



Let's Talk Golf

GFW
Advisor



Math Anxiety

Stina Sternberg, *GFW's* expert on all things golf, discusses cheaters, an ingenious bag and good women with bad gear.



One of the girls in my regular foursome has a habit of "forgetting" a stroke or two every few holes. I don't know if she's just bad at math or if she's consciously cheating. How do we address the problem without offending her? —Annie Lewis, Monte Sereno, CA

A: Most of us know a player like this, who is either unable to remember every shot or incapable of believing she could score a triple bogey, so she writes down a double. I tend to doubt there are many flat-out cheaters among them, just a lot of people in denial. To tackle this problem, make sure you're the one in charge of the scorecard, then keep close track of the shots the numerically challenged player takes. So when she proclaims "I had a 5" after a hole is over, you can say, "Really? I thought you had a 6." Then count them together. It doesn't take many of those exchanges for a player to become clear on exactly how many shots she hits on every hole. Since I'm an admitted control freak, my friends don't flinch when I challenge the number another player gives me, but if doing so isn't your style, you may also consider buying your friend a wrist score counter. It has a button she can push after every shot she hits and will add up the score for her. That should serve as a nice hint.

WHAT'S BUGGING ME NOW

I RECENTLY SPENT a weekend with a few dozen women at a reader event at Kiawah Island Golf Resort in South Carolina. What I saw in their golf bags was, in a word, shocking. Most were affluent, avid players, yet very few had purchased new golf clubs in the last decade. I decided to give an impromptu talk at dinner about the great advances in women's golf equipment over the last five years, and on how playing with the updated clubs could improve their enjoyment of the game. They were fascinated! They wanted to know more, and they seemed excited to go out and look at all the new clubs they could buy.

So why is it that in this day and age, when most manufacturers make first-class clubs that can take any player's game to new levels, many women golfers still don't know anything about them? I'd like to encourage retailers to start devoting more of their time and attention to women—and women to ask more questions of the retailers. Both parties will be surprised by the results.

Equipment eye-opener

Bag Boy's new NXO Revolver Cart Bag is so loaded with cool features, I barely know where to start. The top of the bag has individual, full-length sleeves for each club and you can slide the clubs into notches that hold them in place so they don't rattle around in the cart (you could even turn the bag upside down and the clubs will stay put). Clips on the outside of the bag hold your putter and wedge so you don't have to dig for them during play. And the entire top of the bag rotates 360 degrees so you can just spin your clubs around to find the one you're looking for. It's genius. \$225; bagboycompany.com.



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