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THE CLUBHOUSE

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The 'Q'uintessential Driver

KZG's boldest driver to date has been flying out the door

The 'Q'uintessential driver is here! The new 'Q' Driver, which was recently launched is so popular that we are having difficulty keeping them in stock.

The reviews have been exceptional, and good news travels fast, so fast that the 'Q' has already been featured in Golf Digest, CBSSportsline, Avid Golfer, PGA Magazine, Flagstick Golf, Asian Golf Monthly and Golf Trade International.

Basic design rules dictate that form follows function. While other manufacturers struggle with clunky shaped heads, the 'Q' is aerodynamically engineered. There is no such thing as a square bullet and KZG is not putting out any square drivers! The 'Q' is one of the highest

MOI drivers on the market (rated at 5450 g cm²) assuring an ideal trajectory and forgiving hits. We use a very expensive one piece titanium vacuum casting method for the manufacturing of heads to assure that every head is an exact duplicate of the original. That means you can count on unbeatable performance.

The 'Q' Driver with its bold red tail and thundering presence was designed for a very specific market. But everyone who has tested it has loved its unbelievable performance giving it universal appeal. Already it is being played on several Tours. Clearly, the 'Q' is a dream driver.

Available in 7.5°, 9°, 10.5°, 12° and 14° lofts. Your professional fitter will assist you in finding the right loft plus the

best complementary shaft for maximum performance. The MSRP starts at \$389.



The 'Q' Fairway Wood

A Perfect Complement—The 'Q' Fairway Wood

We would be remiss in not having a fairway wood to complement the 'Q' Driver. KZG has created the 'Q'uintessential Fairway Wood, a definite "must have".

Many of you know KZG's stellar history with woods. Originally we introduced the Maraging Power drivers and fairway woods that were played on every Tour. We then manufactured for Orlimar the very successful TriMetal and TriMetal PlusSeries of fairway woods, the #1 hottest woods on the market in 1998 and 1999. Since

that time, KZG has successfully launched the CH series (I, II, and III) of woods, and the ultimate customizable GF-2.

With the 'Q' Fairway Wood we have again hit pay dirt. The high MOI fairway woods give long and forgiving shots. And the maraging alloy cup face insert is hot, hot, hot making these woods our longest hitting ever. The low to mid profile makes them easy to hit and control from any lie. Available in #3/15°, #4/17°, #5/19° and #7/21° models with an MSRP of \$259.

China—The Global Search for a Better Golf Club

Twenty-five years ago I ventured alone to explore the mystique of China. Buildings were not over two stories tall and transportation was by either bicycle, a cart pulled by a donkey or a small 5 hp motor. I slept in freezing unheated airports waiting for planes that had no schedule (and boarding with the Chinese military as the public could not afford to fly). China was clearly a third world country.

I have visited China at least 20 times since and everything in the region has changed dramatically. In Shanghai there are now more buildings over 25 stories than anywhere else in the world (I liken it to looking at two Manhattans side by side). Driving the two hours from Hong Kong to Quang Dong was once just farmland but today a sea of high rise tenement housing. Large factories are everywhere with workers residing inside the walled-in complexes that serve as both factory and dormitory. China has wooed back its brain trust, with all of those educated Chinese that fled in prior years. Transportation is now by bus, car, and motorcycle (and you wonder why we are having a gas shortage). The infra-

structure of China (roads, airports, parks, sport stadiums, malls) make our facilities look old and tattered. Cheap labor has caused manufacturing to move out of the US and into China to give that country an unprecedented economic surge. China has achieved in 25 years what it took America to achieve in 200 years.

But nothing stays the same. The cheap labor has suddenly become more expensive. China now has labor laws that prohibit overtime, mandate higher wages, and literally prevent anyone from being fired after 3 years. The factories can no longer match the output of yesterday, as a third of the hours were from overtime. And they can't hire more employees to make up those hours as the dorms and meal halls in the walled-in enclaves cannot house them. Because of the "One Child Rule" started in 1979, the adult work force of today were raised by doting parents and two sets of doting grandparents causing many of them to be a bit spoiled. The increased wages and benefits have dramatically increased the cost of goods. Material costs have escalated and the gas shortage hasn't helped.

