

# Cog Hill pro's new putting gizmo is first to analyze stroke in motion

by Phil Kosin, Chicagoland Golfer

Kevin Weeks was sitting around one day with Jim Shenoha, pondering how to better measure the putting stroke. Both have engineering degrees; Weeks is a nationally-prominent teaching professional at Cog Hill, while Shenoha, a mechanical engineer, specializes in designing golf equipment – he created the Fat Shaft technology for Wilson Golf and several cutting-cutting edge putters for Tour Edge Golf in St. Charles.

"Jim and I were wondering how we could see what the putter is doing at impact," Weeks said. "We tried putting cameras under the ball and all this other stuff so we could see what was happening at impact.

"I had just finished a long Saturday of teaching lessons last June, has about three Cokes in me and was so wired on caffeine I was nervously bouncing a ball off the wall. Suddenly, watching that ball, it hit me."

"I looked at him and said "Jim, if I knew the distance to the wall, from a fixed point you could measure the angle of something, right?" He didn't say anything, he just sat there quite."

"About five minutes later, he said "You just got it."

"It took Weeks four or five days to create a prototype. "Jim saw it and said "Don't show it to anybody," Weeks explained. "Jim has several patents himself, and he did a search and discovered no one had any patents talking about putter faces at impact. I have done a lot of club fitting, and that's what you look for – club faces at impact."

That's where the techy name – Dynamic Impact Indicator – came from. "Dynamic means as the putter moves along, where most club fitting is static, or in place," Weeks continued.

His system, which employs a laser that reflects off a mirror mounted on the face of the putter, is now patent-pending. The student stands and putts on a perfectly flat surface (invented, patented and built by Shenoha), rolling striped balls toward a hole about 16 feet away. At the far end, there is a regulation cup and a large grid board. The laser/mirror combo produces a red dot on the grid, showing swing path and putter face angle through the entire swing," Weeks proclaims proudly.

By recording everything on video, during the analysis stage of the session, Weeks shows the student everything that goes on from takeaway to follow-through. He uses a plotting device to make

the results easy to see, then makes recommendations to correct a bad swing.

The system quietly got a heavy workout during last July's Cialis Western Open. Weeks invited Loren Roberts, one of the PGA Tour's best putters, to get on the machine. Once the word got around, others streamed in. And it hasn't stopped, either. There was a PGA Tour player there the day I visited.

"The more good people I put through the analysis, the more I learn," Weeks said. "It's good that I have results from so many Tour pro's strokes, too, because those are the best players in the world. I'm still refining the system as I keep learning. I hope it continues to be refined forever. Heck, I've worked with Doc (Jim) Suttie, and he's still learning too."

Weeks has already sold five Dynamic Impact Indicators, has orders for two more and a ton of interest. The cost is \$2,000, but is going up," he said. "And Jim (Shenoha) is pleased because he's also selling his putting surfaces (currently about \$2,000) that complete the package. Funny, but those who've already bought one did so without even knowing the price."

The cost of a studio session is \$110 for an hour, which not only includes a putting lesson, but a putter-fitting. "I don't sell putters, but I'm getting equipment where I can modify a student's existing putter if we need to do that. Or I'll write a set-up prescription if they want to go out and buy one."

I went through the system, and can highly recommend it, although in fairness I must admit I might be biased – I made 9 of 10 putts, and after seeing the graphic results, Weeks told me it is the best putting stroke he's seen from a non-Tour Player. Now if I could just hit fairways and greens...

It's the best \$110 you'll spend if you're not a great putter. For an appointment, call Weeks at Cog Hill at (630) 257-5872 ext 321.