

# COLLABORATE

[www.proponent-group.com](http://www.proponent-group.com)

## Proponent Group's Orlando Events Include the Best Speaker Line-up in the Industry

Proponent Group is pleased to bring our members once again this year at the PGA Merchandise Show in Orlando an outstanding line-up of many of the sharpest leaders in the instruction industry for two days of members only FREE sessions including seminar discussions and live lessons.

### Wednesday, Jan. 23rd – A Day at the Academy

This will be a special event from 1-6pm at the brand new **Mike Bender Golf Academy** in Lake Mary, FL (30 minutes from the convention center just off I-4 Exit 98, Lake Mary Blvd). **Mike Bender** has built his dream training center and just held the grand opening last month. This facility is the largest ever constructed by a golf instructor without financial assistance from a facility or equity investors and the result is spectacular and full of ideas for all of our members.



The afternoon will include a personal tour with Mike Bender of his new academy's world-class training center. He will also share the inside details about how he designed the facility and the hurdles he overcame to complete it. This is a must attend for any member who is looking for ideas to improve their practice and lesson facilities.



The afternoon also will include Live Lesson sessions with Childhood Education Specialist **Kate Tempesta**, owner of Kate Tempesta's Urban Golf Academy. She will show how she uses her background as a professional educator to get the most out of very young golfers.

**Mike Bender** will also be part of the Live Lessons segment and show how he uses a cornucopia of training aids at his new academy to teach more effectively. The afternoon concludes with a Sponsor Demo Day and a Networking Happy Hour.

### Thursday, Jan. 24th – A Day of Learning

Again this year we will have a full slate of seminar sessions at the Orange County Convention Center in Room W109B on Thursday. The sessions will run 50 minutes each and will start on the hour. The full schedule includes:

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 Proponent Group  
 The Premier Network of Golf Instructors

## PGA SHOW SCHEDULE (continued from page 1)

# Thursday's Line-up Loaded with Fresh Ideas

9:00-9:50am

### Lynn Marriott and Pia Nilsson

Two of the most influential teachers and coaches of their generation will present *Game Changers for the Future: Learn the Skills Teachers Will Need to Better Support Golfers to Play Better on the Course and Enjoy the Game More.*



Teacher and Golf Magazine Top 100 Teacher, Gale Peterson shows how she creates "Achieve and Leave" Practice Plans: *How to Design Effective Practice Schedules for your Students.*



2:00-2:50pm

### Lorin Anderson

Proponent Group's President takes a look at *Making Your Next Career Move in a Stagnant Market* including what he is seeing on the employment side of the industry and what he expects to see in the next few years, plus how to stand out in what will undoubtedly be a tight job market for the foreseeable future.



10:00-10:50am

### Martin Hall and Vicki Vanderpool

2008 PGA National Teacher of the Year teams up with Swing Pal's Vikki Vanderpool to show our members *How to Give a Great Lesson Over the Internet.* This is a fast growing segment/opportunity for our members and Martin and Vikki will show you how to make the most of this technology.



3:00-3:50pm

### Kenny Nairn

One of the Owners of Celebration Golf Management and a Proponent Group member, Kenny Nairn has extensive experience in building teaching facilities. His presentation: *The Ups and Downs of Building a Teaching Building: What You Must Know Before Starting Construction* will take you through the process of successfully building a profitable facility.



11:00-11:50am

### Panel Discussion

Member Rod Cook leads a panel including Proponent Group President Lorin Anderson and on *How to Land a Manufacturer Staff Contract.*



1:00-1:50pm

### Gale Peterson

A long-time Golf Digest Top 50

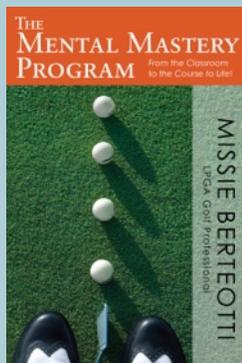
### Associate Member Meeting

At 4:30pm our Associate Members are invited to meet our staff in room W109B to learn about our expanding services for our younger members. The meeting will include a look at issues most affecting younger teachers.

### More Good Reads Written by Proponent Members

Last month when we highlighted new books published by our members in 2012, we missed a couple.

First, from former LPGA Tour professional Missie Bertieotti her first book *The Mental Mastery Program* focuses on how competitors have peak performances and how to consistently perform close to the upper range of your potential. Ten principles of great athletic performances are addressed. The book is available at Amazon.com.



### Rinker Five Fundamentals



By Larry Rinker

Larry Rinker, who played in more than 500 PGA Tour events during his playing career, is regarded as having one of the best short games and putting strokes on the Tour. He has now published *Rinker Five Fundamentals of Being a Great Player.* The book focuses on the scoring shots inside 100 yards that every golfer needs to have in their arsenal and the book includes 11 hyperlinks to video lessons. This is an ebook and can be purchased and down-

loaded at [www.larryrinker.com](http://www.larryrinker.com).

## MEMBER BENEFITS

# Is it Time to Give Yourself a Raise?

By Lorin Anderson, President

The golf industry, like so many others, has been slogging through the past few years. Since the market crash in late 2008 we've been ruled by a survival mentality. That is completely understandable, since the world's economy nearly imploded four years ago.

Over the past six months or so, the winds have apparently shifted. Proponent Group members have been telling me that their businesses are doing well. A good number report they are having one of their best years ever!

