

Who's 'Minding' Your Golf Swing?

THIS COOL NEW DIGITAL GADGET COULD HELP YOU GET IN 'THE ZONE'

Access to "The Zone," that elusive state we all seek on the golf course, is enabled by our minds, not our swings. The Mind Meter, new from GolfPsych, proves the point. Digitally.

What's more, the Mind Meter reinforces for golfers the positive thoughts and feelings that make The Zone more accessible.

"Champion golfers have learned to recognize when their minds are peaceful and confident — when they're in The Zone. The rest of us

need help," says Jon Stabler, CEO of GolfPsych, the Boerne, Texas-based firm he co-founded with Deborah Graham, one of golf's leading mental game coaches. "When you're not performing well, this tool allows you to identify the thoughts and ways of operating that are holding you back. When you're in The Zone, the Mind Meter helps you understand what you're thinking and how you're feeling at the time — which is the best way to find your way back."

The Mind Meter is the

first fully portable system that effectively monitors a player's physiology and gives quantifiable evidence as to how busy (bad) or quiet (good) the mind is; how tense or relaxed it is; how confident or anxious it is. The Mind Meter enables players to identify the key thoughts (and their patterns of occurrence) that affect performance, for good and ill. With practice, the Mind Meter enables golfers to control their levels of tension and more consis-

tently reach desirable levels of arousal and performance — the state otherwise known as The Zone.

"What the Mind Meter offers golfers is an opportunity to become aware of



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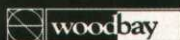
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their internal environments, and thereby recognize their tensions, learn to eliminate them, and become more focused and calm over a golf ball," explains Henry Brunton, who has integrated the Mind Meter into his player development programs as National Coach at the Royal Canadian Golf Association. "The golf swing lives in the mind. There are a lot of myths in golf, and one is the idea that mind and motion are separate. They're not. They go together."

The Mind Meter's patent-pending technology operates this way: Its electrodes/sensors are fastened unobtrusively beneath any golf shirt via a transmitter

belt that fits comfortably around the golfer's chest, over the sternum. Once in place, it sends a magnetic pulse signal to the handheld Mind Meter console/display. Using a proprietary heart-rate variability algorithm, the Mind Meter accurately measures, on a scale of 0-99, the golfer's tension/stress levels. High numbers indicate a busy mind, anxiety and fear; low numbers show that the mind is more quiet or clear, freeing the body to perform athletically, in optimum fashion.

The Mind Meter retails for \$399. For more information, contact www.golfpsych.com.

Quotable

"In this business you will be humbled. I don't care how good you are or how good you think you are, Mother Nature can take it away from you at anytime."

— Jimmy Ellison, vice president of agronomy and golf course maintenance for Arnold Palmer Golf, on golf course maintenance in the real world.

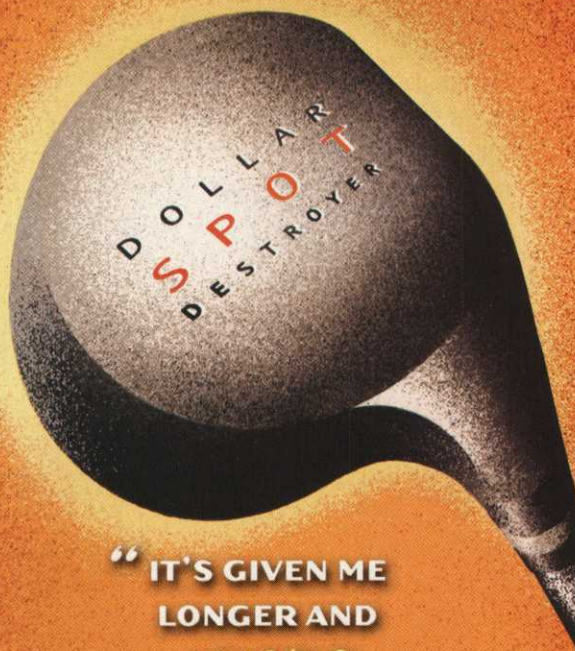
"I never got a 'Good morning' from Vijay, or 'Good club' after a shot, or 'Have a nice night' at the end of the day. It was either nothing or a negative if he did speak to me."

— Dave Renwick, former caddie of Vijay Singh, on their "wonderful" relationship. ("Scotsman" newspaper)



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