

COLLABORATE

Proponent Group

The Premier Network of Golf Instructors

10
CELEBRATING
YEARS

PROONENT GROUP NEWSLETTER \$20

JULY 2017

LEADBETTER AND WRIGHT ADDED TO SUMMIT LINE-UP

When we said we were assembling our best lineup ever for our 10th anniversary Summit this fall, we weren't kidding around.

Today we are extremely pleased to announce that **David Leadbetter**, generally regarded as the most influential teacher of his generation, has been added to our Super Panel Session, joining **Mike Bender, Martin Hall, Lynn Marriott, Cameron McCormick and Pia Nilsson**. All of these panelists are Proponent members who have coached players to major-championship victories. We can't wait to have them all together for the first time ever.

We're also very pleased to announce that **Dr. David Wright** has joined the lineup as our Tuesday keynote presenter. Dr. Wright, one of the top instructor/researchers in the game today, runs Wright Balance, which has made recent strides in learning how to create structural symmetry to produce equal distribution of ground force. When done correctly, the golfer can recruit maximum power from the ground and generate the highest amount of speed in their swings. Proper symmetry also minimizes injuries during the swing.

You will have the opportunity to experience Core Symmetry yourself during the presentation.

Simply put, you'll want to be in the room for this year's event at Heathrow C.C. in Orlando on **November 5-7**. Turn to pages 3-4 for more Summit details and for registration information. Our Early Bird Special ends August 31—lock in the lowest rate by registering today.



David Leadbetter (top) and Dr. David Wright are heading to the Proponent Summit in November.

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MEMBER BENEFIT UPDATE

NEW MEMBER MENTORS ADDED, TO PASS ALONG MEMBER WISDOM

From the very beginning, Proponent Group has been designed to harness the combined knowledge of our dedicated membership. We represent a gathering of the game's top instructors. We're able to circulate immense amounts of wisdom and knowledge throughout our small community. The information-sharing process serves to elevate all of our members' businesses, and Member Mentors is at the heart of this process.

Last month we surveyed our membership to update our Member Mentors service with additional new member experts. More than 50 new experts have been added as a result. When you are logged in to the members' website you can click on Member Mentors in the menu to access the full list of nearly 50 topics and the Proponent members who have offered to share their insights into each.

The professionals listed have volunteered to answer questions from fellow Proponent Group instructors. We offer just one general stipulation when contacting a Member Mentor for assistance: In deference to everyone's busy schedule, please keep your questions to a single email or phone conversation, unless the mentor offers to provide follow-up. All contact information for participants is found alphabetically at the bottom of the Member Mentors page.

We'd like to say a hearty thank-you to everyone in Proponent Group who has offered to be a Member Mentor to his or her fellow members.

NEW INSURANCE OPTIONS NOW AVAILABLE FOR INSTRUCTORS

GolfProInsurance.com is the premier provider of insurance products specifically designed for professional Golf Instructors and it was created by Proponent Group member **Byron Shultz**, a former Director of Instruction at Phoenix C.C. and now a full-time insurance agent.

Shultz has designed instructor-specific packages to include General Liability coverage with a \$1,000,000 per occurrence limit and a \$2,000,000 aggregate limit. The policy can cover an unlimited number of instructors as long as they are W-2 employees. Independent Contractors must purchase their own separate policy.

The plans can also include Inland Marine coverage to cover your equipment and property. You may choose between two property limits (\$50,000 or \$100,000). There is no underwriting and coverage is immediate, which is a huge benefit. Coverage for the General Liability is included in the U.S., Puerto Rico and Canada. The property coverage is available worldwide.

Pricing for the standard General Liability policy is \$495 per year. Inland Marine (Equipment) coverage up to \$50,000 is \$325; coverage up to \$100,000 is \$850.

For more details and to obtain coverages visit: www.golfproinsurance.com.



WHAT OUR MEMBERS ARE WATCHING

MOST VIEWED PROPONENT VIDEOS THIS MONTH

One of the most popular benefits on our member website is the Webinar/Video Archive, loaded up with presentations from Proponent events over the past 10 years. Check out the top speakers in the industry sharing their insights to help you improve.

In June, these were the 10 most-watched videos on the Proponent website:

- 1.) **David Orr** - 5 Common Putting Problems and Some Cures
- 2.) **Nick Clearwater** - The SwingTRU Motion Study: How Big Data is Improving Golf Instruction
- 3.) **Cameron McCormick** - The Journey to High Performance
- 4.) **Iain Highfield** - Incorporating Mental Game Techniques in Practice for Your Students
- 5.) **Dr. Robert Neal and Layne Savoie** - Short Game: What the Experts Do
- 6.) **Dr. Jim Suttie** - The Art of Teaching
- 7.) **Dr. Rick Jensen** - The New Coaching Model
- 8.) **Lynn Marriott and Pia Nilsson** - The Human Skills of the Game
- 9.) **Kevin Weeks** - How I Teach Putting
- 10.) **Virgil Herring** - How to Dominate Your Market

PROPONENT GROUP 10th ANNIVERSARY SUMMIT



Celebrating Career Success for Teachers

November 5-7, 2017 (Sunday - Tuesday)
Heathrow Country Club
Lake Mary, Florida

Join us for our biggest Summit yet in our 10th year of showcasing what's coming next in golf instruction and highlighting fresh opportunities to grow your teaching business.



Martin Hall



David Leadbetter



Lynn Marriott



Pia Nilsson



Cameron McCormick



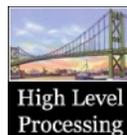
Mike Bender

Join us in Orlando to:

- Get answers to your teaching and business questions from our 10th Anniversary Super Panel of Mike Bender, Martin Hall, David Leadbetter, Lynn Marriott, Cameron McCormick and Pia Nilsson.
- Hear Dr. David Wright describe how efficiently applied ground-reaction forces maximize power.
- Discover the amazing power of a well-designed website.
- Gain insight into where the game is heading from LPGA Commissioner Michael Whan.
- Learn how to increase revenues with smarter up-selling.
- Check out the latest teaching technologies at Demo Day and expand your network of peers.

Registration is Now Open. Log In and Click on Summit Registration.

OUR 2017 SUMMIT PARTNERS



PROPONENT GROUP 10th ANNIVERSARY SUMMIT



November 5-7, 2017

Heathrow Country Club, Orlando, FL

SUMMIT DETAILS

Host Site: Heathrow Country Club is one of the finest golf facilities in Central Florida, with a sister property less than a mile away at The Legacy Club.

Both are conveniently located 45 minutes from Orlando International Airport.

PGA/LPGA Education Credits: Agenda will be submitted to the PGA and LPGA. Approximately 13 hours of education will be included in the summit.

Lodging: A special Summit rate is available at Hyatt Place Lake Mary/Orlando North for only \$109 per night SINGLE OR DOUBLE occupancy. Contact the hotel directly at 407-995-5555. We also have a room block at the Courtyard Marriott Orlando Lake Mary/North for \$99 per night.

Please contact the hotel directly at 407-444-1000. Our room block will likely sell out, as it has in past years, so book your room early.

Cost: Our "Early Bird" package includes all meals, all education sessions and participant gifts for only \$475 for our Full and International members. Associate members are strongly encouraged to attend for \$525.

Optional golf Sunday afternoon at the Tom Fazio-designed Legacy Club is an additional \$50 (tee times are limited and will be filled first-come, first-served). **NOTE: All Summit rates increase \$50 after August 31.**

Registration: Log in to www.proponent-group.com and at the top of the Members Only menu on the left-hand side of the page you will find the Summit Registration link.