For those members who have excellent teaching skills and have stayed focused on delivering a great instruction product, the business has come back and—in many cases—is better than ever.

So if you find your business steady and strong, you're probably beginning to think: "Can I raise my rate?" For many members it's probably been at least five years since the last significant increase. The decision is a tricky one, so it's vital to identify the relevant factors. Here are a three questions you need to answer in order to reach the appropriate decision.

### How full is your book?

Let's say you only want to be on the teaching tee about 35 hours per week and you're booked 30-40 hours consistently during your heaviest months of the year. On that basis, you could post a 5-10 percent increase in your rack rate and very likely see overall revenue increase even if you lose a few students. In fact, anyone who is currently booked more than 80% of their available

teaching hours will likely see more total revenue with a 5-10 percent increase in their pricing.

### How is your local economy doing?

You probably draw most of your students from a 30-mile radius. Local economic conditions have a big effect on pricing. If half the houses in your city are underwater on their mortgages (like my neighborhood here in Orlando), you may have trouble making a price increase stick.

You should have a pretty good sense of your local metro area's economic situation just from the conversations you have every day with your students and what's typically on the front page of your local newspaper. If you sense the local economy is picking up, that's a sign that a modest price increase will be acceptable to most of your clients.

### What is your competition charging?

Another factor to consider is where your pricing fits into the local instruction market. Gather data on at least a half-dozen of your nearest competitors and see what they are charging and how long they've been teaching. Then decide if your pricing is where it should be relative to your skill level and your competitors.

Studies have shown that people will pay plus or minus 30 percent of the market average without balking. If you're contemplating charging more than 30% above your market average for similar services, you may see some pushback and a net loss of revenue to competitors.

My verdict: If two out of three of these factors are working in your favor, it's time to give yourself a raise.

## Our Proponent Group Partners:



## CAREER DECISIONS

# The Next Wave is Coming: Are You Ready? How to Analyze Your Next Career Move

By David Gould and Matt Brown

Golf instruction is undergoing a tech-driven paradigm shift. The living proof of this technology upgrade is the fully equipped modern teacher, open for business in his or her golf studio or learning center. As long as that new-breed teacher is marketing his assets and capabilities fairly well, the results will be impressive. They include outcomes such as these:

- The local community has growing awareness of this facility's superior performance.
- Better players come through at a relatively disproportionate rate.
- Parents of promising juniors are particularly inclined to provide word-of-mouth endorsement.
- Players who belong to member-only clubs choose this teacher or academy.
- If there are discerning golf media in this market, they find their way to the facility.
- The teacher(s) who operate the facility enjoy expanded professional and lifestyle options.

Golf instruction was a valuable, viable pursuit back when Tommy Armour sat at his umbrella-shaded table (flask in hand) offering swing tips. It was a noble profession in the naked-eye era of Harvey Penick—have we found anything more useful to tell a student than “Take dead aim”? Surely not.

Be that as it may, improvement opportunities are multiplying and intensifying for golfers. The new tools and new understandings that continue to stream into the category are of course well known to Proponent Group members. What some may not fully grasp is the “macro” consequence of this trend, within the marketplace. Think of this development as a rollout comparable to what happened with Lasik vision surgery centers, or vitamin superstores. Golf had a boom in off-course store openings in the 1980s. Next came a course-building boom, which dominated the 1990s. The decade of the 2000s had a less-noticed but still high-volume, high-dollar trend—and that was golf course renovation, including a landscape-changing tree-removal movement.

As mentioned in prior Proponent Group communications, the 1990s course-building trend opened up new director-of-instruction positions at a steady and even rapid clip. That source of employment isn't available today. But there is one other important point to make, as a follow-up. Those teaching propositions were driven by the simple, we-need-a-new-golf-course-a-day calculation our industry happened to buy into. They weren't based on changes occurring within golf instruction, itself. They weren't being driven by anything like the tech-

nology and productivity upgrade the golf instruction field is currently enjoying. This time around, new energy, new insights, new equipment and new possibilities are flowing into and out of the teaching-and-practice sector, itself.

Currently, a project being worked on by Proponent Group involves mapping geographical markets to profile how well or how poorly they are currently being served by high-tech, academy-level golf instruction facilities. In Lasik surgery, every community of at least 40,000 people is served by one or perhaps more than one vendor. Some surgeon “got there first” and may be reaping the benefits of that first-to-market status, at least partially. Best-practices, state-of-the-art golf instruction will be asserting itself in all decent-sized U.S. markets. Existing golf facilities will initially need to be sold on the concept, but they may end up having to respond to market pressure and

seek out an instructor or instruction team that is in stride with industry trends and capable of supplying the desired skills and services. Are you ready for this potential boom?

In the companion story below you'll find a new-business guide written by Proponent Group Allied Consultant, Matt Brown. It's a highly useful general-business tool to help you assess your prospects for establishing a solid share—if not the dominant share—of business volume in the emerging new-technology version of the golf teaching profession.

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## Sizing Up Your Next Opportunity: Some Feasibility Guidelines

As with any new business or start-up, the cutting-edge golf instruction center you've had in your mind for some time needs intense preparation and strategic data-gathering before it can become a reality.

Due diligence is the operative phrase—it has to be exacting and comprehensive but it can still be an enjoyable challenge. Your goal is to mitigate investment risk in the new venture, even as you establish financial backing, and determine if you should green-light the move as you've sketched it or wait it out for the next interesting opportunity.

