

Tony would like to thank the large number of readers, students and industry leaders who in September have e-mailed or called our team to discuss their ideas about Tony's Update. All ideas are being considered, (as always) and in subsequent months the update will adapt according to reflect this feedback.

Research into Sport and Coaching – University of Birmingham

The University of Birmingham is considered one of the top three British Universities for competitive sport and a centre of excellence for many sporting disciplines. Tony is currently in his final year of his Masters degree in Birmingham and in September he made a visit to the university, spending time in the libraries and discussing the research with experts in the field. The group is currently researching a range of topics covering performance and coaching pathways across different sporting backgrounds. For more information on the University of Birmingham sport division visit: www.sport.bham.ac.uk.



Golf Forum

Following an earlier announcement and several months of planning; September saw the implementation of the initial phase of Golf Forum at Forum Algarve (Faro- Portugal), a project which Tony has been consulting on throughout the year, for Multi Mall Management. The first phase taking place in the Forum Algarve's Central Plaza, saw the development of a golfing environment; consisting of a 60m² practice putting green, a four hole putting course and a golf area consisting of televisions and tables, where many people came to meet to discuss golf. The project was developed with four main objectives (learn, compete, train and meet), and will remain in the central plaza until the 7th of October. "Until now it has been a great success, with many golfers improving their skills, taking free lessons along with hundreds of newcomers enjoying their first golf experience" said Tony.

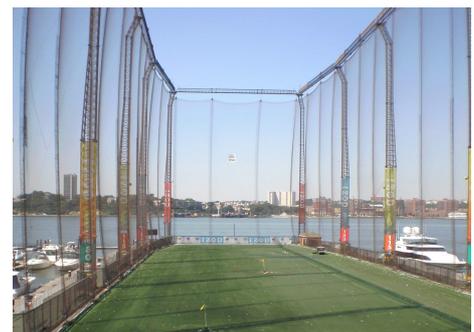


Escola de Dr. Joaquim (Faro)

The event invited schools, clubs and associations from the region to reserve the area and book a free golf experience, one onlooker commented "this project is very important to the growth of golf in the region and will definitely help grow the game in the region especially in the Faro, Loule districts."

Golf in the United States of America

Following a recent trip to the States, Tony who is an R&A golf development consultant, took a break in his schedule to speak with a couple of feedback groups and spoke to a leading golf professional about the state of the game in the United States of America. He also looked at various possibilities of how to grow the game in a sustainable manner in large cities such as New York. The image on the right is one of the projects Tony visited, a Driving Range located on the banks of the Hudson River.



Tiger did it again on Sunday. He made something out of the ordinary seem completely natural as he won THE TOUR Championship presented by Coca-Cola -- and with that, the inaugural FedExCup and its \$10 million bonus.

Tony's Comment

The PGA tour raises millions of dollars for charity every year, not only that they along with the PGA of America and the Golf Foundation are heavily involved in the promotion of golf in the inner cities, schools and in communities where golf is still seen as a rich man's sport. This is to be commended and likewise I have the utmost respect for the leading players and the amount of commitment that is necessary for them to reach the pinnacle of their chosen sport.

After all that I have previously written I cannot help but wonder if the amount of money that the top players earn is way out of proportion to the service that they provide. Undoubtedly they give a great deal of enjoyment to millions of spectators, help fuel an industry that is worth over \$80billion per year (even bigger than Hollywood) and in part create millions of jobs.

Tiger won \$1.6million for his victory in the Tour Championship added to which he also received a bonus of \$10million which is available to him on his retirement from the game (just in case he needs it). In 2006 it is reported that his earnings from the game was a mere \$100million !

The Tiger Woods foundation does some excellent work and I feel sure that some or indeed all of this FedEx retirement bonus will find its way into the charitable organisation. Even so perhaps it is worth remembering that school teachers help shape our children, medical and fire services save lives, police and armed services protect our freedom and there are countless others who provide public services that we take for granted but are vital to the quality of life that we all enjoy. There is no doubt that much of the \$35million worth of bonuses paid out during the FedEx cup will make its way back into the community, I only hope that some of it finds its way to those who add to rather than take from society.