THE AGENDA

Sunday, November 5

- 1pm Optional Golf at Legacy Club Fazio Course
- 2-4:30pm Associate Members-Only Session: Making Smart Career Decisions (Speakers To Be Announced)
- 6:30-9:00pm Welcome Dinner at Heathrow Country Club After dinner Fireside Chat with LPGA Commissioner **Michael Whan**

Monday, November 6

- 7am Breakfast
- 8am Trends That Will Affect Your Career (**Lorin Anderson**)
- 9am To Be Announced
- 10:30am Break
- 11am Super Panel Round Table (**Mike Bender, Martin Hall, David Leadbetter, Lynn Marriott, Cameron McCormick and Pia Nilsson**)
- 12:30 Lunch
- 1:30-3:30pm Super Panel Outdoor Session (**Mike Bender, Martin Hall, David Leadbetter, Lynn Marriott, Cameron McCormick and Pia Nilsson**)
- 3:30pm Teaching Technology and Training Aids Demo Day
- 6pm Cocktails and Dinner at Heathrow

Tuesday, November 7

- 7am Breakfast
- 8am The Amazing Power of a Well-Designed Website (To Be Announced)
- 9am The Golf Instructor's Guide to Preparing for Retirement (**Matt Luckey and Kelly Mccammon**)
- 10am Break
- 10:30 Secrets to Upselling Your Services (**Brian Jacobs**)
- 11:30 Lunch
- 12:30 Maximizing the Application of Force: 'Recruiting' Power Begins at Setup with Core Symmetry (**Dr. David Wright**)
- 3pm Summit Ends

Registration is Open. Log In and Click on Summit Registration.

PROTECT YOUR FUTURE: SEEK ADVICE



By **Lorin Anderson**, President

In honor of last week's celebration of Independence Day here in the States. I would like to suggest that many of you are harming your chances for long-term *financial* independence by not having a personalized, well-thought-out plan to save for your future. I realize many teachers stay on the lesson tee well past typical retirement age and never really stop teaching altogether, but one thing that has become apparent to me in my hundreds of discussions with our members over the years is that many of you are generating strong revenues, but are not saving effectively for your future needs.

I was fortunate in working for large media companies early in my career, getting a nice company match for the measly money I put into my 401k back when I was making less than \$25,000 a year. This trained me from the beginning of my career to think about and start saving for retirement. Today saving for my retirement is much more complicated due to having a child with special needs and a nest egg that needs to be protected against a lot of uncertainty in the economy.

My family relies on a financial advisor who meets with us three to four times a year to review future and current financial needs including disability insurance, life insurance, retirement savings, special-needs trusts for our daughter, plus debt-management and cash-flow issues for two businesses, my wife's and mine. Our advisor treats us as you treat your students who are serious about improving their golf games. He reviews our current financial skills, creates a personalized plan that matches our resources and expected future needs and gives us financial homework to do before our next meeting to review and update the plan.

Sure, there are a lot of things I'd rather be doing than spending an hour or two reviewing spreadsheets with our advisor, but I also know that it is one of the most important things I can make time for to ensure my family's welfare.

As we celebrate Independence Day, I strongly urge you – if you don't already have a financial advisor – to start the process of identifying someone who understands your needs so you can guarantee your own financial independence. For example many golf instructors don't have consistent cash flows from month to month, they often don't have access to 401Ks and they often have had little or no training in basic financial management. A financial advisor will help you better plan for and manage all of these issues.

The good news is most of our members generate significant revenues. For example, our Full Members averaged \$159,000 each last year while our Associate Members averaged \$81,000. If you're willing to, you are in a very good position to start the process of saving for retirement and other future financial needs. I was putting 10 percent of my salary into a 401K when I was making \$21,500 a year. So I'm pretty sure almost all of you can find a way to save more than you do now.

Earlier this year, Proponent Group started working with WealthWave. The company has more than 400 offices and already works with many golf professionals. I like them because they understand the nuances of your business and you don't require that you possess major assets to work with them. If you're interested in learning more about WealthWave, contact **Matt Luckey** at matt.luckey@tfaconnect.com. If WealthWave doesn't work for your situation, please locate another qualified advisor who can assist you.

One of the greatest accomplishments Proponent Group could ever help our members with is to make sure you protect the financial future of your family and yourself. **PG**

PROONENT GROUP PARTNERS





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OFFICIAL TECHNOLOGY PARTNER OF



THOUGH HARDLY FUN, REVIEWING POLICIES IS WORTHWHILE

LIFE INSURANCE IS CHANGING, HAS YOUR POLICY KEPT UP?

A common term to describe the insurance industry would be “stodgy.” But that adjective is far less applicable than it used to be—due to a number of factors. In the ongoing process of protecting your family and your financial future, you need to keep an eye on your life insurance policies and make sure you are taking advantage of contemporary products with improved benefits.

Increased life expectancy has had a tremendous effect on most parts of our financial lives. Life insurance is no different. Coupled with continued innovation in products, longevity has had a significant impact on the design and pricing of life insurance.

Even if your personal situation hasn't changed recently, life insurance has.



Here are five reasons to update and upgrade your life insurance policies:

1. **Old policies are often more expensive because people used to die at a younger age.**

Even if your personal situation hasn't changed recently, life insurance has.

Here are **5** reasons to update and upgrade your life insurance policies...



To avoid the bottom dropping out of your finances, **it's best to always pay attention to how you're protecting your family and future.**

New policies can be cheaper because the average individual lives longer today.

2. **Old policies typically expire at age 95.** If you live beyond 95, the insurance company pays the cash value—usually much lower than the death benefit—and your coverage is lost. New policies can provide full coverage until age 120.
3. **Old policies only pay when you die.** New policies can offer riders to help cover the cost of long-term care situations. Instead of only protecting your family against your early death, new policies can help prevent your care from becoming a burden on your family in your old age.
4. **Old policies either grow your cash value at low interest rates or subject you to the possibility of significant market losses.** New policies can allow you to earn as much as 12-15 percent in good market years and can provide a guarantee against loss during bad market years.
5. **Old policies may charge you up to 8**

percent interest to borrow your own money.

New policies can allow you to access your cash value for less than 1 percent during the first 10 policy years and for 0 percent net interest after 10 years.

The best way to avoid old-policy pitfalls is to be informed and keep an eye on your finances. It will help you get the most for your life insurance dollars and avoid painful financial surprises.

For more information or to schedule a time to review your retirement game plan, contact Matt Luckey at wealthwave.com/mattluckey. PG





**Sunice Apparel Line
Now Available to
Proponent
Members**

Bobby Jones

EXCLUSIVELY FROM BOBBY JONES, JUST FOR PROPONENT MEMBERS

All current product from Bobby Jones' and Sunice outstanding mens' and womens' lines is available for personal use to Proponent Members at outstanding preferred pricing:

WITHOUT MANUFACTURER LOGO: 30% off standard wholesale pricing
WITH MANUFACTURER LOGO: 50% off standard wholesale pricing

*Check out all the options at bobbyjones.com and sunicesports.com. To place a personal use order – or for pricing on bulk orders for outings, golf schools or other student usage – contact **Susan Moshier** in Customer Service at 404-836-0573 or at smoshier@jonesglobalsports.com.*

FIRST IMPRESSIONS + IMMEDIATE CALLS TO ACTION

YOUR WEBSITE'S HOMEPAGE IS GROUND ZERO FOR NEW STUDENTS

By David Gould
Staff Editor

Most marketing efforts by Proponent Group members are “outbound.” You send an email blast, you do a radio interview, you post updates on social media or you rent booth space at a regional golf expo. Either way, the customer is “out there” and you’re spending energy and money to connect with them.

As for “inbound” marketing... well, that’s basically your website—which people find through key-word searches or through exposure such as word-of-mouth. Inbound is obviously a nice thing, because the customer or prospect is doing the work, instead of you having to do it (or paying to have it done).

