

GOLF FITNESS

SUMMER 2007
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magazine

Surviving
Summer Sweat

Working Out With a Pro

TREVOR IMMELMAN

7 RULES TO BETTER
GOLF SHAPE

THE MIND OF
A GREAT PUTTER

- Best Pilates Moves for Golf
- Cool Fashions for a Hot Summer!

BETTER CONDITIONING • BETTER FOCUS • BETTER GOLF



Working Out with

A behind the scenes look at what it takes to be

I recently got the chance to join Trevor and his sport trainer, Dave Herman, during one of their workouts. During this time, Dave explained his beliefs about working with professional golfers, the development of his Athleticity program and a walk through of some of Trevor's specific exercises...

Fitness Band Training—An Introduction

Specialized flex band training has become a revolutionary new performance tool for golfers of all ages and abilities. These flex bands are called "SSR" bands, which stand for Strength, Stretching, and Rehabilitation. While initially designed for athletes, these bands are extremely effective for people of all ages. Anyone who wants to stay flexible, increase strength and reduce the incidence of "aches and pains" as they get older will benefit from band training. Flex bands are also great for adolescents because they are fun, safe and create less compression on growth plates and joints. Flex band training is an inexpensive and highly effective way of achieving a more physically fit body. It is well documented that resistance training can improve muscular strength, local muscular endurance, increase flexibility and power and stimulate positive effects on the body.

What makes these bands so unique is the rubber layering process that makes them highly resistant to breakage, while enabling production of different widths for increased resistance and tension. They are light weight and portable which makes them great to travel with on the road and can be used in many ways, ranging from rehabilitation, stretching, strengthening, fast twitch development, and core stabilization and warming up. These SSR Bands can be used for almost anything you can think of if you are creative with them.

Athletes in sports all over the world have been using these bands to enhance their athletic performance. The SSR bands are being used throughout all divisions of NCAA. Players and teams in the NFL, MLB, NBA, ATP and WTA are using SSR bands to increase their strength, explosion, speed and flexibility. Professional golfers on the PGA, LPGA, Champions and Nationwide tours are also using the elastic bands to warm-up, rehab and physically train for golf.

Due to the high success rate of the bands, doctors, chiropractors and physical therapists in clinical settings around the country are using flex bands with their patients. Research studies have shown flex bands to be effective in rehabilitation, explosiveness in the muscle contraction, vertical jump, and total body toning. They are especially

"these bands have increased my speed, flexibility and power, there is no doubt they have helped take my fitness to the next level."

effective for functional training for all sports specific activities including golf.

Bands can be used to develop and teach motor skills in

golfers and other sport specific applications. For example a golf instructor might use the bands in a specific drill to help the student reinforce the motor pattern and movement they are trying to teach. Flex bands are also great for strengthening and stabilizing the smaller protector muscles around the joints.

Training with bands is often referred to as accommodating resistance (isotonic). This means that as the band lengthens it increases in resistance with the most amount of tension when the band is fully flexed. The bands work the force velocity curve while teaching you to explode through the start and lockout at the finish. You will soon learn that the faster you explode, it will allow you to outrun the tension created by the heavier resistance.

Trevor Immelman:

ranked #15 among golf professionals worldwide.

By Dave Herman with Steve Gomen

Athleticism™ defined

Developing athleticism and elasticity in an athlete created the Athleticism™ program. If someone is said to have a lot of athleticism and elasticity it means they are fit, physically strong and seem to easily pick up new skills and techniques. It means that they are flexible and supple and have the ability to create a lot of speed. With this training methodology, you are developing a more complete athlete.

A few years ago, I began to implement band training into all my training sessions. I was working with Ty Tyron (at the time, a young golfer that became the youngest ever in PGA history to earn a PGA Tour card) and he said to me, "Dave, I'm beginning to feel very athlatic." I had never heard that word or term before but I knew what he meant because I was experiencing the same feeling. About this time, I had begun to experiment with the training bands myself. After a few months of noticing dramatic results in the areas of elasticity, flexibility and core strength, I came up with a concept called Athleticism™.