October European Tour Events

Alfred Dunhill Links Championship
HSBC World Match Play
Open de Madrid
Portugal Masters
Mallorca Classic

Official World Rankings

1. Tiger Woods	(24.30)
2. Phil Mickelson	(09.73)
3. Jim Furyk	(08.07)
4. Steve Stricker	(07.18)
5. Ernie Els	(07.16)

European Rankings

1. Padraig Harrington
2. Justin Rose

This month we are going to look at tactics. Like any sport the tactics that you adopt can make or break your game and if you can get yours correct then you will be more likely to win those important games. Many of our readers are going to play new courses over the next few days or weeks and there are some key points that you need to remember.

Perhaps the most important part of tactical awareness is to clearly identify the strengths and weaknesses of your game and the those of the course. Once this has been done properly you can match your strength against the courses weakness.



If you are a good driver of the ball then give yourself an A, an average driver B and a poor driver C. Do the same for fairway woods, long, middle and short irons, wedge shots, sand play, chipping and putting. You will then have a chart that looks like the one below.

Stats Leaders (PGA Tour)

Scoring Average

1. Tiger Woods (67.79)
2. Ernie Els (69.29)

Driving Accuracy Percentage

1. Jose Coceres (76.04%)
2. Jim Furyk (74.37%)

Greens Regulation Percentage

1. Tiger Woods (71.02%)
2. John Seden (70.49%)

Putting Average

1. Fredrik Jacobson (1.722)
2. Jonathan Byrd (1.728)

Scrambling Percentage

1. Kevin Na (64.37%)
2. Rory Sabbatini (63.92%)

Skill	Driver	Fairway woods	Long irons	Middle irons	Short irons	Wedge Play	Sand Play	Chipping	Putting
Grade	C	B	B	B	A	A	C	B	A

Now do a similar chart for the golf course.

	Fairway width	Green size	Length of hole	Bunker depth	Trees	Water proximity	Rough length	Green slope	Green speed
Grade	A	A	B	C	B	C	C	B	B

If the fairways are wide then grade as a C, if they are narrow then grade as an A and so on, short holes C and long holes A. I'm sure you can understand that undulating greens are more difficult than flat greens and deep bunkers are also harder to play from than shallow ones. Greens with water near are probably A and large greens a C.

With these two charts of information you can make your plan.

Low risk = A Game against C Course **High risk** = C Game against A Course

In the case above I would advise you to use either fairway woods or long irons from the tee, to keep the ball on the fairway, even if you cannot reach the greens with your approach it is OK as your wedge and short iron play is good. Likewise you normally putt well and on greens that are only a B you should hole quite a lot of putts. Unless you have no alternative never employ your weakness against a golf course strength.



Product News: The Spot On Swing Plane Trainer

As many of our readers will understand, the swing plane is a consequence of the angle of the club shaft to the ground at address. Additionally with each club having its own unique swing plane angle, and the starting angle being dependent on the individual height of each player; it is important to find your individual swing plane!

The Spot On Swing Plane Trainer is used by Tony with players of all levels and provides visual feedback on a player's current shaft plane. The two vials on the Spot On Trainer, can easily be adjusted depending on the club, and the position of bubble on the green vial, reveals to the player the success of each movement.

For more information about The Spot On Swing Plane Trainer speak to Tony or visit www.spotongolf.com

The lighter side:

Two golfers join up at the first tee and each explains that due to a psychological problem, they play slightly differently than most golfers. They soon learn that both have the same doctor who has prescribed a game of golf using an imaginary golf ball to reduce stress. And so they tee off with their imaginary balls.

After a day of splitting fairways and hitting nothing less than eagles, birdies and pars, they reach the 18th hole.. The first one indicates because they are equal in their score that he should hit first. So he tees off with his imaginary ball. "Look at that, a beautiful shot just on the edge of the green"

The second guy hits his imaginary ball and indicates that it has also landed on the edge next to the other ball. The first guy lines up and drains his 20 foot to the bottom of the cup. "You wouldn't believe it, my ball just rolled into the cup, I win."

The second guy responds, "You won't believe me either, you have just played the wrong ball."

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Notice

Tony during the month of October will travel from Portugal to Germany, Sweden, the United Kingdom and will visit Lisbon towards the end of the month.