Virtually every factory that hasn't been shut down in China has raised its

prices 10-15%. Some of the major brand equipment companies are leaving the 1st tier factories and looking for cheaper prices in 2nd tier ones. Many factories will not even take on new customers. Other factories are looking to move north, or east, or to other countries such as Vietnam and Cambodia. However, such flights sound easy but the reality is that the start up costs are incredibly high, the workforce is unpredictable, and the learning curve for new workers is several years. The golf equipment business has literally been turned upside down.

Buyer Beware: There may be some \$299 drivers in 2009, but they are really the \$199 drivers of 2008. So watch for increased prices or a status quo in prices and a drop in quality.

KZG has always made superior performing product and we intend to continue to do so despite these concerns. Coupled with custom fitting by the top professionals in the business, KZG equipment is simply unbeatable. And trust me, that will stay the same, I promise!

*Editorial by Dr. J.J. King
President of KZG*

Forged TRS Wedges for the Short Game Artist

Japanese forgings are a rarity in the golf market as the cost is generally too high for most OEMs who sell their equipment to the masses. But as with most things, you get what you pay for and Japanese forgings are without doubt the highest quality in the business. One of the many reasons KZG is so popular with professional fitters and consumers worldwide is that we do offer the widest selection in the world of 100% Japanese double-forged irons and wedges.

Our most recent addition is the KZG Forged TRS Wedge, which features a tour inspired double notched sole which allows the player to close or open the face without altering the bounce. The TRS were specifically designed for the advanced wedge

player who has a myriad of optional wedge shots in their arsenal. The TRS will aid in the "open faced" shots that go short distances but land soft and dead, as well as the low-driving, high-spin "skip and grab" pitch shots. For the mid to high handicapper, the TRS not only offer ease of play but also an opportunity to increase their short game repertoire.

As with all Japanese forged clubheads, the TRS Wedges offer unparalleled consistency, workability, feel and versatility. They are designed in a classic player's profile and are available in either a chrome or satin finish. The Forged TRS Wedge is available in six different lofts with an MSRP of \$149.



“What is Eating Right Anyways?”

By Dr. Christian Reichardt

Golf-Nutrition is one of the most neglected and misunderstood aspects of the game! How often have you heard golfers talk about how they "lost it" during a round? Or they weren't able to concentrate and were too anxious the first few holes? This raises the question whether they were just simply eating wrong for the activity? We must remind ourselves that the body needs to be "fueled" correctly for an activity, just as you would fuel up a car for a trip. I believe that once you understand this, you will take the following recommendations and incorporate them into your preparation for a round.

One of the most common mistakes that I see out on the course is getting amped up and then crashing. Eating the wrong food prior to a round leads to anxiety at the onset of play, then a loss of concentration and fuzziness in the middle of the round and ultimately fatigue at the end. A pattern like this really messes up your score. So for a better round, prepare

yourself by eating and drinking the right things! Here are some basic guidelines:

Before the round:

Get prepared for an extended period of concentration and focus, while keeping the body relaxed. A little protein and some low-glycemic index foods, such as whole grains, are appropriate. A small amount of caffeine may help, not so much that you get jittery!

During play:

Maintain blood sugar levels with some fruit or complex carbs. Protein bars and candy bars are NOT considered "complex carbs", by the way. Most importantly, stay hydrated. Drink some water or juice, or best of all, mix the two and keep sipping throughout the round. Soft drinks and that mid-round beer or other alcoholic drinks should also be on your scratched items list if you want to better your score.

Afterwards:

Rehydrate your body, replenish your electrolytes and reward yourself after the

round. Here, that beer may come in handy. After all, you worked hard, did well, and by the way it is perfectly fine to celebrate your lower scores!

If you follow these basic guidelines, you'll keep yourself going strong out on the course. Being alert and focused is one of the best feelings, especially when you are working on your game. And playing well throughout a whole round certainly will keep you coming back for more!

Dr. Christian Reichardt, DC, CCSP, is the author of Pain Free Golf. He is also a KZG Certified Master ClubFitter. For more on his teachings and practice, visit www.golf-health.com.



Coming In The Next Issue: The Forged Tour Evolution Irons

