



Pelz's Theory

The game is bigger than Dave Pelz, certainly. It's bigger than Tiger Woods. It's bigger than Jack Nicklaus. It's bigger than Nicklaus, Woods, Bobby Jones and Ted Hogan combined. The game is bigger than all of us.
- Dave Pelz

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Dave Pelz of best-selling *Dave Pelz's Short Game Bible* and *Dave Pelz's Putting Bible* is the same Dave Pelz of the popular Pelz Wedges, the 3-day Dave Pelz Scoring Game Schools and the Golf Channel's *Dave Pelz Scoring Game Show*, which is to say golf may be "bigger than Dave Pelz, certainly," but Dave Pelz himself is damn sure big enough for golf. First there's the fact the guy has "added more irrefutable knowledge to golf instruction than any man alive," as stated in *Golf Magazine*. Then there are the top-ranked pros devoted to the whys and ways of the game's "foremost authority on the short-game and putting," as goes the buzz. And the countless Average Joe duffers whose happier handicaps are directly thanks to the former NASA scientist considered "one of the most influential instructors of the 20th century"? Yep, they are particularly bullish on Dave Pelz as well.

Ponder this classic Pelzism: "Practice does not make perfect. It makes permanent. If you practice poorly you will be permanently poor for the rest of your golf career. That's what most golfers do. They never get better after their second or third year in the game, and so they struggle. It's a surprise to me they enjoy it as much as they do."

And this: "Most golfers don't know what they're trying to learn. They're trying just to hit the ball better but they don't know the swing techniques, the philosophy, the mechanics of the golf swing..."

And possibly this: "The golf ball doesn't care what you want or what you deserve. The golf ball cares only how you move your club through impact."

Dave Pelz is positively plump with hundreds of such Pelz-specific viewpoints regarding the game that is his life's glorious obsession. President of Dave Pelz Golf and founder of the Pelz Golf Institute in Austin, TX, this golf researcher/teacher/innovator/course designer and veritable short-game guru goes where most pros don't: "I don't teach the same theories as anyone in the industry," says the father of five, 3-day short-game and putting "schools" conducted at such luxe resorts as Florida's Boca Raton Resort & Club and The Ranch at La Quinta in California. "Because I measure what you're doing before I even talk to you." Not that Pelz is standoffish. It's just that "my entire approach is scientific," says the former



physicist whose 15 years at NASA saw him researching Earth's upper atmospheres and involved with international satellites. "If I can't measure what you're doing I won't do it." By "do it" Pelz means "find out the five worst things you do, take three of them, improve them, and not let you go until you *feel* the improvement" and "make you the best you can be so you can enjoy your golf to the max without screwing up the rest of your life."

Pelz's unique teaching techniques, which he and 20 associates – all trained impeccably in "the Pelz Theory" – joyfully dispense at the schools as well as one-day "clinics" around the country, aren't the only thrill of his life. There is also the Flexjet fractional ownership on which he and his wife JoAnn, a mathematician and COO, splurged when Pelz's 3.92 million American Airlines miles seemed perfectly preposterous. "We knew it would save time but I had no idea the difference in lifestyle," says the ultra frequent

traveler who saved 41 travel days his first Flexjet year alone. “It’s one of the best things that’s ever happened.”

“Oh, here it is now, isn’t it *gorgeous*?” Pelz says with a genuine charge when the plane arrives to fly him to his next rendezvous from his interview with Pilot Michael. The jet “makes all other things we do possible,” he adds and laughs: “My wife and I said to heck with the kids, we’ll put the money (from Pelz’s bestsellers) into the plane and live our life the very best we can. It’s expensive but it’s not a business expense, it’s a business savings since my time is worth more than it costs to belong (to Flexjet). Now I have 40 days of found free time to write another book, take time off, whatever!”

“Whatever” is what avid students and passionate followers of Dave Pelz want, for the more Dave Pelz is out there giving his gift of tips to absolutely transform your game, the more you’ve got a chance to break through that dastardly third-year ceiling, whether the Dave Pelz prescription is condensed into a book (*Putt Like the Pros*), a video (*The Amazing Truth about Putting*), a newsletter (*The Pelz Report: A Scientific Look at Golf*) or appears each month in *Golf Magazine*, where Pelz serves as short-game and technical consultant.

When he’s not devoting himself to putting perfection, Pelz likes to putter around his mountain getaway at Cordillera in Edwards, Colorado, as well as perhaps add a patent to his approved list of 15-odd putters, club heads, putting racks and practice devices. The restless innovator, in-demand keynote speaker and secret weapon of such much-improved pros as Vijay Singh and Tom Kite will be hard-pressed to veer far from his stellar trajectory, however.

“This lifestyle, teaching golf, researching golf...well, I’m a passionate guy because I *love* what I’m doing,” he says. “To provide the best golf instruction in the world based on research – and this is our credo – with the best short-game instructors in the world, at the best resorts in the world...if we have and maintain *that*, we can never *never* be beaten by another school.”

Tell that to any one of your foursome whose game has not yet been Dave Pelz’ed and sure as “whatever problem you have with your swing, we’re going to find it,” they’ll be putting scared in your company. Having Pelz pounce on your game, you see, is sweet as sweet can be. Just ask your happier handicap.

For information on Dave Pelz books and his Short Game Schools: www.pelzgolf.com or 800.833.7370.

Dave Pelz Aviator, Golfer, the Pro’s Pro



Golf’s short-game guru with his “gorgeous” transportation, a Learjet (top), and in a portrait of studious-and studied-swing excellence (below).

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because I love what I’m doing”