Below is a simplified bullet list of pre-launch preparations. Keep in mind that there is no hard and fast rule governing this process—it's a mix of prudence and bold resolve. Meanwhile, the golf instruction niche is unique unto itself. By that I mean the professional knowledge and relationships you bring to your work can in some areas substitute for having to have total coverage of the feasibility data points.

**First and foremost, is there truly a need for the business you contemplate starting?** Many instructors are amazingly good at what they do. However, if one of them decides to set up shop within five miles of a well-established and highly successful golf academy, prospects will be iffy at best.

Once you feel comfortable that you've identified a true market need, think decisively about how you are going to tackle that need.

For example, are you looking at an underserved demographic of potentially elite junior players? Indeed, there are golf academies that have brilliantly leveraged that segment of the market, with robust results. And yet, even if that sector does fuel your early business, when those juniors move on to college or the mini-tours, how will you discover and bring in your next crop?

Rather than focus on youthful clientele, would you consider "outflanking" the competition by setting up a full-bore, full-service, high-prestige academy operation? What will be your long-term sustainable marketing strategy? Will you have the time to create and execute that strategy relentlessly and still teach your lessons, travel and take care of administration?

**If you seek financial backing from the traditional and ever-welcome friends-and-family-method, or if you seek loans or a partner, can you prove the evidence of your discovered need and further prove that you will continue to be able to market to that need?** Financial backers will most likely want a return defined in a specific period of time. Those who are savvy will want hard evidence that you have done a complete feasibility analysis and validated that there is a need in the market and you can cater to it.

**What competitive advantage can you create that distinguishes your business from its competition?** This could be the most impactful aspect of your initial feasibility analysis. Even though you may be the best instructor, have the best following, have the best teaching aids, excellent writing credits, and the like, businesses are like young children—they need unbroken attention. Can you maintain those aspects of what you do in an effort to continually support a profitable business? Have you done enough homework to analyze this scenario?

Be able to articulate your chosen market and be specific. Be aware of business trends and other external factors that you may encounter as time progresses. Set up sales projections going out three to five years. Be able to explain how you came up with these projections. It's likewise as you assess what's needed for an initial investment and what the ongoing operating costs will be. Be aware of your competition. This

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## **“What competitive advantage can you create that distinguishes your business from its competition?”**

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advice is obvious but can't be overstressed. We all are in a small, networked industry and often know each other's every move. Those moves can help create or lose competitive advantages to your business. Be aware and learn when to act.

**Marketing strategy? Sales strategy? Sales process? For all these vital functions, who is your ideal employee to fulfill them?** Although friends and family may be low cost candidates, are they qualified and doing what they really should be doing? Who is your management team? Do you need one? What about an advisory board? If you are planning to teach most days and/or travel, who will run all the necessary activities for you? Once those people are in place, will they be working in the best interest of your business?

**The spreadsheet part of your challenge will be ever-present. Do your income and cash flow projections have various milestones attached whereby you can assess how your business is progressing?** Do you know how to research this topic and its importance to financial backers?

**Then there's structure: What type of business will you form: LLC, S-Corp, C-Corp?** For each of these options there will be varying insurance, payroll and staffing implications—so, that's more homework for you to do prior to cutting the ribbon.

These are merely a guideline of what areas a new business owner must think about in order to take a calculated, intelligent step towards successful golf academy ownership. The detail with which you tackle these areas and the time it takes is up to you. Many have skipped a lot of these details and have learned the hard way. Some entrepreneurs have skipped these steps and had success. The feasibility process is intended to let the discerning business owner understand the risks involved and

make a more educated decision about the next course of action.

Depending on who you select for financial backing, some investors will require an in-depth feasibility analysis prior to the actual Business Plan. Much of the information from the analysis will serve the Business Plan which outlines the nuts and bolts of how you as the instructor intend to build your business to service and provide a solution to the discovered need in the market.



**Butch Harmon Floridian is a model of the new high-tech facilities being built.**

*Matt Brown has worked as a Director of Instruction, a biomechanist, an elite junior coach and a director of golf instruction training. He has also been involved in the management of golf academy operations including David Leadbetter's and Gary Gilchrist's Golf Academies. Matt has an MBA from the University of Central Florida with a specialization in entrepreneurship.*

## PARTNER SPOTLIGHT: SHOT BY SHOT

ShotByShot.com's Complete Game Analysis ([www.shotbyshot.com](http://www.shotbyshot.com)) was designed to be simple enough for golfers at every level, yet offer enough unusual intelligence to engage top competitive golfers.



**Real Comparative Data** – We now have over 167,000 rounds of data that is growing at more than 100 rounds entered and analyzed each day. This data helps to pinpoint the exact nature of strengths and weaknesses and set realistic improvement goals.

Call 203-968-1608 or email [psanders@shotbyshot.com](mailto:psanders@shotbyshot.com) for more information or to sign up your students. Ask about our Proponent Group Special rate.

Here's what separates ShotByShot.com from other "stat" programs:

**Intelligent Analysis** – Our competitors just regurgitate numbers. We identify strengths and weaknesses and point out why.

**Analyze Putting by Distance** – We were the first to do this beginning in 1989. The new Strokes Gained Putting method used on the PGA Tour has been the foundation of our Putting analysis for over 20 years.

**Analyze Short Game by Distance & Errors** – "Saves" are nice but also involve putting. Our analysis is based upon a combination of how close one hits shots to the hole and errors (shots that miss the green).

