

Club Fitter

Sea Island Resort

Craig Allan

www.seaisland.com



Craig Allan, Golf Learning Center Manager, is the club fitter at Sea Island Resorts, located on the coast of Georgia just one hour from Jacksonville, Florida. Named #1 golf resort in North America by *Golf Digest* and top golf community in the U.S. by *Travel + Leisure*, Sea Island provides an exceptional golf experience for both the novice and the professional alike.

The resort offers to guests an all-star staff of golf professionals that, alongside Allan, includes Jack Lumpkin, Todd Anderson and Gale Peterson, three of *Golf Digest's* top 50 instructors, fitness specialist Randy Myers, putting expert Mike Shannon and sport psychologist Dr. Morris Pickens.

Why choose TrackMan™

Craig Allan: "Our goal at the Sea Island Golf Learning Center is to provide the best club fitting experience possible to our guests and members. To achieve that, we must have the best tools available. I am a huge fan of TrackMan™.

TrackMan™ provides data helping me do my job. It reinforces and confirms what I am saying, enabling me to help players get better. I would say that because of TrackMan™, many golfers have not only improved their games but also their enjoyment of the game."

Bringing value and results

Allan continues: "It didn't take long for the word to spread that we have TrackMan™. I think knowing that we have TrackMan™ has made the decision easier for the customer to choose where to go to get fitted. They know Sea Island has the most advanced technology.

As a club fitter working with OEMs, having TrackMan™ shows them how dedicated we are to providing an exceptional club fitting experience. The player knows that we have the top of the line launch monitor. In fact, some OEMs send their top amateurs and young up-and-coming players to us to be fitted. I also use it to do independent testing."

Using TrackMan™

"Working with TrackMan™ is very easy. The system is extremely user-friendly and navigating through it and finding the basic measurements you need is straightforward.



On the range at Sea Island Resort

I work mostly with launch, spin, and ball speed, but the *Find Your Distance* application is also very important because of its impact on set make up. With drivers, I tend to look at launch angle, spin and ball speed and with irons, spin and dispersion.

From time to time, the instructors may bring a player to have his driver to be checked, to reinforce why he may be having problems. With TrackMan™, we can verify the instructor's recommendations with hard numbers.

Generally, I try to get the customers to understand the primary factors that influence their data from TrackMan™. And, while I try to not get too bogged down in the numbers, our customers are blown away by the data. They can't believe that it can actually follow the ball.

I would say that most golfers initially have a hard time buying into the projected roll as they all think that they hit it further than they do. Even for me, it was a humbling experience. But the customers soon realize that the numbers don't lie and trust the data. They believe in it.

Actually, the only problem I have had when working with customers is that they all try to swing harder than normal. It's not the TrackMan™ unit affecting them but me evaluating the data.

As for my own swing, I use TrackMan™ to see what type of swing produces the right numbers and then I know what direction to follow," Craig Allan.