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Twenty-seven tournaments have been played on the PGA Tour in 2007, so how many times was the defending champion successful in defending his title? Twice — the Buick Invitational at Torrey Pines and the CA Championship at Doral — both of them won by Tiger Woods. Six defending champions have missed cuts: Chad Campbell at the Bob Hope, J.B. Holmes at Phoenix, Rod Pampling at Bay Hill, Jim Furyk at the Wachovia, Stephen Ames at the Players and Jeff Maggert at Memphis.

Jim Furyk, who SST PUREs his clubs, has had some pretty good paychecks recently at the U.S. Open but that wasn't always the case. It took Jim a few years to come to terms with the difficult, or as some would say, "tricked up" conditions. "In the past, I let the conditions and the course setup bother me," Furyk says. "I didn't play well because of it." In the three Opens leading up to his victory in 2003, at Olympia Fields, he placed 60th, tied for 62nd and missed the cut. In the three championships since, he has fared much better, tying for 48th, 28th and second. Most crucial to Furyk's victory was his ability to grind out pars, accept bogeys and limit the costly mistake. All of which can be humbling. "I don't know if you ever really defeat a U.S. Open course," he says. "You just kind of survive and try to play better than anyone else that week."

Want to take a great quiz on the history of the Open Championship (British Open)? Check out www.opengolf.com/history/quiz.sps. For instance, if you answer that the Claret Jug dates back to the first Open, you would be wrong. A direct quote from the site: "The Claret Jug, or to use its proper name, The Golf Champion Trophy, is presented to each year's winner of The Open Championship. Yet it is not the original prize. When the Championship began at Prestwick in 1860, the winner was presented with the Challenge Belt, made of rich morocco leather, embellished with a silver buckle and emblems."

Quote of the week: "If anybody laughs, they're dead," former President George Bush said as he took a few practice swings before teeing off as the ceremonial starter for Tiger's Tournament in Washington. "We've got Secret Service here." Dana Quigley once topped the former President for laughs at an event I held a few years ago at the Ocean Reef Club to raise money for the "Points of Lights Foundation." As former President Bush, the 41st President, was handing out signature White House Balls to the crowd saying "Here's balls from 41 and 43," Quigley quipped "I notice you're not giving away any 42's," a reference to President Clinton who stopped President Bush from winning re-election.



SST Wins Tigers event and also gets 2nd, 3rd and 4th
Wow! You might say the players with a long history of SST PUREing their clubs, came, saw and conquered Tiger Woods' own event, the inaugural AT&T National. In doing so they pushed the money won this year by players with SST PURED clubs to over \$59 million, and this is only early July.

Congratulations to K.J. Choi for his victory. Choi adds Tiger's event to Jack Nicklaus's Memorial in his win column this year. K.J. drove for an average of 308 yards, hitting the fairways 73.58% of the time. Choi also boosts himself well up the World and FedEx Cup standings and has to be considered as a pre-British Open serious contender. His game is dependably accurate, which is the area SST PURE excels in when they analyze golf shafts to find the most stable position to insert them. *Golf International Magazine* selected PUREing as one of the top 25 historically important equipment advances in the history of the sport.

Congratulations to Steve Stricker, who now has come all the way back with his second place finish this week and is in the battle for the lead almost every week. Stuart Appleby had some clubs PURED this year and nailed down third place, while Mike Weir, battling for a Presidents Cup berth, tied for fourth with Jim Furyk, who is another strong contender at Carnoustie in two weeks. Robert Allenby in seventh and Vijay Singh at 12th also had great events. Singh is on the mend from an elbow injury and the elimination of the oscillations in his PURED clubs has to help.

All this is great news for SST but have you PURED your clubs yet? There are very few opportunities for amateur players to actually have anything the pros use but your local SST licensee has the very same patented and proprietary computers and programming that's used in the SST PURE Shaft Analysis Lab that PUREs the pros' clubs on the PGA Tour. The computer printout that accompanies every PURED shaft shows the percentage of reduced oscillations as compared to a randomly inserted shaft. The difference is obvious when you look at how the graphics positions have changed on shafts that have been PURED and you can take it to the bank like the PGA TOUR players are!

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