But more precisely, you’ve *already* done your marketing work in order to generate those inbound visits. You’ve created a classy, functional website that showcases your skills and persuades golfers to engage with you. Meanwhile the entire website from top to bottom doesn’t have to be award-winning, experts will say, as long as your site’s homepage is firing on all cylinders.

The homepage has to look appealing, make sense and be functional from the get-go. It has to provide the visitor a chance to “learn more” or even begin the purchase process right away. Like an old-fashioned newspaper article, your homepage should answer the who-what-when-where-why questions in peoples’ minds. Of course, many a website visitor is a return visitor, so you need to present something that works for the new arrival and also sits well with the lesson-taker who has viewed the page dozens of times.

Viewing it from the customer’s perspective, imagine them asking certain questions, for example:

- Can you (or your academy) make me a more skilled golfer?
- What evidence is there of student success, working with you?
- Are you equipped with the current technology?
- What is your instruction philosophy? How will you go about coaching me?
- Do I have a choice among instructors? What are the instructors like?
- Can I afford the rates being charged?
- Is the facility modern and enjoyable to visit? Will I be comfortable there?

Butch Harmon's homepage showcases Harmon as the star coach that he is while providing click-boxes up high that sell a service or deepen the engagement (through signup to receive his newsletter). Strong black/gold palette, plus Butch in a contrasting pink shirt.

- Is there an introductory program or programs? If so, what are these programs like?

Homepages for golf-instruction sites should be designed and worded to connect with mid-handicappers and high-handicappers. Not only are they the majority, they are more likely to shop for golf instruction online. The single-digit player who competes in club tournaments or takes a run at the city championship will most likely be asking around within his or her network long before visiting an Internet website in search of coaching.

The design of the page must include a call to action, or CTA—several if possible. The desktop version of your website may contain several CTA buttons, but there has to be one on the first screen consumers come to, whether it's via their phone, their tablet or a laptop. Don't be shy about filling your home page with multiple CTAs either to make sure nobody misses the "Book Now" opportunity or to vary the "calls" among secondary CTAs like "Free Trial," "Swing Assessment," "Schedule a Demo" or "Learn More."

Think of your secondary calls-to-action as chances for the customer to give "yes" answers to a series of a questions—each one leading closer to the final goal of scheduling and booking. Along the way the user is providing information, making decisions and becoming more engaged. They're moving "farther down the funnel" toward a purchase. "Subscribe to Our Newsletter" should be an immediate click option when the homepage opens.

For years there was a push to avoid making visitors scroll down through multiple screenfuls of content. With a homepage in particular, the priority was on keeping anything of importance "above the fold," i.e., visible in one screenful of a good-sized laptop. Failing this, there's a rule of thumb about accommodating "space-bar scrolling." In other words, because hitting the space bar scrolls down exactly one screenful, and people tend to know this, the design of web pages has to work so that the line at the bottom of a screen jumps up to become the top line of the next screen. Let your website company know you don't want space-bar scrolling fouled up by imprecise design.

Of course, so-called long-scrolling has made a roaring comeback, due to the prevalence of mobile devices as the hardware used to surf the web. So-called "momentum-scrolling" on touch-screens, where a flick of the finger sends the web page scrolling at high speed until eventually slowing down, contributed to the resurgence of the web page that goes on and on. "The smaller the screen, the longer the scroll," as one tech specialist phrased it.

➔ Check out the next two pages for more homepage examples and commentary on effective design.

The homepage of top teacher Stan Utley favors a clean look with minimal text, plus a four-panel rotation using different photos as backdrops to four purchase opportunities. The invitation to sign up for his newsletter is buried down several screenfuls, unfortunately.

Golf Channel Academy recently created a new website template for its coaches. A focus of the new websites is big, bold photography that renders nicely on mobile platforms—important, given that the majority of visitors to golf instructor websites are using mobile devices. Much of the photography shows the teachers engaged with students, in poses that let you see the teachers' faces. Additional photography shows clients having fun amid beautiful facilities. The goal is to depict an enjoyable, non-intimidating environment as soon as a visitor hits the homepage.

The “Splash” Page? It Was Never a Good Idea

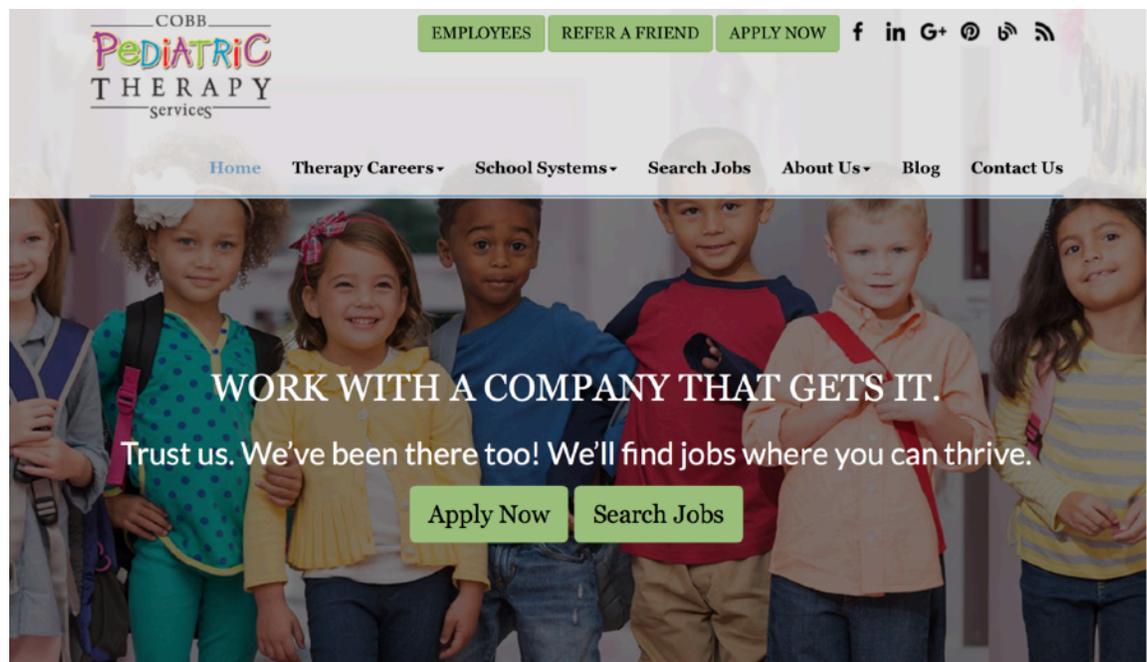
Because the homepage of a website is a visitor's first impression, designers came up with the idea for “splash” pages—clean, colorful eye-candy panoramas with nothing else to look at except a logo and maybe a three-word celebratory phrase. Toward the bottom of the screen a user would spot a tiny “ENTER” button—by clicking on it they'd be taken to the normal and functional first page of the site. We don't see many golf academies or golf-instruction practices using this

gimmick, and that's a good thing. According to the experts, splash pages hurt your SEO numbers significantly, and more importantly they cause users to turn away from your site, out of impatience and very likely because the “wow” factor just isn't wowing them. The one decent reason for a splash page is if your site translates into multiple languages and the user has to choose one—that's not a common issue for North American golf instructors. — D.G.

Two examples of well-conceived homepages from businesses outside golf are shown here. Top page uses a panoramic image of Boston, where the firm is based, and a large click-box titled “Search Our Properties,” to suggest that its listings are in very desirable locations downtown. The other action being encouraged, “List Your Property,” is also easily found in an orange box.



This homepage appeals to the visitor’s emotions: “Work With a Company That Gets It” and “Trust us. We’ve been there too! We’ll find jobs where you can thrive.” That is a unique and compelling value proposition as soon as you land on the homepage. Calls to action are well-positioned, simply worded and nicely pop off the page in contrasting colors.



