for dedicated golfers. There are many other companies that are producing the best ball you can count on for whatever particular performance you are looking for. (Bridgestone, Srixon, Wilson, to name a few!)

All of these companies employ scores of scientists, engineers and technicians solely devoted to research and development – the ongoing quest of finding the next great step in golf ball design. Kind of makes you have a new admiration for them, doesn't it? Everyone tries to test and validate their product's performance – all in the interest of giving you the best ball for your game.

So, what are YOU looking for in a golf ball? Things to consider are the Core, The Casing Layer, the Cover System and Dimple Design. Also, what type of ball flight are you looking for – Lower flight, with a more penetrating trajectory, Higher launching trajectory giving you a higher angle of descent with less roll out? Low Drive, with a Long Iron spin? Fast initial ball speed for explosive distance? How about feel? Soft, firmer? How about women, who have a slower swing speed? Juniors? Yes, little grasshopper – the choices seem to be endless!

However, you don't have to spend \$50.00 a dozen to get a good performing quality ball that suits your wallet and your game. Ask- Please Ask your local PGA or LPGA Professional what they recommend for your game. Since we are the ones constantly seeing your ball flight and helping improve your game, give us the chance to have some input. We're always here to help.

Come see us here at Leatherman's and let us help evaluate which is the most appropriate ball for your game.

In the meantime – "Swing Happy"!

Linda Jochim

LPGA Class "A" Member

Leatherman Golf Learning Center