





Peter O'Malley tries out the Putt Pucks

## THE GADGET MAN

### NICK METCALFE – PUTT PUCKS

As well as a wide range of putters there are also a number of gadgets out on the putting green to help players out. These range from swing-analysis systems to gadgets that

help with more creative putting practice. One of these is Putt Pucks, which was receiving plenty of interest from a number of players during our visit to the green. The Pucks



can be used as a target rebound tool, hole-size reducer or the extremely popular target system. This involves using the three pucks for various drills that improve accuracy and pace.

“Getting the Putt Pucks into the hands of the top players is extremely important to us. This was the first week we had the product at a professional event and it received a great deal of interest. Many of the players liked the idea that the Putt Pucks made practice more creative. The fact that we had players out on

the putting green trying the product and enjoying it can have a huge effect. I have had plenty of phone calls from people at the event who saw the product being used and wanted to get hold of one. Presence on the putting green helps get the product into the hands of the players, but also promotes it to the many spectators gathered around the green.”



Brett Rumford varies his practice

## THE COACH

### DR PAUL HURRION – GOLF BIOMECHANICS

While you will not see too much coaching going on from Thursday to Sunday, players can be seen putting in the hours with their coach earlier in the week. While much of the technical work is done away from competitive weeks, coaches will make tweaks out on the putting green and during practice rounds. Dr Paul Hurrion has worked with a number of top professionals including Rory McIlroy and Pdraig Harrington.

“There is always the need to go through a checklist with players on the putting green. This includes posture, stance, ball position, eye position, grip and putter loft and lie. I use my high-speed camera and Quintic Biomechanics video software that gives me instant feedback on head, shoulder and body movement. The cameras record up to 300 frames per second and show in infinite detail how the ball comes off the face of the putter. I also use ProStance under the feet of the golfer to indicate how the weight shifts (or shouldn't shift) during the putting stroke. The more the body moves, the more manipulation of the putter head will be needed – and that is the path to inconsistency. I aim for perfect symmetry and control, aiming to hit squarely out of the middle of the putter every time. All of this will be done early in the week.”



Rory McIlroy works with Paul Hurrion

## THE PLAYER

### LEE WESTWOOD

The players do a variety of things out on the putting green. This includes trying new putters or gadgets as well as working on their stroke. It is also the final place that players visit before heading to the first tee. Here you can see Lee Westwood and his caddy Billy Foster simply working on short-range putts before they head off to play in the pro-am. Dr Paul Hurrion explains what he will work on.

One of the main things I would work on with Lee would be clubface alignment. By getting this right we can ensure that the ball starts on the intended line every time. Most of Lee's work is done away from a tournament environment, but he will also make tweaks on the putting green. Before a competitive round Lee will focus on rhythm and tempo, rather than technique.



Westwood with caddy Billy Foster



The prominent putter presence

## THE PUTTER MAN

### GRAHAM WEBB – SEEMORE PUTTERS

One of the most noticeable presences on the putting green early in tournament week are the bags full of putters from a variety of different brands. Strictly speaking the guys representing the putter brands are not allowed to approach the players and must wait to be approached. With around 50% of the field contracted to use a specific brand of putter this is an extremely competitive market, but the rewards of getting a putter in the bag of a winner can prove huge for a company. SeeMore golf is a great example of this. In 2000, a little known player on the Nationwide Tour put a SeeMore putter in his bag. In 2007, Zach Johnson was still using a SeeMore putter and claimed the Masters. The brand has gone from strength to strength and sees its tour presence as key.



SeeMore's putter range

## THE MANAGER

### CONOR RIDGE – HORIZON SPORTS MANAGEMENT

Among the seemingly chaotic scenes on the putting green there is one group who need to be organised and in control. The manager is in control of every request a player has, as well as dealing with the media and the tournament organisers. Conor Ridge is managing director of Horizon Sports Management, whose clients include Graeme McDowell, Ross Fisher, Shane Lowry, Michael Hoey and Gareth Maybin.

The putting green becomes a bit of an informal networking area during tournament week, particularly on Tuesdays and Wednesdays. So, as a manager I spend some time there. While I go there with the intention of meeting up primarily with our own players, you do end up interacting a lot with caddies, managers, equipment brands, journalists and other non-Horizon players. As this is the last place each player will visit before they play I will always head over and wish our guys good luck before the round. I have to be conscious of the fact that players come here to work on their putting and so do not want to interrupt them too much. Each player is different in this respect, for example Ross Fisher will do his own thing, going through his drills and working on his game on his own. On the other hand, Graeme McDowell is the type of player who likes to chat while going through his pre-round routine.

We cover 22 tournaments on the European Tour, four on the Ladies European Tour, four on the Seniors Tour and four on the Challenge Tour. That's been fed from the success we had with Zach Johnson. We picked up Johnson and Vaughn Taylor off the Hooters tour. Nine years later Johnson is number one in the Fed-Ex standings and still using a SeeMore. The key to being out on the putting green is to introduce the guys to the putters, but to also explain the system involved with it.



The theory behind a putter is explained to Steve Webster

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