



FIT FOR A *Pro*

Your skills might not be up to par with a PGA player's but that doesn't mean your equipment can't be. Score pro-worthy gear at Cool Clubs in Scottsdale, where they have club fitting down to a science—literally. BY SUZANNE KOCH

Any golfer will tell you there's a lot more that goes into a round of golf than meets the eye. So it should come as no surprise that there's just as much (if not more) that goes into building a golf club. Headquartered in North Scottsdale, Cool Clubs offers golfers the ultimate in club fitting and club building, something founder and CEO Mark Timms has nearly two decades of experience in. Founded in 2007, the company has grown to include 28 locations globally (31 by the end of Summer 2018) and has become a go-to destination for many of the world's top players, including PGA and LPGA Tour Champions players like Matt Kuchar, Kevin Streelman, Peter Jacobsen, Scott Stallings, Cristie Kerr, Gerina Piller and plenty more. Not to mention, Cool Clubs has worked with many A-list celebrities and athletes.

From driver and long-game fittings to irons, wedges and putter fittings, Cool Clubs' advanced technology allows them to track information and data better than anyone else in the world. High-tech launch monitors, software and diagnostic equipment evaluate every aspect of a club's dynamic during a fitting including swing speed, ball speed, launch angle, trajectory, ball spin rate, length of carry, angle of descent and total distance—and that's just for a driver. That information then helps determine the right club-shaft configuration based on a player's swing and is custom-built to order, from top to bottom. What's more, they utilize a top-of-the-line shaft analysis machine, built specifically by Cool Clubs to guarantee consistency and perfection, something every golfer knows is key to the game. And just like they do for the world's best players, Cool Clubs offers a non-biased opinion and is completely brand-neutral, meaning you're actually going to get the best club for you.





February 2018 @azfoothills #azfoothills 105



FAVORITE ARIZONA COURSES TO TEE UP

General Manager Allen Gobski: Desert Forest Golf Club, Canyon Course at Forest Highlands, Troon Country Club and Renegade at Desert Mountain

National Director of Club Fitting Justin Nelson: Outlaw at Desert Mountain, Grayhawk Golf Club, Estancia Club, TPC Scottsdale and Silverleaf Golf Club

WANT IT ALL?

Cool Clubs offers a complete outdoor tour-fitting experience at Grayhawk Golf Club.



THE RIGHT

Stuff

General Manager Allen Gobeski and National Director of Club Fitting Justin Nelson share four tips for finding the right equipment for your game.

GET FIT A lot of golfers are unknowingly using equipment that is far off from what they should be and end up adjusting to that. Before you think a poor game is your fault, make sure you have properly fitting equipment; you'll be surprised how big of a difference it can make.

DON'T RELY ON BRANDS A certain brand name on a shaft really has no relevance to how that product is going to perform. You can take stock shafts from the same manufacturer that are only a generation apart and for varying reasons a different product is produced. Because of this, Cool Clubs weighs and measures every single shaft to ensure the perfect club is built every time.

INVEST IN THE PUTTER You might think the driver is the most important club in the bag but it's the putter that will save you par. While you may only hit a max of 14 drives each round, you can have up to 30 to 40 putts a round. Not to mention, learning to putt like a pro is considerably less challenging than learning to hit a driver like one.

DON'T LET GO OF THE ONE If you pick up a demo club that works for you, don't order one just like it; take that exact club. Due to nuances in the manufacturing process, you can't order the exact same thing and expect it to perform the exact same way.

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COOL CLUBS coolclubs.com.

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THE GOLF ISSUE

FEBRUARY 2018

