



Elite Insider Circle Monthly Handicap Improver May 2015



Hello Fellow Golf Enthusiast,

This is **Jaacob Bowden**.

To recap last month, our equipment expert **Tom Wishon** answered one of our member's questions about **getting to become a single digit handicap** this year and if there was **any equipment Tom would recommend** or have him avoid.

Tom said to **get a shorter length driver, get a driver with a more closed face angle** to cut down on his slice, **substitute a higher lofted fairway wood for his 3-wood, substitute hybrids for long irons**, make sure his clubs are weighted to match his swing, and to have **counter weight put in his putter**.

Nutrition expert Adam Young wrote about **weight loss**. Adam said that overall calories are the biggest determinant of weight loss, no matter if those calories come from broccoli or Twinkies...so **create a caloric deficit**. He also spoke about **eating whole foods with low caloric density, but to not get rid of the foods you love entirely**. It's okay to even **take planned breaks** and eat at maintenance calories if it helps you stick with it. From a golf standpoint, make sure you have a **good pre-round meal** and to **replace the energy lost during the round**.

Putting expert Geoff Mangum said that golfers should stop claiming the so-called “arcing” stroke is more natural, athletic, or instinctive and that **the straight-thru** (not necessarily straight back and straight through) **stroke is a much easier and more sound way to putt.** I won’t get in to the details of this here, but if you missed it or want to re-read it, the issue is in the archives in the member area.



We had a **Long Drive Q&A with Mick Yelovich.** Mick is one of the top long drivers in the world and he has hit a **475-yard drive** in competition with swing speeds that have reached **145 mph on a Trackman.**

Like many long drivers, **Mick spends time in the gym working on his strength and flexibility to improve his golf.** To hit it long, he recommends learning good swing mechanics, having great ball contact, swinging in balance, and working on increasing

your club head speed.

This month, here’s what’s coming up for you.

- **Tom Wishon** will answer the question of **whether today’s irons are really going farther** or if it’s just a bunch of marketing mallarky.
- **Adam Young** is going to go over **anti-inflammatory foods.**
- **Geoff Mangum** has another critical piece to share...this time about why he thinks that **“true roll” is an urban myth.**
- **Ryan Reisbeck**, who **won the Mutant Golf Long Drive Championship** on May 15-16th, 2015 in Omaha, Nebraska, will be our **Long Drive Q&A.**

Also, as part of your Monthly Handicap Improver Insider Circle, **we’ve included a CD of my audio interview with Ryan Reisbeck.** In the interview, we talked about his **swing fundamentals, what he learned from baseball, how he manages wind conditions, how deals with adrenaline and the jitters, and more.** We hope you enjoy it!

Let’s get started.

Long Drive Q&A with Ryan Reisbeck



Age: 36

Height: 6'3"

Weight: 255 pounds

Driver Specs: Krank Formula 5 and Formula 6 (5*) driver with a House of Forged Platinum shaft XXX, tipped ½ inch.

Sponsors: Rockwell Watch Company and Smith Optics

Special Accomplishments:

1st Place 2015 Mutant Golf Long Drive Championship, 1st Place 2013 Rockwell Long Drive Champion, 2nd Place 2014 Rockwell Long Drive Championship, 2nd

Place 2014 Mile High Shootout and 1st Place 2011 RWLDC Region 8 Championship

What is your longest drive in competition?

441 yards at the 2014 Rockwell Long Drive Championship

What were the conditions of the drive?

Slight breeze, left to right. It was in July in Utah so there was a little elevation and the ground was somewhat firm, so I think I benefitted from a good roll. It was the longest drive of the event and there were some world class competitors there, so I also feel it was a very solid drive.

What are the fastest swing speeds you've recorded on a Swing Speed Radar and/or Trackman?

My fastest ball speed recorded at the 2014 RE/MAX World Long Drive Championship was 226.7 mph.



What lead you to choose your particular equipment specifications?

Mostly trial and error, which can be expensive, but I think there is value in the process of finding what works for you. Everyone has a unique swing, so what might work and feel right for me may not fit someone else. Also, you can see where others are experiencing success and that tends to give you an idea of where to start.