Summary: Keys to Smart Homepage Design

- Your website’s homepage is the single most important element of your marketing effort.
- As soon as it hits the screen, your homepage should answer several vital questions and produce at least one call-to-action button.
- It’s considered OK to have a homepage that scrolls down several screenfuls—on mobile devices people are fine with this. Just make sure that “above the fold” you are taking care of business.
- Every homepage establishes a tone and a feeling—yours should reflect your personality. **PG**



Proponent Members

We Have Added Putting and Short-Game Skills Tests and Practice Applications

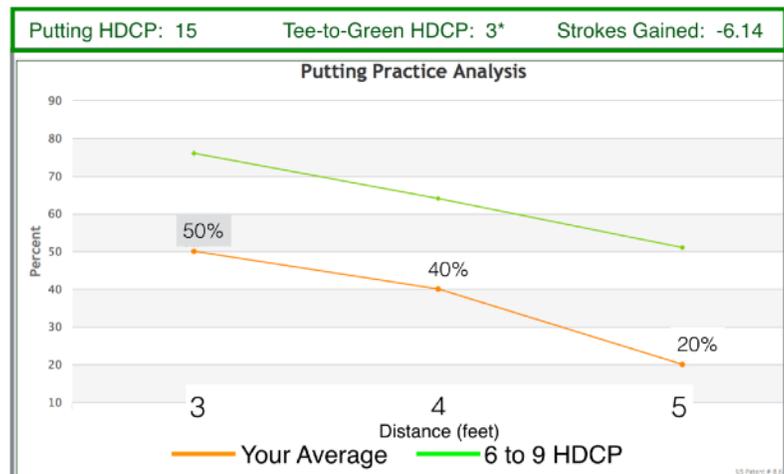
A great first lesson: Put your student thru a simple Putting Skills test:

- Reveal their putting handicap level; as well as, their Tee-to-Green handicap.
- Witness their pre-shot routine, setup and stroke to know exactly where you need to focus their lessons and practice.
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- Watch the improvement in their scoring.

Available at **no extra charge** to all of our Group Leaders and their players.

Our Strokes Gained analysis will identify your player's strengths and weaknesses and tell you exactly why:

Join top instructors like Mike Bender and Henry Brunton, who have successfully used ShotByShot.com for years to help their students improve.



#1 Improvement Priority:

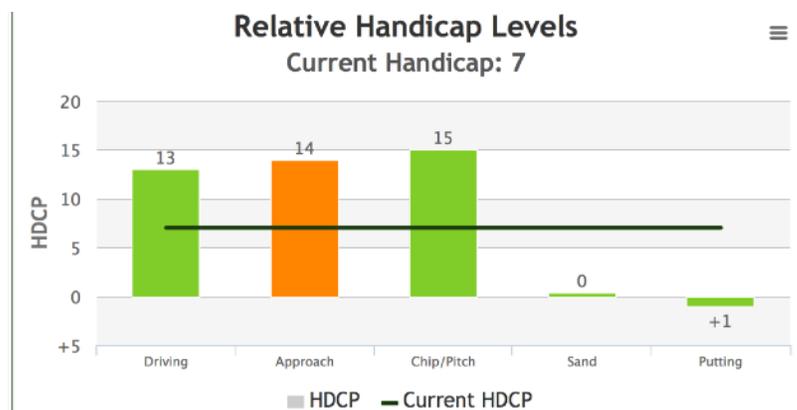
Approach: Work on approach shots in the 150 – 175 range

For information on Group Leader packages, contact:

Skip Williamson 203 512-9424
Skip@shotbyshot.com or

Peter Sanders 203 912-8734
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DEB VANGELLOW

RIVERBEND COUNTRY CLUB, HOUSTON, TX

INTERVIEW BY PAUL RAMEE, JR

Fairport, New York-born Deb Vangellow was always an athlete and, as she once told a reporter, “was always going to be an educator.” Despite her achievements in soccer and track, golf turned out to be the sport where Deb built her career—as one of the most honored instructors of her generation.

Vangellow, who spent 17 years at Sweetwater Country Club in Sugar Land, Texas, before moving across town to Riverbend in 2014, was the 2012 LPGA National Teacher of the Year—one of seemingly countless standout achievements that fill her resume. She is one of Golf Digest’s “50 Best Women Teachers” in the U.S., an LPGA “Top 50 Teacher,” a GOLF Magazine “Top Regional Teacher,” a US Kids Golf “Top 50 Master Kids Teacher” and a GRAA “Top 50 Growth Of The Game Teaching Professional.”

Able to balance work and service adeptly, Deb was the first-ever National Vice-President for the LPGA Teaching and Club Professional membership and is now serving as elected National President. She is a longtime lead instructor in the LPGA Global Education Program, an industry-leading teacher training program for golf professionals in the U.S. and Korea.

In 1997, Deb was honored as a recipient of the Young Alumni Award at the University of Northern Iowa and in 2008 her research project entitled “Less Is

More And More Is Better: The Benefit Of Less Length And More Loft In The Driving Club For Recreational Women Golfers” was accepted for presentation and publication in two top Golf Research

conferences; “Better Golf Through Technology” and the “World Scientific Congress Of Golf.” In 2015, Deb was selected as one of Houston’s “50 Most Influential Women.” She was recently inducted into the Northern Iowa Athletics Hall of Fame and The Hall of Excellence for the School Of Education.

As this recent interview with her fellow Proponent Group member Paul Ramee indicates, Vangellow was exposed at a young age to some teaching concepts and business goals that were ahead of their time. Her capacity to see their value and weave them together with a host of other key understandings has been a continual source of her diverse and distinguished achievements in the coaching field.

Deb, can you describe for us the path you took to become the golf instructor and industry presence you are today?

Vangellow got her start in golf when she landed a job with the Golf Digest Golf Schools while attending grad school at Miami (Ohio) University.





Born in the Rochester, New York area, Vangellow has been based in metro Houston for most of her professional career.

I was a Health/Physical Education/Coaching major at the University of Northern Iowa and went right on to graduate school at Miami (Ohio) University. It happened that the Golf Digest Instruction Schools were in town and I was in the right place at the right time for a summer job. I came on board with them, assisting with anything they needed operationally. The staff was very strong: Jim Flick, Hank Johnson, Paul Runyan, Dick Drager, and Dr. DeDe Owens, to name a few. DeDe became an important mentor, helping me think about going into the LPGA Teaching and Club Professional Membership.

DeDe being the only woman in that group, did you naturally gravitate toward her?

It was interesting. Some of the other program assistants preferred to be with certain instructors, which was fine. We rotated instructor stations but as it turned out, I ended up being with DeDe most of the time. I did not know a lot about teaching but certainly noticed that DeDe approached each student with a lot of individual attention based on who they were, what their goals were, and what they could physically do. DeDe encouraged me to do whatever was needed in order to help the student succeed.

All in all, this was a fortunate break, so early in your career.

No doubt about it. I finished my masters degree, entered the LPGA and stayed with the Golf Digest Schools for the next two summers, doing whatever they needed—shagging balls, setting up schools, whatever they needed. I was a total sponge.

Did that work with Golf Digest open up any doors for you?

It really did. Golf Digest Instructor Charlie Epps asked me to be part of his own golf school in Texas. I helped with Charlie's program during the next couple of summers and served as the women's golf coach at the University of Northern Iowa during the academic year. The combination position was a good one as I was able to begin work on a Ph.D at the university. Finishing this academic work is on my to-do list!

That was the hot format at the time—brand-name golf schools.