**Recognition of Errors** – We were the first to build the dramatic impact that errors have on score into our analysis. No other stat program includes this important piece of the puzzle.

**Unique Driving Analysis** – While others simply track "Fairways Hit or Missed," our players categorize the relative severity of each missed fairway and receive real analysis as to the cost of their missed fairways - with specific hole-by-hole course analysis.

**Long Game Analysis** - Our patented Long Game Efficiency Index and Handicap is simple but remarkably accurate. This feedback is further adjusted to account for the relative difficulty of the courses played.



### At the Mike Bender Golf Academy Shot By Shot's Analysis is Critical to Their Success

*"I'm not able to be on the course with all of my students when they compete. Shot By Shot effectively and efficiently provides me with the insights into how my students played so I'm armed with the information I would have learned by being there."*

**- Mike Bender, "One of America's Top 5 Greatest Teachers" -Golf Digest.**

*"I've used Shot By Shot for 15 years and I absolutely insist that all of my serious students use the program. When they see how it streamlines our training and focuses their lessons and practice time they love it!"*

**- Cheryl Anderson, Director of Instruction and "One of the Top 100 Teachers in America" -Golf Magazine.**

# What I've Learned: Michael Breed

## Manhattan Woods G.C., West Nyack, NY

Interview by Paul Ramee, Jr.



**Proponent member Michael Breed is known by millions of avid golfers around the world as host of The Golf Fix on Golf Channel. But a lot of people don't know that he has been a long-time Head Professional in the Met Section at Sunningdale C.C. at the same time he has been doing television.**

**Only this year is he moving away from his Head Professional duties to open his own golf academy at Manhattan Woods G.C. in West Nyack, NY. After watching him on The Golf Fix you know he has a lot of energy, which he displayed in a lengthy conversation with our Paul Ramee. This issue contains Part 1 of a two-part Q & A article, which concludes next month.**

**Proponent Group: We know without asking, from watching you on TV, that enthusiasm was a major impetus for your career's steeply upward path. What else should we know about how you arrived at your present plateau?**

Michael Breed: I started out in golf the way a lot of people do—doing basic outside work at a golf facility. For me that was cleaning the range at the Jupiter Island Club, where I reported to Head Professional Gil Cavanaugh. My summer job was working for Head Professional Ken McDonald at the Dorset Field Club in Vermont. I was intent on playing for a living, then I got an assistant professional position at Birchwood Country Club in Connecticut. What came next was an assistant professional position at Augusta National Golf Club. Imagine that—you work at a nine-hole club, then another nine-hole club, then you get hired at Augusta National. There is no knowing what is on the road to success, as somebody once said.

**You also had the planets line up nicely for you in getting hired at the Deepdale Club, isn't that true?**

Prior to working at Augusta, when I was an assistant pro at Birchwood, I was paired in the last group of the Assistant's Championship with Darrell Kestner and Rick Meskell. Some years after that I'm on the phone with Executive Director Charlie Robson at the Metropolitan PGA Section, talking about career steps I'm trying to take. He responds that there is an incredible opportunity at Deepdale, where Darrell Kestner is looking for a teaching assistant. Darrell is going to try and play more and this position is just coming open. So I am fortunate that Darrell re-

members me from when we played in the assistant's championship and I get the job and stay there for four years.

**We're guessing that you found your way into your television work through a similar mix of initiative and good timing—a correct assumption?**

Pretty much. As I mentioned, I would end up at Birchwood, in Fairfield County, Connecticut, where I moved up to become head professional. One day I was teaching a guy who had played at Wake Forest and had not broken 80 in a long time. Within three lessons he shot a 69. Here comes another great stroke of luck, this student of mine roomed with a guy who worked at the Golf Channel in college.

So, I get set up to work Golf Academy Live during the Masters. Of course, having been an assistant at Augusta, this is a natural. So, Wednesday of the Masters, I am supposed to do two segments of Golf Academy Live and end up doing three. I am sitting next to Mark Lye and they ask us who is going to win. I tell them a foreign player will take the jacket and Lye responds that I must be nuts, but it was like I saw it before it was going to happen. This was the first year of the second cut of rough and I knew it would take someone who could flight the ball correctly out of the second cut. So, Olazabal wins and the Golf Channel has me back on Sunday night at 9 p.m. and thanks to my prediction I am suddenly a genius. It was such blind luck, I was so

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**“Within a month the Golf Channel calls me and asks me if I had ever done any on-course commentary. I tell them “sure,” and it's more or less a true answer. That's because as golf pros, we have all done it in our head, just maybe not with a microphone and with people listening.”**

**- Michael Breed**

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nervous and if my conversation with Mark Lye had not been so animated, I probably would not have had so much conviction.

Within a month the Golf Channel calls me and asks me if I had ever done any on course commentary. I tell them “sure,” and it's more or less a true answer. That's because as golf pros, we have all done it in our head, just maybe not with a microphone with people listening. So, I did six shows in 2000 and that same year I won the Met Section Teacher of the Year. Not a bad year, as I look back.

### How did “The Fix” come to be?

I had the idea for a golf instruction show on Cable and I had created a business plan for the idea and shot a pilot. The business plan showed that if we shot 13 30-minute shows and sold all the advertising, we could make revenue of \$7 million. I even had a name for it, “The New Breed of Golf.” Unfortunately, the guys I had entered into the plan with had different ideas.

