

COLLABORATE

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PGA Show, Economic Impact Summary and Comp Survey Kick Off Proponent's 2015

We've got a busy January lined up to kick off the new year. We've loaded up on outstanding educational opportunities for you during the upcoming PGA Merchandise Show in Orlando doubling up from our usual one day to *two* full days of presentations on January 21st and 22nd in room W109B (the same room as in past years). For the full schedule, turn to page 2 of this month's newsletter. There is no pre-registration necessary for any of our PGA Show sessions and all sessions are included in your annual membership fee. You will receive PGA and LPGA continuing education credits for attending.

Following up from the discussion on economic impact at our recent summit, we will be publishing a document for our members titled: **The Business Value of Golf Instruction**. This new document was previewed at the summit and has now been formalized into an executive summary with attached documentation to provide you with one document that will be updated in the future as needed to create a repository for all credible data related to the value to a golf facility for having a high quality golf instruction program. We expect to have copies of this finalized and available for members in our room during the PGA Show.

Also, later this month you will receive a link to the **2015 Proponent Group Instructor Operations and Compensation Survey**. This year's survey also will be sent to Associate Members for the first time and their results will be segregated from the Full Member results. We are adding more qualifiers to this year's survey so we can break the results down into more specific sub-groups and we have also simplified the financial questions to make completing the survey faster than in past years. This is the most important survey we conduct on your behalf and it creates leverage for our members when negotiating employment arrangements, so we need as much data as possible. As always, individual data is completely confidential and there are no names attached to the data. Please take a few minutes to complete this very important survey when you receive the link.



Trillium Rose will present on *The Challenge in Learning*.

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 Proponent Group
 The Premier Network of Golf Instructors

PROPONENT GROUP NEWS

PGA Awards; PGA Show Education Schedule set and Associate Member Fee Increases in 2015

More Member Milestones: PGA Names 2014 Award Winners

Congratulations to the more than 20 Proponent Group members included among PGA of America award winners in 2014 (as reported in the December 2014 PGA Magazine). The Proponent honorees include 10 Section Teachers of the Year.

Teacher of the Year:

Jason Sutton, Carolinas; **Trent Wearer**, Colorado; **Rob Noel**, Gulf States; **Tyrus York**, Kentucky; **Bernie Najar**, Middle Atlantic; **Anders Mattson**, Northeastern New York; **Stephen Aumock**, Northern Texas; **Mike Richards**, South Florida; **Ann Marie Gildersleeve**, Southern Texas and **Brian Rogish**, Tri-State.

Horton Smith Award:

Tim Cusick, Northern Texas and **Matt Kluck**, Tri-State.

Bill Strausbaugh Award:

Claude Brousseau, Aloha; **Paul Ramee, Jr.**, Connecticut and **John Hughes**, North Florida.

Junior Golf Leader:

Ryan Dailey, Carolinas; **Rob Noel**, Gulf States; **Brett Packee**, Illinois; **Brenndan Cooper**, Midwest; **Brendon Elliott**, North Florida; **Will Robins**, Northern California and **Corey Lundberg**, Southern Texas.

Player Development Award:

Ralph Landrum, Kentucky; **Mary Hafeman**, North Florida; **Doug Strawbridge**, Southern Texas and **Marvol Barnard**, Southwest.

Proponent Group's PGA Show Event Schedule

Wednesday, January 21

All sessions will be in Room W109B

- 9:00am **Steven Yellin** - The Fluid Motion Factor
- 10:00 **Nicole Weller** and **Patricia Donnelly, PhD.** - Going Live: Golf Education for Ages 2 to 5
- 1:00pm **Virgil Herring** - How to Use Doppler Rader With Your Students
- 2:00 **Liam Mucklow** - Against the Grain: A Non-traditional Approach to Building a Teaching Business
- 3:00 **Ralph Landrum** - Growing Your Business Through Player Development

Thursday, January 22

- 9:00am **John Bierkan** - The Components to Starting a Successful Teaching Career
- 10:00 **Trillium Rose** - "Being Uncomfortable": The Challenge in Learning
- 11:00 **Dr. Robert Neal** - 3D Putting: The New Frontier
- 1:00pm **Kevin Smeltz** - "Shift and Lift:" - A Study in Pressure and 3D
- 2:00 **Dr. Mike Duffey** and **Eric Handley** - Opening the Front Door to Ground Forces: How We Create Velocity in the Golf Swing
- 3:00 **Andrew Rice** - Things I've Learned So Far

New Associate Membership Fee; All Other Fees Remain the Same for Eighth Consecutive Year

We're very proud that since we launched Proponent Group in 2007 we had never raised any of our annual membership fees. Effective January 1st, 2015, we have increased our Associate Membership annual fee to \$345.

