



PERFORMANCE CENTER



# THE DESERT CLUBHOUSE

January 2017 Edition

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## JUST IN - THE NEW ZO PLUS BLADES

As you know, the KZG Performance Center offers the widest range of models of clubheads and shafts in the Coachella Valley. With over 7,000 demos for you to test, you know we can find the perfect combination for your game



We have just added the new KZG ZO Plus Blades designed for the competitive

player (bringing the total of our forged irons to 8 models and cast irons to 5 models). The **ZO Plus Blades** are phenomenal for those avid golfers who want the ultimate in workability and repeatable consistency.

- Triple forged to assure maximum compaction of the molecular structure thereby eliminating any and all voids for perfect repeatable consistency, workability and butter-soft feel.
- Forged in one piece ... no welding of hosels to interfere with energy flow or feedback.
- Totally CNC milled to assure pinpoint accuracy in every specification (no more problems with hand finishing with varying results).
- is a bit of offset to help create more launch angle and more spin; yet the offset is well concealed.
- The soft leading edge improves turf interaction.

We invite you to come to discuss with our PGA Professionals and Master Fitters about your game and the type of iron models that would optimize your swing. With so many models, we can perfectly fit every golfer regardless of skill, strength, size, or budget. We have models suitable for beginners that need ease of play, seniors who want more oomph in their game and for ladies who would prefer a lighter club for greater swing speed. So come on in and check us out.



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## **GOLFING TIPS FOR THE SENIOR** **from Brad**

As we all get older we find our distance waning. This can be a blow to your confidence on the golf course.

Being properly fit for your driver will help you keep those valuable yards for an extra few years. Softer lighter shafts can



**Brad Whalen**  
**British PGA**  
**Master**  
**ClubFitter**  
**World's Top**  
**100 Fitter**

help you maintain clubhead speed, but a heavier shaft may better match your swing. To find out, you really need to be fit with a launch monitor. There is a lot of advertising that can be very convincing, but the truth is that buying an off the rack golf club is a major mistake. Period.

If you have been watching the golf in Hawaii, you may have noticed that Jimmy Walker (very tall guy) started using a driver that is 42". Yes, you read that correctly. He noticed a slight difference in ball speed but no difference in distance because he can hit the middle of the clubface more often. To discover what is right for your game, you really need to work with a qualified professional who not only has a launch monitor, but also who has numerous models of clubheads and shafts in order to find the perfect combination for your unique swing. And please feel free to drop by our Center to chat with our staff about your special needs to improve your game.

Stretching is also very important. As we age, our swings tend to get shorter. If you can strengthen and lengthen your arm muscles it will help maintain those longer swings needed for clubhead speed. We offer free seminars here at the Center where stretching exercises



are demonstrated by our Staff and by Dr. Paul Davis (see below, next seminar with Dr. Paul is Jan 13, 1-2pm). So plan on attending some of these sessions.

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## **GAL PARTY AT THE CENTER**



On December 9th we hosted a group of low handicap lady golfers. The gals enjoyed wine and cheese and we partied. Their current sets were all checked for specifications...and there were quite a few surprises. Then the gals had some fun on our two Trackman Dual Radar systems and they tested clubs and checked out their smash factors. Great fun. And a special thank you to Chris Hyland for setting up the party.

If you have a group of golfing buddies who would like a private party at our

facility, please call Brad Whalen (760) 341-2222 and we will be happy to set up anything you would like.

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## **JANUARY SPECIAL**

Welcome Back!

For the month of January, receive a

### **FREE GOLF LESSON**

with the purchase of any clubfitting session. Purchase of golf clubs not required.

Bring your bag with you and come see us. We are open Monday through Friday

8am to 4pm.

Call to book your appointment today (760)341-2222.

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## **UPCOMING EVENTS**

### **KZG Demo Day at SilverRock Resort**

January 13 @ 7:00 am - 1:00 pm

SilverRock Resort, 79179 Ahmanson Lane, La Quinta

### **FREE Seminar**

January 13 @ 1:00 pm - 2:00 pm

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

Dr. Paul Davis will teach you how to warm up your body correctly and safely before you play or practice to fight off the chances of any injuries. Stay healthy and stay active. 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.

### **KZG Demo Day at Golf Club at Terra Lago**

January 14 @ 8:00 am - 2:00 pm

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

### **KZG Demo Day at Ironwood CC**

January 21 @ 9:00 am - 3:00 pm

Ironwood Country Club, 73-735 Irontree Drive, Palm Desert

### **Free Seminar**

January 27 @ 1:00 pm - 2:00 pm

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.

**KZG Master Fitter School**

January 30 @ 8:00 am - February 1 @ 5:00 pm

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

Attendees are the Top ClubFitters from around the globe, including Fitters from Australia, France, Germany, Canada and the US.

**Free Seminar**

February 3 @ 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.

**KZG Demo Day at SilverRock Resort**

February 4 @ 8:00 am - 2:00 pm

SilverRock Resort, 79179 Ahmanson Lane, La Quinta

**KZG Demo Day at Morningside CC**

February 7 @ 11:00am- 3:00 pm

Morningside Country Club, 39033 Morningside Dr. , Rancho Mirage

**KZG Demo Day at The Golf Club at Terra Lago**

February 10 @ 8:00 am - 2:00 pm

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

**Free Seminar**

February 10 @ 1:00 pm - 2:00 pm

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

**KZG Demo Day at Ironwood CC**

February 17 @ 9:00 am - 3:00 pm

Ironwood Country Club, 73-735 Irontree Drive, Palm Desert

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Cheers,

Jennifer King



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