

# zenoLINK

movement. performance. sport.



## The zenoLINK Connection

Keeping You Educated and Informed

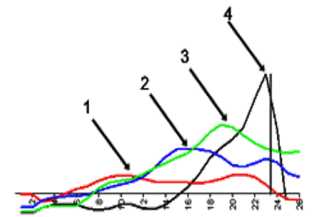
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Advancements in technology, performance analysis and training techniques have allowed athletes to push the limits of achievement in recent years. Golf may be one of the most dramatic when you consider the areas that today's players needs to consider: *Fitness, Instruction and Club Fitting.*

For example in Golf and the "Tiger Woods Era", many of the old concepts with respect to the golfer as an athlete including the approach to training and performance have been soundly shattered. Simultaneously the advancements in golf club technology have been heading towards a complete integration with the Training and Performance industries. Knowledge about what the body does during the golf swing have redefined how we look at performance outcomes, training and club dynamics to create the perfect combination for the Golf Industry. zenoLINK™ 3-D biomechanics technology allows us to "see" past the obvious superficial ideas of mechanics and look specifically at anatomical function to improve performance in one or all of the 3 areas mentioned above. This can also be accomplished without the burden of wearing a vest or placing markers on the body.

Keep your eyes on the prize of improvement and know that zenoLINK™ is right there with you.

The Welch-e Technologies Team



### UPCOMING EVENTS

April 2009

#### **3 Part Webinar Series on LAX Biomechanics**

Join Welch-e Technologies and professional Lacrosse player and CEO of [141 Lacrosse](#) John Christmas for this 3 part series where we explore Lower Body mechanics, Core Strength and Arm to Stick Action.

May 12 - 15

**LPGA zenoPRO Bootcamp**  
ENDICOTT, NY - LPGA Players and hopefuls come to Endicott to train before the LPGA Corning Classic. [DETAILS HERE](#)

May 30 - 31

#### **The Ultimate Golf Performance Seminar**

ORLANDO, FL - This 2 Day event is 1 of only 2 programs worldwide where you can experience the world's best sports performance technology in person. [DETAILS HERE](#)

zenoLINK™ CUSTOMER NEWS

### MICHIGAN STATE UNIVERSITY JUNIOR GOLF DAY





Our hats go off to Steve Ruthenberg from Michigan State University and Brad Dean from Crystal Mountain Resort for putting together this great event. We were honored to be able to work with such a phenomenal group of instructors and more than 100 kids that came to learn about how they can improve their golf game. Brad Dean, Adam Schriber and the Crystal Mountain Staff focused on full swing fundamentals and we focused on Biomechanics and Progressive Skills Training. LPGA player Candie Kung provided insight for the participants about her experiences as a professional athlete and competing on tour during a lunch time Q&A session. Checkout our new video blog of the [MI Jr. Golf Day](#) to see some excerpts from this one of a kind event.

#### **DYNAMIC SPORTS MOTION HOSTS BASEBALL AND SOFTBALL CLINIC**



Although it was bitter cold, a solid turn out of thirteen young aspiring baseball and softball players ranging from 9 - 17 yrs of age learned about how biomechanics and functional training could improve their hitting and pitching skills. Each player received a zenoLINK analysis and 1 on 1 time working on their individual Progressive Skills Training program from Chris Welch. Working with Lou Solarte we have put each of the players on zenoDIRECT programs and are helping them make their mark on their teams this spring.

#### **EANNA RUSHE ON DEWSWEEPERS GOLF SHOW RADIO BROADCAST**

Longtime zenoLINK customer [BioSport Technologies](#) President and founder Eanna Rushe is now bringing his expertise to the airwaves. Segments will highlight topics such as should golfers weight train, the importance of the "Core", working out during competition, hip and glute strength for golf and posture. Should be some great topics so tune in Saturday morning from 7 - 8 am EST.

## NEW VIDEO BLOG LAUNCHED

We decided it was time to start bringing a little bit more dynamic content to our website and let you in on some of the inner workings of our business. The first video blog is now up and running and is being written by our CEO Chris Welch. Follow this link to [Moosedog](#) and check it out or go to [zenoLINK.com](#) and launch it from there.

## WE'VE ADDED SOME NEW zenoLINK APPAREL TO FOOSPORT.COM

welch-e technologies is developing a line of zenoLINK t-shirts, hoodies and training apparel which will soon be available for sale at [FOOSPORT.com](#).

As a part of this effort we have joined forces with local artist John Pidcoe of [Anything Artistic](#). John is developing a line of custom designed apparel to add to our standard logo lines. These will be limited addition and the first T-Shirt design is in stock.



## TECHNICAL REVIEW

Progressive Skills Training™ otherwise known as PST™

Since 1995, we have been leveraging biomechanics and the data it provides to develop PST™ and its related functionally specific training programs. Generic training programs don't work for everyone and can't provide relevant large improvement gains. PST™ exists today only because of zenoLINK™ and the biomechanics information it provides. Without it, PST™ would become just another Generic training program.

PST™ considers generic strength, speed & flexibility training programs and anatomically based functional strength, speed & flexibility programs. PST™ then takes those concepts further to build an individual program around your specific biomechanical limitations and deficiencies and taking into consideration HOW you perform your activity. This combination insures that generic and functional strength are coordinated into improved biomechanical outputs.

Small performance gains can be created by generic speed or strength enhancements. Large performance gains are made through focusing gains in strength and speed into better movement patterns using PST™.

## EMPLOYMENT CENTER

Interested in career opportunities with Welch-e Technologies? If you have experience in biomechanics, biomedical engineering, 3-D motion analysis or simply want to join a growing company and make a career change, we want to hear from you. Send us your resume at [zenolink@welch-e.com](mailto:zenolink@welch-e.com).

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