Do you favor a particular shot shape to hit it long?

For some reason my best drives tend to be a pull shot that has low side spin so it stays straight. When I play golf I typically hit a slight cut because it tends to be a more consistent shot for me.

Do you use any training aids to work on your speed and power?

I use the Orange Whip to help with my timing and to increase the flexibility in my backswing and front shoulder, which in turn helps me to drive the ball farther.

Do you do any other types of training to drive it further?

Most of my training happens at the gym where I do a lot of stretching to improve my flexibility and core work, which I believe is good for staying healthy.

Is there any particular bit of advice you would give the regular amateur for him or her to hit the ball longer?

I think you have to start trying to hit the ball farther. Most people really don't swing as hard as they can so when they make a concerted effort to swing faster on a regular basis they will see an increase of speed incrementally. In my own experience it took about a year of swinging faster

to see significant increases but I have noticed my club head speed is about 15 mph faster now than it was prior to training for speed.

Where can people contact you or learn more about you?

Check out the Rockwell Long Drive Face Book page or you can e-mail me at ryanreisbeck@gmail.com.



Is Iron Technology Improving or are the Golf Club Companies Just Making the Lofts Lower?

By Tom Wishon

There is no question that the past 30 years has seen a significant decrease in the loft angles of irons in the golf equipment industry. So much that one has to question the motives of the companies in doing so.

While some companies try to say that the advances in irons with lower centers of gravity or other performance related technologies has been a reason for this, in truth the huge

decrease in iron lofts has been done to entice golfers into buying a new set of irons because they can hit the ball farther with the same number iron than before. Changes in iron head technology do not merit a change of 8 degrees in loft.

In short, the lofts of today's irons are on average two full clubs lower than they were in the 1980s. So that means today's 5-iron has a loft equivalent to the 3-iron of 30 years ago. And the same is true with all the other irons in the set. But don't take my word for it. Here's a chart that outlines the evolution of what I have referred to as "shrinking loft disease."

Evolution of Loft Angles on Irons **Golf Industry Average Lofts per Iron Number**

Iron Head	Early 80s & Prior	Mid 80s to 1990s	2000s	2010s
1-iron	17	NLE*	NLE*	NLE*
2-iron	20	19	NLE*	NLE*
3-iron	24	22	20	18
4-iron	28	26	23	21
5-iron	32	30	26	24
6-iron	36	34	30	28
7-iron	40	38	34	32
8-iron	44	42	38	36
9-iron	48	46	42	40
PW	52	50	46	45
GW	DNE*	DNE*	50	50
SW	56	56	55-56	54-56

DNE – Did Not Exist
NLE – No Longer Exists

But it is what it is because every golf equipment company has been forced to follow with this trend toward lower loft irons. I say “forced to follow the trend” because when the first companies began to lower the loft of their irons in the mid-1980s, every golf company had to follow along or risk losing sales due to golfers realizing a company’s irons did not hit the ball as far as another company’s irons with lower lofts.

So what’s a golfer supposed to do about this? Simply, do not carry any irons in your set with a loft that is lower than your ability to consistently hit the ball well up in the air to fly. Use hybrids or high loft fairway woods as replacement clubs for any irons that you cannot hit consistently up in the air to fly. For many golfers, that means the first iron in your set may very well be a 6-iron, sometimes even a 7-iron – with hybrids or higher loft woods being the optimal clubs to use instead of a 5-, 4- or 3-iron.

Shrinking loft disease aside, there have been a number of technology advances in irons over the past ten years that players in need of definite game improvement should be aware of. For the low handicapper who is more drawn to the traditional forged carbon steel iron, it is a fact that the forged iron designs of today are really no better than the forged iron designs of 10 or 20 years ago. But for the average to less skilled players who are looking for better performance with their irons,

modern design technology has now made it possible to play irons that have as high of a COR (spring face characteristic) as your driver, and not only that, but off center hit performance that can be nothing short of amazing.

