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It's "Rough" Out There

Talking Rock Golf Pro Shares Tips for Golfing Success

PRESCOTT, Ariz. (September 6, 2006) – Golf is good in the high-country. Especially at Talking Rock in Prescott, Arizona. The 3,600-acre private, luxury home community offers a peaceful, rural setting complete with modern amenities including a Jay Morrish-designed championship golf course. The 7,350-yard course is managed by PGA member Jim Leisenring, who brings years of excellence and experience to Talking Rock.

With a passion for the game and almost a lifetime spent on courses around the world, Jim shares his expertise and quick-tips to help golfers improve scoring during times of the season when the rough is dense and healthy.

- **Aim away and get out in a hurry**

Avoid the rough if you can, but if it's up, adjust your strategy and take fewer risks. When you do hit it in the rough make sure that your next shot is aimed to get out. It is an interesting phenomenon that as soon as players get into the rough they stay in it. For example, if you hit the ball into the right rough off of the fairway and do not think that you can advance onto the green, aim your next shot at the middle of the fairway. Then, if you do not hit a clean shot, you will at the very least be out of the rough.

- **Take less club and swing hard**

I see many players try to take more club and make a nice "easy" swing trying to "sweep" the ball out. This is not a good approach in dense rough. If you make a shallow, slow swing, the dense grass tends to grab the hozzle (heal) of the club causing it to twist, which produces low, left and "fat" shots. Take less club and make a steep, aggressive swing and "dig" the ball out. Often times these shots will not have a great deal of backspin so plan for the ball to run out farther than normal.

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- **Add loft to your shots**

Opening the club-face slightly and adding loft for all shots out of dense rough will both decrease and offset the amount that the club is “shut down” or closed at impact. I especially suggest this technique on less than full swing or short shots around greens. Once again, these shots will not stop as quickly so play for the ball to run.

- **Play approach shots to the front of the green**

During times of the season when the rough is thick, I try to play nearly all approach shots to the front third of the green, regardless of where the flag is located to further avoid hitting my golf ball above the hole and in the rough. I always prefer my chances of a longer two-putt versus getting up and down from behind the green. And, if you come up a little short, you are likely to have a much easier chip shot in front of the green.

- **Practice these shots**

Day after day I see golfers on the range hitting balls from perfect lies. The next time you practice, go over to the short game area and hit balls from the rough. Hit short and long shots. Experiment and use different techniques. Learn what clubs you can and can't hit out of the rough. Remember - “it's rough out there” so practice!

About Talking Rock

Offering the best of northern Arizona, Talking Rock is located in a peaceful, rural setting and yet is just minutes from Prescott where homeowners have access to shopping, dining, entertainment and numerous outdoor recreational opportunities. It is a 3,600-acre private, luxury home community with a casual western lifestyle and the amenities of an exclusive country club. Its Jay Morrish-designed 7,350-yard championship golf course winds through more than 1,000 acres of preserved open space, presenting residents with the spaciousness of Arizona's high country. Talking Rock offers spacious custom homesites, as well as Ranch Cottages, Ranch Homes and custom homes designed in an authentic ranch style and built by the area's finest craftsmen.

Talking Rock is a development of Harvard Investments, a Scottsdale, Arizona based real estate development company respected for its high quality, residential projects throughout the Southwest. Harvard designed and developed communities are found in Austin, San Antonio, and Dallas, Texas; and in Phoenix, Sedona, and Tucson, Arizona.

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Harvard's Canadian parent, the Hill Companies, is a privately held diversified company involved in real estate development, oil and gas production and distribution, broadcasting, surety bonding, and life insurance. The Hill Companies celebrated its 100th year of continuous family ownership and operation in February, 2003.

More information on Talking Rock and Harvard Investments, Inc. can be found at www.talkingrockranch.com.

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