

COLLABORATE

www.proponent-group.com

Members Helping Members: New “Mentor” Program Connects You with Top Resources

We’ve always said that the folks in the office at Proponent Group don’t have all the answers, but *someone* in our membership probably has the answer you’re looking for. After numerous requests to create a “Member Mentors” program, we are going to build a database of highly qualified members who are willing to help other members who may have a question or two in an area in which the “mentor member” has a very high level of expertise.

To kick off the program, Proponent will be sending out a brief survey later this week that will ask you to consider being a mentor to other members who may have questions in your area(s) of expertise. The ground rules are one email or phone call per member to a specific mentor on a specific topic.

Some of the mentor topics we expect to include are: **Sales Techniques, Time Management, Beginner Player Development, Teaching Juniors Under 7 years old, Teaching Competitive Juniors, Golf Academy Ownership, Designing a Teaching Building, Teaching Groups, Supervised Practice Sessions, Contract Negotiations, Compensation Negotiations, Long-term Coaching Programs, Public Speaking, Social Media: Facebook, Social Media: Twitter, Social Media: YouTube, Mental Golf Training, Golf Fitness Issues, Hiring Instructors, Putting Instruction, Short Game Instruction, Building Corporate Outing Business, Compensation from Tour Player Students**, and the list could get much longer depending on the suggestions that you give us on the survey.

Mentoring Members is meant as a more formalized conduit for the unsurpassed wisdom embodied in our nearly 350 members from across North America and overseas. If you choose to be a mentor, all we ask is that you respond within a reasonable time if you get a request from another member. There is no long-term commitment. If for any reason you decide you no longer want to participate, you can be removed from the list of Member Mentors at any time.

This is a fairly bold experiment that we believe will pay dividends for both the person asking the questions and the person answering the questions. A more educated industry will raise the tide for all boats. We expect to debut our Member Mentors this summer. We hope you will consider participating.



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PROPONENT GROUP NEWS

New Business Models, Golf's New Coaching Movement and Outstanding Networking to Highlight Summit 2013

Registration is now open for the 2013 Proponent Group Summit to be held October 27-29 at the beautiful Talking Stick Resort and Talking Stick Golf Club in Scottsdale, Arizona. Thanks to our host member professional, **Tim Mahoney** and everyone at Troon Golf, this will be an outstanding summit at a fantastic facility.



Today we are pleased to announce the majority of our topics and speakers (nearly the entire lineup can be found on page 4 of this newsletter). Once again it is a who's who of top industry talent. You will notice that this year's event goes all in on the new wave of coaching and coaching business models that are taking hold across the industry.

We have stacked the deck with many of the world's top experts in golf coaching including **Pia Nilsson, Lynn Marriott, Dr. Rick Jensen, Will Robins** and, as announced last month, **Fred Shoemaker**. One of the key benefits to Proponent Group membership is our focus on making sure our members know what is coming next in the instruction industry. For the past few years a movement towards longer-term coaching programs rooted in a better understanding of motor-skill learning principles and in golfer psychology and motivation have made significant inroads. This summit will allow participants to hear from and ask questions of the world-wide leaders in this emerging shift.

On the business side we'll be looking at innovative ways you may be able to generate income when you're not on the tee, ways you can participate in the mobile revolution, how to "learn to say no" to better manage your time and we'll be bringing back a very popular topic from a few summits ago to help you improve your speaking and presenting skills

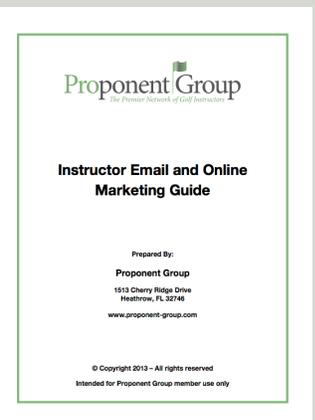
More details can be found on pages 3-4. To take advantage of our Early Bird Special, register before July 31st by logging on to the members-only website and clicking on Summit Registration at the top of the left hand menu.

Please join us in the desert for what will be the industry's most enlightening education and networking event this year, and it's only for Proponent Group members.

New Email and Online Marketing Guide Now Available on Members-only Website

It's an established fact: Goal-setting and solid execution fuel email campaigns that drive more business to your teaching practice or academy. This specially designed Guide will give you some valuable direction and advice as you pursue online marketing. In particular, we are discussing "outbound" digital marketing. That term generally refers to the email messages and campaigns you prepare for delivery at a specific time to your target audience or audience segment. The concepts discussed in this Guide relate directly to this marketing tactic.

In last month's newsletter we ran an excerpt from our Instructor Email and Online Marketing Guide and now we've posted an expanded version with a variety of examples of well-designed email blasts for your review. To access the new guide, log in to the members-only website and go to the Business Guides menu.



Vision54 Coach Program with Pia Nilsson and Lynn Marriott will Follow the Summit in Arizona

We are pleased to announce that Pia Nilsson and Lynn Marriott have scheduled a Coaching for the Future three-day educational event for teachers and coaches, taking place immediately after Proponent Group's 2013 Summit in Scottsdale, AZ. The program will be held just up the street at TPC Scottsdale. This program has been attended by many Proponent Group members over the years and is based on the coaching techniques used by Pia and Lynn with their students from beginners to World Golf Hall of Famer Annika Sorenstam. For complete details visit www.vision54.com. Cost is \$1,995.