True, because before very long, LPGA Hall of Famer Kathy Whitworth asked me to be a part of her Japanese corporate sponsored "SuperLady" Golf School. Once again, I feel like I was fortunate to be in the right place at the right time. This program was really ahead of its time and was very multi-faceted and wellness based. We provided a very balanced program including fitness, nutrition, and numerous supplementary activities that are considered the norm now. It was a terrific three years.

What was next, after working with Kathy Whitworth?

When the "Superlady" project ended, I moved "north" to Sugar Land where I spent very good years at Old Orchard Golf Club and Pine Forest Country Club before landing at Sweetwater CC where I was the Director of Instruction for 17 years. I worked with Matt Reams, one of the best golf professionals in the business, and then with five different management



As President of the LPGA Teaching and Club Professional Division, Vangellow participates in numerous LPGA seminars and education events around the globe each year.

companies after his departure. This was not easy and the last company was challenging, bringing much different values and attitudes toward golf education programming. Basically, I was not fitting in with their plans and had a frustrating departure that ended up being a blessing in disguise. I have such fond memories from my time at SWCC but I sure learned that if you do not match the conscious level of the environment, pay attention to the signs and signals because they are accurate. In other words, time to move on.

You were able to make a move without leaving town, which isn't always the case.

Very true. From Sweetwater, I went over to Riverbend Country Club where I have been for the last four years. It is a good fit as the head golf professional honors teaching and the club has allowed me time away to serve in my leadership roles in the LPGA.

Sounds like you compiled a long list of great mentors over the years. Who has had the biggest impact on your career?

Betsy Cullen is and has been an extraordinary mentor to me. She played the LPGA Tour, winning three times, before beginning a phenomenal 40-plus-year teaching career. She was a student of Harvey Penick and has helped me become an effective instructor. Lucky me to have such an amazing mentor and friend!

Any others?

Dr. Debbie Crews has helped me understand and differentiate the relationship between learning and

performance. Long Drive Champion Mike Austin, whom Betsy and I traveled to see for 12 years in California, really helped me in the areas of Anatomy and Kinesiology. Kathy Whitworth was terrific in helping me understand playing the game, which I learned when I caddied for her at the end of her career. Dr. Deborah Graham, Motivational Speaker and Trainer Patti Holmes, Dr. Betsy Clark, Jackson Bradley...so much help along the way and I am so very grateful.

Explain your Intuitive Based Golf Education Programs.

It is a student-centered approach that allows me to work from a model that incorporates a plethora of methods I have studied over the years, coming up with a plan that works best for the golfer in front of me. Effective, efficient and compatible swing motion... teaching the LPGA way!

If I were to take a lesson from you, what would the structure of our time together include?

I teach one-hour and half-hour lessons. With the heat in Texas, half-hour lessons are very popular. I spend a good amount of time getting to know you, how your body works, your lesson history, what you do for a living, injury history, how much time you can spend practicing. This allows me to understand expectations and what we will be able to accomplish. All full-swing lessons have a goal and this goal is a part of the long-term goal that the student and I have for their development. They get



Vangellow's duties as LPGA T&CP President include attending major LPGA Tour events including the PGA Women's Championship last month. Here she is pictured with Paul Levy, President of the PGA of America.

an understanding of what piece of the swing is not working for them. We develop strategies for them to improve through drills and they leave with notes that summarize our time together.

You were a multi-sport athlete in college. Do you believe in athletes specializing in one sport?

I don't. I think any sport has an "order of movement" and it is very helpful for people to play other sports and learn each "order of movement" and transfer it to their golf swing. I encourage my juniors to play everything. A quick story about learning order of movement. I was teaching a 75-year-old woman, who had not played any sports growing up, a self-proclaimed non-athlete. She came to me to take golf lessons and no one worked harder. She really learned how to move her body. Fast-forward a few years later and she is with her grandkids. They are throwing a football around and it drops at grandma's feet. She picks it up and just zips it back to them. The grandkids were stunned. Well, she had indirectly learned how to throw a football through learning how to swing a golf club.

Regarding your presidency of the LPGA—anything you care to share?

It is something that I have dreamed about since I became a member of this wonderful organization and is a tremendous honor. The office comes with great responsibility to honor the past and plan for the future,

while serving the present membership. Vice President Karen Palacios-Jansen has been a terrific teammate with like-mindedness and similar values. Together, we stay true to our platform/philosophy of Vision, Value, and Visibility. It is a great journey to be on together and I can't thank her enough for her support and friendship!

Do you believe the status of woman has improved in golf?

I believe it is a lot better and it is due to the fact that we continue to get quality women entering the business. The opportunities are far greater than just being the teaching pro at a facility. Women are landing roles as GMs and head professionals at golf facilities of all types. During my 30 years in the industry I have seen tremendous growth for women who want to follow their passion in the game.

In all the ups, downs, steps and stages of your long career, what would be a reflection that stands out?

Carol Mann shared with me an important truth, which is that sometimes you are going to have to move on. When that happens, it may not be easy. You may be miserable doing it, but if you have faith in yourself it will all work out. I believe you have to stay true to your path and passion, as Carol alluded to. There are going to be bumps in the road, and that's OK. **PG**



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MARKETING IN THE “PHIGITAL” WORLD OF GENERATION Z

By **Ian James**,
RetailTribe CEO

‘Phigital.’ It’s a lovely word, isn’t it? I came across it in a book I was reading about Gen-Z. Yes, I know you’re just about coming to terms with Millennials, but the next generation has hit the workplace, and now has disposable income. And they’re very different from Millennials.

Investing time in the meaning – and implications – of “phigital” is really important for you.

‘Understanding the Consumer’ is central to the development of any business that wants to offer a service or product to consumers. And while one of your important advantages is that you’re dealing in a market size where you can, and should, get to know each customer as an individual, you need to understand the behavioral patterns of different generations and genders. That way your message will reach and appeal to potential new customers. And

So far we’ve battled, or not, with 4 generations on our golf courses and at our golf clubs

 <p>Ted (1927-45) Respect, Loyalty, Service, Commitment <i>“hard work is its own reward”</i></p>	 <p>Barry & Bev (1946-63) Bigger house, Better car, Work to win, Women’s Lib <i>“Stop when you’re dead”</i></p>	 <p>Eddie, Erin & Family (1964-79) Trust yourself, Find a work like balance, Loyalty is dead, <i>“Compare the price and ratings”</i></p>	 <p>Mark, Mary, Everyone (1980-99) Participation, sharing, collaboration, a precious gift, snowflake <i>“Everyone’s a winner”</i></p>
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Now add the challenge of Gen-Z to your marketing

you need to be very aware of how those consumers will want to engage with you.

In truth, the golf industry hasn’t been great at understanding the consumer because it hasn’t had to—or so it believed. Try asking any golf committee or management group a question like, “How have you altered the design, scheduling, and timing of golf events to accommodate Gen-X working mothers?” Go on, try it.

Or take a flyer and tell committee people they should imitate PGA Junior League by adding 6-hole flag competitions to the club’s Saturday competition—in the name of increasing the number of winners at the awards ceremony. Believe me, your Millennials appreciate everyone being a winner, and it keeps their interest going throughout the round. (Cue snorts of derision from Traditional Ted on that committee.)



Non-playing spouses of Boomer males are a massive opportunity for the Player Development industry. Tough to teach, but desperate to share a retirement with their husband.

Some in our industry have an approach to the consumer that boils down to: “We built it long ago, and if you don’t like it, don’t come.” Many of these attitudes can be found at the more prestigious clubs. And unfortunately the decision-makers at those clubs are often seen as “leaders” who stand “at the pinnacle of the industry.”

Fortunately, there’s a transformation happening. At the PGA, and at the Club Managers Associations I work with around the world, there’s an increasing awareness of the need to first understand the consumer and the value they’re looking for, and then to structure the operation around delivering that value.

