

# Club Fitter And Club Builder



## Jack Nicklaus Performance Solutions

Eric Veilleux and Darren May

[www.nicklausperformance.com](http://www.nicklausperformance.com)

Jack Nicklaus Performance Solutions provides Jack Nicklaus Signature Golf Course members and outside clients the same level of service and support that PGA Tour players enjoy. Not only do members benefit from top-notch club fitting, building expertise and equipment, they get to work with a physical therapist to iron out the kinks; documenting the player's improvement on TrackMan™.

"What a tour player goes through getting the right equipment, we bring that experience to the average player," says Eric Veilleux, co-chairman Jack Nicklaus Performance Solutions and a 15 year member of the PGA of America and Director of Golf at The Bear's Club in Jupiter, Florida.

## Why choose TrackMan™

"At Jack Nicklaus Performance Solutions, we find out where you were; where you are now, and what you are capable of. We track a player's data over 4-6 sessions, staying with them. Engaging the player and recording their progression with TrackMan™. The data that TrackMan™ provides, enables us to make a quantifiable measurement of a player's improvement.

TrackMan™ has played a big part in building our program up. Because of the attention TrackMan™ has garnered and the golf media's use of it, people are now much more aware of the physics behind the golf swing. Our having an outdoor facility allows members to go out with TrackMan™ and test for an hour, find out what their numbers are and now importantly, understand them.

If we have someone on the range, we can watch them hit shots on TrackMan™. If it's a physical problem, the therapist can work with them. With TrackMan™, we can give them a complete review of their performance.

They can walk away with their numbers, see what they are capable of, discover may be a new way to swing, but most importantly, work with these numbers to benchmark their improvement," says Veilleux.

## Bringing value and results

Says Darren May, co-chairman Jack Nicklaus Performance Solutions and a member of the British PGA and Director of Instruction at The Bear's Club, "We can see that because of TrackMan™ the membership is more engaged, and a lot more active on the range.

Basically, TrackMan™ has changed the whole philosophy of golf performance. They come to us to look at the numbers and find out what they need to do to improve. TrackMan™ qualifies what we are telling them. With it, we can recommend what they need to do to hit better. It has definitely brought in new customers for us."

Veilleux adds, "TrackMan™ pays for itself. If you are in the business of fitting and building golf equipment, then you have to have the best.

Because TrackMan™ can measure attack angle, along with other variables, we can optimize club selection to best match an individual golfer's swing. A proper driver fitting can add as much as 30 yards to a drive."

"TrackMan™ also helps clients with distance control by helping golfers understand exactly how far they hit each club in their bag. Rarely do golfers know the precise distance they can hit each club. TrackMan™ can provide them with this meaningful data and potentially highlight opportunities to change which clubs they carry," says May.

## Using TrackMan™

"Our business is to improve our members' golf performance. We believe that we are doing the right thing for the members. We build what we sell right here on site. We control the fit, the build, we have our hands on every aspect of the process. With TrackMan™, I know I am getting the right equipment into their hands," says Veilleux.

"I have worked with many launch monitors and TrackMan™ is the most accurate out there, by far the most accurate. No crazy numbers, almost...too accurate," adds May.

"Second to none, the industry standard, instant credibility." says Veilleux.

He adds, "Again, because of its use on the PGA Tour and the Golf Channel, we can now talk to our members and clients in a language they understand. The golfing public now understands the dynamics of the golf swing."

May continues, "With TrackMan™, they get a very different view of the golf swing. Depending on the type of person they are, they can increase tremendously from working with it."