So in 2002 the Golf Channel asked me for three ideas for shows. I gave them two in-brief ideas and I gave them the pilot I shot in 1997 for “The New Breed of Golf.” They told me it was too MTV-ish, too fast-paced. The producer thanked me for submitting the tape and put it in a desk drawer. Now, fast forward to 2008, Golf Channel is searching for new ideas, my disk is pulled out of the desk and the Golf Channel loves it and it becomes the model for how Golf Channel is going to do instruction going forward. If you remember, they had slowed down their instruction offerings in the mid-2000s, but they were rethinking that concept.

### How does this work with Sunningdale?

Another amazing twist. It goes back to September of 2008 and the Bernie Madoff affair. We are a New York City-based club with a lot of members who have invested with Madoff. The damage is pretty deep and we are likely to lose a chunk of our membership. Our GM comes to me and tells me I need to reduce my budget, which essentially means I need to cut payroll and our service will take a hit. I think about it and tell him that I would be willing to reduce my salary in exchange for Tuesdays off so I can shoot my show with the Golf Channel throughout the year. This turns out to be a win for the club because service does not suffer. So everyone won. Fortunately, the show is an immediate success.

### What were your thoughts, as you realized that the threat to your club job wasn't really going to materialize, meanwhile your status as a teaching professional on a major cable network was rising quickly?

In retrospect, I was prepared for the opportunity when it came along. I don't think I'm particularly unique. Lots of guys are prepared, they just don't necessarily get the break I got.

### Based on what you've achieved, you could be giving us a lot more ego. It seems like you're able to keep things in perspective—how do you go about that?

Very easy. I used to drive on Interstate 95 every day to work and when I got off the exit I would see a man holding a sign that said “I Need Money for Food.” The first time I saw him, I rolled up my window and locked my door. Second time, the same thing. Third time, same deal. Eventually I am timing my path down the off-ramp so I don't have to stop at the light and make eye contact with the guy. Then I start thinking about what is going on at the top of this exit ramp. I mean, I get to where I'm thinking about this guy when I'm 10 miles from the exit, then 15 miles, then

right when I'm leaving my house. Then I start thinking about his life, how did he get there?

### Was there an alternate route you could have taken?

This guy being on that ramp every day was something I took as a message to me. One day, I handed the guy three dollars. For some reason that felt amazing. I got to where I looked forward to seeing this guy. It made me feel good to help him. So I continued to think about him, how did he get to where he is? Did he have a learning disability? Did his parents die when he was young? Either way, this is where he is, he didn't ask for it, but he has a lot of courage to stand out there and ask for money, lots of people would just resort to taking money from people in his situation. But this is why I remain humble, never in this guy's dreams did he expect he would end up along the off ramp of an I-95 exit, asking for money for food. Meanwhile, there I am living my

dream of being a head professional and I get to live that dream every day. I have to remain humble, because if you don't, you really have a problem. Second, the people I have had in my life, my father, my mother, Darrell Kestner, Augusta National's Head Professional David Spencer, they have touched my life, motivated me to chase my dreams. None of us knows how fortunate we really are.



Mike Breed successfully juggles his time between students and Golf Channel.

### You have a knack for getting things done, beyond just the daily punch list of to-do items. Big accomplishments involving big challenges have been part of your resume.

I go back to that idea of “motion with direction.” At the same time I think about what to me is a big life question: What kind of person do you want to be? Do you want to be a person who delivers what he or she says they are going to deliver? I would recommend to others that if they have a desire to accomplish a large task, find someone who is doing what you want to do and then ask them how they did it. If that general advice isn't getting through I might explain to them about the remora, which is a fish that essentially lives off the back of a great white shark. A remora's livelihood is based on the food by-product a shark creates. So, I tell people all the time to be a remora. In other words, it is OK to ask others how they accomplished their various goals and then go out and do the same.

### Logistically, how did you go about it, working part-time in Orlando and part-time in New York?

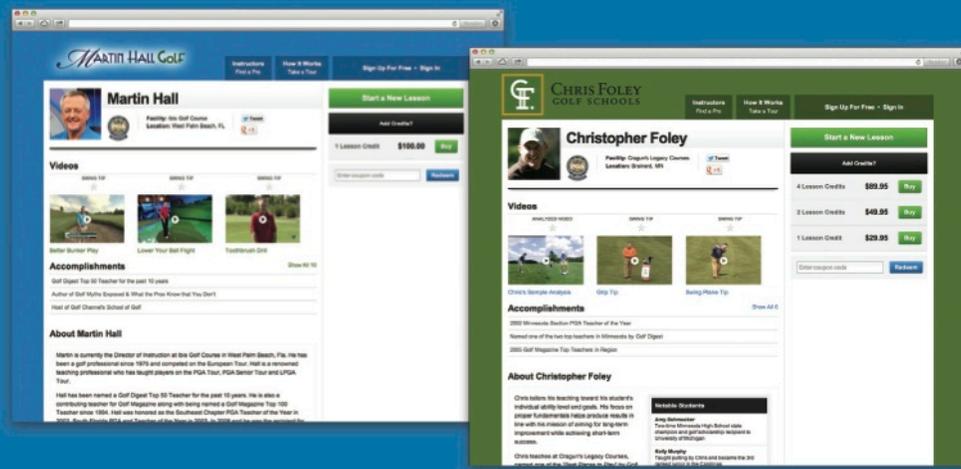
It was exhausting, both physically and emotionally. There are 62 days in July and August and this year I worked 59 of them. When you film a show, it can be draining, you need to have enough content to fill an hour and that creates pressure. Plus, we have 30 people working on the show and if I am not at my best and the show is not successful and the show gets cancelled, these people could be out of work. They are relying on me to be at my best to continue the success of the show.