Proponent Group Summit 2013

Leadership and Innovation for a Rapidly Changing Industry

October 27-29 (Sunday - Tuesday)
Talking Stick Resort and Talking Stick Golf Club
Scottsdale, Arizona

Registration Now Open!
Early Bird Special Ends July 31st



Proponent Group Summit 2013

Sunday, October 27

- 11:00am Registration Opens
- 1:00pm Optional Golf on Talking Stick G.C.
- 6:30pm Dinner at Talking Stick Golf Clubhouse

Monday, October 28

- 7:00am Breakfast
- 8:00am What's Next in Golf Instruction (Lorin Anderson)
- 8:30am Instruction's Future: A World View (TBA)
- 9:00am Equipment: Solving Students' Set Make-up Issues (Terry Koehler)
- 10:00am The New Coaching Model (Dr. Rick Jensen)
- 11:00am Special Announcement (TBA)
- 11:30am Lunch
- 12:30-3:30pm Outdoor sessions featuring Tim Mahoney, Lynn Marriott and Pia Nilsson
- 3:30pm Teaching Tech and Training Aids Demo Day
- 5:30pm Cocktails at Talking Stick Golf Clubhouse

Tuesday, October 29

- 7:00am Breakfast
- 8:00am Trends in Websites and Mobile (Zach Miller)
- 8:30am Online Instruction Portals: Charging for Your Content (TBA)
- 9:00am Game Your Brain: The Science Behind Cognitive Training (Dr. Debbie Crews and Tim Suzor)
- 9:45am Effective Communications Skills for Instructing and Presenting (Mike Malizia)
- 10:45am Roundtable Discussion: Managing Your Time and Setting Boundaries
- 11:30am Guarantee Your Results, Triple Your Income and Increase Revenue at Your Club (Will Robins)
- 12:30pm Lunch
- 1:30pm Extraordinary Golf: Unlocking Your Students' Potential (Fred Shoemaker)
- 3:00pm Summit Ends



Pia Nilsson and Lynn Marriott



Tim Mahoney



Will Robins



Mike Malizia



Dr. Rick Jensen



Fred Shoemaker

Summit Details and Registration

Host Site: Talking Stick Golf Club and Talking Stick Resort and Casino is one of the most popular golf destinations in Arizona. It is conveniently located only 14 miles and less than 20 minutes from Phoenix Sky Harbor airport. All summit events are within walking distance at Talking Stick so you will not need a car during the event.

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

Lodging: Proponent has a special summit rate at the Talking Stick Resort and Casino for only \$129 per night

SINGLE OR DOUBLE occupancy. Contact the resort directly at 866-877-9897 to reserve a room. Our room block will likely sell out as in past years, so book your room early.

Cost: Our Early Bird Special Includes all meals and all sessions for only \$425 for our North American and International full members. Associate members are welcome to attend for \$475. Summit rates increase \$50 on August 1st. NOTE: Optional golf Sunday afternoon at Talking Stick is an additional \$40 (tee times are limited and will be filled first-come, first-served).

Registration: Login 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.

Off the Conveyor Belt and... Into a Coaching Model for Your Business

By David Gould, Staff Editor

As a high-schooler in the 1970s, Proponent Group member Mike Perpich played golf and other sports, including some football for his dad, who was the team's head coach. Motivated even then to learn about cause-and-effect in golf mechanics, Mike persuaded his father to film a few of his swings with the football team's movie camera.

"I took that film my dad shot and drove around Kentucky asking golf pros who were considered good teachers to look at it," Perpich recalls. "I already knew what didn't look right to me, and I thought they might see the same problems. The guys were generous with their time, but basically all they said was, 'Swing looks good, kid.'" Driving home, the teenager who would grow up to become a renowned teaching professional realized he had studied playback of a golfer hitting shots before any of the big-name teachers in his region had.

It's critical for us to remember that in-depth knowledge about the way the golf swing works has not been around very long. As a result, the number of professionals able to diagnose technical flaws and suggest appropriate drills or fixes was very limited, even as recently as 15-20 years ago. Therefore, providing quality golf instruction meant explaining to people what was happening in their swing in a way that convinced them you knew your stuff.

"Teaching is talking—or at least that's what we as golf professionals decided it had to be," Mike Hebron once lamented. Hebron, a recent PGA of America Hall of Fame inductee, was vocal early on about the need to evolve away from that model.

In the 21st century, it isn't hard to feel the paradigm finally changing. Giving lessons to a stream of people listed in your book is seemingly not a best-practice for the future. Taking its place are long-term coaching relationships and a new set of formats for scheduling, interacting and charging fees. The reasons for this are numerous and compelling.

Henry Brunton, the Proponent member in Stouffville, Ontario whose business tagline is "Serious Coaching for Serious Golfers," regularly speaks on this topic at forums and summits. Working with talented juniors and surveying them about approaches that were most effective for their development, Brunton went through major changes in his thinking about how golf skill is acquired and how mastery is approached. Having arrived at the coaching-style

method, he declares it to be "simply a better way." Asked to elaborate, Henry says: "You get better results, have more fun and make more money."

As a traditional golf instructor morphs toward becoming more of a "coach," he or she should be conscious of terminology, in Brunton's view. He points out the "top-down" or even "military-style" tone that comes with "instruct" and reminds fellow professionals that "a coach literally gets you from where you are to where you want to go—whether horses are pulling it or a jet engine is powering it."

There are interesting turnabouts in the coach-player relationship when a shift is made to this concept. The paying customer is given more say in how the professional will work with them—but at the same time that client has requirements and responsibilities placed upon them. To improve takes commitment from the golfer, and coaches by nature are more demanding of the necessary effort than someone who simply presents ideas and information.