This increase reflects the significant amount of content that we have added to the members website that is accessed by our Associate Members and because we've seen a significant increase in Associate membership

growth over the past couple of years. We will be earmarking the additional funds generated by this increase to enhance Proponent Group benefits for those members who are in the early stages of their careers and need additional information regarding the basic building blocks to a successful career and developing expertise as a high quality instructor.

The new Associate Membership fee will take effect for current members at the time their individual Associate Memberships renew during the year. For the eighth consecutive year, the annual fee for Full Members and International (overseas) Members will remain the same.



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Teaching Building Design and Construction * Social Media Marketing * Instruction Trends

Our Unique Members-only Website

Access to more than 100 presentations from the top industry experts and world-class instructors whenever you need it, only on our members-only website. Plus, more than a dozen business templates and guides ready for downloading at any time.

Our Member Mentors

Tap into the combined knowledge of nearly 100 of our members who have offered to assist fellow members by sharing their expertise in dozens of relevant topics. Just find your topic of interest and contact those listed for advice to tap into our membership's shared wisdom.

Our Private Edufii and Facebook Groups

Ask our Private Facebook or Edufii group of more than 350 Proponent members your questions and you'll get answers from your peers across North America.

Our One-on-One Consulting

Call our office anytime you need help with a career or business-related issue. We talk with half-a-dozen members or more each day and provide recommendations and advice in dozens of areas that can affect your bottom line.

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Numbers Tell the Tale: Instruction is a Business Builder

By David Gould, Staff Editor

Proponent Group is hitting the marketplace with a clear and vital message in 2015:

Skill-development through quality teaching can be built into the business plan of a golf facility as a tool for revenue-building, better market share and higher profitability.

A body of evidence to support this new reality is gradually being gathered, with Proponent helping lead the effort. In time for the PGA Merchandise Show, we will have a comprehensive printed report (also available digitally) titled, “The Business Value of Golf Instruction.” This report, intended for you to pass along to decision-makers at golf facilities and management companies, is the start of a new and sustained campaign.

It’s all about teaching and coaching getting the credit they deserve—which won’t happen unless metrics, stats and testimonials back up the value message. The “Value of Instruction” report has just been added to the members website for downloading at any time, including an Executive Summary, two proprietary research reports and a white-paper style article by a noted industry consulting group.

This is a ground-floor effort to offer documentation of an important trend now unfolding. Members will readily recognize Proponent’s “Quantitative Survey of Revenue Impact,” which leads off the body of the report. Based on member input, it was one of the first significant quantitative studies examining the economic value created by a dedicated instructor or multiple instructors—at private as well as public golf facilities. Golf managers who read it will be shown how a quality golf instructor creates trust with students and thus gets consulted by them about golf equipment choices, where to play, where to take golf vacations and other spending decisions.

The report moves on to present findings under the title, “Lesson-Takers’ Increased Spend – Seven Case Studies.” This data also comes courtesy of Proponent Group members, based at locations in five U.S. states and in Bermuda. As a follow-on the quantitative survey, it contrasts behavior of golfers active in their facility’s instruction program with behavior of

golfers who aren’t, using point-of-sale spreadsheet records as a basis.

The report’s executive summary takes a new-paradigm stance. It points out that improvement at golf through quality instruction has never been less than highly valued—by the individual who achieves it. However, for plausible reasons, this phenomenon has gone under-recognized and under-exploited within the management of golf facilities—until recently.