Part II will be in the February COLLABORATE newsletter.

## PARTNER SPOTLIGHT: SWING PAL



Enhance your golf instruction  
with an Online Golf School



In an effort to reshape golf instruction options for golfers around the world, Swingpal has created the best online teaching platform in the golf market. If you're not using our technology to grow your business, you're missing out, and here are some of the reasons why:

- Bundle online lessons with other teaching packages you offer your students
- Reach potential students from outside of your geographic footprint.
- Keep in touch with students when they're away.
- Web-based platform. No software is required for you or your students.
- Start lessons anytime, anywhere with an internet connection.
- Interact with students and attach video tips to all lessons.
- Create your own price point for online lessons .
- Significantly less expensive than similar services
- Enter into a revenue-sharing agreement with us and we collect all payments. All you do is teach and we send you a check at the end of each month.

Contact Vikki Vanderpool for more information. [vvanderpool@swingpal.com](mailto:vvanderpool@swingpal.com)

## NEW TEACHING FACILITIES

# Photo Gallery: Mike Bender Golf Academy Opens New Million-Dollar Facility

The Mike Bender Golf Academy spent the past 15 months building a new comprehensive training facility at Magnolia Plantation in Lake Mary, FL. Mike is welcoming all Proponent Group members for our Day at the Academy on Wednesday, January 23rd (see page 1 for more details). If you're able to join us, this collection of photos

is a preview of what you'll see at this one-of-a-kind academy.

We plan to make facility photo essays part of our regular coverage. If you open a new building or facility and would like to share photos, please send them and we'll publish them in future member newsletters.



The new Mike Bender Golf Academy has a 30-year lease on the property on which it sits at Magnolia Plantation G.C. in Lake Mary, FL. The lease includes the space for the practice tee, a 5,000 square foot building, Mike's MEGSA Perfect Practice Equipment, a 9,000 square foot putting green, a pitching green complete with two full-size bunkers and ten 25-foot flag poles that fly the flags of the countries of students who are on property that week. In 2012, the academy hosted students from 27 countries from around the globe.

One of the extra touches are the 10 Memorable Moments aluminum signs hanging from each flag pole (photo at right). Each moment was sponsored by a friend of the academy and each highlights an outstanding feat by one of the academy's students including Zach Johnson's Masters victory. There is room for up to 10 more future Memorable Moments.



## NEW TEACHING FACILITIES



Clockwise from top:

The academy's main hall includes a retail area, reception desk, two bathrooms with showers.

Bender brought in a shaping crew to add bunkers and slopes around the new pitching green.

An Uneven Lies Station has been added to the new main practice tee. The station has quickly become a favorite practice spot for academy members.

Each teacher has their own video review room/office with 12 foot ceiling and full body mirror.

The academy has its own maintenance staff which installed the bulkhead, built the bunkers and manages the turf on all academy facilities.



## NEW TEACHING FACILITIES



Clockwise from top:

The 900 square foot fitness room is rented to a physical therapist who has worked with academy students for the past six years.

The putting green is 50 yards long and has a double saddle back to create any combination of breaks.

Mike's MEGSA Perfect Practice Equipment gets a workout every day by the academy students. It is a critical element of the academy's unique training environment.

A 360 square-foot putting lab with four camera video system is tucked behind the building's hitting bay.

Because so many of the academy students are from out of town and practice all day, the academy includes a lounge area for students or parents to relax, catch up on emails, watch television or eat a snack.



**Proponent Group Members:**

If you've ever dreamt of owning your own golf academy or adding one to your golf facility, this is a seminar you don't want to miss! Experts from all specialty areas listed on the program agenda will participate. The event could save you thousands of dollars and Proponent Group Members receive a \$200 discount.\* For more information or to register, contact: Michele Gajderowicz at [mgajderowicz@theg2golfgroup.com](mailto:mgajderowicz@theg2golfgroup.com) or by phone 855-4G2-GOLF or cell (856) 371-2673 or visit, [www.theG2GolfGroup.com](http://www.theG2GolfGroup.com)

**THE ACADEMY CONSORTIUM**

This 1-Day Conference is designed for PGA/LPGA teaching & coaching professionals, and golf facility owners and/or board members who are considering the addition of a golf academy.

**Tuesday - 22 January 2013 @ Reunion Resort - Reunion, FL**

Program Agenda: statistics & planning, proposal development, site selection, architecture, engineering & construction, finance, media & marketing, operations and supply-side vendor information.

Our goal is to arm you with accurate data and the resources to create personal and/or facility growth & sustainability.

**Cost: \$895.<sup>00</sup> per Person\***

Includes: One "Academy in a Can" & all conference materials, breakfast, lunch, snacks & beverages.\*\*



\*Must Register by 12/12/12 for \$200 Discount.

\*\*Registered participants receive Reunion Resort preferred rates on accommodations & golf.  
[www.TheG2GolfGroup.com](http://www.TheG2GolfGroup.com) -or- (855) 4G2-GOLF

## PROPONENT GROUP MEMBER BENEFIT

### Webinar and Video Archives Address Dozens of Critical Topics

Proponent Group's growing archive of webinars and video presentations recently surpassed more than 100 hours of educational information from the sharpest minds in the industry and can be accessed at any time on the Proponent members website.

