

INSTRUCTION SWING KILLERS

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HOT PICKS 08

Our Editorial Staff Has Once Again Picked Their
Favourite 50 Products For You To Check Out

PROFILE
JOEL TRICKEY



SPECIAL CN CANADIAN WOMEN'S OPEN UPDATE | COMPLETE '08 TOURNAMENT SCHEDULES - LOOK INSIDE >>

INSIDE

53 FEATURE
Hot Picks '08: Creativity In Action
by Scott MacLeod

67 TRAVEL
The Queen City: Charlotte, N.C.
by Scott MacLeod

78 INSTRUCTION
Swing Killers: The Starting Position
by Kevin Haime

84 PROFILE
Joel Trickey
by Scott MacLeod

+ IN THE BUNKER

Opening Drive	4
Golf News	7
Golf Course / Range Directory	49
Course Profile	74
Fitness	80
Product Watch	91
Golf Healthy	92
Rulebook	96
Marketplace	97
Clubmaker's Classroom	98



On the Cover: For many golfers, the arrival of Spring is often only followed in importance by the arrival of new golf equipment. The latest gear is our focus in this graphic image.
Design: Jeff Bauder



53



67



78

84

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Creativity In Action: Hot Picks '08

by Scott MacLeod, FGM Editorial Director

There is one thing you can always seem to count on in the golf industry. Just when you think that the golf manufacturers have hit their design limits, they take golf equipment in a whole new direction.

As you may have seen in the last issue of *Flagstick*, new rules regarding adjustability have given rise to a variety of new clubs. Adjustable head weights designs have given way to adjustable shaft models as the hot topic.

Of course the 2008 golf equipment story is about much more than a few new adjustable golf clubs, innovation comes in all sorts of forms, from "quills" on the soles of golf shoes all the way to golf cart designs that fold into a form that allows extreme portability.

The tough part, of course, is distilling the hundreds of new products down to just fifty. In actual fact I can tell you that a few companies have more than 50 great new products just by themselves!! Even in a soft retail golf market, manufacturers are continuing to push to grab the consumer's attention and loyalty.

Just remember though, in no way are we saying that these are the 50 Best products on the market for 2008 – they just happen to be the ones that got enough of our attention that we feel we owe it to you, the avid golfer, to make sure you are aware that they exist.

Enjoy them all as we all wait to see what comes next.





Cobra Transition-S

Making golf more enjoyable to play should be the goal for every golf manufacturer and Cobra seems to have that in mind with the new Transition-S set. Available for various levels of golfers, both male and female, the set includes three different types of clubs – each most appropriate for the shot you are trying to play. The combination of models is intended to give moderate ball speed players better launch conditions for more carry and consistent gaps between clubs. www.cobragolf.com

ECCO Street Ribbon

ECCO is known for strong product designs and one of their hottest looks this season is in their Ladies' line-up. Available in multiple colour-ways the Street Ribbon strikes you immediately with the combination of an appealing shoe design with enough trendy accents to make them stand out from other shoes on the market. As always, the comfort and quality levels are at the high ECCO standards making this shoe a sure hit. www.ecco.com

FootJoy Golf Athletics

Each of the four colours of Golf Athletics shoes present a look that is modern, yet still reserved enough to appeal to the slightly more conservative golfer. Comfort is foremost with a full rounded toe shape for a fuller fit across the forefoot with a slightly narrow heel. Soft, full grain leather uppers are durable, soft feeling to the foot, and provide excellent breathability. They are backed by a one-year waterproof warranty. www.footjoy.ca

KZG HB 516 Irons

Well known for their attention to detail in their line of irons, KZG steps up again with another remarkable model. The HB 516 has all the looks and feel of a traditional blade, but in truth it is a cast model with an internal cavity. A soft proprietary steel alloy was used to give it the feel of forged steel and with the cavity closed, it gives the appearance of a blade design. Like other KZG models, it is offered through their certified network of dealers. www.kzggolf.com

KZG Q Driver

The trend in high moment of inertia drivers has produced some awkward looking designs in recent years but KZG has managed to create a great looking club with all the benefits of the latest technology. A mild radius, smooth black top and just a flare of red at the head, gives this club head instant appeal at address, even to golfers who are a little more reserved in their preferences. A shallow face helps create a high launch angle. www.kzggolf.com

Leupold GX

If you are a hunter you are probably familiar with Leupold scores and range finders. The company has taken that high precision rangefinder experience and applied to golf, creating one of the most innovative systems on the market. Features include adjustment for temperature and elevation, an automatic club selector, and 7 aiming reticles. www.leupold.com/golf

Cleveland HiBore XLS

Sometimes it takes a subsequent generation to get it right. That seems to be the case for Cleveland and the Hi-Bore driver line. The new XLS model combines the innovations of the original model but in a package that is easier to look at for more players. A new tour version featuring a 2 degree open face should also help this club get into the hands of lower handicap golfers. The larger face area in the three models: Tour, Standard, and Draw, means more effective ball striking for all. www.clevelandgolf.com

Cleveland CG12 DSG

Add the biggest grooves ever offered in a Cleveland wedge, a versatile sole design, and a distinctive look and you come up with the CG12 DSG. The sole grind allows the leading edge of the clubface to remain closer to the ground than with the original CG12 wedges. This promotes successful shot making from a wider variety of lies. Six loft options including a 64 degree model. www.clevelandgolf.com

Cobra L4V Driver

When you set out to build a driver that maximizes the allowable size, moment of inertia, COR, and head volume – then offer it in models suited to a wide range of golfers, you are sure to have a hit on your hands. That is exactly what Cobra set out to do with these drivers that feature a composite carbon crown and sole section bolstered by dense tungsten back-weighting. Even at the maximum allowable size the club head is still aesthetically pleasing. www.cobragolf.com

Cobra King Cobra Pro CB Iron

Cobra has enjoyed a renaissance of late, partly owing to their return to sponsoring professional golfers on tour but mainly for producing edgy products that appeal to the early adopters. The Pro CB is just such a product line; these quality carbon steel forgings combine a traditional look with exceptional feel. The design is universal enough to be effective for a wide range of golfers. www.cobragolf.com