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## INDIAN HILLS NEWSLETTER

### NEWS

It certainly looks like summer is completely over. The cold weather has come quickly this year. Of course we are still here (currently Monday and Wednesday 10:00-6:00, Tuesday, Thursday, Friday and Saturday 10:00-5:00, Sundays only if it's nice out). If the weather meets your definition of playable/enjoyable, come out and play a round. It's true that the leaves can be a factor, but the crew really does a wonderful job mulching and sweeping them every day.

In the Pro Shop we are beginning to focus on the holiday season. The gift of golf is always popular. Not only do most people have a need for a golf club or golf-related accessory, but it can be a tonic for the soul to think about golfing in warm, sunny summertime when we are actually blanketed by snow and ice. Often the best plan is to give a gift certificate, and allow the golfer to apply it towards the product or service that they most desire.

Regarding Christmas or Holiday gifts, the best idea is a custom club-fitting session. The cost of the fitting is \$50.00. Usually a full fitting session takes about an hour to an hour and a half. The fitting fee is applied towards the cost of any new club, so it is absolutely worthwhile for anyone who is planning on buying a new golf club. Most people enjoy the fitting experience, especially if they have never used a launch monitor. It definitely shows a golfer's tendencies, and from the data we collect we should be able to improve ball flight for most people: either with new clubs, adjustments to their current clubs, or sometimes simply by making the golfer aware of the factors that contribute to their current tendencies.

Another excellent idea for the golfer who really wants to improve is Dr. Lanny Johnson's book: *There's More To Putting Than Meets The Eye*. ([www.DrLanny.com](http://www.DrLanny.com)). Dr. Johnson is extremely thorough and comprehensive; the book contains all the information necessary to make you a great putter. For all that, \$50.00 is a bargain. All that remains is to practice, practice, practice. Putting is the easiest thing to practice; it can be done indoors on any carpeted surface, and better putting will always translate into better scores. Speaking of practice, it is difficult to improve without it. If you want to play better golf next year, the time to start is now. We have performance aids like impact stickers, putting glasses and many other great gift ideas to help you practice the proper things. Don't forget about golf balls. There are many different types, and new ones are constantly being introduced. If there is something in particular you are looking for in a golf ball (spin, distance, soft or firm feel, low cost), we probably have what you're looking for. Titleist has a wonderful Holiday promotion with free personalization on orders through December 10th (minimum one dozen). Give us a call and we'll place your order.



### Inside this issue:

OFF SEASON?	2
GOLF COURSE, PRO SHOP	3
CONTACT INFO	3
COURSE NOTES	4
COUPON	4

## Indian Hills Newsletter

**HELPFUL TIPS**

For many of us, winter is the off-season. In Michigan, the cold and snow will eventually rule out the possibility of golf (I know some of you are reading this from warm, sunny places; these tips can still be helpful). If you would like to hit more good golf shots next year than you did last year, this can be the right time to start laying the foundation for a better game.

The first step to improvement is to determine specific elements of your game that can be improved. If you are not a phenomenally skilled athlete, it might not be possible to improve at everything. Some may elect to fix their biggest flaw, while some will try to solve an issue that they more humbly feel may be more within their power. Step two is a little more difficult. To improve, it is necessary to commit both time and effort. Also, it is really important to focus your efforts properly. If you are not careful, it is just as easy to ingrain bad habits as it is good habits. This is why people consult a good instructor.

Habits have their own inertia. You have hundreds or even thousands of habits that you're not even aware of. Playing golf is almost completely habitual. We swing the way we do because that's how we swung last time and the time before that. It may be hard to imagine starting a new routine, especially something that sounds difficult to begin with, like exercise or practicing your golf swing. Once a routine is established, however, it can be just as hard to imagine not doing it. The same inertia that makes it hard to get started also makes it hard to stop. All that is really required is that you remain committed long enough for your new routine to become ingrained. Sometimes it's best to start with little steps. Just decide to commit 30 seconds per day to a new plan. Surely everyone can find a half a minute, even with a busy schedule, to embrace improvement. After a little while, don't be surprised if you start to commit more than a fraction of a minute per day to your improvement simply because it is rewarding to do so. Work on one specific muscle that could be more flexible or stronger... one particular move in your swing. Accurately perceiving a straight line while putting is a good one. Even a few seconds will bring improvement if you work on it for dozens or hundreds of days in a row. Practicing or working out for small periods of time is almost always more beneficial than a few long, exhausting sessions. If you are worn out, you will not be able to maintain the proper form. Just pick up your putter and take your grip, line it up straight... *and do it every day!* You will improve, even if it is hard to detect for a while.