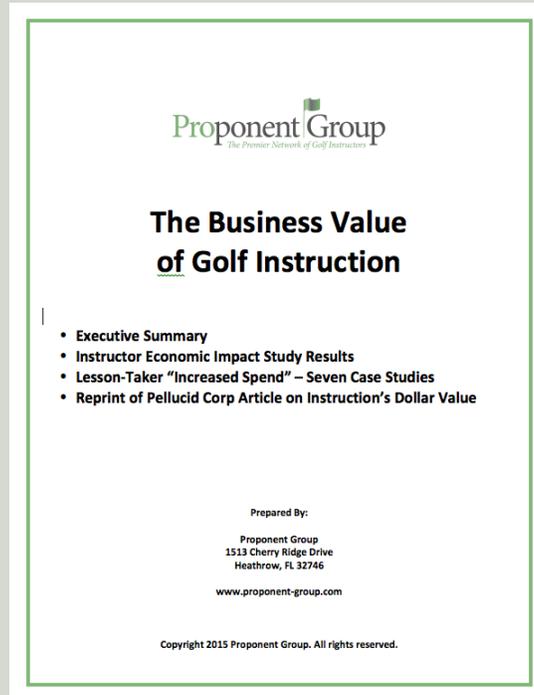
Continuing in a historical perspective, the summary allows that instruction’s value has been hidden partly due to the scarcity of good teachers. A young golf professional of today who specializes in teaching needs less than a decade to build an impressive body of knowledge and assemble a robust array of tools and technology. In previous generations this pro would spend a whole career

seeking verifiable information on what happens in a successful or unsuccessful golf swing.

Even so-called “born teachers” who worked as golf professionals in the 20th century had incentive to focus on shop retailing, tournament administration and the subtleties of member service. These skills would raise the professional’s value with the full membership, not just with lesson-takers. A third cause for the under-valuation of teaching has been the golf equipment industry’s marketing power. To play better, you need to buy new clubs—that message has been constant and effective.

Correctly fitted gear is essential to good golf, but in the market today that commodity is approaching saturation. At the same time, rules-makers have put a ceiling on new advancements in clubs and balls. Teaching / coaching is in the opposite position. Better instruction practices and new tech concepts are occurring on many fronts simultaneously.

One other point raised in the summary of this new report: The game-improvement sector is best-positioned to provide the “time-compressed” golf experience increasingly sought by golfers and would-be golfers alike. In distributing this new document to members, Proponent Group asks that you take a moment to let us know, if possible, what sort of impression it makes with the decision-makers to whom you show it.



PARTNER SPOTLIGHT: MOBICOACH



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STATE OF THE INDUSTRY

Thank You for Sharing!



My New Year's Resolution is simple: Remember to say "Thanks" a bit more often in 2015. The past year has been busier than usual at Proponent Group as we put together our merger with Golf Channel Academy. Now that the dust is settling, I want to make sure to always remember to thank the many people who make Proponent Group's success possible.

From the very beginning eight years ago, Proponent Group has always been built on a foundation of sharing ideas, information and enthusiasm for teaching the great game of golf. I knew I would *never* have all the answers for the questions you would ask, but I was pretty sure that if we put together a network of the game's most passionate and knowledgeable instructors, we – as a group – could figure out a solution for just about any issue our members face. So as we head into 2015, let me say thank you for your continued and generous sharing with me, our staff and your fellow members.

One of the key areas where we need you to share has been in our annual compensation survey. (This year's survey will be sent out later this month.) This confidential breakdown of financial and operations information has been extremely valuable for dozens of our members each year who are renegotiating their contracts or negotiating with a new facility. Typically more than half of our members have voluntarily contributed their data to this very important member benefit. Thank you very much!

Another critical area where we have taken member-to-member sharing to a new level the past couple of years is with our Member Mentors section of the members website. Nearly 50 instruction and business related topics are

listed along with contacts to members who have identified themselves as having a high level of experience in that subject. This program has directly connected member questions with member answers hundreds of times and continues to grow each year. Thank you very much!

Our Proponent Preferred program identifies a group of nearly 20 "friends of Proponent" who have specialized knowledge in areas that are normally outside the scope of our members' daily business. This may include insurance, publishing, legal, teaching building construction and other areas where someone with narrow, but deep knowledge is required. Our Proponent Preferred professionals have given hundreds of hours of their time to consult our members in their areas of expertise. Again, thank you very much!

Another way in which our members have "paid it forward" has been the generosity of our Full Members in sharing their knowledge of building a teaching business with our younger Associate Members. Many unique and valuable mentor relationships have been formed between our more experienced members and those just launching their careers. Thank you very much!

