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MIT Technology Conference: "Better Golf Through Technology" presents networking opportunities

April 2006; From PGA Magazine

Several of the game's foremost PGA teaching professionals, joined technology innovators, researchers, and equipment manufacturers at the Massachusetts Institute of Technology (MIT) for the inaugural "Better Golf Through Technology" Conference, co-hosted by iClub and the Center for Sports Innovation at MIT.

Conference participants presented joint research on the topics of swing form, fitness, clubfitting, and the mental game. Much of the research leveraged iClub technology to track and measure motion in ways not previously possible. The Conference also presented future research plans that utilize technology in novel ways to discover how to improve performance and enjoyment of the game for players of all levels.

The Feb. 17-18 Conference presenters included PGA Director of Instruction Rick Martino, who presented "Transferring Practice Skills to the Golf Course." Martino's research used technological analysis to help players determine their ideal tempo. He demonstrated that by concentrating on tempo, test subjects sharpened their mental games, and, as a result, improved overall performance.

"We picked up the theme from past PGA Championship Clinics, where the Tour professionals mention how much they rely on rhythm and tempo," said Martino. "They don't concern themselves with remembering the mechanics, when what they really want to keep with them is pace of their swing."

Martino said the MIT conference setting was an invaluable learning environment for PGA Professionals.

"Whenever you get different disciplines together, there is a certain value to such a conference," he explained. "When you can have PGA Professionals meet academicians in the world of MIT, you can discover how science affects sport and how sport can affect science. There was an opportunity for invaluable networking throughout the conference."

The other featured PGA Professional presenters included: Mike Adams, West Palm Beach, Fla.; Joe Assell, Greenwood Village, Colo.; 1996 PGA Teacher of the Year Chuck Cook, Spicewood, Texas; Ben Doyle, Carmel, Calif.; 1991 PGA Teacher of the Year Mike Hebron, Smithtown Landing, N.Y.; Gerry James, Ponte Vedra Beach, Fla.; James Leitz, Slidell, La.; 1994 PGA Teacher of the Year Jim McLean, Miami, Fla.; 2003 PGA Teacher of the Year Laird Small, Pebble Beach, Calif.; 2000 PGA Teacher of the Year Jim Suttie, Naples, Fla.; and T.J. Tomasi, Middlefield, Conn.

Kim Blair, director of MIT's Center for Sports Innovation, emphasized that the research conducted for the conference is just the beginning.

"The results presented at the conference are preliminary. Over the course of the next year, we will coordinate efforts between MIT, iClub, and the golf industry to gradually build upon our initial findings," said Blair. "We will strengthen this diverse community dedicated to golf research and will help to advance the game in terms of performance,

EQUIPMENT & APPAREL



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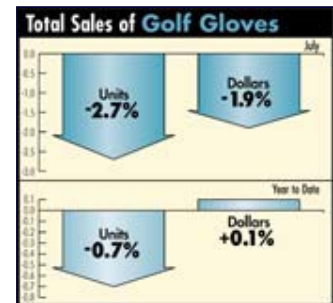


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INDUSTRY TRENDS

Equipment Sales



Rounds Played



enjoyment, and participation.”

iClub Chief Executive Officer Satayan Mahajan said that iClub worked the past several months with the conference presenters and MIT to refine research themes and provide iClub technology where relevant.

“We will continue our focused efforts to work closely with top golf instructors, technology companies, golf club manufacturers, and the industry’s governing organizations to evaluate promising solutions for golf’s challenges,” said Mahajan.

PGA Professionals interested in examining the research more closely are encouraged to sign up for updates on the conference Web site at www.bettergolftthroughtechnology.com.

July 2006 Rounds Played			
Facility Type	Average Rounds Played	Average Utilization	Average Days Closed
Private	2,697	47%	2.4
Daily Fee/ SemiPrivate	3,502	49%	1.0
Municipal/ Military/Univ	4,387	54%	.87
Resort	2,994	46%	.98
All Types	3,414	50%	1.4

July 2006 vs. July 2005			
Facility Type	Average Rounds Played 2006	Average Rounds Played 2005	% Change
Private	2,697	2,681	.60%
Daily Fee/ SemiPrivate	3,502	3,487	.43%
Municipal/ Military/Univ	4,387	4,469	-1.8%
Resort	2,994	2,995	0.0%
All Types	3,414	3,425	-.32%



Top Sellers

Public Top Sellers	
Women's Apparel (<\$50)	Nike, adidas, Monterey Club
Women's Apparel (>\$50)	adidas, Antigua, E.P. Pro, Jamie Sadock, Nike, Tehama
Men's Apparel (<\$50)	Nike, adidas, Monterey Club
Men's Apparel (>\$50)	adidas, Nike
Outerwear (<\$50)	FootJoy, Sun Mountain
Outerwear (>\$50)	FootJoy, Nike
Footwear	FootJoy, Nike
Headwear (<\$50)	Imperial, Ahead, Titleist
Headwear (>\$50)	Imperial, Ahead, Pukka Headwear
Accessories	Golf Design, CMC Golf, Daphne's Headcovers, Sundog Eyewear
Golf Balls	Titleist Pro V1, Titleist Pro V1x
Drivers	TaylorMade r7, Cobra, Callaway, Ping
Fairway Woods	Callaway, Ping, Cobra, TaylorMade
Irons	Ping G5, Cobra, Titleist
Wedges	Titleist Vokey, Cleveland
Putters	Odyssey, Scotty Cameron

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