There’s some rapid catching up to do, because while all the media attention has been on Millennials, the golf product hasn’t even evolved sufficiently to cater to Boomers—meaning, it hasn’t kept up with their changing needs. As Traditional Ted and his cohorts depart this mortal life (and the fairways), the golf industry is discovering that Boomers:

- A. don’t totally retire and thus aren’t available to play golf every day, or even every other day
- B. pursue a “shared retirement”—and no Boomer wife is comfortable being a golf widow
- C. are much more inclined than prior generations to travel in their retirement and even pick up stakes to move closer to grandchildren.

As it happens, that’s a real opportunity for golf coaches, but for this article we’re focusing on the other end of the spectrum—Gen-Z, the people born after 1999.

This is a generation upon whom we’ve already inflicted considerable unpleasantness. They endured the Great Recession and they live with the permanent and seemingly unwinnable war on terror, plus significantly heightened homeland security. They learned protocols in case of school shootings. They’ve read about countless institutional fraud revelations, including those that created the 2007 housing collapse. During their childhood, threats of chemical and nuclear warfare have re-entered our narrative.

This generation knows they are going to struggle to acquire the wealth and lifestyle



The ‘Hunger Games’ and ‘Divergent’ are iconic stories for Gen-Z. They are stories of rigged, manipulative systems, of struggle and loss.



For Gen Z the #1 device is the smartphone. Per week each will spend on average 15.4 hours accessing videos and information on their smartphone.

that previous generations have attained. And their expectation of their political leaders being able to do anything to foster prosperity is at an all-time low. Sensationalized 24-hour news channels have seen to that. Want to know what they think of big business? Even lower ratings than politicians.

These are not political comments. They are social observations that will shape the outlook and behavior of this generation. Gen-Z members know that everyone can't be a winner.

In the area of communication, however, they've experienced vast abundance. This generation has been connected since birth. They don't know any other life. The digital revolution isn't something they've lived through, it was completed by the time they entered school. Hence the word "phigital." For every physical activity, there's a digital aspect that's integrated into the process. Devices and the online world are not separate from their lives. They're part of everything they do. They're more than an access point.

Any particular piece of knowledge (for example, initial ball direction is 80 percent caused by clubface angle) has much less relative value than it did when information was so much less scarce. The ability to quickly find out anything you need to know, when you need to know it, is the core skill



If your video is over 2 minutes, it's too long. If in 8 seconds your appeal isn't obvious, you're gone.

this generation possesses. YouTube, not Mister Rogers, is their educator.

Video matters, by all means. But here are your two great challenges: Over 70 percent of Gen-Z members say that if they notice a video is more than two minutes long, they shut it down instantly. And behavioral studies have determined that you have no more than eight seconds to appeal to this audience. If that eight seconds goes by and they aren't intrigued, it's *sayonara* and back to the YouTube search.

Along with these challenges comes some good news for golf coaches:

- A. This is the hyper-customized generation. They want everything to be customized to fit their needs. Therefore when you talk about a "personal development and practice plan," that's a winner with this crowd more than with any other. Just make sure the plan is truly personalized.
- B. Gen-Z rejects the notion that "everyone is a winner just for participating." People of this generation recognize a need to differentiate themselves through skill-development and accomplishment.
- C. Throughout their school career they received instant online feedback on whether they'd completed their assignments and what

WEEKLY TV USAGE

(average hours/week)



"The relevance of TV as a media channel continues to decline. Rather than having a channel they watch regularly, Gen-Z will follow (and communicate with) individuals they trust / admire on social networks".

score they attained. They expect this immediate feedback, even need it, and they respond. These are much better “students” than generations that have gone before. Give them feedback online.

- D. All that said, this is not a generation that hides behind technology. Surprisingly enough, in a recent survey 73 percent said that they welcome face-to-face feedback from their educator or job supervisor.
- E. To Gen-Z people, television and traditional TV channels have a significantly diminished importance. They prefer to connect to an actual person, whom they trust, and to connect via YouTube, Instagram, SnapChat and the like. The individual they follow is much more important to them than a program or TV show.

LIFE VALUE



“Balance work with family time”



“Never confuse your career with your life”



“We are the ‘always on’ generation”

“They’re always connected and they’re going to expect you to be always connected”

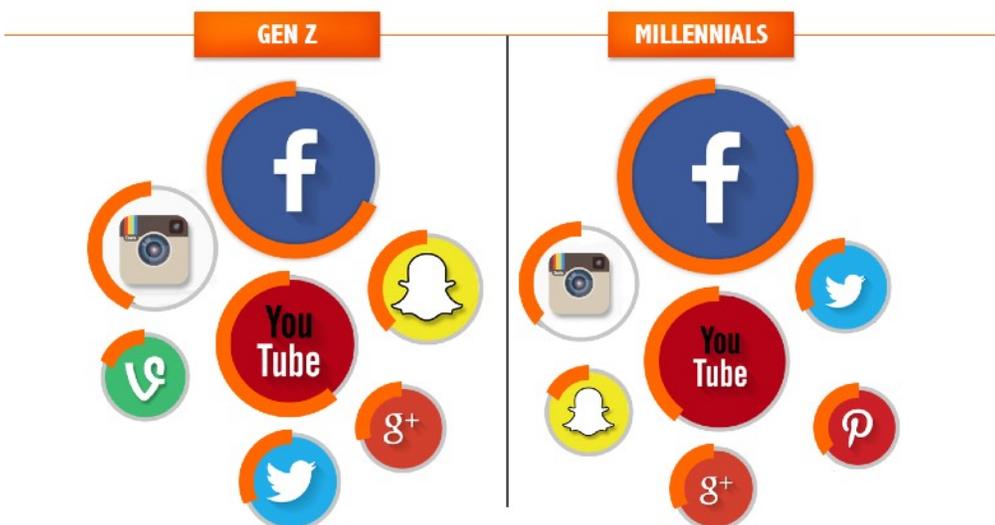
It is easy to reach this generation. Their smartphones are more or less bodily appendages and they expect to receive at least 1,700 different posts and messages per day. Yes, that’s a lot of noise to get through, but they’re available to you.

The final piece of great news is that, so far, despite all the hype you hear about Gen-Z wanting different digital hang-outs, they still occupy the same digital locations as Millennials. That means your investment in Facebook and YouTube marketing is effective for both generations.

The ‘phigital’ generation offers you new opportunity. For this generation, if you asked them to set up a meeting with a potential new customer, they’d first see if they could arrange it using an online service like GoToMeeting. Show them a video and launch monitor data and ask them to “zero out” their numbers, and they’ll rent time on your simulator to achieve the target you’ve set. Ask them to video their swing and send it through along with the results from their launch monitor, they will do so dutifully. This is truly a generation of technology savants.

And remember, this generation isn’t interested in TV. They want to follow, and communicate with, someone they believe in. Make that you. **PG**

TOP SOCIAL MEDIA SITES USED DAILY



“While some social media sites have disappeared or emerged, the big 2 remain the big 2 across both Millennials and Gen-Z. Note what % use YouTube daily”.

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PROPONENT SUMMER BOOK SERIES CONTINUES:

LYNN AND PIA TAKE IT ONTO THE COURSE WITH “BE A PLAYER”

On the bookshelf of any devoted golf coach one is likely to find the writings of Pia Nilsson and Lynn Marriott, Scottsdale-based Proponent Group members whose company and teaching brand is VISION54. In previous works such as Every Shot Must Have Purpose, The Game Before the Game and Play Your Best Golf Now, Lynn and Pia have skillfully introduced the elements of their teaching: Shotmaking with purpose and commitment, practice that reflects the real game, and skills that enable golfers to access physical, mental, and emotional states that lead to better play.