By incorporating such design elements as slots in the face or use of a thin, high strength steel alloy for the face material, companies are now able to create iron models that do increase the ball speed dramatically compared to conventional stainless steel cavity back iron designs. High COR irons do exist today for golfers who may have experienced a loss of distance due to a lower or a slowing of their clubhead speed due to age or injury.



In addition, there are some iron models today which feature a variable thickness face design. In such a construction, the outer areas around the face are made thinner than the center area to allow the face to flex more when the ball is hit off center to offer better distance for off center shots. In total, while there has been no significant improvement in traditional forged iron designs, modern game improvement iron designs have never been better than they are today.



As always, no clubhead design can perform to its best for any golfer without accurate club fitting to go along with it. While the head design can make a difference, unless the other key specifications of the lengths, lofts, lie angles, shaft, total weight, swing weight and grip size are properly fit to the golfer, the advances seen in modern game improvement iron design cannot perform to the best of their technology.



Anti-Inflammatory Foods

By Adam Young

Chronic inflammation in the body can cause a whole host of problems from arthritis, asthma, aches and pains, to more serious problems – Inflammation has strong links with cardiovascular disease, Parkinson's disease, cancers and diabetes.



Whilst there will be multiple varying factors affecting inflammation, such as genetic predispositions (as there is with anything), lifestyle (exercise, stress levels, etc.) and environmental factors, diet can play a large role.

For athletes, this may play a role in injury prevention. I work with golfers of all levels, but amongst the elite, injury is a big problem. A player which has to take a month out for injury is falling behind with their practice schedule, and it may affect their ranking, or even if they can keep their tour card if they are on the professional tours. Eating the right foods and following the advice here may also aid in recovering quicker for injuries when they do occur.



Might need some 'anti-inflammatory foods' after this...

Anti – Inflammatory Foods

One thing that is often overlooked in nutrition is the inflammatory value of food. Foods have both inflammatory and anti-inflammatory properties – it is the balance between these that determines whether or not a food is ultimately helping or hurting you. If you get the balance right, there is a good chance that you can minimize the inflammation the body, and help prevent the diseases associated.

So, what are good inflammation fighting foods?

Food	Serving size	Calories	Inflammation value
Avocado	1	240	120
Olive oil (uncooked)	2 Tbsp	250	150
Cod liver oil	1 Tbsp	120	1025
Spinach	50 grams	25	260
Flax seed	3 Tbsp	150	140
Turmeric (powder)	1 Tsp	7	450
Ginger (powder)	1 Tsp	6	480
Garlic (powder)	1 Tsp	9	860
Onion	1 medium	45	260
Kale	50 grams	25	190

(data from nutritionaldata.self.com)



Fish oil is probably the most potent anti-inflammatory - but garlic, turmeric, and ginger are also highly anti-inflammatory and virtually calorie free, like spinach. You have to be wise about this; some foods may be quite inflammatory yet still provide other health benefits (such as fiber, vitamins, minerals, phytonutrients etc.). It is more important that your overall diet is anti-inflammatory. Rather than

taking away all inflammatory foods, I would recommend introducing more anti-inflammatory ones within your allotted calorie allowance.

Why not cook yourself some chicken breast with a tomato sauce, seasoned with garlic, onion powder and ginger? Throw in a dash of balsamic vinegar and you have a tasty and highly anti-inflammatory dish that is high in protein.

Or maybe have some salmon (high in omega 3 fats – similar to cod liver oil in its anti-inflammatory properties) on a bed of spinach and kale, with garlic and olive oil drizzled over the top, and avocado chunks on the side.



Salmon and Avocado – Yum!

Other Recommendations

Whilst improving your food choices can certainly help with the fight, one of the leading causes of inflammation is a caloric excess (especially chronic excess). Weight gain (the ultimate symptom of taking in more calories than you are burning) can lead to very high levels of inflammation in the body, and is probably the biggest correlator to most of our modern day diseases. Whilst it is true that correlation does not always imply causation, being overweight rarely helps anyone when it comes to health.