Of course, putting responsibility on the athlete or student doesn't mean you are condescending to them—quite the contrary. An effective, coaching-based communication will reveal to the golfer that it's their experience and their evolution that matters. In fact, Brunton considers the classic take-home DVD, containing the player's swing and a critique plus "fix" ideas from the instructor, to be an unpleasant and often counter-productive episode in the learning process. "Survey data shows that very few people watch them more than once," he reports.

Pia Nilsson, who with partner Lynn Marriott operates the Vision54 approach to golf training, agrees. "Too often you will see a misdiagnosis based on what the video is showing," says Nilsson. "We believe the coach should watch a golfer play several holes and recognize what they are doing on the golf course." For her part, Marriott encourages a step away from the telestrator, to see movement in real time on a human scale. "There is a strong tendency to make a quick assessment of the golfer's motion," says Marriott. "The golf instructor gets the idea they are in the 'fix-it' business, when they ought to be in the 'play better golf on the golf course' business."

At the Proponent Group, company president Lorin Anderson views the changeover from instructing to coaching through an economic and a quality-of-life lens. The shift to a coaching model from traditional lesson-giving, in his view, prevents fatigue and blindness to new, broader op-

Coming Soon: Long-term coaching relationships and new formats for scheduling, interacting and charging fees.

portunities. “The Coaching model that Dr. Rick Jensen and Henry Brunton first showed me a few years ago arguably creates more improvement and is delivered in a more varied and engaging format for the instructor,” says Anderson. “This is the win-win this industry has been searching for.”

Proponent member Susana Contreras, on staff at the Gary Gilchrist Golf Academy in central Florida, attempts to build a coaching-style continuity into all her client relationships. “The academy here has started a weekly adult clinic program, which the golfer can use as a casual brush-up opportunity if that’s what they want,” says Contreras. “But when I follow up with these students and talk about progress with them, often they will get more engaged. We set goals and I make the relationship interactive.” The result is more energy and enthusiasm on the golfer’s part, she says. “People act low-key about their golf because they doubt whether they could advance their skills,” Contreras says. “If you get them past the doubt, they will take the goals seriously.”

Indeed, for golf professionals still developing their style this model seems very natural. Kai Aoki, a 23-year-old Proponent Associate Member who works at the Cordevalle Club and Resort south of San Jose, Calif., hardly sounds top-down or old-school in explaining his process.

“My connection to the golfers I work with basically has to work on a personal level,” says Aoki, who shadowed a long list of veteran teaching professionals to learn as many ways of communicating kinesthetic cues as possible. “I also learned from them about rapport—the best teachers have always been good at that,” he says. One tendency Aoki notices is that supervised practice will become a ma-

ior part of the interaction—and that’s a very “coach approach” indicator—even if it’s never explicitly stated as an intention by golfer or golf professional. “People want you to take the time to get to know the move they make, how the shots fly, how they respond, the whole process or cycle they go through,” he says.

The types of facilities and technology that are taking over the golf learning landscape tend to support coaching over instructing. Many early adopters of the better launch monitor equipment praise it for providing baseline data. If skills are going to be acquired and the golfer is going to be coached to a completely new, higher level of competence, the skills they arrive with have to be known, catalogued and discussed as improvement plans get formed. Their physical readiness for golf improvement also needs to be known if the coach is going to devise a workable plan that carries the golfer through the stages of skill acquisition

Likewise, the layout provided by a practice complex that has the full array of short-game and long-game shot-hitting sends a message: To acquire skills takes information or other inputs about proper biomechanics, but it also takes lots of “reps” to make the movement fully integrated, from the neural pathways all the way through big muscle movements and down to fine motor controls.

The scope and scale of this paradigm shift is obviously too far-reaching and complex to cover in a two-page article. Throughout 2013 and beyond, new ideas and understandings about coaching and true player development will be an important part of Proponent’s content stream and the upcoming Summit. Very likely it will be a bigger part of the ongoing conversation among teaching pros in general.

A Form of Professional Relationship That’s Built on Golf but Goes Far Beyond

It’s common for teaching pros at private clubs to gain a level of personal trust and closeness with the paying customers that no other staff member reaches. Especially for female teachers, that rapport can carry the weekly interaction on the lesson tee far beyond golf. Alison Curdt, a Proponent Group member who teaches golf at prestigious Sherwood Country Club outside Los Angeles, is taking formal steps to recognize and respond to that reality.



Allison Curdt

Within the next year, Curdt will complete her Masters degree in clinical psychology and take board exams to earn California’s official Marriage and Family Therapy license, allowing her to hang a second shingle. “When someone works with me, they are trying to reach a new stage or level in what they’re capable of,” says Curdt. “Obviously we focus on the biomechanical elements of golf motion and technique. We may also use sports-psychology concepts to transfer their technical im-

provements onto the golf course. But so often there is something else, some big issue in their lives, that is blocking development of every kind, not just their golf game.”

A psychology major in college, Curdt brings a high level of emotional attunement to her work on the tee. Golfers respond to it and gradually share experiences from work, child-rearing, spousal relationships and other sources of conflict or woundedness. “Part of what’s happening is they pay to build a relationship with me that will improve their lives,” she says. “With formal training, an advanced degree and a license I’ll be able to serve them as a professional guide or counselor who works on more than just golf skill and performance.”

Does that mean she will need to find a teaching academy that has a separate, private room, set up in the classic talk-therapy configuration? “I actually might need that,” Curdt says. “My practice will be a hybrid, with the goal of helping people achieve their potential and live better, happier lives. I know there’s a way I can combine golf instruction and psychological counseling to do that.” – D.G.