Trevor's program

Using this concept of "Athleticism", I developed a golf specific program with Trevor's help. Trevor and I wanted to change our focus from building muscle and adding weight to concentrating on introducing more speed and flexibility. As the result of applying Athleticism™ to his program we were able to increase his athleticism, strength and elasticity. As Trevor believes, "these bands have increased my speed, flexibility and power, there is no doubt they have helped take my fitness to the next level."

Trevor and I have worked together for five years, so we are always trying new tools and new ideas to keep it fun, stimulating and

challenging. What's unique about using the flex bands in Trevor's program is that we can vary the use of heavy weights during off tournament weeks to maintain his muscle mass and begin to decrease weights and move towards flex bands during tournament weeks. Trevor has said, "The beauty about this band system is that I am able to stretch, warm-up and strengthen the golf muscles in a short period of time, it's like a mini workout before my round." The band routine is very effective when he has an early morning tee time. In fact, we have perfected a 10-15 minute warm-up band routine that encompasses roughly 10 stretching and strengthening exercises that get his body warm, loose and prepared for the range. This led to the development of a golf fitness product called G2 Fitness™ by Hedstrom®. This package includes an instructional DVD and the same SSR bands Trevor uses to train and warm up before every practice and competitive round.

Trevor and I have work extremely hard together on his golf specific fitness. We both believe that the hard work and development of his unique athletic talent have been integral to his success as a top ranked player among the world's best. We will summarize some of his workout techniques and how they can benefit and improve any golfer's ability.

A Recent Work Out



Bike

Trevor will usually warm up 5 to 10 minutes prior to working out. If we are adding cardio work to our session he will spend about 25 minutes on the bike or climber before we get started. A five to ten minute exercise bike or brisk walk prior to working out is essential to warming up the muscles; this will help to decrease injury and stiffness.



Shoulder Stretch

This is an excellent stretch for the upper back and shoulder and as you can see it is very specific to the golf swing. Here Trevor uses a medium width band looped around a bar and around his wrist to stretch out the areas of the shoulder and back. Trevor leans into a stretch focusing on releasing and lengthening the shoulder and upper back (or deltoid and lat) muscles. This is a specific stretch for the golf swing. It mimics the shoulder turn at the top of the back swing. Good shoulder rotation helps take the stress off of your lower back, especially with the follow through. As Trevor leans into the stretch, the band lengthens allowing him to control the tension. This results in a deeper and longer stretch throughout the targeted area.



Frontal Plane Stretch

Here I am assisting Trevor as he performs an advanced hip flexor stretch. As you can see in this photo, Trevor is extremely flexible, and he works hard at it, but it also shows why he is a great athlete. In this stretch one band attaches to the ankle and another to the wrist. It targets the hip flexors, abdominals, and chest. This is a great stretch along the frontal plane of the body, which tends to be shortened and tight in most active golfers. The use of the bands helps him control the tension of the stretch. Looser hip flexors will help promote a better hip turn, and more flexibility in the chest area will aid a better position at the top of the back swing. Once again, flexibility in both of these positions will help take the stress off of your lower back.

Athleticity™ TO IMPROVE YOUR GAME, TRAIN LIKE AN ELITE ATHLETE!

David Herman incorporates a multi faceted, SSR band training methodology that generates proven results. His passion is to help athletes to be optimally fit, reach goals and win at the highest levels. That is why he created ATHLETICITY,.... a program that focuses on the development of "Athleticism and Elasticity" through ten performance tools.

Movement Training - Core Conditioning - Strength - Breath work - Stretching - Rehabilitation
- Cardiovascular - Cognitive Training - Elastic Bands - Performance Planning

ATHLETICITY, helps you achieve greater distance, more consistency, and faster swing speed through flexibility, elasticity and strength. To learn more visit Athleticity.com.