One of the simplest and most sure-fire way to decrease the amount of inflammation in the body is to decrease your energy intake – in other words, go on a diet. Caloric deficits always seem to improve blood markers of inflammation, regardless of the content of the diet. Professor Haub even showed improved biomarkers when he went on a diet of pure Twinkies and sugar donuts.

Yes, you can even lose weight eating Twinkies, as Professor Haub showed in his experiment.

Alternate day fasting, whilst a little more extreme, has also been shown to provide benefits. Matteson studied alternating days of high calories with lower calories and found that biomarkers of inflammation improved dramatically, as did symptoms of asthma. Whilst fasting completely every other day may not be for everyone, throwing in the odd ‘once a week’ fast is still an option, or simply alternating days of high calories with lower calories (see article on calorie cycling) will provide some respite from the inflammation, and may have other positive benefits to health and wellbeing (and weight).

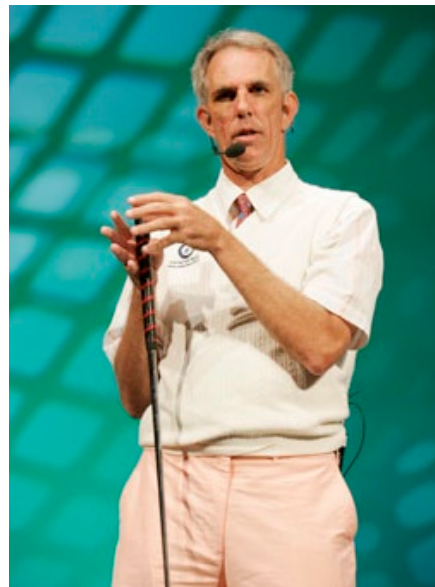
Lastly, but not least, chill out. Stress is a huge contributor to inflammation in the body. We often overlook the mental side when looking for the causes of diseases, but it is highly likely that environmental factors such as stress and general mental wellbeing play a much bigger role in our physical health than we give it credit. So, read books on philosophy, build good quality relationships, enjoy your leisure time, meditate, achieve some goals, and find happiness in the simple things in life. Avoid the traps of modern day consumerism, and practice the act of gratitude for the things you already have in your life. You will not only live a longer, but a happier life.

So-called “True Roll” is Another Urban Myth in Golf

By Geoff Mangum

Everyone in golf for putting worships at the Golden Calf of true roll, but so-called “true roll” is an urban myth.

What actually happens between the ball and the green after the stroke has next to nothing to do with the putter or the “special” stroke. The “worst” stroke for so-called “true roll” is exactly the same as the “best” stroke after only two or three inches. Working for years on a “special” stroke, or spending \$100s extra for a “special” putter, in relentless pursuit of “true roll”, like Captain Ahab the peg-legged poster-boy of obsessive behavior chasing the Great White whale Moby Dick, is just nuts.



So what is the problem? The problem, as usual, is that people in golf don’t know much about real science, and so come to “believe” things, and then the more golf

folks believe the SAME thing, then obviously it must be TRUE. Like the old certainty that “the Earth is Flat”, or the more ancient one: “the Sun revolves around the Earth.”

But don’t the makers and sellers of putters -- who present studies of their putter’s performance compared to all others and offer PROOF, real “scientific” proof, that their design accomplishes “true roll” faster and sooner than the others, and therefore ... it MUST BE THE BEST PUTTER?

No, what they present is not “science” at all, but goofy.

But don’t really educated and respected golf scientists, and putting teachers, use very expensive technology to MEASURE and get DATA to compare this putter or this stroke versus that putter or that stroke, offering PROOF from rigorous science that “true roll” is best with this stroke or that putter, and, well ... IT OBVIOUSLY MATTERS?

No, these folks ACT as if they understand and are engaged in rigorous science, but as usual, they are just goofy. And I mean goofy in the sense of “not smart”.