STATE OF THE INDUSTRY

Will “Big Data” Lead to Bigger Profits for You?



By Lorin Anderson, President

Board members of Fortune 500 companies have lately been hearing all about “Big Data.” It’s a term to describe the immense and ever-multiplying quantities of information normal super-computers and standard data-analysis software just couldn’t keep up with. The solution involves massively parallel software running

on tens, hundreds, or even thousands of servers. But it can be done, and one result is a dramatic upgrade in a vendor’s capacity to identify consumers most likely to want to purchase a specific product or service.

Outside the commercial world, the most recent Presidential election was likely decided in favor of President Obama because his team was using much more sophisticated databases to make their campaigning decisions.

The great news for the golf industry is that the cost of gathering and acting upon all of this data gets more affordable every day. Before you know it, it will be an integral part of your marketing and sales program.

Sophisticated database management is already used by at least one major academy that ties weather reports to their substantial email list. Each day in the winter they examine where the worst weather in the country is going to be and they email to zip codes in that region knowing from testing that golfers in a snowstorm are more likely to want to book a trip for a golf school.

Another academy is using database software to increase loyalty and more lesson and coaching program sales by administering a rewards program for students to incentivize them to come back more often.

As more sophisticated data base management begins to trickle down to even the smallest businesses (and I can tell you it’s coming sooner than you think as Proponent Group is currently in discussions with multiple companies that are working in this field), you will be able to more effectively market to the people most likely to want your instruction services and you will be able to more effectively sell your expertise to current customers.

For example, you will be able to automate very specific messages to your students based on their birth dates, handicap, how long they have played golf, income level, spouses’ interest in golf, the age of their children, the gender of their children, the number of lessons they are currently taking annually and the list could go on for the rest of this page. These database systems will also match your outbound calls to action to significant events such as gift giving for Christmas and Father’s Day, the club championship and new member events.

While it sounds a bit daunting, the reality is the email and social media messaging software that will soon be available will automate much of this messaging so all you have to do is gather the initial data. In fact, much of the data gathering will become automated when students sign up for various instruction programs.

Every business has A or B choices to make as to how to allocate time and resources and how much to charge for services. I predict it will become much easier to set pricing and make programming choices once your business is tapped into Big Data.

Proponent Group wants to lead in this area and show you how to tap into much more detailed student data both at the micro and macro levels. Watch for more information on this game changer for your business.

Our Proponent Group Partners:





Are You Maximizing Your Membership?

Take advantage of everything Proponent Group offers

Cutting-Edge, Forward-Thinking Education:

Nobody has more cutting edge information from the industry's sharpest instructors and business people to help you grow your business and grow your teaching skills. Access more than 100 hours of presentations whenever you need it only on our members-only website.

One-on-One Consulting:

Contract Negotiations * Proprietary Compensation Information * Marketing Issues
Job Search Assistance * Public Relations Issues * General Career Advice

Unique Business Templates and Guides Including:

Job Description and Action Plan Template * Resume Template * Website Design Guide
Learning Center Survey and Photo Gallery * Social Media Guide * Contract Templates
Exclusive Compensation Survey * Annual Reporting Template * Public Relations Guide

The Industry's Premier Education and Networking Event of the Year:

Proponent Group Summit October 27-29, 2013 Talking Stick Resort Scottsdale, AZ

Networking Opportunities 24/7:

Tap into our new Private Facebook group for Proponent members only with nearly 300 members following the threads to respond to your questions.

Need help? Visit www.proponent-group.com or call 407-878-1235

PARTNER SPOTLIGHT: SWINGBYTE

Swingbyte Wireless Golf Swing Analyzer: Accurate, Affordable, Convenient Feedback on Mobile Devices

It was described by Golf Digest as one of the “12 Coolest Items” for 2012. The Swingbyte wireless 3D analyzer was subsequently adopted for everyday use by some of golf’s leading teachers. Top-tier coaches who’ve included Swingbyte in their diagnostics and training praise its accuracy and its ease of use.



“Players who are serious about improving are constantly looking for feedback on their swing,” says Proponent member Dr. Jim Suttie, who owns the Jim Suttie Golf Academies at Cog Hill G&CC in Lemont, Ill., and The Club at TwinEagles in Naples, Fla. “Swingbyte helps them know what’s going on with their swing without guessing. To me the convenience, precision and affordability put this product in a league of its own.”

Now in 2013, Swingbyte has unveiled a fully redesigned sensor, Swingbyte 2, and has launched an enhanced mobile app that includes in-app video, auto-trimmed and synchronized to Swingbyte’s 3D swing view and data. The result is golf’s only full 3D swing analysis system that captures accurate body and full swing analytics – right on your mobile device.

About the size of a flash drive and weighing approximately one ounce, Swingbyte 2 attaches easily to the shaft of any golf club (driver through putter) just below the grip. As the club makes contact with the ball, a sensor transmits a 3D digitized version of the swing to Apple and Android devices. Both visual and quantitative data can be studied and archived “in the cloud” for future reference.

With the information Swingbyte provides – clubhead speed, the club’s true plane (from address to impact), face angle relative to swing path, loft and lie at address and impact and angle of attack and tempo – golfers can identify problems and work on their own or with an instructor to correct them and improve faster.

“I don’t give a putting lesson without it,” states Brad Redding, a PGA Master Professional and a GOLF Magazine Top 100 Teacher. Swingbyte complements the technology Brad is already using as Director of Instruction at The Golf Academy at The Members Club at Grande Dunes in Myrtle Beach, S.C.

