



## PERFORMANCE CENTER



# THE DESERT CLUBHOUSE

March 2017 Edition

### IN THIS ISSUE

FREE SPRING CHECK UP

PUT A LITTLE COLOR IN YOUR LIFE

TESTIMONIALS

OUCH...THE STICKER PRICE IS GOING UP!

EVENTS AT THE PERFORMANCE CENTER

---

---

## FREE SPRING CLUB CHECK UP

For the month of March we will be offering a FREE spring check up which includes Checking the following:

- Lies
- Lofts
- Flexes
- Grips



We will also regrip your clubs at no labor cost, you just buy the grip

- IOMIC
- Lamkin
- Winn
- Golf Pride
- SuperStroke



## PUT A LITTLE **COLOR** IN YOU LIFE



We are going color crazy over here. Since the KZG Performance Center has displayed samples of our custom colored clubs, I would say 90% of our customers are opting for color. Match your clubs with our colored ferrules and IOMIC grips and wow! When you pull out your KZG clubs, you will get "oohs", "aahs" and "where did you get those clubs". It's time for you to get perfectly fit, perfectly built, with perfectly "fun Colors".



---

---

## TESTIMONIALS



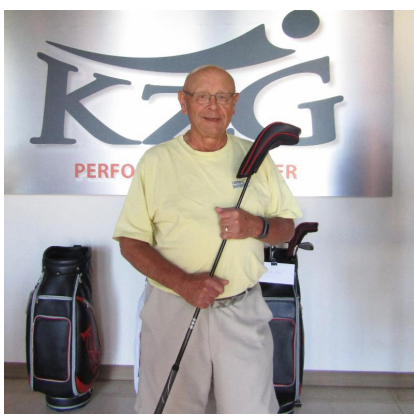
Becky Davidson, Washington

"...absolutely love my new KZG hybrids and irons. So much that I came back to buy a club that I have never been able to hit before...a fairway wood. Wow, it really makes a difference to get fit and custom built by real pros."

Barry Gaines  
Indian Ridge Country Club

"...I am just a beginner, and made an Eagle with my new KZG 30\* H370 hybrid....awesome clubs."





Lyle Burns  
Palm Desert

"After getting fit for my new KZG clubs, I scored the lowest round of my life...and I have been playing for years!"

### My Golf Spy

<https://www.mygolfspy.com/first-look-kzg-zo-plus-blades/>

### American Golfer Blog Spot

<http://americangolfer.blogspot.com/search?q=zo+plus+kzg>

### The Golf Biz

<http://thegolfbiz.com/kzg-announces-worlds-top-100-clubfitters-awards-2017/>

---

---

## OUCH ... THE STICKER PRICE IS GOING UP!

Many of the major golf brands are raising their prices on equipment. A big OUCH for the golfing public.

This probably is a result of the success of the very high priced PXG clubs... and every brand wants to catch the gravy train. No doubt PXG has done a fabulous marketing job. But let's face it, if you buy a \$5,000 bag of equipment and it doesn't make a \$5,000 improvement in your game, will you be back next year for another \$5,000 bag?



KZG is not raising it's prices as there has been no appreciable increase in material costs or manufacturing costs.

Here are but a few of the new price levels being launched: (and note: Bob Parson's of PXG reports his prices will go even higher yet in the near future)

#### **Drivers:**

**KZG \$350**

PXG \$700 Callaway \$500 Titleist \$550-\$1,125 TaylorMade \$500  
Bridgestone \$700 Mizuno \$500

#### **Forged Irons:**

**KZG \$180**

PXG \$300 Miura \$350 (head only?) Titleist \$450 TaylorMade \$200

#### **Putters:**

**KZG \$300**

Already our staff and many of our Dealers have tested the high priced models and report that KZG either matches the higher priced models or surpasses them in performance. What a wondrous thing launch monitors ... they tell the truth, the whole truth and nothing but the truth.

---

---

## **EVENTS AT KZG PERFORMANCE CENTER**

### **Demo Day @The Golf Club Terra Lago**

March 9 @ 7:00am - 1:00pm

Golf Club at Terra Lago, 84-000 Terra Lago Pkwy  
Indio, CA 92203

### **Free Seminar March 10 with Jerry Martin**

@ 1:00pm - 2:00pm

KZG Performance Center, 42829 Cook St #102, Palm Desert

Teaching professional Jerry Martin will show you the "simplest way to hit a golf ball". You may have heard of an old great, Moe Norman, who invented the Single Plane Swing which has been a very popular method of playing the game. Jerry Martin will show you the advantages of learning the single plane swing. Gain consistency learning the swing method based on the late great Moe Norman's golf swing.

### **Free Seminar March 17 with Dr. Paul Davis**

@ 1:00pm - 2:00pm

Dr. Paul Davis is a Chiropractor and Personal Trainer. For over 30 years he has treated patients for chronic lower back, neck and sports injuries. He has seen many common golf injuries during his practice and specializes in postural movement screening evaluations. During his seminar, he will offer specific exercises and drills to prevent and/or treat the common golf injuries and impairments. Come and see how you can put your pain at bay and feel better with a few simple drills.

### **Free Seminar March 24 with Donn Levine**

@ 1:00 pm - 2:00 pm

Author of the new book "Outwit the Yips" Donn Levine stops by KZG Performance Center for a free seminar. "Outwit the Yips: Proven Tips to Free your Golf Mind" is written in a personal and frank style by Donn Levine, in close cooperation with Michael McTeigue, former Northern California PGA Teacher of the Year, and Ashvin Sangoram, MD, PhD. For over 40 years, Donn has explored methods to 'Outwit the Yips' and enjoy quality golf. A highly practical guide to physical and mental techniques to overcome short game yips, the book focuses on low-risk swing mechanics and overcoming mental interference.

### **Free Seminar March 31 with Brad Whalen**

@ 1:00 pm - 2:00 pm

KZG Performance Center, 42829 Cook St #102, Palm Desert

Brad Whalen, touring pro, British PGA teaching pro and coach and one of the World's Top 100 ClubFitters will teach you how to improve your short

game! Technique and the right equipment are both important when it comes to improving your short game. Learn some simple, easy to use swing techniques and have your short game equipment evaluated to ensure you are using the right tools to lower your scores.

**Free Seminar April 7 with Dr. Paul Davis**

@ 1:00pm - 2:00pm

If you missed his seminar March 17th catch him in April!

Cheers,

Jennifer King



KZG Performance Center  
42829 Cook Street #102  
Palm Desert, CA 92211  
760-341-2222 / 800-200-8800

<http://kzgperformancecenter.com>



[Facebook](#) [Instagram](#) [Twitter](#)

Copyright © 2017. All Rights Reserved.