

March, 2013

Volume 2, Issue 2

INDIAN HILLS NEWSLETTER

NEWS

Spring has nearly sprung. The temperatures are getting warmer and surely, golf is just around the corner. If your clubs need any attention before the season starts, we will be happy to help you. Look over all of your clubs (especially the clubs used most often), and decide if they are ready to go. This is definitely the right time to have new grips installed. If the clubs feel good and you can focus on your game without any doubts about your equipment, you will have the best opportunity for success and enjoyment. Re-gripping a set of clubs usually only takes a couple of days. Get them done soon and you will be ready for that first nice day.



As always, we are happy to help determine if your clubs are prepared for optimal performance. Please call ahead and make an appointment if you would like us to evaluate your clubs or swing. Remember, your putter is your most important club. Are you in love with your putter, or is there room for improvement? We can help. If you need new grips or golf balls (see page two), stop in anytime. The Winn Dri-Tac remains the most popular grip, the new Duratech has a firmer feel. The Wilson Duo is an excellent ball for a wide range of players. It has extremely soft feel and a mid-low spin rate.

Our minimum hours have now expanded to six days per week: Monday-Thursday 10:00-6:00, Friday and Saturday 10:00- 5:00. If the weather permits and the golf course is open for play, we may be open earlier in the mornings, later in the evenings and Sundays as well. Golf rates remain the same for this season. You can find all the information on our website www.ihcustomgolf.com. If you are looking to play regularly, you might consider an annual membership. Leagues are also available. Give us a call if you are interested in joining or forming a league, we can put you in touch with our league secretaries and hopefully find a league for you. Our regular 1:00 p.m. group is a good option as well. The group is mostly made up of senior men, but women are welcome also. The group plays every weekday, but players can play less often if they wish.

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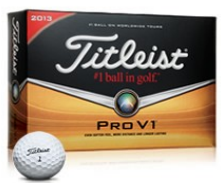
HELPFUL TIPS

Every golf ball claims to provide maximum distance and control, so how do you choose which ball is the best for you? The truth is that while the marketing sounds the same for all balls (the best of all worlds for all types of golfers), there are many subtle differences between balls. Not all golfers should use the same method for evaluating balls. For many players the differences in performance between one type of ball and another will be too small to measure. Differences in feel, however, no matter how small, can sometimes make a big difference in a player's game. For the most part, golf ball technology involves different materials for the outer layer of the ball, and different interior constructions. The most well-known tour level balls usually have three, four, or even five different layers from the inner core to the cover. Differences in the thickness, hardness and density of these layers create differences in launch angle and spin rate. Multi-layer balls are meant to respond differently when struck with a driver (high velocity) than a wedge (high spin). It is important to keep in mind that many golf balls, like many golf clubs, are developed and analyzed using robot testing. Since the robot is considerably more consistent than most of us, tiny differences in performance may be noticeable in testing (and marketing!) that are not noticeable to most golfers. Another feature of marketing and testing is the emphasis on potential gains in distance with the driver (usually geared towards golfers who already hit the ball well over 200 yards). A gain of 1%-3% in distance on your tee shots will not necessarily translate into lower scores. Since most of your shots are played within 60 yards of the hole, performance on putts, chips and pitch shots should be a higher priority than extra distance. For this reason, better players usually choose a high-spin ball that helps to control the short shots. The technology in these tour performance balls tends to make them more expensive. Not all players will experience noticeable benefits from a more expensive ball. Many players will play just as well with a ball that was not invented specifically for professional golfers.

It is always worthwhile to try different balls to find out if one can help your game. If it helps even a little, or feels a little better, that is what you're looking for. Good feel in a golf ball is a difficult thing to measure or quantify; "feel" is generally a subjective or personal thing. Still, good feel is very important in choosing the proper ball. Golfers learn to repeat good shots through positive reinforcement. A well struck shot should feel good, and it should make you want to do it again. Since about 40% of golf shots are played with the putter, a golf ball must perform well and feel good when struck with the putter.



Good feel is important when choosing a golf ball.



Performance of different balls on the greens may not vary a great deal, so if you cannot notice any difference in performance or feel then move on to short greenside shots. If you *do* like the performance or feel for any reason at all, then this is a positive. Anything that creates more confidence is positive. In testing longer clubs, including the driver, the spin that can be beneficial on short shots is not always helpful. If a golfer generates too much spin with a driver it may result in decreased distance. Also, players who battle big slices and hooks with a driver may be better suited to a ball that spins less. More distance is not always the highest priority.

If testing does not conclusively prove that one ball is better than the others, choose the ball that feels the best or is the most affordable. All manufacturers have a range of choices.

TITLEIST

SOFTEST

Solo
Pro V1
Pro V1x
NXT Tour
Velocity

FIRMEST

WILSON

SOFTEST

Duo
Hope
Fifty Elite
F/G Tour
F/G Tour X
Ultra

FIRMEST

LEAST SPIN

Velocity
Solo
NXT Tour
Pro V1x
Pro V1

MOST SPIN

LEAST SPIN

Ultra
Hope
Fifty Elite
Duo
F/G Tour X
F/G Tour

MOST SPIN

Try a new ball and see if can be an advantage for you. Ideally, there is a ball that can provide you with good launch, distance, control and feel. Even if you do not notice the small differences between balls, the ball does influence your results. If you at least play the same type of ball all the time, you can eliminate one variable and have consistent performance. If you play random balls that you find on the course, they may be much different than one another and that can negatively affect your performance.

J.C.'s COURSE NOTES

BEGINNINGS

Time to get rolling again. March of 2013 has been a bit different from March of 2012. Last year on this date we had 108 golfers and our weather log simply says "Perfect-75°". While 2012 had us thinking about mowing, irrigating, and bug control earlier than ever before, this year is starting more typically. We'll start with water removal and general clean-up this week. We have a lot of branches to clear but nothing as bad as last year's ice storm damage. The two trees we felled by the cart lot need to be dealt with. Until we do some splitting and hauling, the shot off the ladies first tee is challenging to say the least.

I'm eager for the greens to clear and thaw. There is always some anxiety, wondering how well they survived the winter. As soon as possible, we will have Jerrod on the greensroller so they're primed for the first cut.

CRITTERS

I have already begun my annual battle with the Canadian geese. This is sad because I haven't gotten over my recent defeat by the American deer; 14 deer on the 9th tee last week. Too bad we can't teach them to carry golf bags or eat mosquitoes. Anyway, the geese are looking to nest and often return to their nesting areas for life. The swamp South of the 7th hole and the woods next to #8 are popular with the geese. This makes the 7th and 8th greens their outhouses of choice. There isn't a lot we can do to displace them. We use noisemakers and walk into their midst trying to encourage them to find a friendlier home.

LEAGUE INFORMATION

We have space on Thursday evenings for a new league this year. We also have space for an every other week group on Fridays. If you're interested, call the Pro Shop: (517)349-1010.



FOUR GOLFERS FOR THE PRICE OF THREE!

WALKING OR RIDING

SATURDAY OR SUNDAY BEFORE 11:00 A.M.

CALL FOR RESERVATIONS 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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“Get Your Thrills at Indian Hills”