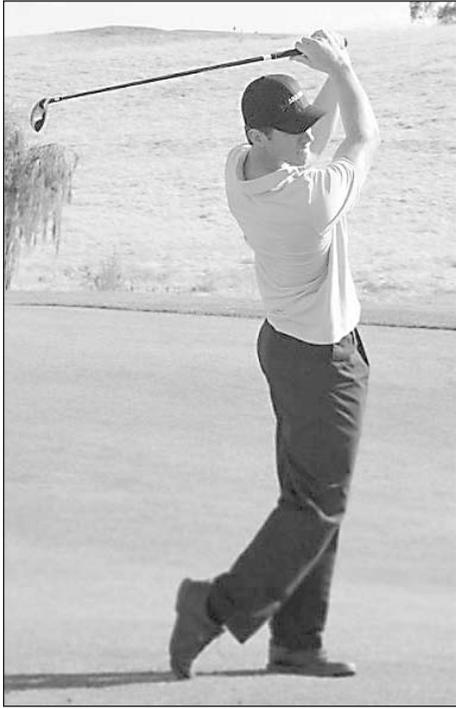


# An interview with the unique long driver Jacob Bowden



Drive Championship qualifier, I felt my confidence waiver. I had to pause for a second, take a deep breath, and remind myself that this one shot was not an indication of how the set was going to go. Each new shot brings infinite possibility. I relaxed and refocused my attention to the present moment. Before the set was up, I had hit a grid-record 421-yard drive and won the event.

*Q: What can recreational golfers learn from your journey to add 20 yards to their drives?*

*A: I increased my swing speed 26 mph in 37 days while training for the 2006 Long drive Championships. I used what I learned to create training programs now available at [www.swingmangolf.com](http://www.swingmangolf.com). Each of my personal students has gained a minimum of 30*

yards after only one month using the twice-weekly 10-minute program from home.

Dr. Doug Hoxeng is Senior Manager of The Ken Blanchard Executive MBA Program, [www.gcu.edu/emba](http://www.gcu.edu/emba), which features online instruction and in-person learning with Dr. Blanchard. Call Doug at 602.639.6762 or visit [dhoxeng@gcu.edu](mailto:dhoxeng@gcu.edu).

Jacob Bowden's story is relevant for both recreational and professional golfers. Before giving a long drive clinic, sponsored by The Ken Blanchard Executive MBA Program and the Business Club of America, Jacob was interviewed by Dr. Doug Hoxeng.

*Q: In 2003, you were a 15 handicapper nearly 30 years old working as a computer engineer in Kansas City. What possessed you to think you could someday become a scratch golfer and a world-class long driver?*

*A: I had a personal vision to become a professional golfer even though I never hit drives much more than 250 yards. Rather than continue in a job that didn't inspire me, I made a decision to focus on what I loved. I've never regretted it.*

*Q: You moved to California and studied with the legendary Mike Austin. Austin in 1974, at age 64, set the Guinness record for the longest drive in competitive golf at 515 yards. What did Mike teach you that transformed your swing?*

*A: Mike, and his close associate Dan Shauger, taught me how to use my body in a dramatically different way. Many teachers emphasize a "turn" around the spine whereas Dan and Mike advocated a "shift" of the lower spine. This "compound pivot" improves ball striking and is less strenuous on the back. Mike and Dan also substituted the commonly taught rolling blade action with one that keeps the blade square longer through impact.*

*Q: Dr. Ken Blanchard writes about golfer self-leadership including a Post-shot routine consisting of Observation and Praise Progress and/or Redirect. In long drive competition, where you have only 6 balls to hit into the grid, on what do you focus your attention?*

*A: This year, when I didn't hit the first ball in play at a Remax World Long*



They don't believe in fun postponed  
or exhilaration deferred or placing happiness on hold.

Why would they?  
You saw the private golf course, right?

  
Models Open  
Call for a private tour.  
480-279-3992

**Who are these Encanterrans?** Perhaps more important, why are they so relentlessly happy? A good guess would be the spectacular spa and club. Or perhaps the private championship golf course, designed by Tom Lehman. Or maybe it's the architectural fusion of old world charm and new world design of the homes. But to truly understand what defines the Encanterran way of life, come see it for yourself. ♦ Explore a dramatically new way to live at [ExperienceEncanterra.com](http://ExperienceEncanterra.com)

  
**Encanterra**  
A Trilogy Country Club

**SheaHomes**  
Caring since 1883

Encanterra, A Trilogy Country Club is a community by Trilogy Encanterra Marketing, LLC. Construction by Shea Homes of Phoenix, Inc. (FBI) (ROC#192911). Trilogy is a registered trademark of Shea Homes, Inc., an independent member of the Shea family of companies. Encanterra, A Trilogy Country Club and Trilogy Central Coast are communities for people of all ages. Homes at the Trilogy Glen Ivy, La Quinta, Rio Vista, The Vineyards, Power Ranch, Vistancia and Redmond Ridge communities are intended for occupancy by at least one person 55 years of age or older, with certain exceptions for younger persons as provided by law and the governing covenants, conditions and restrictions. Models shown do not represent an indication of racial preference. Void where prohibited. This is not an offer of real estate for sale, nor a solicitation of an offer to buy, to residents of NY, NJ, CA or any state or province in which registration and other legal requirements have not been fulfilled. Prices subject to change without notice. © 2007 Shea Homes, Inc. All rights reserved.

