

## Velocity Sports gives golf its own corner; PGA Teaching pro Matt Just brings sport indoors during winter

by Nick Clark

(Created: Wednesday, April 2, 2008 4:52 PM CDT)

From a small corner tucked inside Velocity Sports in Champlin, the fitness facility appears to be just what it was built for - a place to fine-tune the body's strength, agility and speed.

But then a mat is pulled across the ceiling, and another Matt unleashes Velocity's newest sport in that small, but effective corner.

Matt Just, who spends his summer months serving as the PGA Golf and Teaching Professional at Sundance Golf Course in Dayton, had a chance meeting last summer at his home course with a couple of Velocity's decision makers.

One thing led to another, and by the time the snow was flying late last fall, Just was introducing some of golf's latest and most innovative teaching technology to those looking for a place to swing a golf club, without having to actually leave Minnesota during the deep freeze that hits the state annually.

"Matt was looking for an opportunity to come in and give golfers a chance to get some swings in during the winter months," said Darin Nelson, Velocity Sports' Director of Recruiting, who was in on those original conversations with Just at Sundance last summer.

"Obviously we are about the all around athlete. It doesn't matter what sport they play, our programs are going to help that athlete working on their overall speed and strength and agility. For the golfers, it is going to be a lot of their balance and stability moves, getting that rotational-type power. It was a perfect fit for us."

Fit is an opportune title for golfing operation at Velocity, being that Just managed to squeeze his teaching philosophies into his corner.

But, while the game is played in wide-open spaces, you don't need a lot of room to work on a swing - just a high ceiling.

Golfers swat balls into the make-shift wall, and work on their putting stroke on a green no larger than 15-feet long.

In both instances, there is always something to improve on, Just said.

"It's all mechanics," Just said. "You can really look at the path of a putter and you can look at the face angles of the putter. Set-up is huge with putting, just trying to get all squared up and making a real relaxed move. And then with the swing, my philosophy is trying to help people achieve center face contact, and really trying to make the ball behave."

To do that, Just uses a Nike Launch Monitor, coupled with a computer program that video-tapes each swing.

"The key thing with video is that we can tape them before we make any changes, and then you can make a small change and actually see it on the screen," Just said. "I can't see a golf swing that going 120 miles per hour, but when I'm slowing it down on the computer swing and when the launch monitor tells me what's happening, we can get feedback that you can't get with a naked eye, and another beneficial part of it is I can pull the swings up, and a month later, show the progress they made."

That was the case for a trio of Osseo High School golfers who were taking advantage of the

technology at Velocity recently.

Each came with a different idea of what they wanted to work on, and they've walked away feeling good about the results.

"Ball contact was my main focus, and already with two or three lessons I'm already better than I was in the middle of last season," said senior Evan Bojar. "You can't see it, but everything feels better. If you hit something bad, you are going to feel it. If you start hitting the ball more consistently at a better spot, it is going to feel better. I can already tell I am hitting the balls better, and I haven't hit an outside ball yet."

Those opportunities will come, as the snow eventually fades away for the season.

But, with the first winter golf season gone by at Velocity, both Just and the fitness facility are eager to see what they can do with a year under their spikes.

"We needed to get this first year under our belts and get Matt's name out there that he is going to be here and turning Velocity Sports name out to where it is recognizable for a golfer," Nelson said. "Sports performance training is kind of new to the golf world. Obviously Tiger Woods is really helped that but that is the type of training that we do and is going to benefit a golfer."

Added Just, "The golf swing is progressive, and when you are working on a change, it is hard. It's even harder when you take the winter months off, and now, with what Velocity has been able to offer, golfers don't have to do that. They can swing a club year round, which is pretty unique to Minnesota."

Information and/or lessons: [matt@sundancegolfbowl.com](mailto:matt@sundancegolfbowl.com).