"Dave and I have had lots of fun over the past five years. His professionalism and new ideas have undoubtedly helped me win five tournaments since we have worked together."

David Herman
Athleticity Founder
CoAuthor Ernie Els Guide to Golf Fitness with Ernie Els

Trevor Immelman
2006 PGA Tour Rookie of the Year

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Overhead Triceps Extension

Here you see Trevor performing an advanced Tricep extension using a cable and ultra light band. While doing this exercise, the addition of the flex band makes the tension increase dynamically allowing Trevor to accelerate and fire through the movement developing strength and speed in the muscle. This will add power to the downswing. The flex band is looped around the cable handle and on the apparatus bar. As Trevor extends through the exercise the band tension increases causing his stabilizer

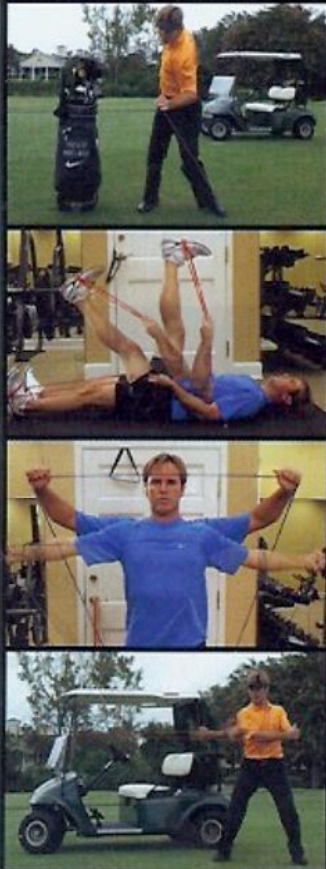
muscles in his shoulder as well as triceps to work even harder.



Bicep Curls

Here Trevor works on symmetry with his arm strength. Having balanced muscles in the arm, triceps and biceps, is key in maintaining an overall athletic body. Good symmetrical arm strength is also a great preventative measure against the stresses that can cause irritation and even injury to the elbow. The use of flex bands is important in this exercise because of their ability to maintain tension at the end of the movement. As the flex band pulls at the end of this movement, it helps keep his biceps stretched and flexible. Strong biceps, and even biceps with some bulk, are okay for the golfer, as long as they stay flexible.

How do you take your golf swing **SPEED** and **EXPLOSION** to the next level?



SSR Bands Golf Training

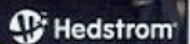
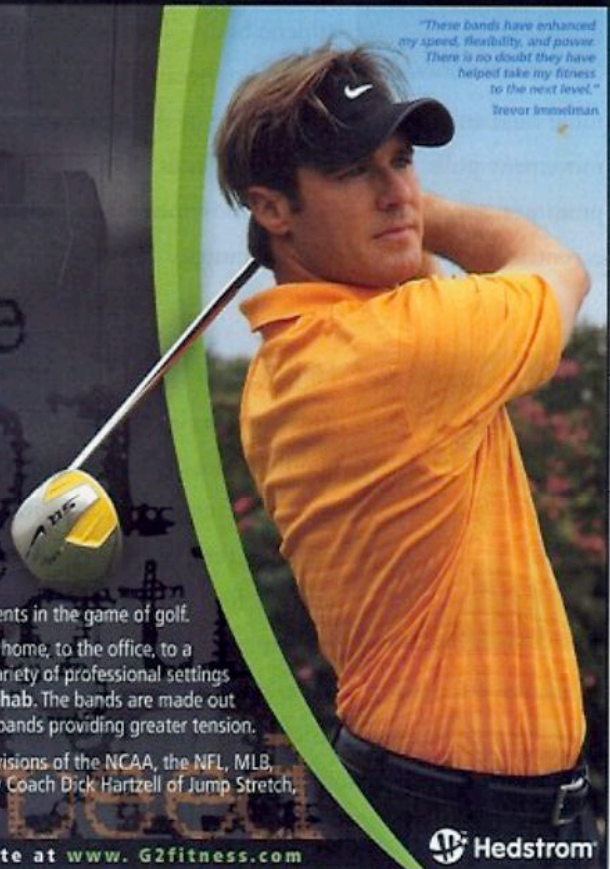
Using the SSR FlexBands, 2006 Rookie of the Year Trevor Immelman and golf fitness coach Dave Herman will show you tailor-made golf specific exercises and techniques that target the muscles and movements in the game of golf.