These archives can be searched and watched from the landing page each time you log in to [www.proponent-group.com](http://www.proponent-group.com). The webinars will be found under Webinar Archives and Video Archives in the Members Only menu. The most recent additions are the first ones you will see. Continue to scroll to reach earlier presentations.

The presenters are among the world's foremost experts on each subject and most of the information in this library was created specifically for Proponent members.

#### WEBINAR PRESENTATIONS

**The current webinar archive includes the following topics and presenters:**

- Lorin Anderson - Expanding Your Media Presence
- Lorin Anderson - Making the List: Tips for Becoming Part of Golf Publications' Top Teacher Lists
- Lorin Anderson - Your Business Plan for the New Season
- Lorin Anderson - Do's and Don'ts for Instructor Newsletters and Email Blasts
- Mike Bender - Building a Competitive Golfer: From Junior to Pro
- Jeff Boulton - The Formula for Success for Any Business
- Henry Brunton - Coaching Juniors
- Kevin Burdick - Growing Your Business Quickly With Twitter
- Kevin Burdick - How YouTube Can Take Your Branding To New Heights
- Kevin Burdick - Unlocking the Secrets of Facebook Marketing
- Steve Burzynski - Maximizing Your Website: Best Practices for Generating More Business From a Website
- Jef Carr - SAM PuttLab's Research into Putter Fitting



- Mark Connell - Build a Better Teaching Building
- Brian Dobbie - Send-Out-Cards: Building Your Business Through Appreciation
- Kevin Donnellon - Blogging: How Blogs Can Benefit Your Teaching Business
- Brendon Elliott - No Golfer Left Behind Initiative: Why You Need a "Pee-Wee" Junior Program
- Bobby Foster - Tools to Build a Better Instruction Business
- Matt Frelich - The New Ball Flight Laws and Additional Research Results from TrackMan
- Matt Frelich - Trackman Launches Trackman III and New Software
- John Godwin and Chris Carme - No Golfer Left Behind Initiative: Why You Need Family and Junior Tees
- Cathy Harbin - Player Development Opportunities
- Georgiana Lewis - Social Media Marketing: The Basics
- Christian Marquardt - Putting Facts and Myths as Analysed by SAM PuttLab
- Lynn Marriott and Pia Nilsson - Golf Instruction's Missing Ingredient: Enhance Your Coaching Skills to Complement Your Technical Knowledge
- Zach Miller - Imavex Presents: Improve Your Website's Design
- Bob Mulcahy - How to Properly Negotiate with Your Facility (Part 1 and Part2)
- Bob Mulcahy - Creating an Effective Instructor Resume
- Bob Mulcahy - Succeeding in an Interview
- Bob Mulcahy - Strategies For Writing An Effective Resume, Cover Letter, and Portfolio
- Bob Mulcahy - Writing an Effective Job Description
- Dave Phillips - What's New in Teaching Technologies
- Ricky Potts - Social Media 101: How to Build a Business Page on Facebook
- Ricky Potts - Social Media 101: Understanding Twitter in 140 Characters or Less
- Ricky Potts - Social Media 101: Creating and Using Your Personal Facebook Page
- Ricky Potts - Social Media: Facebook Best Practices for Growing Your Business

**Continued on page 14**

- Bill Price - No Golfer Left Behind Initiative: Clubfitting Issues for Juniors and Women
- Jeff Ritter - Building Your Teaching Brand While Leveraging New Media Opportunities
- Brendan Ryan - How to Help Juniors Find the Right College Golf Team
- Peter Sanders - The State of the Game as Seen Through ShotByShot.com
- Dr. Paul Schempp - Developing Expert Teaching Skills
- Todd Sones - Why Putter Fitting and Instruction Must Go Together & Why it's More Profitable
- Jim Williams - Equipment Financing 101: Alternative Methods for Equipment Acquisition

## VIDEO PRESENTATIONS

**The current video presentation archive includes the following topics and presenters:**

Mike Adams - Analyzing Your Students' Body Functions

Mike Adams and Mike Malaska - Teaching the Full Swing (No audio first 3 minutes)

Lorin Anderson - Instructor Marketing and Branding

Todd Anderson and Randy Myers - Live Lessons

Steve Atherton - Learning Styles, Most Difficult Move and Power Production

Steve Bauerle and Jon Tattersall - Non-Traditional Teaching Facilities

Mike Bender - Building a Teaching Business

Mike Bender - Teaching Competitive Players

Mike Bender - Why You Must Teach a Method

Mark Blackburn and Jon Tattersall - Understanding Functional Movement in Golf Skills, Part 1

Mark Blackburn and Jon Tattersall - Understanding Functional Movement in Golf Skills, Part 2

Henry Brunton - The Movement Towards a Coaching Model

Rod Cook and Dr. Troy Van Biezen - Injury Prevention/Performance Improvement

Bill Davis - Prescriptions for Motor Learning

Bill Davis - The Wave of the Future for Coaching Golf, (Part 1 and Part 2)

Dom DiJulia - Why You Need an Advisory Board



David Donatucci and John Scheffler - Bridging the Body/Swing Gap (Sponsored by K-Vest)