In their new book from Atria the VISION54 duo starts from the premise that the true place of improvement is on the golf course. Likewise, the vital (internal) resource for making improvement happen is a set of “human skills” that every player must rely on “in the actual context of the game.”

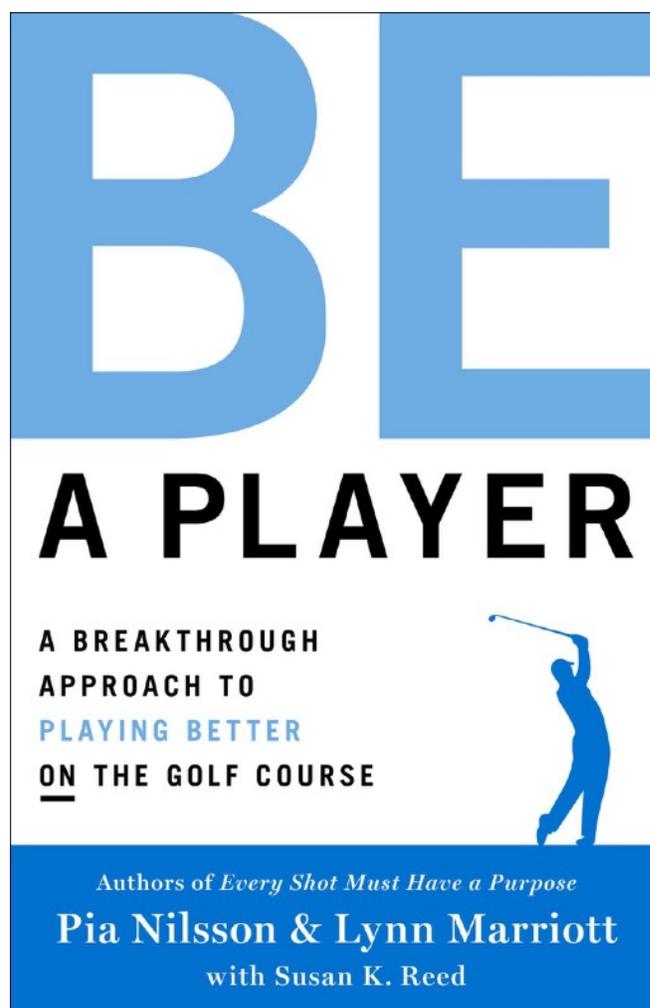
Here’s an excerpt from “Be a Player: A Breakthrough Approach to Playing Better on the Golf Course,” by Pia Nilsson and Lynn Marriott, with Susan K. Reed. It’s currently available for online ordering at Amazon.com.

Even as club technology, fitness training and the science of the swing have improved exponentially over the past decade, many golfers have not improved and have been leaving the game. The numbers have declined for several reasons, from a shortage of playing time and budget considerations, to difficulty in learning the game and courses that are too challenging.

Many golfers struggle to transfer their games from the range to the course. We see players making good contact in practice, but when we’re watching them on the course, they take three times longer to hit the ball—with a completely different technical swing. All of a sudden, they can’t hit the ball. Their physical, mental, and emotional states have changed because performing on the golf course means something. There are actual consequences to what they do.

Consider this: What if you arrive at a tennis court or a basketball court and see a sign that reads: NO PRACTICING ON THE COURT. Or at a swimming pool, the lifeguard tells you, “Sorry, no practicing your breast stroke in the pool.” Many golf courses and clubs have similar rules, ostensibly to protect pace of play and the conditions of the course. Here’s what we believe: Practicing golf shots

We see players making good contact in practice, but when we’re watching them on the course, they take three times longer to hit the ball—with a completely different technical swing.



and playing golf on the course are not incompatible. To learn a sport, you need to learn in the context of the sport with all its constraints. Only in this state can you learn the skills that are required in the real environment of the game.

In addition to teaching the mechanics of a pitch shot on the range, golfers need to learn to hit that shot on the course, and then how to hit it a little higher to get over a bunker or a bush (and with only one try!). Let’s say there’s a tree in front of you.

(continued on next page)

You need to get the ball around the tree. The first time you try, you'll probably stick the ball in the trunk of the tree. But with exploration and practice, you'll figure out how to navigate around the tree. All of a sudden, you've learned to curve the ball. You've learned to play.

The bottom line is that you have to be in the pool to learn how to swim, you have to be on a tennis court to learn to play tennis, and you have to be on the golf course to learn the game. You need to dedicate time on the course when you're not focused on keeping score. You need to be on the course to discover what works. (And we promise, doing so will not hold up play or leave hundreds of divots.) Only on the course will you truly develop your skills, your game—and yourself.

A related issue we've observed is that when golfers (of any level) struggle on the course, they tend to blame their technique. Players today have become entirely too focused on the swing, with its angles and planes, speeds and smash factors. Amateur golfers are convinced they'll shoot lower scores once they've figured out whether they're one-plane or two-plane swingers. They debate swing theories—X-factor, Stack-and-Tilt, A-Swing—as if one is the right answer. As one of our students put it, "I've taken in so much information, I feel like my head is exploding."

We want to make it clear that we're not dismissing the benefit of modern technology or the importance of a sound golf swing. It's imperative that you have a reliable swing that fits your body. You need to practice it enough, so you are confident and can execute it proficiently. You also need to know which situations call for a certain shot. Even so, we believe there's an important distinction. It's not just about the swing. It's about the golfer who makes the swing on the course.

There's a book we like called *The Dude and the Zen Master*. It's a series of conversations between the actor Jeff Bridges and a Zen master named Bernie Glassman. In the book, Bernie and Jeff discuss a variety of subjects, from movies to family to learning to, well, simply, being human. Bernie tells Jeff that he knows a little ditty that contains one of the secrets to life:

*Row, row, row your boat,
Gently down the stream,
Merrily, merrily, merrily, merrily, Life is but a dream.*

He asks Jeff to imagine getting into a boat for the first time and trying to figure out how to row. Should he put the right oar into the water first or the left? What should he be doing with his shoulders during the stroke? What about his arms? What if he wants to row to the opposite shore? If he fixates on the destination, he might forget to pay attention to his rowing mechanics. But if he fixates on his rowing, he could lose focus on where he wants to go.

We've observed that when golfers...struggle on the course, they tend to blame their technique. Players today have become entirely too focused on the swing, with its angles and planes, speeds and smash factors.

Bernie explains that, according to Zen philosophy, the opposite shore is actually right under your feet. So the question isn't, How do you get from here to there? The question is, How do you get from here to here? How do you become fully present in the moment, in your environment, and in the activity in which you're engaged?

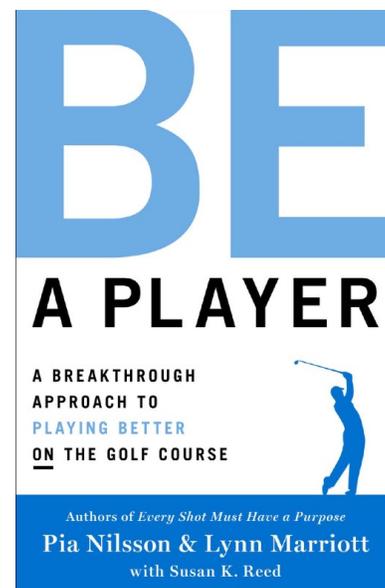
Bernie advises Jeff, "Don't get down on yourself because you're not an expert rower right away. Don't go learn to row in a performance tank. Just ease your boat into the water and begin to row—very gently—down the stream."