ALL putter makers do exactly the same thing, and all so-called golf science people also do exactly this same thing, too. They all 1) define “true roll” in relation to the ending of the “skid” phase of putts at the beginning, 2) they incorrectly define the “skid” phase by including hopping and bouncing in the air, and 3) they IGNORE their own high-speed photographs and data when COMPARING the DIFFERENCE between stroke 1 or putter 1 and stroke 2 or putter 2. So that’s goofy!

“True roll” is the state of a moving ball across the green when there is no skidding and only rolling.

“Skidding” is when the rotational motion of the ball’s circumference lags behind the lateral motion of the ball’s center over the green.

A ball that is “only skidding” is one in which there is NO rolling of the circumference as the ball moves laterally across the green: the bottom of the ball is only sliding or skidding over the grass. This level of friction is much more than the friction of a ball that is “only rolling”.

ALL putts skid SOME at the beginning. This oppositional friction on the bottom of the ball FORCES the ball to “roll” over top of the “stuck” or “sticking” bottom of the ball. This skidding or sliding friction starts the ball rolling, so there is a transitional phase in which the ball is CHANGING from skidding to rolling. The

point of “true roll” is when all the skidding is over.

In PHYSICS, the point at which all skidding ceases and only rolling remains ALWAYS OCCURS FOR ALL PUTTS WHENEVER THE INITIAL VELOCITY OF THE BALL OFF THE FACE WHEN IT FIRST ENGAGES THE GREEN SURFACE AND SKIDS HAS BEEN REDUCED BY THE SKIDDING FRICTION FROM 100% AT THE START TO 70% OF THIS INITIAL VELOCITY.

That’s a mouth full, so let me re-phrase it: whenever the grass slows the ball down to 70% of its beginning speed, all skidding is over and only true rolling remains.

That happens for ANY PUTT, with any STROKE or PUTTER, on any GREEN, performed by any GOLFER.

This physics has to do with the rotational velocity of the ball and it’s momentum and the lateral motion of the ball -- the way these factors work together, the PHYSICS is the ball stops all skidding when the velocity slows to 5/7th the initial velocity. This 5/7ths is the same as 70% (ok, technically, it’s 71.5%).

So how do these folks claim that putter 1 achieves “true roll” sooner or faster or in a shorter space than putter 2?

Because they include the hoping and skipping in the air in their filming of the “skid” phase. They ALL do this ignorant thing. And it IS ignorant, because a ball in the air while hopping or bouncing is NOT “skidding”.

If these folks excluded the hopping and bouncing of the ball, their high-speed cameras would show that AT MOST the “good” putter 1 starts “true rolling” only 2-3 inches before the “bad” putter 2. The same is the case for “good” stroke 1 compared to “bad” stroke 2.

So why is there still a 2-3 inch difference? Because the GRASS changes the “bad” putt to match the “good” putt in ONLY 2-3 inches of ball-grass interaction.

That tells us the REAL science that these ignorant folks don’t bother to look at in their own high-speed “science”: the ONLY difference that happens as a result of the pursuit of the BEST true rolling is the very first 2-3 inches, and that’s it.

Okay, isn’t it worthwhile to work on stroke or buy a better putter to not have this 2-3 inches of extra skidding? Isn’t the true-roll putt BETTER than the “bad” putt, even if the bad putt catches up to and matches the good putt, since those 2-3 inches are skidding?

Well, not really. Those FIRST 2-3 inches are when the ball has its maximum speed and momentum, so even the “bad” putt holds the line thru this small space. It’s NOT worth it for LINE to chase the whale of “true roll”.

How about distance control? Isn’t a putt without this first 2-3 inch difference in skidding going to have superior control of distance?

Well, again, the answer is not really. Distance control is “consistency” of Golfer A using HIS personal putting, including any “bad” 2-3 inches compared to Golfer B. Golfer A can be MORE CONSISTENT for distance control than Golfer B, even if Golfer B does not have the first 2-3 inches of skidding to deal with.