Patty Donnelly, PhD. - Teaching Junior Golfers

Brendan Elliott, Kate Tempesta and Nicole Weller - The Power of 6 & Under

Matt Frelich - Using Trackman for Player Development

Matt Frelich - What TrackMan has Learned from the World's Greatest Golfers

Elizabeth Granahan and Michele Gajderowicz - Valuing a Great Teaching Program

Fred Griffin - How I Teach the Short Game

Lou Guzzi and Brian Mogg - How to Create Professional Quality Video Tips

Martin Hall - Avoid the Red Lights for a Successful Teaching Career

Martin Hall - Teachers Can't be Too Creative

Peter Hart and Ricky Potts - How to Grow Your Business Using Social Media

Virgil Herring - How to Dominate Your Market

Andy Hilts - Increasing Student Referrals and Retention

Don Hurter - Teaching the Short Game

Dr. Rick Jensen - Coaching Golf: Easier Said Than Done (Part 1, Part 2 and Part 3)

Dr. Rick Jensen - It's Not Impossible: Managing the Work/Life Balance of a Golf Pro (Part 1 and Part 2)

Dr. Rick Jensen - Taking Your Teaching Business to a Higher Level

Charlie King and Lorin Anderson - Marketing Instruction

David Leadbetter - What it Takes to Become a Great Instructor (Part 1 and Part 2)

Dr. Tim Lee - The Science of Acquiring and Retaining Golf Skills

Mike Malaska - Adding Fitness to Your Teaching

Brian Manzella - How to Utilize New Ball-Flight and Golf Swing Science to Improve Your Teaching (Part 1, Part 2, Part 3 and Part 4)

Brian Manzella - How TrackMan and 3-D Data are Refining 21st Century Teaching, (Part 1 and Part 2)

Darren May - Clubfitting

Theresa McKeon - TAG Teach to Speed the Learning Process

Zach Miller, Ricky Potts and John Graham - Facebook and Twitter (Part 1 and Part 2)

Zach Miller and Ricky Potts - How to Grow Your Business Using Social Media

**Continued on page 15**

## MEMBER MILESTONES

### Please Welcome December's New Proponent Group Members

**Paul Adams**, Tucker's Point Club., Bermuda - Full Member  
**Marvol Barnard**, Haven G.C., Green Valley, AZ - Full Member  
**Brenndan Cooper**, Top of the Rock G.C., Ridgedale, MO - Full Member  
**Andrea V. Drake**, Quail West G. & C.C., Naples, FL - Full Member  
**Nancy Dunn-Kato**, SWINGplay Golf @ Old Ranch C.C., Los Alamitos, CA - Full Member  
**Paul Johnson**, Lake Forest Yacht & C.C., Daphne, AL - Full Member  
**Cory Kartusch**, St. Charles C.C., Winnipeg, Manitoba - Full Member  
**Alex Kirk**, Dartmouth College, Hanover, NH - Full Member  
**Sean Lalley**, Mendon G.C., Farmington, NY - Full Member  
**Robert Mitchell**, Las Colinas G. & C.C., Spain - Associate Member  
**Alana Swain**, Scarsdale G.C., Hartsdale, NY - Associate Member  
**Mark Winkley**, The Estancia Club, Scottsdale, AZ - Full Member

### The Golf Range Association of America has Awarded its Inaugural Top 50 Growth of the Game Teaching Professionals Award

Sixteen Proponent members made the cut for this new award honoring instructors who are focused on growing the game including: **Brendon Elliott, Jim Estes, Elizabeth Granahan, Rick Grayson, Joseph Hallett, Doug Hammer, Andy Hiltz, Mike Malaska, Bill McInerney, Jr., Bernie Najar, Rob Noel, Mike Perpich, Dana Rader, Laird Small, Deb Vangellow and Nicole Weller.**



### Continued from page 14

Zach Miller and Ricky Potts - Website Design and Content Control  
Karen Moraghan - Inexpensive Public Relations and Brand Building  
Bob Mulcahy - Explaining Your Value/Protecting Your Position  
Bernie Najar - Creating the Perfect Lesson Experience (Part 1 and Part 2)  
Ed Oldham - Flip Your Classroom to Improve Learning  
David Orr - 5 Common Putting Problems and Cures  
Panel Discussion - Player Development  
Panel Discussion - Non-Traditional Teaching Facilities  
Panel Discussion - What's Next in Golf Instruction  
Gale Peterson - How to Conduct World-Class Clinics  
Dave Phillips - What's Next in Golf Instruction  
Ricky Potts - Best Practices: Facebook and Twitter  
Bill Price - Clubfitting with Mizuno, (Part 1 and Part 2)  
Resume and Interview Strategy Seminar  
Dana Rader and Dr. Jim Suttie - Live Lessons  
Peter Sanders - Statistics vs. Analysis  
Paul Schempp - How the Best Teachers Became the Best  
Greg Schulze - Lesson Language: Why It Matters  
Todd Sones - Salesmanship for Golf Professionals  
Todd Sones - Using and Fitting the Belly Putter  
Kevin Sprecher - Developing Your Teaching Business (For Younger Instructors)  
Dr. Jim Suttie - The Art of Teaching (Part 1 and Part 2)  
Mark Sweeney - Greenreading with AimPoint Technology  
Stan Utley - How I Teach Putting  
Vicki Vanderpool - Computer Based Lessons  
Dr. Gio Valiente - Fearless Golf

#### The Proponent Team:

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