“I use high-speed, high-definition video cameras and com-

puter programs. But the neat thing about Swingbyte is that it helps you focus on one aspect of your swing at a time. That makes practice time more productive for students and their instructors,” Redding explains.

Tim O’Neal, a PGA Master Professional and head golf professional at North Shore CC in Chicago, feels the “immediacy” of the Swingbyte feedback helps golfers develop consistency. “When you can see exactly what the club is doing during your swing, and then tee up another ball immediately, you’re going to develop a swing you can repeat and you’re going to get to that point faster.”

Brad Brewer, who is among GOLF Magazine’s Top 100 Teachers in America and owner of the Brad Brewer Golf Academy at the Shingle Creek Golf Club in Orlando, is also a fan. “For someone to be able to make a change in their swing, they need to have a picture in their mind of what that change is going to look like,” Brewer says. “Swingbyte shows you the change, both visually and through the metrics it provides.”

“You can tell a student something all day long, but most people are visual learners,” comments Kevin Weeks, one of Golf Digest’s Top 50 instructors and the PGA Director of Instruction at Cog Hill. “Swingbyte makes it so easy for me to show someone what they’re doing, and that’s when they really do get it.”

In addition to garnering the attention of golf’s leading publications, Swingbyte was also featured on NBC Sports’ 2012 Equipment Special and was invited to present at teaching summits hosted by Jim Hardy, Hank Haney, and the Illinois PGA Section.

As a supplement to the real-time feedback provided by the Swingbyte app, all swings captured on a golfer’s mobile device will wirelessly upload to an online account that features additional analytics and the ability to share swings. The student or coach sees the data via an online account at my.swingbyte.com.

Swingbyte can be ordered through the

company’s website, www.swingbyte.com, and purchased at more than 1,800 AT&T retail stores across the U.S. Swingbyte retails for \$149; Swingbyte offers a PUD of \$90 to PGA, LPGA, and Proponent Group members. To receive a PUD discount code that you can apply on checkout at Swingbyte.com, please e-mail your name and facility information to proponent@swingbyte.com.



Swingbyte has unveiled a fully redesigned sensor, Swingbyte 2, and has launched an enhanced mobile app that includes in-app video, auto-trimmed and synchronized to Swingbyte’s 3D swing view and data.

What I've Learned: Cameron McCormick

Brook Hollow G.C., Dallas, TX

Interview by Paul Ramee, Jr.



Based nowadays at Brook Hollow Golf Club in Dallas, Cameron McCormick first came to the U.S. from Melbourne, Australia in the 1990s. His pursuit of a golf career began at a junior college in Wichita, Kansas and continued as McCormick gained a scholarship to play golf for Texas Tech. Experienced as a professional player but attracted to coaching and teaching early on, he has distinguished himself on the lesson tee. From

2010 through 2013, the Proponent Group member was named to the Golf Digest Top 40 under 40 list. In 2007 McCormick was Teacher of the Year in the North Texas PGA. He has also been a US Kids Golf Top 50 instructor.

It's a familiar story with golf professionals who are motivated to excel as teachers—they make pilgrimages to study the top practitioners. For Cameron McCormick, that meant traveling the country to observe and ask questions of Butch Harmon, Chuck Cook, Rick Martino, Mark Wood, Craig Shankland, Hank Johnson and Cameron Doan, among others. During an earlier developmental stage, he soaked up the wisdom of Steve Bann at the Victorian Institute of Sport.

Among his notable students are the PGA Tour tournament winner Nathan Green, Jason Enloe—who has won twice on the Nationwide Tour, LPGA Tour member Mina Harigae, former Pres. George W. Bush and young Jordan Spieth, U.S. Junior champion in 2009 and 2011. McCormick recently had a birthday that knocks him off that Golf Digest under-40 list, so it seemed like a fitting juncture to put him through a Paul Ramee interview. Excerpts of Cameron's conversation with Paul start now.

It seems every accomplished teacher or coach develops a unique approach to game-improvement. Could you describe yours?

My coaching philosophy is all about creating a plan that aligns with the student's goals and their commitment level. Under my program, when everything comes together the student will be able to practice and play in a "flow state." This is vitally important. It's a set of conditions that you're always working toward—the golfer becomes fully immersed in what they are doing. The sensation they get is of energized focus, total involvement and increased success.

That's such an ideal state for any player. What do you see as the steps leading to it?

To help my students reach this level of golf experience, I set

clear goals, provide direct and immediate feedback and create what I hope is the ideal balance between their natural ability and the training challenges I'm creating for them.

Who in the coaching world would you cite as having influenced you?

Certainly I'd list Dr. Rick Jenson, Dr. Paul Schempp, Butch Harmon, John Wooden and Peter Mattsson, Also, Dr. Greg Rose and TPI. Outside the U.S., I'd mention the Victorian Institute of Sport and Steve Bann, Golf Canada and Golf New Zealand. I'm glad to recognize certain individuals and organizations of influence, but equally important as a source of growth has been my peers. Being involved with Proponent Group, with social media groups, and with section PGA committees is vitally important to me. There are too many people to recognize individually.

What is the motivation that spurs you on?

The way I see it, inspiration is infinite. I literally get it everywhere, and from everyone. My belief is that you should never close your eyes and mind to an opportunity to learn, to see something through a different lens.

How was it you became acquainted with Jordan Spieth, the 2009 and 2011 U.S. Junior Champion?

