



Get in Great Golf Shape

To improve your game, fitness and instruction should go hand in hand

When it comes to improving your golf game, being in good shape physically is as important as any other aspect of the sport.

It wasn't always that way. In fact, for many years, some golfers viewed working out as a potential detriment to their performance. But times have changed, and the golf pros make the benefits of playing in peak health obvious each year.

To help you improve your fitness regimen, we recruited PGA instructor Adam Smith and his two most recommended trainers—Virginia locals Glenn Pfluger and Brandon Ream. They offer their insight on why physical health should be a focus, and some key considerations to give your game a boost.

The Importance of Body Control

by GLENN PFLUGER,
founder and president, RVA Athletes

EACH ATHLETE IS DIFFERENT at every age and everyone benefits from a needs analysis. Each golfer tells us what they want; it is our job to identify what they need by determining what they can do, and what they cannot. If we can first eliminate what they cannot physically do, then we can focus on what they need in order to be successful.

It comes down to the ability to control your body, which then influences tempo, power, impact, posture, and balance. Being able to control your body is key, from putting to driving. No control means no accuracy and no consistency. Of course, this is easier said than done.

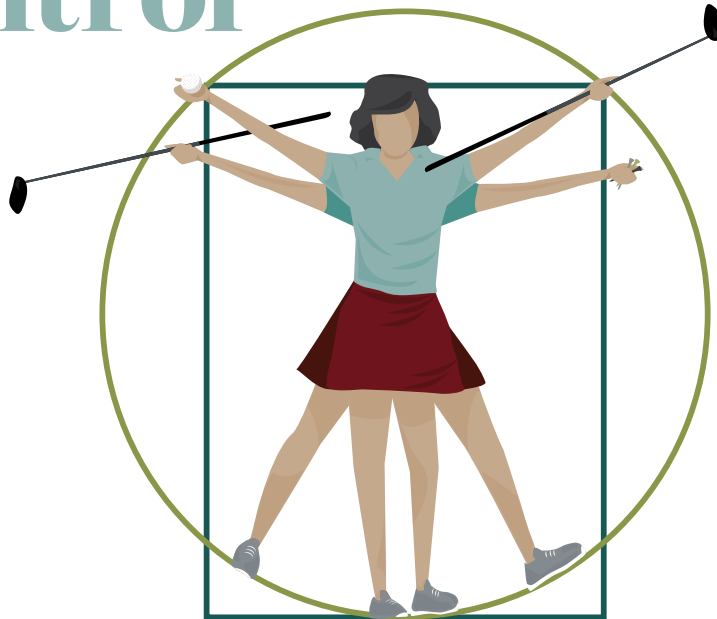
So what's the "secret sauce?" If you gave me all the paints Picasso used or the same ingredients as a master baker, the results would not come out the same. The instinct, the process, the time developing

a craft and a skill is what makes working with a certified strength and conditioning specialist undeniably special. What we do is not rocket science—it is actually more complicated. Rockets can be replicated exactly the same. Not one human is the

same, and therefore they cannot be treated the exact same way.

Setting up a junior athlete for a positive lifetime experience for fitness/performance is critical. An adult athlete who has had a bad experience in the fitness/performance industry is even harder to reeducate because they already have a negative disposition. We encourage our athletes to learn every day. We are a school, an institution of athletic development instruction primarily for children. And if you missed the development as a child, it's time to go back to school and learn again. It is a long-term approach built one day at a time. We encourage our athletes to challenge themselves physically and mentally. Of course, we also encourage fun. What is the point of doing something if you really don't enjoy the process most of the time? It is the culture that we have created for our athletes.

Pfluger is the founder and president of RVA Athletes, which is dedicated to helping athletes ages 8 and up reach and exceed their natural athletic potential.



THERE ARE THREE PRIMARY REASONS GOLFERS WORK WITH US:



TO HIT THE BALL FARTHER.

Whole-body strength training is key to driving the ball with consistency and power.



TO STRIKE THE BALL MORE CONSISTENTLY.

It is awesome to hit the ball a mile, but if it is a mile in the wrong direction, then it is not beneficial.



TO PLAY GOLF WITHOUT GETTING HURT.

We are designed to help golfers understand how to optimally move in their body. If a golfer can effectively and efficiently swing the way they need to, they will be successful. Being durable is the key to playing golf for a lifetime.