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# Show News

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PRODUCTS & SERVICES: TRAINING AIDS



## Simple or complex, training aids are important tools for lessons and for individual practice

By Don Jozwiak

The golf swing is a complicated motion to teach, not to mention learn. Every student's ability to absorb instruction is different, too. Savvy instructors use training aids both in their lessons and as helpful tools for students to keep their swings in working shape between instruction sessions.

The rise of infomercials and the wide availability of information on the Internet has made it easier for golfers to hear about new training aids, and there's no shortage of products coming to market that approach instruction in a variety of ways.

"It certainly seems like there are more training aids on the market these days than ever before," says PGA Professional Bruce Condon, a sales specialist at In Celebration of Golf in Scottsdale, Ariz. "If you're like me and you see a lot of The Golf Channel, you're going to always see something new that you think might help your students."

Condon was previously a PGA head professional and teacher at a private

club, where he used training aids extensively in his lessons. He says his criteria for using training aids with his students is the same advice he passes on to retail customers today.

"I like to see training aids that don't overload the golfer with information. That's the biggest thing that can throw the amateur off track," Condon says. "The best products are those that are simple to use, provide clear feedback and have a specific goal – squaring the clubhead, getting on the right path, etc. Something that focuses on a common problem and does it without getting too complicated, like the Medicus weighted clubs and Momentus collapsing clubs do."

Condon's advice is certainly sound for average golfers looking for training aids that they'll use on their own at the local range. But there are also more advanced training aids coming onto the market that are meant to be used by teaching professionals to give high-tech instruction.

For example, PGA Professionals Chuck Cook and David Leadbetter are among the teachers endorsing the K-Vest instructional system from Bentley Kinetics Inc., a leader in the field of wireless motion analysis. This unique training aid uses wireless sensors built into a vest to capture motion four times faster than a standard video system. The K-Vest system enables instructors to capture and analyze the swing in 3-D, while providing immediate biofeedback to the golfer. Five college golf programs are currently using the K-Vest system, including Oklahoma State.

In terms of more simple training aids, many are focused on getting students to get their swings "on plane" or on the correct path for takeaway and the downswing. Jason Cole, a PGA teaching professional for GolfTEC in Plano, Texas, says these are the most common products his students are using.

"I see a lot of training aids now are based on making a repeatable motion and making sure you're on the right