

With This View, Good Luck Keeping Your Head Down



Encompassing 230 acres in North Mecklenburg County, the course at NorthStone Country Club is certainly a sight to behold. Yet beyond its beauty, avid golfers will relish the challenge of our private P. B. Dye signature golf course, rated "Number One" by Charlotte's *Business Journal*.

With *no initiation fees, no minimums, and no assessments*, our dues only membership plan will get you on the course without spending the usual green. For more information, call 704-948-4286 ext. 236, or go to www.northstoneclub.com.

Benefits Of Membership

- P. B. Dye signature golf course
- Academy of Golf
- Private banquet space for up to 230 people
- Corporate event packages
- Business meeting space
- 2700 square foot fitness center
- Remodeled family dining room
- New adult-only bar area
- Four-pool swimming complex
- Three tennis courts



15801 NorthStone Drive, Huntersville, NC 28078

704-948-4286
www.northstoneclub.com

Take I-77 north to exit 25, go east on Highway 73, right onto Highway 115, left on McCord Road. Turn right into NorthStone Community entrance. Country Club is right at second stop sign.

Beat The Heat With Modern Synthetic Fabrics

BY REID NELSON
Columnist

It's hot! That's not news. It's August; it's supposed to be hot. But here in the Southeast, as in many parts of the country, this summer's heat has been well above average. Combine that with our wretched humidity, and some record high heat indices have resulted.

As golfers, we have two options. Temporarily give up the game we love and stay indoors until fall brings a welcome break in the temperature, or get out there and sweat through 18 holes with our buddies.

Since no real golfer would consider the former, it's fortunate that, over the last few years, apparel companies have come up with golf attire that helps make summer's heat more tolerable. No, the synthetic

materials that seem to have taken over the apparel sections of your favorite golf shop aren't going to stop anyone from perspiring rather profusely when the thermometer approaches 100, but the polyester shirts, shorts and even socks of today are far superior when it comes to managing heat and moisture than any fibers nature can provide.

One company that has helped drive the polyester movement – both when it comes to style and technology – is adidas. The company, founded by Adolph "Adi" Dassler back in the 1920s for the sole purpose of making top-quality athletic footwear, is now part of the giant TMAG–TaylorMade adidas Golf, family.

And while designing and manufacturing some of the most technically innovative, not to mention most popular, shoes in the game remains at the heart of adidas' golf presence, the "three-stripe" company almost single-handedly moved

golf apparel away from cotton and into polyester with the introduction of its ClimaCool line.

Now, adidas Golf has introduced

ClimaCool golf attire made from CoolMax Energy fabric, a technological advance the company

promises helps balance a golfer's body temperature while increasing comfort.

Using specially designed microfibers to improve airflow, this next-generation ClimaCool with CoolMax Energy fabric delivers extra cooling capabilities by wicking sweat away from the body.

Increased micro-ventilation also comes from mesh patterns strategically placed under the arms and

on the back.

"ClimaCool with CoolMax Energy does everything a traditional ClimaCool shirt does, plus a whole lot more," said Patricia Dahan, senior director of global apparel for adidas Golf.

"We first took a look at our Tour pros, who are wearing their shirts for sometimes 12 hours a day, and wanted to create a polo that performed throughout the entire round. CoolMax Energy fabric has been specially-formulated to work with the body to be more efficient, and is one of the fastest drying garment fabrications available. From the stretch properties in the fit for optimal swing freedom, to special seam technology that minimizes irritation, to its cooling properties, this shirt has everything to maximize performance."

The new ClimaCool with CoolMax Energy fabric is available in men's and women's styles. adidas is even offering two body cuts: "R" for relaxed, which has a slightly-over-sized fit throughout including sleeves and shoulders; and "L" for leaner, which provides a form-fitting, more athletic fit.

Antigua, another leader in stylish performance golf apparel, has expanded its popular Desert Dry lineup with its new Desert Dry Xtra-Lite fabric, which offers more rapid moisture wicking, lighter weight and more freedom of movement, as well as Desert Dry Bamboo, a combination of high-tech synthetics and natural bamboo fibers in a soft, supple fabric that offers the same wicking capabilities as all-synthetics.

Antigua's Desert Dry Xtra-Lite is extremely lightweight without being sheer or see-through. Its three-dimensional construction provides even greater wicking and dries quicker than the original Desert Dry material. The new fabric also traps less heat close to the body.

Anyone who has tried any clothing items made from bamboo knows how soft and comfortable the material is. Antigua's Desert



Antigua Heather Win Bamboo

Dry Bamboo delivers this same comfort, along with the wicking capacity expected from any of the Desert Dry garments, through fabrics blended with environmentally friendly bamboo, giving golfers a natural fiber option in a performance golf shirt.

Ladies looking for a cool and stylish shoe for summer might want to check out the CG Slingback 2.0 from adidas. Available in a variety of color combinations, the CG Slingback features a close toe and forefoot. But open panels at the heel and across the top of the foot give the shoe a semi-sandal look, a styling that works well with adidas' signature three stripes.

The Slingback, priced at \$70 at most retailers, is built on the same THINTech sole platform that adidas developed for its most advanced men's and women's shoes. The low-profile technology put the golfer closer to the ground, providing improved stability which, the company says, translates into more consistent ball-striking.



Antigua Desert Dry-Xtra Lite