In 2015 a major reason for our new partnership with Golf Channel Academy will begin to unfold as we start to test a variety of promotional methods and collect data on marketing golf instruction that will only be shared with our Proponent Group members and Golf Channel Academy coaches. To everyone at Golf Channel who saw the vast potential to include Proponent Group in their plans to promote and elevate high quality golf instruction. Thank you very much!

So let's raise a glass to even more sharing in 2015 to ensure an outstanding year for your teaching business.

Proponent Group Partners



ASSOCIATE MEMBERS

First in a Series: Education and Certification

Among Certification Programs, Vision54 is Unsurpassed

By David Gould, Staff Editor

Vision54, the golf performance program developed by Pia Nilsson and Lynn Marriott, earns accolades regularly. Among recent praise is a sky-high rating for “54Coach” in Proponent Group’s 2014 member survey of specialized training programs. One of three offerings in the Vision54 training portfolio, 54Coach is a multi-day course (open to instructors only) that conveys the distinct and holistic philosophy honed by Pia and Lynn through the years. Within 54Coach there are two units—“Coaching for the Future,” three days in length, and “Tournament Coaching,” a two-day unit geared toward work with the tournament player.

Vision54’s strong results in the poll are based on a combined numerical score indicating how useful and valuable Proponent members found it to be. Other certification programs in the survey had a higher sample size—meaning more survey respondents had gone through them. Tops in that category was TPI Certified Golf Fitness, which 51 members had successfully completed (with another 21 in-process toward certification). For Vision54, the numbers were 13 and 40, respectively, for already-completed and likely-to-complete. Other programs with heavy participation include Trackman University, the U.S. Kids instructor program, Aimpoint Technologies and the Certified Golf Coaches Association offering.

Asked if Vision54 “significantly added to their skill set,” 100 percent of those surveyed said yes. On the question of whether it “somewhat or strongly enhanced their reputation,” 90 percent agreed. The same 90-percent “yes” answer was tallied when asked if Vision54 “was a good or outstanding value.” Those responses don’t leave much doubt as to member enthusiasm for what Pia and Lynn provide to teachers on their way up the learning curve.

As stated in the official course description, this teaching is based on a belief that “performance in life and golf is multi-dimensional and therefore needs to be approached from an integrated view.” Even compared to the process used by top “mental game” gurus, the Vision54 concept seems especially wide-open to the inner life of the human being holding the club.

The duo is based at Talking Stick Golf Club but their travels and writings have made them a worldwide influence



Vision54’s Pia Nilsson and Lynn Marriott

on golf learning and development. Vision54 is Lynn and Pia’s coaching system as well as their educational brand—its name reflects the score for a round of golf featuring 18 birdies. Marriott and Nilsson are both on the top-50-teachers list published by Golf Digest as well as on GOLF Magazine’s Top 100 Teachers ranking. Golf Digest rated them the No. 1 and No. 2 women teachers in America in 2012. In the testimonials provided to coaches who are considering enrollment, Vision54 flashes

some instruction star power—names like Dave Pelz, Sean Foley and David Leadbetter.

During a live lesson at Talking Stick Resort during the 2013 Proponent Group Summit, the two worked with Italian-born LPGA Tour member Giulia Molinaro on a wide array of emotional experiences that come and go during practice or a round of golf. The player’s trust in the process and her ease in describing the spectrum of feelings that arise made it clear that this whole-person approach can produce self-awareness and emotional-management skills that work well in any context, not just golf.

“The coach needs to look deeper at the mental, physical and emotional state of the performer,” is how the concept gets summarized. “The social context and implications also need to be addressed. And perhaps most importantly, research on motivation and passion needs to be applied. What is the performer’s spirit of the game?”

Pia and Lynn, who are longtime Proponent Group members, spoke on the record for the Proponent newsletter as part of our “What I’ve Learned” series. Among the definitive statements that emerged from their exclusive Q&A is the comment from Pia about “a big shift from teaching to coaching” now happening in Europe and to some degree in North America. “We really believe golf instruction needs a new baseline, it needs a new definition,” she commented. “Either you are a teacher or you’re a coach. The future is ‘team teaching,’ with no egos on the team. Instead, everyone is an expert in their field and each brings a unique contribution to the team effort.”

There is little doubt that golf instruction’s top practitioners will continue to experience the Vision54 philosophy, as its notoriety spreads. In future installments of this series, we’ll throw the spotlight on other high-ranking certification programs of interest to Proponent members.