Jordan's father is a friend of Rob Addington. Rob is executive director of the Texas Golf Association and happens to be a client of mine. With assistance from Rob, Mr. Spieth was making a list of prospective coaches for his son, who was 12 at the time. My name came up, along with several other high-profile instructors around Dallas. I was the first of the group they visited and interviewed. Our meeting must have gone well, because after that meeting the Spieths didn't go to see anyone else on their list.

What was your impression of this junior golfer's abilities?

Jordan had never had any formal instruction before he met me, and it showed up in certain idiosyncrasies. He'd already been winning tournaments and he had shot a 62 (-8). After our meeting and my evaluation, I laid out a long-term plan that both Jordan and his father liked very much. Being able to visualize the picture of what Jordan said he wished to achieve and the steps needed to get there was an important first stage. I think it demonstrated to him and his parents my coaching ideology.

How important to your teaching brand has it been for you to have a player advance from your lesson tee to gain national recognition? Has it opened up

"Seek knowledge. Seek it in every form, from every source. I find myself continually aware of "knowledge width" versus "knowledge depth." In general I seem to favor knowledge width, or diversity—drawing from a range of sources."

- Cameron McCormick

new opportunities?

Nurturing arguably one of the best junior golfers in history has been a tremendous gain for my brand. I can't accurately quantify the economic impact but it's certainly opened doors for me. Opportunities tied to Jordan's success progressed from local media requests to national TV exposure. Local, regional and national magazine exposure—along with writing opportunities—has come along. Opportunities to coach other talented players in the DFW area expanded to a regional pull then into a national pull.



Cameron McCormick with rising star Jordan Spieth at last month's HP Byron Nelson Classic.

Seek knowledge. Seek it in every form, from every source. I find myself continually aware of “knowledge width” versus “knowledge depth.” In general I seem to favor knowledge width, or diversity—drawing from a range of sources. At times a subject will come along that draws my interest and pulls me deep into its details. A young instructor or coach is well-advised to seek out goal-oriented, like-minded people. When the chance comes along, sit at the feet of a master and absorb as much explicit know-how as possible. As you're discerning the

points and ideas this teacher expresses, think about what hasn't been said. The things a top-echelon coach doesn't say are as important as what he or she does say.

It's often said that what you want in life is great offers.

Without a doubt that is true, although you have to keep delivering. Certain opportunities will come one's way due to a student's success, but turning them into further success is an entirely new challenge. I need to be able to provide results for all clients who come my way. So it becomes about realizing goals, whatever they may be, with each individual.

How do you juggle the needs of Brook Hollow members with the needs of your elite players from outside the club?

When I was hired at Brook Hollow there were certain spoken agreements we reached. One was the understanding that I could keep a roster of clients who were non-members. There was no contract language, just the word of the club governance. They've shown me tremendous support and loyalty that I try to mirror by putting the needs of the membership first. Part of that is rescheduling non-member lessons to make space for member demand. It's also a matter of recognizing that there are certain off-peak times that non-members would best fit into. In general it is up to me to use discretion when offered opportunities to grow my brand. For that to work, it needs to be a good thing for all involved. I try to balance growing my brand while also doing the right thing by the membership of the club, the organizations I'm active in, and my non-member clients.

How much time do you spend away from Brook Hollow with your tournament golfers?

Combining events from the PGA Tour, the LPGA Tour, the Web.com Tour and various collegiate or amateur and junior events, it comes to between 20 and 25 days a year. It's helpful when the events are in town. That allows me to teach a few lessons on the flip side of being at the event.

What advice do you have for young teachers who are getting started in the profession?

When and how does the younger golf instructor begin to develop instincts and confidence?

Those attributes will come as a result of passion. Basically I would say: Get out there and do it. Don't waste time in work or tasks that fail to make your heart sing. It's “time in the saddle” that will develop your subtle knowledge. Time in the saddle takes what you've cognitively learned and turns it into behavioral knowledge. Plan out your career with defined goals and steps to get there. Give yourself a road map for success.

What do you focus on with elite-level players?

Skills, skills, skills. Everything I do with elite level players is driven by the goal of skill optimization. Almost every coaching session I give begins with a discussion about performance. We talk about KPI's or Key Performance Indicators. They are my drivers of the end results. KPIs are the building blocks of the score a player signs for at the end of the day. Improving performance is directly correlated to reductions in variability built around refining performance in about a dozen areas. These include movement patterns, psychological processes, physical conditioning, your equipment, tactical experience, training environment and training challenges, and also the social, family and peer environment a player finds himself or herself in. All of this is very individualized for each player and each session.

Within all that, how do you shape your role as coach?

I'm like a gardener, you might say. A coach in many ways is a cultivator of skills. Within this scope of cultivating skills there are techniques you come to trust to provide the desired results. It's probably accurate to say, in my case, that I am style-

(Continued on page 16)

PARTNER SPOTLIGHT: USCHEDULE

New Features Include Online Gift Certificates, Membership Tracking and Faster Registrations

New features are rolling out from USchedule designed to build your student bookings. Here are three you should consider integrating into your business now.



Gift Certificates Through Your Website or Scheduler

You can offer them in any denomination, for example, in increments of \$50, \$75, \$100, etc., or you can match Lesson, Series, or Package prices. Registered students can purchase for themselves or other students, and even unregistered users can purchase for one of your students right from your scheduler if you accept payments online. If you do not accept payments online, you can still take advantage of online gift certificates by selling e-Certificates at your facility.

