

The Best Players at Every Level of the Game

True Temper Sports strives to work closely with the best golfers at every level of the game. During the 2012 season, True Temper has had the opportunity to support junior golfers, collegiate golfers and professional golfers to educate them about the benefits of custom fitting and new shaft technologies and to ensure they are maximizing performance with their equipment.

Junior Golfers

Through a partnership with the American Junior Golf Association, True Temper has been on-site at tournaments working with the junior players.

“Over the summer, we have had the opportunity to attend several AJGA events to work one-on-one with the nation’s top junior players,” says Chris Segalla, who oversees technical sales at True Temper. “At each tournament, we have partnered with one of our local Performance Fitting Center club fitters to do on-site launch monitor fittings for the junior players during the practice rounds.”

Through these fittings, the Performance Fitting Center club fitter and Segalla are able to help the players fine-tune their equipment for better performance on the course.

“It is exciting to work with players at this level of the game,” Segalla says. “We want to better educate these players so that they have a solid understanding of golf equipment for the rest of their life, and will hopefully be life-long True Temper players.”

Collegiate Golfers

To service collegiate players, True Temper attends a variety of Division I, II, III and National Association of Intercollegiate Athletics (NAIA)/Junior College Athletic Association (JUCO) events. True Temper representatives partner with a local Performance Fitting Center club fitter to do similar launch-monitor fittings on the range as they do at AJGA events. Additionally, True Temper spends time meeting with the coaches to educate them about True Temper products and shaft fitting.

“At this level of the game, coaches play such an important role,” Segalla says. “We really want to make them aware of the equipment and resources True Temper has made available for their players. This includes access to our Performance Fitting Centers in their area for dynamic fittings with our ShaftFit Pro software.”

Professional Tour Players

True Temper devotes a large amount of resources to educate and support the players on the PGA, Nationwide, LPGA, European and JPGA Tours. In turn, professional players contribute significantly to True Temper’s product development process through range testing and prototype feedback. True Temper’s Tour Department spends a lot of time on the range each week working with the players to custom fit their equipment.

“What we have tried to do through our involvement with the AJGA and the collegiate tournaments is to bring the tour fitting experience to junior and college players,” Segalla says. “Hopefully one day soon we will see one of the players we worked with at the junior level out on the range at a professional tournament.”

True Temper’s next AJGA stop will be at the Corse Max/Philadelphia Runner Tournament in Philadelphia on August 22. To get the same fitting experience as the professional tour players, visit a Performance Fitting Center in your area and ask for a ShaftFit Pro fitting. To find a club fitter in your area, you can visit www.PerformanceFittingCenter.com.