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This is a cost savings of \$4,000.00.

To take advantage of this one-time offer, please call the number above and Zach Miller will give you all the details of the program. We must receive the \$1,000 setup fee and a signed contract to begin the project and we will not offer this pricing after the end of the PGA Merchandise Show (January 23rd, 2015).

Imavex will have a table in the Proponent Group room at the PGA Merchandise Show, we will be offering free website consultations and any questions about this one-time offer.

Visit us in The Proponent Group room at the PGA Merchandise Show!

What I've Learned: Don Hurter

Castle Pines Golf Club, Castle Rock, Colorado

Interview by Paul Ramee, Jr.



Golf operations and club management were all computerized about a generation ago, with unintended consequences. Indeed, there was organizational magic in those golf shop point-of-sale systems, plus digital tee sheets, all your tournament data on-screen—along with financials, F&B, timesheets, payroll and all the rest. The unpleasant result is that golf professionals began spending a big percentage of their time at the computer, or in

meetings discussing club data that was never available before computerization.

The result? We heard it in a common lament from PGA professionals—they were being pulled away from the natural pattern of a club job—in which you teach, play golf with the members, help your players improve and generally boost golfer enjoyment.

Huddling at the screen was a trap that Proponent Group member Don Hurter didn't fall into. His skills as head professional are well-developed and admirable, but Hurter is able to make his job description work while devoting large blocks of time to one-on-one coaching with Castle Pines members. In a recent conversation with member/interviewer Paul Ramee, the longtime Proponent member talked about that career choice and commented widely on issues every member faces.

Don, I was thinking it was just recently we had one of these long conversations, but then I checked and it's been seven or eight years. Has your situation at Castle Pines changed a lot in that time period?

Not since we last talked. I've been at Castle Pines for the last 17 years, the last 11 of those as head golf professional. Prior to that I did six years as teaching professional. My opportunity to become the head pro came along when Keith Schneider made the transition from the club's head professional up to general manager.

Remind us briefly about your career path prior to Castle Pines.

I had worked at Desert Highlands in Scottsdale, Ariz. and at the same time I taught at the Golf Digest Schools. I've also served as an assistant at Spanish Bay, out on the Monterey Peninsula.

You're a head golf professional in the bottom-line era. How do you continue to assure the club that working on the lesson tee four-plus hours a day is a valuable use of your skills?

I am very cognizant of my role at the club and our GM, Keith Schneider is very aware and supportive of how important our instructional programs are to the member experience. He and I both believe that the head professional should teach the game and be out on the course, playing golf with the members.

Player Development is a hot topic now. Has it ever been an issue at Castle Pines?

It really has never come up that we need more player development. Our play is typically male-dominated, though we have women members, and everyone is welcome. There are no restrictions on when women and kids can play. It's a club where everyone is always welcome on the course or the lesson tee.

Talk about how you structure your staff, so that you don't need to spend large amounts of time in the golf shop.

I try to hire people that want to be golf professionals and have the right personality. Recently I've been hiring people who can specialize in certain aspects of the operation like merchandising and tournament operations. So, my approach is that I bring in people to do the things that need to be done that I don't have the time to do. I've been fortunate to have great staffs that work extremely hard.

Do you feel like you are able to do all the parts of your job equally well in an age of specialization? How is it that you personally stay sharp in all areas of the job?

My aim—and I feel that I achieve it—is to manage all parts of the job equally well. Castle Pines is a busy facility. We play 14,000 rounds in a short season and provide a very high level of service in all aspects, whether it is teaching, golf course monitoring, merchandising, what have you. As I mentioned, hiring the right people helps immensely.

How does that play out, day to day?

At times, we are similar to a high-end resort. We will have members come in for several days, and they may bring three guests and stay "on campus" for the entire time. In those circumstances, each day is like the Super Bowl for us. Service standards are what they require and more. We know each member's traits, the wine they like, the drinks they are going to order, when they wish to play, and so forth. We try to anticipate all their needs.

Do you sometimes feel that your staff does not anticipate member needs quite as quickly as you do?

That does happen, at times. It can be a difficult thing. Their intentions are good and they are learning as they go, so you keep that in mind. Again, if you hire good people they will get the picture. My approach is to lead by example and continually talk about being proactive, not reactive.

Obvious question: Why is it you didn't become a full-time coach and run your own academy?

