

ADAM SCHLOER, WORCESTER GOLF CLUB

WORKING TO FILL WINTER GOLF VOID

By Nate Oxman

As the golf season draws to a disheartening close and the winter doldrums loom near, golfers throughout the tri-state area will grit their teeth and stow their clubs away until spring.

However, Worcester Golf Club and its certified club technician, Adam Schloer, says not so fast. They have a solution.

Just in time for the Thanksgiving holiday weekend, Worcester GC in Collegetown, Pa. will unveil a state-of-the-art golf simulator in its charming multi-purpose clubhouse facility.

"It's really perfect timing with the golf season coming to a close," said Schloer, who opened up a club repair shop at the Montgomery County course back in June. "Black Friday is kind of the big day to close out the golf season. So the simulator will be up and running for people to see and then it will be available all winter long. I don't think there's anything close to a simulator like this at all at any course in the area."

Designed by industry stalwart DeadSolid Golf, the multi-faceted simulator is sure to satisfy your golf fix regardless of its focus.

"The main use of the simulator will probably be to play the 18-hole golf courses during the winter," said Schloer. "But that's not all, by any means. And I can use it just as much during the summer if people want to buy new clubs or do ball fitting, stuff like that."

Featuring more than 20 recreated golf courses such as Pebble Beach Golf Links, Cog Hill Country Club, and DuPont Country Club in Wilmington, Del., DeadSolid Golf uses on-site photography and 3-D topographical maps to provide high-quality, realistic graphics.

Highlighting the 18-hole course play features are the "Talking Caddy," which provides club selection advice and pace of play details, and easy-to-use touch screen technology, which allows players to rotate views and check distances between landmarks.

The 18-hole course play also offers



Caption

advertising opportunities for small businesses as advertisements appear onscreen in between holes.

And that's just the beginning.

The simulator also offers longest-drive and closest-to-the-pin contests, and a driving range feature allows players to practice indoors all winter long. While utilizing the driving range tool, users can take advantage of DeadSolid Golf's highly-accurate swing analysis technology.

"There is swing analysis software

built into the simulator," said Schloer. "And the swing analysis software just shows you everything you would ever need to know about your golf swing: clubface angle at impact, ball speed, swing path, whether it's inside-out or outside-in. So the simulator can also be a great teaching tool and that's something

I'm really trying to push. You can spend five bucks on a bucket of balls at the driving range, but you can spend a little bit more for a half hour on the simulator and learn ten times more."

Schloer can combine the swing analysis software, which is the only one of its kind to measure both the clubface and the golf ball, with the simulator's exclusive clubfitting software.

Realistic "FaceTrac" animation shows users, whether in 18-hole course play, driving range mode, or contest



Caption

mode, how the club made contact with the ball at impact after every shot. A "FliteTrac" window allows users to view (and compare) the trajectory of each shot, while the "BallTrac" animation provides realistic ball flight of each shot.

Schloer is eager to add the simulator to his club repair work, which will be expanded to include club fitting.

"I can re-grip clubs," said Schloer, who recycles materials such as grips, shafts, paper, cardboard, and solvents used in his shop. "I can re-shaft clubs. I do little things such as removing rattles, changing swing weights, changing total weights. I can also fit people for clubs: length, lie, sole angles, bounce angles, all of that stuff. Now, with the addition of the simulator, I'm looking forward to doing a lot of club fitting as well."

Schloer will assist customers in using or exploring any of the simulator's must-see features. The simulator will be available for use Sunday through Thursday from 9 a.m. to 9 p.m. and on Friday and Saturday from 9 a.m. to 10 p.m.

Born and raised locally, Schloer entered the golf business after graduating from Shippensburg University.

"When I was a kid all my parents

would do was yell at me for taking things apart and tell me to put them back together," said Schloer. "After I got my degree from Shippensburg and I got back into golf, I decided that I wanted to do something that I liked. I thought, 'With golf, what can I build and repair? Golf clubs.' I found that you could do just about anything to golf clubs."

Schloer spent time studying at The GolfWorks in Newark, Ohio. Operated by Ralph Maltby, GolfWorks provided Schloer with the club technician certification he needed to get his start in the golf business.

A family-friendly of Worcester GC owner Mike Malone, Schloer began by renting space in Worcester GC's clubhouse back in June. Schloer's presence has since increased and will continue to do with the simulator now in place.

One of the most family-friendly golf facilities in the tri-state area, Worcester GC, a 9-hole course that's matured splendidly since opening in 1997, is perched atop the rolling hills of Montgomery County. Featuring a fun, playable, walker-friendly layout for all ages and ability levels, the club attracts local golfers with its affordable rates (as low as \$10 for nine holes) and accommodating staff, which also includes LPGA Teaching Professional Diane Rama. Bustling in the summer months with activity on the course and off, the new DeadSolid Golf simulator will allow Worcester to appease the masses during the dreary winter months as well and Schloer can't wait to get you started.