***The same inertia that makes it hard to get a routine started makes it hard to stop.***



## YOUR NEW ROUTINE

### 30 SECONDS EACH DAY:

- 1) Grip your putter, line up to a straight line. Swing back and through (without a ball).
- 2) Grip your wedge, take it back until your hands are hip high. Check to be sure that your arm, the back of your left hand, the shaft and the leading edge of the club are all in a single plane.
- 3) Make a practice swing or two without a club. Be sure that your weight shifts back as your hands go back, and forward as they come through. At the finish, about 90% of your weight should be on the forward leg (and you should be able to maintain your balance).
- 4) Touch your toes. Tight hamstrings cause golfers to straighten the back leg in the backswing, causing a steep, over-the-top swing.
- 5) While seated, turn your upper body as far as possible while keeping your hips stable. Hold position for 10 seconds. In the golf swing, few things are more important than core flexibility.

### ONE OR TWO MINUTES EACH DAY:

- 1) Putt 10 balls, focus primarily on putts from 2-3 feet.
- 2) Take 10 half swings with your wedge. This can be done indoors, **BUT DON'T HIT THE CEILING, THE FURNITURE, THE PETS, OR THE CHILDREN!**
- 3) Exercise your legs and your core. These are the muscle groups that are most beneficial to the golf swing.
- 4) Skip that snack! If you feel that your path to improvement is limited by your fitness level or physical conditioning, it may be time to examine your eating habits. Losing an inch or two from your waistline might really improve your ability to swing through the ball. If this seems too harsh or even impossible, remember it is possible to start with just the tiniest steps or smallest sacrifices.
- 5) Invent your own ideas. The possibility for improvement is always infinite.

Again, golf is a series of habits. If you ingrain the proper habits thoroughly, golf becomes a lot simpler (though never easy!). Good habits are not that difficult to create, especially if you have motivation and dedication. Any motion that is repeated many times will become more and more automatic. If a little bit of effort can create that automatic repetition, isn't it worthwhile? It doesn't require back-breaking effort or hours of work, just a few seconds or minutes each day.

## J.C.'s COURSE NOTES

### THE BIRDS AND THE BEARS

Gary Arends is at it again. The creator of the sixth fairway tree sculpture is working on the remains of the ash that overhung (and threatened) our tractor-driven pump station between 7 green and 8 tee. He'll be doing the rough stuff this fall and will finish in the spring. Gary recently had a major work on display at the Grand Rapids ArtPrize which got great reviews.

### WINTER WORKLAND

Sam and I keep very busy in the offseason. Besides the regular tree trimming and log splitting we like to complete a couple of improvements, weather permitting. This year we plan to establish a materials holding area in the parking lot that will create more parking spaces while cutting down on waste. Sam has become quite the tractor jockey as he grades and levels in preparation for construction.

We also hope to redo the area of the golf car lot that has been disturbed by roots (after we remove the guilty trees).

### THANKSGIVING

November is a time of thanks giving, and I have many things to be thankful for. First and foremost my family is healthy and happy. While at Indian Hills several things come to mind this year that deserve special thanks:

- We don't have much turnover at the course, but this year we welcomed three new employees. My thanks to Jon, Eric, and Jerrod for fitting in seamlessly. They have all been excellent additions.
- In what was the most demanding year I can recall for our irrigation system, we experienced no major breaks or shutdowns. In a typical season we have three or four episodes that result in expensive and time-consuming repairs as well as significant turf loss.
- NO MOSQUITOES !!
- Finally, it is very gratifying to all of us here that so many of you have made Indian Hills "your course" or "your club shop". The fact that you trust us with your clubs and get your thrills at Indian Hills keeps us going. Thank you.



**WINTER REGRIPPING SPECIAL!**  
**\$1.00 OFF**  
PER GRIP. INSTALLED GRIPS ONLY  
COUPON IS REQUIRED  
COUPON EXPIRES 2/28/2013  
517-349-1010

Indian Hills is a 9 hole golf course that is one of Lansing area's hidden treasures. Wonderfully maintained, the golf course features lush fairways and consistently rolling greens. Mature trees frame the fairways and strategically placed bunkers and water hazards challenge your game. Indian Hills caters to golfers of all levels. The course is short enough for beginners to feel comfortable... while still providing a challenge for the expert player. The golf course is highlighted by abundant wildlife and numerous eye catching gardens.

At Indian Hills Custom Golf, we've been building custom golf clubs since 1979. Our professionally certified club makers Sam Anderson and J.C. Petersen can customize clubs for golfers of all abilities, from beginners to top players. Our full service pro shop offers a full range of club repairs, including re-gripping, extending or shortening clubs, re-shafting, loft and lie adjustments and much more. Most repairs can be done promptly and expertly within 48 hours. Custom club fitting by appointment Monday-Saturday.



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