

HeartMath®

Many golfers refer to competing "in the zone"—moments in time when they see shots so clearly that they know the exact swing needed for a perfect result. While players will tell you they have glimpsed the zone, they'll also tell you that it's rare to achieve. Why is it so rare, and where the heck did that great feeling come from? Or, better yet, how can the zone feeling be captured more often?

A recently completed 15-year study by the Institute of HeartMath®, led by Doc Childre and others, discovered a scientific method for performing without negative emotions. This research focuses on the heart's connection to the brain's emotional centers. Doc Childre and his team report that the heart, in addition to pumping blood throughout the body, generates an electrical wave that is 60 times more powerful in amplitude than electrical waves generated by the brain. The heart has its own nervous system that sends critical information to the brain. These messages profoundly affect emotional control, mental clarity and reaction times, dramatically affecting our physiology and performance as human beings. This has had profound implications in the medical community and, recently, in the golf world.

Here's how it works. Nerve impulses from the heart to the brain are received at the first brain level. This is the

portion of the brain that regulates our basic life functions, blood pressure and the autonomic nervous system. Then the first brain signals the higher levels of the second brain, which includes the thalamus and the amygdala. The amygdala monitors heart rhythm and other body responses, sensing how the body is feeling. The pattern of the signal sent from the first brain tells the second brain what the heart and body are experiencing, while the third brain monitors the second brain and categorizes the feeling, such as fear, worry, anxiety, anger, etc.

A feeling such as stress produces self-poisoning hormones that negatively affect athletic performance, especially in "feel" sports. Doc Childre reports that every individual can learn how to teach the brain to produce a positive shift in emotion and hormonal balance with HeartMath's Freeze-Framer® software. The program allows any golfer the chance to play the game at enhanced levels.

The Freeze-Framer interactive learning system is a scientific technology that combines heart-focus techniques for clear decision making, anxiety reduction and improved health. These methods create an immediate and profound shift in how we view a situation by removing the pressure source and this, in turn, breaks the stress cycle. The Freeze-Framer teaches the ability to make on-the-spot attitude and emotional adjustments, ensuring we don't get trapped in a self-inflicted emotional roller coaster that negatively affects our performance.

In a series of golf-specific studies conducted by PGA

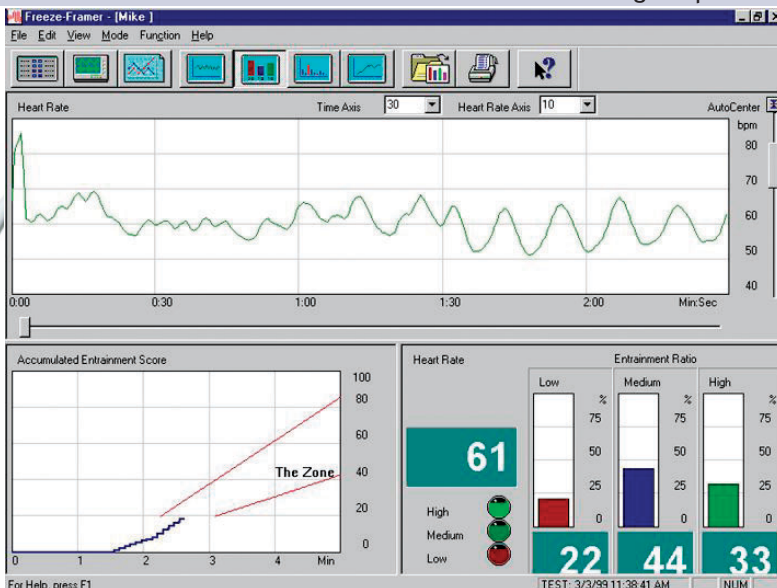
Master professional Joe Thiel at his World Wide Golf Schools, use of the Freeze-Framer program resulted in increased clubhead and ball speed and improved path. The Thiel study suggests that emotions and physiology can be managed using, of all things, the heart, which, in turn, can accelerate the development of improved technique and emotional control.

For more info, visit www.heartmath.com.

—Mark Thiel

HEART TO HEART

Your ticker can control emotions on a level equal to the brain. Regulating emotions that release damaging hormones is key to finding "the zone." HeartMath can assist this control.



1963

The casting method of manufacturing clubheads is developed, allowing mass production of irons.



1965

Richard Parnley is granted a patent for a "body pivot putter" that Phil Rogers uses on the PGA Tour in the late 1960s. Paul Azinger starts using a similar concept in 1999, leading to the popularity of today's belly-length flatsticks.

1966

The PING Anser putter debuts.

1968

Dupont's Surlyn® material enters the scene and is used for golf ball covers.

Spalding unveils the Executive, its first two-piece performance model that allows consumers to buy golf balls less expensively.

1969

PING designs the K1 iron, which is a perimeter-weighted, investment-cast iron made of 17-4 stainless steel.