Another great feature is that USchedule automatically tracks the purchase and balance of the e-Gift Certificate. As the e-Gift Certificate is used, the purchases are automatically deducted from the original balance and you or the student can go online and view the remaining balance. As the administrator, you can view one or all outstanding gift certificates, and their balances.

Benefits:

- e-Gift Certificates are purchased online or in person and sent by email for easy redemption
- Anyone can purchase online as a gift for one of your students without being a registered user
- Students can check e-Gift Certificate balance online
- Instructors can track purchases and usage for the e-Gift Certificate
- Use a stock gift certificate, or we can create a custom one for you
- Can be used whether or not you take payments online
- Sell in any denomination, with a minimum certificate price of \$5.00

Memberships

Sell Memberships from your facility or online through USchedule. Set the price of the Membership, and assign the benefits to the Membership, such as discounted services, included services, camps/clinics, and

preferred booking for students. USchedule tracks the remaining benefits, and the Membership benefits automatically expire if not used during their period, such as monthly, quarterly and yearly. The student's credit card is automatically charged each period until the Membership expires. Convenient reporting is available that shows active Memberships, revenue, expiring Memberships, etc.

Benefits:

- Memberships can be purchased online or sold to students at your facility
- Offer discounted services or camps/clinics for students in Memberships
- Builds recurring dependable stream of revenue for your business
- All financial data and benefits are tracked automatically
- Automatically charges student's credit card

Family & Friends

With this new feature, moms and dads can use their existing login profile on USchedule to register their children for camps, clinics, and lessons without having to register each child, a huge time saver. Children no longer have to be registered individually, but can be enrolled all at one time. Series can be shared between family members or even friends online when booking lessons.

Benefits:

- Very fast registering children in camps and clinics without creating multiple profiles
- Family members or friends are able to share a discounted Series

Visit our website at www.uschedule.com or for more details call us at 877-696-0415.



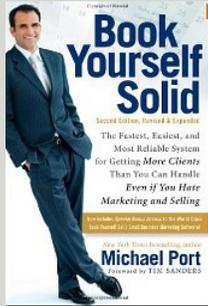
USchedule's e-gift certificates allow online purchases of gift certificates sent by email for easy redemption.

CONTINUING EDUCATION

Must-Have Marketing Books for Your Library

We get a lot of requests from members asking "What are the must-read books and manuals for golf instructors?". This month's installment includes marketing books that Proponent Group members have recommended. These 10 books were most often mentioned. They focus on the marketing needs of small businesses such as yours. This article is also archived on the members-only website in The Library for reference at any time.

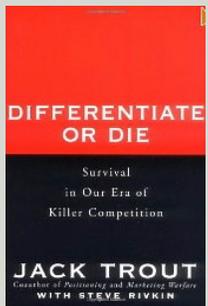
Book Yourself Solid: The Fastest, Easiest, and Most Reliable System for Getting More Clients Than You Can Handle Even if You Hate Marketing and Selling, by Michael Port



The bestselling business development guide Book Yourself Solid reveals why self-promotion is a critical factor to success, giving you a unique perspective that makes this guide much more than an ordinary "how to" manual for getting more clients and raising a business profile. Book Yourself Solid, Second Edition enables you to adopt the right promotional perspective and provides the strategies, techniques, and skills necessary to get more clients and increase profits. Through verbal and written exercises, you'll discover

the keys to developing a strong marketing plan and brand image.

Differentiate or Die: Survival In Our Era of Killer Competition, by Jack Trout



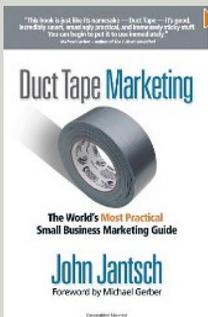
For marketers, differentiating products today is more challenging than at any time in history yet it remains at the heart of successful marketing. More importantly, it remains the key to a company's survival.

Trout takes marketers to task for taking the easy route too often, employing high-tech razzle-dazzle and sleight of hand when they should be working to discover and market their product's uniquely valuable qualities.

More than just a collection of marketing success stories, however, Differentiate or Die is

an in-depth exploration of today's most successful differentiation strategies. It explains what these strategies are, where and when they should be applied, and how they can help you carve out your own image in a crowded marketplace.

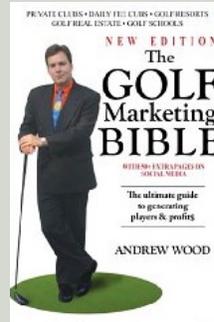
Duct Tape Marketing: The World's Most Practical Small Business Marketing Guide, by Jon Jantsch



Is your marketing as simple, effective, and affordable as duct tape? Let's face it, as a small business owner, you are really in the business of marketing. The problem for most small business owners is that they suffer from "marketing idea of the week" syndrome instead of implementing a systematic approach to the problem of small business marketing.

In Duct Tape Marketing, renowned Small Business Marketing guru John Jantsch shows you how to develop and execute a marketing plan that will give your business the life and longevity you knew you could have when you made that decision to go out on your own.