In our previous books, we introduced the elements of our teaching: Shotmaking with purpose and commitment, practice that reflects the real game, and skills that enable you to access physical, mental, and emotional states that lead to better play. But we believe the place you can really improve your game is on the golf course, so in this book, we'll teach you what we call "human skills," which you'll rely on in the actual context of the game. As you learn these skills, you will learn more about yourself. You will be able to rely on yourself. You will be able to adjust. You will become your own best coach. Which means, you'll be a player.

In our opinion, there are four pillars that support a golfer's game: 1) your fitness level, 2) your technical skills (that is, your swing and stroke), 3) your equipment, and 4) your human skills. Unfortunately, the human skills are rarely taught—and to us, these are essential to playing good golf.

We look at it this way: Once you step onto the golf course, can you change your fitness level, your technical skills, or your equipment? No. The only one of these pillars you have control over on the course is your human skills. Developing these skills—especially self-awareness and self-management—will help you play your best. Human skills will also help you manage emotions that invariably arise on the course, such as anxiety, frustration, fear, discouragement, and anger. They

(continued on next page)



can also help you create positive states such as focus, confidence, equanimity, courage, and joy—all of which help you enjoy the game more.

During our collective 64 years of teaching and coaching, we've become super-interested in the conditions that facilitate peak performance—that is, when people are performing at the highest level of their abilities. Whether the performers are dancers, musicians, surgeons, or golfers, one common denominator is that, in the moment of performance, they are fully present through their senses—particularly sight, sound, and feel. When this happens, we are capable of far more than we've ever imagined.

It's why we named our company VISION54. We wanted to invoke a new frontier, the idea that a golfer will shoot a score of 54 someday. That could mean making birdies on all 18 holes, or a combination of pars, birdies, and eagles. 54 is a number. It's also a philosophy oriented toward possibilities rather than limitations. 54 is a process of changing old habits and learning new ones. It's a discipline of managing your physical, mental, and emotional states on a golf course—in an environment that's always changing.

We have full confidence that a golfer will shoot 54 someday soon: To date, fewer than 20 players have carded a 59 in competition. One of the 59-shooters, Annika Sorenstam, was coached by Pia. Another, Russell Knox, is a PGA Tour professional we currently coach. So, what will it take to open the door to the next performance breakthrough in golf? In our opinion, shooting 54 will require a paradigm shift from a “faults-and-fixes” approach to a “possibilities-and-excellence” approach that will additionally rely on human skills.

We think of this as a back-to-the-future concept. When the Society of St. Andrews Golfers was founded in 1754, there were no professional instructors, no practice ranges, and no swing simulators. Golfers learned to play on the course, in the context of the game. They figured out how to properly flight a shot, manage their nerves, and focus on the parts of the game they could control. Throughout history, great champions have embodied these skills: Old Tom Morris, Joyce Wethered, Bobby Jones, Ben Hogan, Nancy Lopez, Jack Nicklaus, Tiger Woods, and Annika Sorenstam used their human skills to become great players of the game. It's our opinion that these skills don't have to remain implicit, or mysterious, or the province of champions. Today, thanks to advances in science and performance research, and our years of observing and coaching golfers, we can help make implicit skills explicit.

Recent research in fields such as psychophysiology, neuroscience, and athletic training have changed the way we think about how we learn,

what our true capacities are, and what creates peak performance. These fields incorporate medicine, psychology, physiology, brain science, nutrition, biofeedback, contextual learning, and meditation. They propose that we have a capacity to learn and perform at a higher level than most had ever imagined, enabling us to bridge the long-assumed

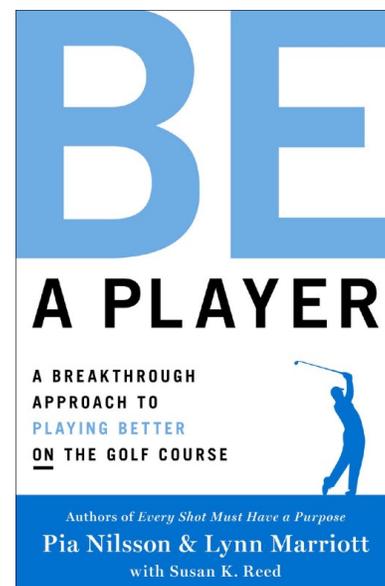
mind/body divide. This allows us to consider golf in a new light, because it points directly to us; we are capable of more improvement, growth, and self-regulation than we thought possible. However, the work of crossing this mind/body divide, and attaining these larger goals, is up to each of us.

We're not alone in discovering a new, forward-thinking philosophy. Many of our peers in golf and other sports are just as committed to these new ideas. In this book, we want to introduce some of the people and concepts that have influenced us over the years—innovative teachers like Chuck Hogan and Kjell Enhager; human-potential thinkers such as Michael Murphy and Ken Wilber; scientists and psychologists the likes of JoAnne Whitaker and Carol Dweck; techniques like Heart-Math, and even an approach to communication and personal growth called Neuro-Linguistic Programming.

This journey will be interior (you, the human being) and exterior (you on the golf course). Our goal is to introduce you to the human skills in context, and help you understand how to use them. Each chapter includes Questions and On-Course Explorations. The explorations should always be done on the course. The purpose is to spur you to reflect and become more aware, so you can discover what makes you play your best. We want you to blend the explorations into your rounds—the more you use them, the more natural and organic they'll become.

And the more they'll change your game. We hope you'll engage them with three words we cherish: awareness, intention, and attention. Instead of beating balls to death on the range, we hope you'll make these human skills the heart of your game.

Come with us. Let's explore golf in a whole new way. **PG**



They propose that we have a capacity to learn and perform at a higher level than most had ever imagined, enabling us to bridge the long-assumed mind/body divide.



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LUKE CANTELO, IMG Academy, Sarasota, FL – *Full Member*

MARK KOMIVES, Impact Zone Golf, Naples, FL – *Associate Member*

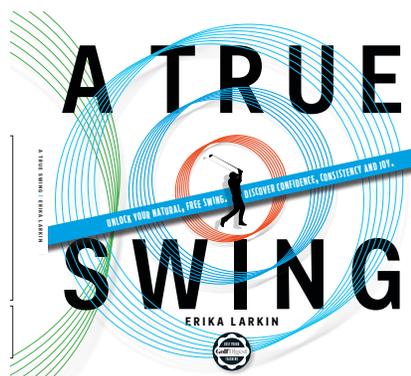
PAYTON MINEAR, Impact Zone Golf, Naples, FL – *Associate Member*

FERNANDO SAS, Arelauquen Golf and Country Club, S.C. De Bariloche, Argentina - *International Member*

LARKIN PUBLISHES FIRST BOOK

A True Swing: Unlock Your Natural, Free Swing and Reveal the Consistent, Confident Golfer Inside You is **Erika Larkin's** first book project and is now available on amazon.com.

Larkin, based at The Club at Creighton Farms in Aldie, VA, explains that a true swing will automatically produce a great hit... if you let it. The book describes what it takes to allow a golfer to learn to make a real swinging motion. Our August newsletter will include an excerpt.



CURDT COMPETES IN WOMEN'S PGA

Alison Curdt, whom we profiled in our 'What I've Learned' interview segment, qualified for the 2017



Women's PGA Championship at Olympia Fields in Chicago this month. The Southern California pro, who teaches at Wood Ranch Golf Club in Simi Valley, shot 76-79-155.

SHARP HAS NEAR-MISS AT PGA PROFESSIONAL CHAMPIONSHIP

Proponent Group members **Jeff Roth**, **Tommy Sharp** and **Tim Weinhart** all made the cut in the recent PGA Professional Championship held at Sunriver Resort in Sunriver, OR. Sharp (shown at right) tied for 19th on rounds of 71-70-75-74 - 290, but lost in a playoff for the final two spots into the 2017 PGA Championship.

Weinhart finished in a tie for 35th while Roth tied for 51st in the biggest club professional tournament of the year.



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