

Hello Friends,

If you can't tell I am still on a high from the Master's last week. We are here to help, and I would like to pass on something from my experience as a golf professional. This is one of the simplest things that you can do to lower your scores in 2018.

Gabe and I have been trying to alert our members/loyal customers to the Titleist loyalty golf ball program (Buy 3 dozen Pro V1 get one dozen free). We have been hearing a lot of this. "I can find a dozen golf balls every time I play. Why would I buy golf balls?" My answer is simple. Do you want to be a better player? The golf ball is the only piece of equipment that you use on every shot. Would you tee up any driver that you find in a bush?

Consistency is a key component to shooting lower scores. Using the same type of golf ball in new condition can help you dial in your distances, which will help lower scores. A perfect example of this is hitting range balls, we all know that new range balls fly farther than balls that have laid out in the elements all season. Yet many players will play a ball that they found and have no idea how long that ball has been there or how many times it has been hit. This can be detrimental to distance control.

Golf is a game of inches, sometimes carrying the ball another foot or stopping a shot on the green can be the difference between Par and a double bogey. We only have 1 week left to take advantage of the Titleist Pro V1 loyalty program. Place your order before Friday 4/20/18 to get a free dozen Pro V1 golf balls. My staff and I trust Titleist, and so did 62% of the field at the Master's!

Fairways and Greens,

Mike Mendelson, PGA