

Mindi's Golf Fitness Blog (Rant):

What is it going to take to get the world to see golf as a sport that should be taken seriously as an athletic event instead of a "cute little game" that anyone can do? Fitness programs for golfers are not new. Gary Player in the early 1960's was one of the first people to ever introduce the thought that perhaps physical ability may add to the golfer's success. Now there are huge organizations such as the Titleist Performance Institute that are spending millions of dollars (and making millions) on research to prove that the more prepared your body is for this high-velocity, asymmetrical move, not only will you play better, but you will play YEARS longer!

To get to the point, I am very disappointed in our leading golf magazines: **Golf Digest (GD)** and **Golf Magazine (GM)**. On a "day off" from golf, I sat in the sun with the July issues of both of these magazines and decided to read them cover to cover. I was very impressed with the quality of the photos, illustrations, and articles written. I was especially happy to turn to page 124 in **GM** where I saw "**Get Fit!**" at the top of the page. My excitement turned to disappointment rather quickly. Are you kidding me? It was on club fitting...nothing in the least regarding the body, the mind, or **FIT**ness of any sort. So I decided to check out www.golf.com. There was nothing! Sure, there is an entire Table of Contents series of tabs across the top including News, Equipment, Instruction, Courses, Travel, Blogs, Photos, Videos, Tools and Special Features. But absolutely no column/tab for golf fitness related articles. What a slap in the face! Couldn't fitness at least be included as "special" features?

So I went to www.golfdigest.com to check it out. Same thing! It had all of those tabs/columns to choose from at the top, but...oh wait.....I FOUND IT! At the BOTTOM of the Instruction tab it says "Health & Fitness". I clicked on it and find a fantastic article titled, "**Health 101: Fit @ 50**". It was written by the founders of TPI, Greg Rose and Dave Phillips. Yep...I remember this article. But here is the kicker...it is from November 2007! Again, are you kidding me? In all fairness, I did find an article from February 2009 written by the well-known Mark Verstegen of Athlete's Performance in Phoenix, AZ titled "**Get To The Core Of Your Swing**", but I had to search hard for it.

Getting back to the July issue of 2010, congratulations goes to Don Saladino, co-owner of **Drive 495 Golf** in Manhattan for somehow getting in the magazine. He actually got ONE PAGE. But what is funny (or sad depending on how you look at it) is on the very next page is an article dedicated to the shoes that makes Fred Couples' back feel better. The title was "**It's Gotta Be The Shoes!**" Shoes? That is all it takes? What does THAT tell the world? Do you have back pain? Are you feeling tired and sluggish? Well, don't waste your time and effort focusing on your health...just get NEW shoes! Again, are you kidding me? The average golfer reading **GD** doesn't know if Freddy went through extreme physical measures to heal his back or change his swing. But we DO know from **GM** that he has really nice "laid-back" clothes and **GD** pointed out his shoes. Fantastic! Now we know where fitness rates to fashion.

In the spirit of David Fehrety, who do I have to get in bed with in order to get some support for fitness in a golf magazine these days? Ya know what...I'll stay true to my beliefs. One junior at a time, one Gateway Tour player at a time, one Nationwide player at a time.

Thanks a lot **Golf Digest** and **GOLF Magazine**. We get it. You are trying to sell magazines. We all know that the demographics of golf show that the ones who are playing the most are the ones with the money and are baby boomers. You've proved that you've done your homework. Those "over the hill" players are hopeless and won't work out. Fitness articles certainly won't sell magazines. Or will they? Titleist has the philosophy that injured golfers won't golf and therefore, won't buy balls. So, I challenge YOU (**GM & GD**) to think outside the box as well and don't just cater to those who you think won't work out and only want a quick fix. Be an up and coming golfer's best role model. I dare you!

Chuck Cook from Texas, the #5 ranked Golf Digest America's Best Teacher, actually thought outside of the box by demonstrating with a tennis racquet the physics of a golf swing (page 157). He showed how topspin forehand from low to high with face down creates a draw and from high to low with face turning up creates a fade. Hmm...tennis, ping-pong, racquetball, paddleball, hockey.....all side-on sports and somehow related to golf.

How did Chuck get in Golf Digest? Oh....that's because he is a Golf Pro FIRST with some sports and physics experience. How about having a Sports/Athletic Pro with SOME golf experience included in every issue? It is obviously not equal yet. But there are many of us out here working on that.

Want to put your 2 cents in?

To Report a Problem with **golf.com**, email editor@golf.com .

Visit <https://secure.golfdigest.com/contact/contactUs> and let them know how you feel about the lack of mind/body fitness in each issue.