The SSR FlexBands are compact and can be used anywhere from your home, to the office, to a hotel room and even on the practice range. The bands are used in a variety of professional settings for **Strength** training, to explosive speed work, to **Stretching** and **Rehab**. The bands are made out of a special latex rubber and come in different widths with the wider bands providing greater tension.

These bands are being used by players and teams in all Sports and Divisions of the NCAA, the NFL, MLB, NBA, and on the PGA tour. The bands were founded and developed by Coach Dick Hartzell of Jump Stretch, Inc. and carry a 1 year warranty against defects and/or breakage.

To order, call 1-800-765-9665 or visit our website at www.G2fitness.com

"These bands have enhanced my speed, flexibility, and power. There is no doubt they have helped take my fitness to the next level."
Trevor Immelman





Shoulder T's

To begin this exercise, Trevor starts with an ultra light band around each wrist attached to a stationary bar. He starts with wrists at thigh height and draws each wrist simultaneously up to shoulder position.

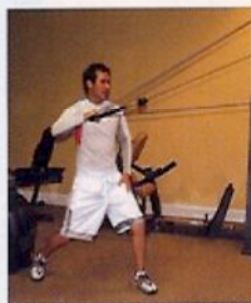
This is an excellent preventative exercise because you strengthen the small muscles that protect the rotator cuff as well as develop upper body strength (rear deltoids) that helps develop good golf posture. The band around his ankles allows him to also work core stabilization by engaging the legs, hips and deep core muscles. Strong shoulders will add power to the golf swing and will help hold the right position at the top of the back swing. There is an immense amount of force created during the downswing and impact, having strong shoulders is a great way to prevent golf specific injuries.



Military Press

This is one of the more heavy exercises we will use to develop more strength and muscle mass to promote an overall balanced athletic body. The use of the bands here is important because it makes the exercise

more fluid and tougher. The change in the tension at the top of the movement pulls the weight down faster than gravity alone. This promotes speed in the down movement and helps recruit the eccentric fast twitch fibers in the muscle.



High Cable Pull

This exercise also strengthens the back of the shoulder muscle, but of equal importance it works the core muscles through the same plane as the golf swing. All of which are crucial for power and stability in the movement. In addition to the cable, flex

bands are attached to add resistance and explosion to the exercise. Also, because we use a natural movement here, it makes it a good safe exercise for the rear deltoids and core strength.



Abdominal Crunch

Use of the band during abdominal crunch on a stability ball increases development of upper and lower abdominals as well as the obliques. Again the use of the bands here allows you to control the tension for a more dynamic core strengthening exercise. Core strength is a key element in protecting the spine, creating speed and stabilizing the body.

In Closing...

Getting to know Trevor Immelman and Dave Herman, it becomes obvious how important it is to them to have a golf fit body in order to create optimal performance and injury prevention. Trevor's conviction to these principals is apparent with his message to all of us; "It's imperative that you have some sort of maintenance program for the arms, shoulder and back. As we all know, there is a great amount of force generated in the golf swing and it's very important that nothing breaks down because the hands and arms are taking a lot of strain, especially in those tough lies and deep roughs."

Dave Herman is a Former Athlete, Author and a Professional Sports Performance Coach. He has worked with many professional athletes and is the founder of the Athleticity™ Training Program in Orlando Florida. www.Athleticity.com.