I used to split time between Castle Pines and Desert Highlands in Scottsdale and the back and forth would take a toll. At one point the club moved Keith Schneider up to general manager, which created a natural segue for me to become the head golf professional. The idea was that I would be able to do all my teaching and at that same time run the operation as it needs to be run.

One of those happy circumstances where two professionals find themselves in agreement, apparently.

It really is. Keith respects our golf instruction programs. He and I are both old-school golf pros who feel that teaching and coaching are important functions at a good club, followed by playing with the members. It's what creates the relationships that make us invaluable to the members at Castle Pines.

Your instruction activity obviously requires investment of budget, along with the investment of your personal time. The club is all right with that?

They are. Castle Pines has a national membership, which helps. Our golfers come from a lot of different places, which is good for us. For example, a member based at Kansas City Country Club will come in and he'll talk about the teaching facility they just built. A member who also belongs to The Bears Club down in Florida will describe a new workout facility they have there. Hearing about these amenities will inspire us to invest so that we keep up with best practices. Our goal is to be the leader and when we see others improving their facilities it helps us out.

When did you decide not to continue playing? When did you start to think about teaching the game as a possible career?

As a junior golfer I was pretty much self-taught. I did not take a lot of lessons. I remember playing nine holes with Dwaine Knight when he was head coach at the University of New Mexico. He suggested that I make a grip adjustment, which led to some good results. I was fortunate to play college golf on a scholarship and started taking lessons and I would take them from whomever I could. I really enjoyed the learning aspect.

After graduation, you stayed on that track, of trying to learn about the swing and skill development?

Pretty much. My next move was working as an assistant at Spanish Bay. While I was there I formed friendships with some quality teachers. Good people like Sandy and Mike LaBauve influenced my thinking. I worked with Mike and he had such a great way of explaining things, it really made sense. I was fortunate to do an apprenticeship of two-plus years with the LaBauves. From there I went to work for David Leadbetter and Mike McGetrick. The next stop was working for the Golf Digest Schools.

What did you learn by being around PGA Tour pros every year during The International when it was played at Castle Pines?

Any memories from that period?

Mostly the guys were very giving of their time. We had a junior golf event associated with The International on Monday and Olin Browne was always terrific, he was always such a giver and not a



Don's teaching ability have been showcased in Golf Digest articles like this for decades.

taker. I will always remember Tiger being on the practice range and not really going all out with his driver and then he gets up on the first tee and he is playing with Mark Wiebe, who was a local guy. Well, Tiger goes from not hitting it very well to flushing one out there 100 yards past Wiebe. Those are moments that stay with me.

What about their approach on the range, preparing to play?

I always enjoyed watching the players work on their games. Certain ones stick out. For ex-

ample, Tom Pernice always seemed to be one of the hardest working guys. I remember one year watching Tommy Armour III hitting balls and working with Mac O'Grady on the range. It was early in the week and Mac, who of course competed on tour playing right-handed, happened to get his hands on a left-handed persimmon driver. He took the spot next to Tommy Armour and proceeded to pound tee shots that were even with what Tommy was hitting, with a metal driver. I remember Bob Rotella working with Tom Kite on bunker shots. Rotella stood on the green and let the bunker shots land in his hand. That took a lot of trust in Kite's ability to hit one high, soft bunker shot after another. There were also great moments like Dean Wilson winning his first tournament and Jason Day playing in his first PGA Tour event at the age of 17. It was a great experience overall.

What are you excited about going into 2015?

I am excited for our students who have access to a multitude of different types of instruction via social media. They can view an instructor's YouTube channel or Twitter page before going to schedule a lesson with them to see if their personality or style is something they would think works. Looking at that from the instructor's side, it's pretty clear that if you do social media the right way, you can promote yourself very effectively.

How would you describe the current state of golf?

I think we are going to be OK. Our equipment sales were slightly down 2014, but we are expecting this season to be great. Tiger is coming back, the women's tour is thriving with players like Michelle Wie and Lydia Ko, and it certainly helps that the economy seems to be getting stronger.

Any there any instructors whose work you take a particular interest in?

Well, there are so many different personalities that are fun to watch. In the past we have had Bill and Craig Harmon in for a club school and we got to hear the stories about their father, the great Claude Harmon, and how he mentored his staff and his children. That was a different era of course. Billy did not see it as mentoring as a youngster, but now he sees the wisdom of Claude's pearls.

