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As I was driving up from the Florida Keys this weekend to our Bay Hill home I was suddenly jolted by the realization the PGA Tour was heading east and the really big events are tantalizingly coming up. What made me think about all this? The big Tour equipment trailers were headed south on the Florida Turnpike on their way to PGA National and this week's upcoming Honda Classic. In the next few weeks we'll see stops at the Honda, Doral for The World Championship on the Blue Monster, The Transitions Championship at Innisbrook, the Arnold Palmer Invitational here at Bay Hill, a quick trip to Texas for the Shell Houston Open and then the Masters.

Lots of questions will be answered in the next six weeks. The big one, of course, is will Tiger return in time to tee off at Augusta. Prior to last week's announcement the thought was he would play the Tavistock Cup, a controlled access event televised by the Golf Channel, and then the Arnold Palmer Invitational but now it seems that might not happen. In fact, the Masters appears doubtful but it won't diminish the prestige of the event or the fan interest as the course is the real star. Even with Tiger in the field I truly believe we will see a brand new champion this year, someone who has been playing well and will peak at just the right time. Tiger is not a "lock" to win it every year and we've had some very exciting rounds the past few years.

Brandt Snedeker had the lead at the Waste Management Championship earlier this week. I said to him a few years ago that it would be spectacular if golfers gave some credit to the equipment and tech companies that help their games if they win like the Nascar drivers do after a win. He thought it was a good idea and went on to win that week. Did he thank those that worked behind the scenes? No, he did not.

If you're in Myrtle Beach the Monday after the Masters have some fun at the Hootie and the Blowfish Pro-Am. It's held at the Dye Club at Barefoot Resort, and you'll see stars from the PGA Tour and other sports competing.

If the Ryder Cup were held this week, here are the eight United States players who are currently automatic selections based on results through Feb. 21: Steve Stricker, Dustin Johnson, Lucas Glover, Stewart Cink, Tiger Woods, Phil Mickelson, Ben Crane and David Duval.

Lee Westwood, Ian Poulter, Rory McIlroy, Martin Kaymer, Pádraig Harrington, Ross McGowan and Simon Dyson are front runners for the European Team. Colin Montgomerie will take his time and play with a number of hopefuls who are vying to be a captain's selection.

"Being John Daly" makes its 2010 Golf Channel debut next week and looks like a winner. A slimmed-down Daly confronts his hard life head on with brutal self analysis and a slimmed-down approach. One thing about Big John is that he is never boring!



More Top 20 Domination for SST PURE

SST PURE continues to dominate the top 20 each week with another impressive performance by some great players at the Waste Management Championship in Phoenix. Look at this list: Charles Howell III, Robert Allenby, Camilo Villegas, Brandt Snedeker, Scott Piercy, Ryan Palmer, D.J. Trahan, Rich Beem, Fred Couples, Alvaro Quiros, Tom Lehman and Lee Janzen are all players with a history of asking SST to PURE their clubs.

Seven victories this season already and when we tabulate the winnings so far in 2010 by players who requested SST PURE their clubs after the Masters it's going to be another blockbuster year.

The SST PGA Tour Shaft Alignment Lab is set up and humming at the Honda this week and it could be standing room only as players line up to PURE their clubs exactly the same way your local SST PURE licensee will PURE yours. SST uses patented and proprietary programs and computers to analyze a shaft locating its one and only stable position. How important is that?

Do you want your club head to bend and twist in random patterns as it approaches the ball? That's what happens if your shafts and club heads were randomly assembled. Only SST PURE can find each shaft's most stable position. Once the shaft is oriented in the club head in this PUREd position, the oscillations are a thing of the past. No serious pro would ever put up with a club that was doing its own thing as they are trying to consistently impact the same sweet spot position every time for maximum consistency.

Last year players on the PGA Tour who PUREd their clubs won a staggering \$137 million and 37 championships, including the Masters and U.S. Open. Both were won by players who had requested that SST PURE their clubs.

The SST PURE network of talented clubmakers have the same computers and programs used to PURE the pros' clubs on Tour. Find your local SST PURE licensee at www.sstpure.com.

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