



# PGA Pro Refutes the New High-Tech Golf Craze Sweeping the Industry

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*PGA professional and founder of the national golf school Golf Made Simple disagrees with the growing trend of high tech golf instruction. Marc Solomon was quoted in the New York Times last month, going out on a limb and outright refuting the high tech golf craze that is sweeping over the industry, saying: "People think that golf is a complicated game, and the more complicated it is, the more technology will help them... That's wrong. Golf has taken 'paralysis by analysis' to a whole new level."*

PR9.NET July 24, 2006 - Palm Coast, FL – Marc Solomon, PGA professional and founder of the national golf school Golf Made Simple, was quoted in the New York Times last month in an article about the growing trend of high tech golf instruction. Solomon went out on a limb and outright refuted the high tech golf craze that is sweeping over the industry, telling the Times' million plus readers: "People think that golf is a complicated game, and the more complicated it is, the more technology will help them... That's wrong. Golf has taken 'paralysis by analysis' to a whole new level."

Solomon goes on to explain his position, "I don't hate technology, I just hate technology that doesn't work. I am attached to my cell phone and dependent on my computer, but technology can't replace good ol' physics and the basic body mechanics in golf instruction. Instructors are failing to get back to basics and study form. So many golf schools are relying on high-tech, futuristic instruction methods, and the approach just isn't working. If the schools don't have good instructors, they use gadgetry as a band-aid to impress the students. Not to say that technology hasn't helped the sport of golf over the past decade, what it's influenced is the quality of the products that are sold on the market - great clubs and the design of golf balls."

There are over 38 million golfers in the U.S., and the sales of high-tech gadgets are increasing each and every year. It's no wonder that golfers and consumers alike hope that they've found the Holy Grail through lasers, 3-D modeling, sensor vests, infrared cameras and digital analyses. New York Times stated in their May 11th article, "Skeptics question whether bombarding players with so much data will better their games, or just be a costly distraction."

Golf schools are catering to America's hunger for these new golf technologies, and the players attending these schools are so enamored with the bells and whistles, that they fail to realize that the bells and whistles aren't helping them to lower their golf scores. "You can't bring a video tape or sensor vest out on the course with you," says Solomon. "These software companies have such a strong marketing presence, that unfortunately many golfers feel as though digital training is a 'rite of passage' to becoming a better golfer. 9 out of 10 Golfers are more confused and frustrated after taking a video lesson than they were prior to it."

It should come as no surprise that golf schools are trying to cash in on the technology craze. According to the Sports Goods Manufacturers Association, \$2.49 billion was spent on golf equipment in 2004. The National Golf Foundation reports that over 2.5 million golfers took lessons in 2006, spending over \$482 Million on classes alone. Very simply, golf is a moneymaking powerhouse. Considering that a third of the U.S. population spends over \$200 a month on technology for entertainment and communication, it's only natural that the golf industry wants to get in on the action.

With over 16,000 golf courses in the U.S., and instruction facilities numbering in the thousands, most golf schools have jumped on the high-tech bandwagon just to keep up with their competitors. Golf Made Simple is one of the only golf schools in U.S. that does not use video analysis, lasers, or other high-tech training methods.

Golf Made Simple's favorite educational instruments are lo-tech, every day objects. Instructors carry hula-hoops, bamboo sticks, pool noodles, and toilet paper wrapped in Ace bandages in their teaching bags. "A plain old cart tire used in conjunction with a weed cutter is an amazing tool that teaches golfers how to correct slices and hooks," said Solomon. Golf Made Simple instructors tailor the lessons for each individual golfer. This method of teaching helps golfers to carry over their successes from the practice range onto the golf course.

For more information visit [www.golfmadesimple.com](http://www.golfmadesimple.com)

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## About Skye Communication, LLC

Skye Communication specializes in high-end and corporate public relations, promotions and marketing. We pride ourselves on building effective communication campaigns for our clients, with both strategic and creative foundations that can grow with their needs and the ever-changing media market.

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