Dave Stockton Jr., the acknowledged KING of true-roll stroke, was invited by TaylorMade to their Carlsbad, California, Motion Analysis Technology (MATT) studio. TaylorMade had just invested a few million dollars in R&D of its Anti-Skid Groover technology (ASGT) putter face to improve “true roll” performance, so they invited Stockton down to film a marketing video about their new “special” putter. The idea was to film Stockton with his putter and get data on his forward rolling off the putter face, after 40 years of practice and learning his special skill. Then TaylorMade would hand Stockton the new ASGT putter and repeat the stroke, and this time take data showing that his forward-rolling off the putter face IMPROVED! And that’s what happened.

However, when the technician and the MATT director interviewed Stockton about this, a curious conversation happened, and was seen in the interview posted on YouTube. Stockton, when told he was the fairest in golf for true-rolling stroke, commented with self-congratulations: “Yes, when I put my stroke on the ball, it really rolls out for superior distance control.”

The TaylorMade technician then looked down at his clipboard and reviewed the data thoughtfully, and then looked up and said to Stockton, “Not really”. Stockton looked stunned, like a deer caught in the headlights, and asked plaintively, “Really?”

The technician again examined the data on his clipboard, looked up, and commented:, “No, not really, Your stroke doesn’t matter for distance control according to the data. The stroke might make a difference for left-right dispersion off line, but we don’t have the data necessary to decide that issue.”

Now, folks, do you think Dave Stockton Jr. no longer teaches players to use his “special” stroke for “true roll” or explains to players that his stroke does not help distance control? Of course not: Stockton teaches today exactly the same thing he

taught before TaylorMade told him the data showed his stroke did not matter to distance control.

Now, folks, do you think it DAWNED on TaylorMade that they had just spent millions in R&D for a “special” “true-roll putter, and then their data proved that the R&D money was wasted? Of course not: TaylorMade plowed forward marketing its ASGT putter technology as the best, as important, and as the putter golfers need to pay extra for.

Neither Stockton nor TaylorMade know the physics, know that only 2-3 inches is the DIFFERENCE, that after the stroke or the putter design has done its thing for “true roll” everything that happens after that is always the same and is always ONLY a matter of how any golf ball interacts with any green. Had they known the physics, they would not have taken data and been surprised by it (Stockton) or ignored its meaning (TaylorMade).

The so-called golf scientists do exactly the same -- include hopping and skipping in the “skid” phase and don’t know how to look for the DIFFERENCE, which is how the “bad” rolling is turned into the same as the “good” rolling after only 2-3 inches of grass friction.

So, just don’t use putters or strokes that launch balls into the air, and otherwise FORGET so-called “true roll”.

Member of the Month

“I have trained using Jaacob's programs for about 7 months.

I have put in a lot of work on the speed training, but the results have been amazing.

My swing speed avg. was about 112 when I started, with max of about 118. My new avg. is about 134 and my best has been 140.

This year I made a double eagle with a 7 iron on a 565-yard par 5 to an elevated green and have finally shot some rounds in the 60's!

–Steve, Swing Man Golf Member

Finishing Up With Fun



These two couples play golf together regularly at their club, and on the sixth hole, a par four, the second shot to the green must carry 80 yards over water.

One of the women, Mrs. Smith, for over a year, could never carry the water, and would always hit into it, totally psyched out by the presence of the water.

Her friend in the group suggested that she might want to see a hypnotherapist as rumor was that that could be of help in such a situation.

So the woman went to a hypnotherapist for four sessions. In those sessions, the woman was hypnotized and the therapist would "plant suggestions" that when playing the second shot on the sixth hole, she would not see water, but rather a plush green fairway leading all the way up to the green.

About six months later, someone at the club asked whatever happened to Mrs. Smith, that she hadn't seen Mrs. Smith playing golf at the club for almost four months now.

She was informed that five months earlier, Mrs. Smith had drowned at the par four sixth!

We hope you enjoyed this issue...

- Do you have a **golf joke** you want to share with your fellow members?
- Coming up we've got an **in-home simulator expert** as well as **golf ball expert** on our list of people who **we'll be interviewing**. Do you have **any questions** you want us to ask?
- Any **other questions or comments**?

Let us know at info@swingmangolf.com with the subject "**FEEDBACK**"!

Have a great month!