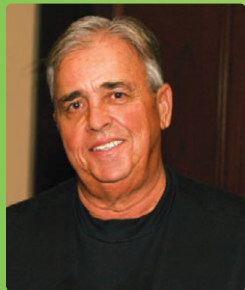


Tools of the Trade

The First Flight of the Black Swan and Black Hawk

By Bobby Walker



An interview with David Kargetta, designer of the Black Hawk and Black Swan Putter "I needed to putt better, or give up the idea of making a comeback to competitive golf."

That's the simple view of the inventor of the Black Swan, a design, manufacturing and quality engineer, as to how golf's latest "Black Swan" was born.

"All other putters have two major drawbacks.

First, they don't putt where the alignment appears to aim. Second, they are brutally unforgiving on less than perfect strikes. There are a number of other defects, but these two are huge. Solving them increased my make % enormously. I immediately was making 25 or more of 100 from 30 feet, day after day; some days over 30% from 30 feet. You need to understand, I was a 12% makes from 30 feet putter before. After the first week I was stunned. I had lightning in a bottle. It's the putter, it's not me."

The secrets of the "Black Swan" were born at 2 am, out of a combination of desperation to putt better and a memory of a distant past event...a geometry problem.

"Long ago I was hired as geometry expert for a jet turbine blade maker. I solved a complex geometry issue that threatened the 747 and 767 engine builds. We didn't have 3D CAD back then, so you had to really know your geometry."

Turns out, that all putters have a similar 3D error in face angle effects, and realization of that problem unlocked the door.

"I couldn't understand why the more I practiced, the worse I got. Then I realized that the putters I was using, in fact all putters, didn't hit the ball where I thought I was aiming. Nothing to do with lines, everything to do with compound angle effect of shaft lie and face plane position. Once we solved that problem, the rest was just simple application of all the methods learned in 30 years as an engineer. Henry Ford taught most of them long ago. Simple really, just solid math, statistics, physics plus common sense."

The Black Swan and Black Hawk putters shock you immediately. Of course, they are larger than most putters. But more shocking, you make more putts. Lots more. Then it gets better.

"We see an immediate improvement in make % by from 14 to 89% in testing. The actual is probably closer to 25% at robust statistical levels, when reversion to the mean flattens the curves. But we say at least 10%

more makes. It's very conservative. Plus, we cut three-putts nearly in half. It's funny...I out-putt Tour players in tests every time...me using Black Swan, they using their own putter. Then they use mine, and beat me soundly."

The putters are amazing in one other aspect. Their MOI, or Moment-of-Inertia, is roughly triple that of so-called "High MOI putters".

"Even Tour Pros mis-hit to some degree on every putt, especially outside 12 feet. A tiny mis-hit drastically reduces make percentage. We solve that. Our Sweet-Spot is three balls wide. People are amazed when I move the ball way out to the heel or toe, tell them to make a normal stroke, and they make a thirty footer anyway!"

Putting distance control is the first thing golfers notice after a few putts. The putts roll the correct distance repeatedly.

"When the mis-hit factor is taken away, most people find out they are really good putters. When you also have a putter that putts where you aim it, it further increases the Putting Capability of a player. Put it all together, with some other simple and effective physics and the results are simply incredible. More One-Putts. Fewer Three-Putts. It's a putter you simply have to try on the green to understand and believe is possible."



Golfers in Brevard County are in luck. The nation's First Authorized Fitting Center for the Black Swan is located right here at the Duran Golf Club. "Dave Tomczak, PGA (Director of Golf and GM) is an old friend, and very valued contributor to our development. He knows golf, putting, and the thinking of golfers better than anyone. I've relied on David's expertise

from Day One. He immediately saw the effectiveness, from his first five putts with it. He anticipated in five minutes what I had done the previous five months before approaching him."

Mr. Tomczak and the entire Golf Staff at Duran, with Head Professional Russell Glasby, famed Teaching Pro Wally Kuchar, and others are able to fit personally any player, for correct lie, length, and grip. Included in every putter purchase is a complimentary putting lesson from the PGA Professional.

"We take the issue of putting performance very seriously. We want only delighted golfers. They will be the ones who make us successful, if we make them successful first. I want a PGA Pro to fit and start off correctly every client. It's our way of saying thank you for putting us in your bag." What's next for the Black Swan and Black Hawk? Will it take the Tours by storm?

"Of course, it's designed as a tournament putter. We conform to USGA Rules, naturally (USGA Decisions 2011-144, 2011-145), and we are showing it to the world's best putters right now. But as my old Pro, Don Barber, PGA Life Member, told me as a boy..." "Son, let your clubs do your talking for you". We'll take Don's advice here too, regarding Tour players." Watch for the Black Swan and Black Hawk, on Tour, in the May issue of Golf Digest (Breaking 100/90/80), and in your opponent's bag. You may be surprised. Better yet, watch the shock on you opponent's face, as you roll in thirty footers using it yourself. But try not to smile too big when you do. That way they'll think it's you...not the putter.