PARTNER SPOTLIGHT: SUMMIT GOLF BRANDS

Take Advantage of One of Proponent's Finest Member Discount Programs

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If you would like to place bulk orders for outings, golf schools or other student usage, contact Customer Service for pricing information and availability.



MEMBER MILESTONES

Please Welcome Proponent Group's December New Members

J.G. Anderson, Crystal Woods G.C., Woodstock, IL - Full Member.

Teague Balen, Glendale G.&C.C., Edmonton, Alberta, Canada - Associate Member.

Sarah Bidney, Sugar Creek G. Cse., Waukee, IA - Associate Member.

Ryan Bonser, Rochester G.&C.C., Rochester, MN - Full Member.

Christopher J. Carfangia, Pine Lakes G.C., Hubbard, OH - Associate Member.

Garrett Chaussard, Cog Hill G.&C.C., Lemont, IL - Associate Member.

Matthew Cooke, Bishops Gate Golf Academy, Howie-in-the-Hills, FL - Associate Member.

Glen G. Coombe, Putting Perfection Studio at Oak Run C.C., Ocala, FL - Full Member.

Todd Elliott, Hideaway Beach Club, Marco Island, FL - Associate Member.

Robbie Fritz, Methodist University G.C., Fayetteville, NC - Full Member.

Patrick Gocklin, K GOLF 360, Manchester, NH - Associate Member.

Iain Highfield, Bishops Gate Golf Academy, Howie-in-the-Hills, FL - Associate Member.

Peter Hudson, Your Golf Academy, Nazeing, England - International Member.

Ryan Kennedy, Oakmont Country Club, Glendale, CA - Associate Member.

Chris Lebiedz, Springfield G.&C.C., Springfield, VA - Full Member.

Patrick Leahy, Carolina Trace C.C., Sanford, NC - Full Member.

Garrick Malone, Riverside G. Cse., Old Hickory, TN - Associate Member.

Patrick McGuire, Raspberry Golf Academy, Reston, VA - Full Member.

Paxton O'Connor, Butch Harmon School of Golf, Henderson, NV - Associate Member.

Jeff Peterson, Debary G.&C.C., Debary, FL - Full Member.

Scott Shiroma, Rolling Hills C.C., Rolling Hills Estate, CA - Associate Member.

Christopher Stahlnecker, Bull's Bridge G.C., South Kent, CT - Full Member.

Rob Stocke, The Golf Club of Georgia, Alpharetta, GA - Full Member

Bob Usher, Grey Oaks C.C., Naples, FL - Associate Member.

Mucklow Named PGA of Canada's National Teacher of the Year

Liam Mucklow, profiled just last month in our newsletter, has been named the 2014 PGA of Canada National Teacher of the Year. Mucklow is owner of The Golf Lab in Vaughan, Ontario.



Top Growth of the Game Pros Named

Golf Range Magazine has published their annual list of the Top 50 Growth of the Game Teaching Professionals and the majority are Proponent Group members including:

Sarah Bidney, Waukee, IA; **Brendon Elliott**, Deltona, FL; **Chuck Evans**, Kansas City, MO; **Tiffany Faucette**, Dulles, Virginia; **Chris George**, Williamsburg, VA; **Elizabeth Granahan**, Malvern, PA; **Mary Hafeman**, Mequon WI; **Doug Hammer**, Scottsdale, AZ; **Andy Hilts**, Centennial, CO; **Scott Hogan**, Lake Forest, IL; **Charlie King**, Greensboro, GA; **Ralph Landrum**, Florence, KY; **Mike Malaska**, Superstition Mountain, AZ; **Rick Martino**, Jupiter, FL; **Bernie Najar**, Owings Mills, MD; **Rob Noel**, Abita Springs, LA; **Megan Padua**, Bluffton, SC; **Brad Redding**, Myrtle Beach, SC; **Mike Richards**, Parkland, FL; **Trillium Sellers Rose**, Rockville, MD; **Laird Small**, Pebble Beach, CA; **Chris Smeal**, San Diego, CA; **Adam Smith**, Midlothian, VA; **Renee Trudeau**, Coral Gables, FL; **Deb Vangellow**, Sugar Land, TX; **Kevin Weeks**, Lemont, IL and **Nicole Weller**, Savannah, GA.

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