The Golf Marketing Bible: The Ultimate Guide to Generating Players and Profits, by Andrew Wood

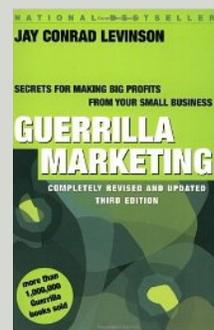


Whatever type of club you run at whatever end of the market you are in, you'll find this book crammed full of proven, real-world, money-making marketing strategies. In this book you'll discover:

- How to identify your perfect customer
- How to measure your results
- How to develop the perfect marketing budget
- The keys to perfect pricing
- Dominate without discounting
- How to develop your unique selling proposition

- How to design ads that actually work
- The secrets to building a massive email database
- The secrets to email marketing
- How to develop customer loyalty

Guerrilla Marketing: Easy and Inexpensive Strategies for Making Big Profits From Your Small Business, by Jay Conrad Levinson



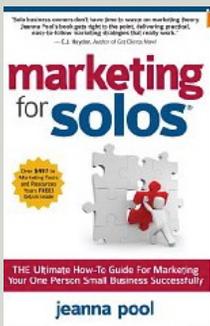
When Guerrilla Marketing was first published in 1983, Jay Levinson revolutionized marketing strategies for the small-business owner with his take-no-prisoners approach to finding clients. Based on hundreds of solid ideas that really work, Levinson's philosophy has given birth to a new way of learning about market share and how to gain it. Levinson offers a new arsenal of weaponry for small-business success including:

- Strategies for internet marketing (explaining when and precisely how to use it)
- Tips for using new technology, such as

- podcasting and automated marketing
- Programs for targeting prospects and cultivating repeat and referral business
- Management lessons in the age of telecommuting and freelance employees

Marketing for Solos: The Ultimate How-To-Guide For Marketing Your One Person Small Business Successfully, by Jeanna Pool

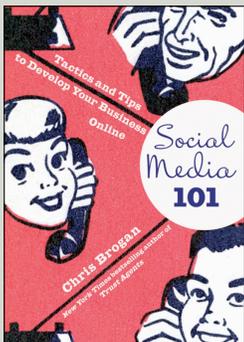
If you're like most solo small business owners...chances are you're fantastic at what you do. Your clients love the services you provide. But, when it comes to the marketing of those services, you could probably use a little help. Let's face it, most information



available about marketing doesn't easily apply to the solos, who are so busy "doing it themselves" that creating consistent and successful marketing can be a huge challenge. Whether you've been in business three days, three years or three decades, Marketing For Solos is the know-how you need to confidently and successfully take control of the marketing for your one person small business! Inside, you'll learn how to: Stand out from your competition in an overcrowded marketplace.

- Avoid the "feast-and-famine cycle" by attracting clients consistently.
- Make marketing manageable and doable even with your busy schedule.
- Attract the most lucrative clients that will generate explosive income.
- Avoid big marketing mistakes solo small business owners make.

Social Media 101: Tactics and Tips to Develop Your Business Online, by Chris Brogan



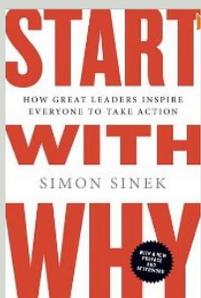
In Social Media 101, social media expert and blogger Chris Brogan presents the best practices for growing the value of your social media and social networking marketing efforts.

Brogan has spent two years researching what the best businesses are doing with social media and how they're doing it. Now, he presents his findings in a single, comprehensive business guide to social media.

You'll learn how to cultivate profitable online relationships, develop your brand, and drive meaningful business. Brogan shows you how to build an effective blog or website for your business, how to monitor your online reputation and find out what people are saying about your business online, and how to create new content to share with your customers.

If you aren't using the Internet and social media to market your business and stay in touch with your customers, you're already falling behind. The Social Media 100 gives you 100 effective, proven strategies you need to succeed.

Start With Why: How Great Leaders Inspire Everyone to Take Action, by Simon Sinek



Why are some people and organizations more innovative, more influential, and more profitable than others? Why do some command greater loyalty? In studying the leaders who've had the greatest influence in the world, Simon Sinek discovered that they all think, act, and communicate in the exact same way—and it's the complete opposite of what everyone else does.

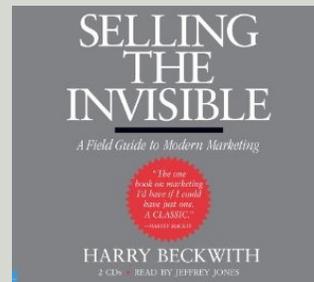
People like Martin Luther King Jr., Steve Jobs, and the Wright Brothers might have little in common, but they all started with the

simple question: "Why?"

Drawing on a wide range of real-life stories, Sinek weaves

together a clear vision of what it truly takes to lead and inspire.

Selling the Invisible: A Field Guide to Modern Marketing, by Harry Beckwith



Selling the Invisible is a succinct and often entertaining look at the unique characteristics of services and their prospects, and how any service, from a home-based consultancy to a multinational brokerage, can turn more prospects into clients and keep them. This book covers service marketing from start to finish. Filled with wonderful insights and written in a roll-up-

your-sleeves, jargon-free, accessible style, it hits on points such as:

- Greatness May Get You Nowhere
- Focus Groups Don'ts
- The More You Say, the Less People Hear
- Seeing the Forest Around the Falling Trees

Your Marketing Sucks!, by Mark Stevens



Mark Stevens is a no nonsense marketing guru who focuses on creating maximum return on investment with every marketing dollar. This book shows you how to:

- Stop throwing thousand-dollar bills out the window and camouflaging spending as marketing—demand that the money spent on marketing bring in more money in return.
- Cut through the myths that claim marketing is about advertising, public relations, or direct mail—learn that it is about growing the revenue, profit and valuation of the business.

- Implement the marketing moratorium—stop all marketing until you know how each component of your program justifies itself in dollars and cents.

Whenever you are looking for a good read to help your business or teaching skills, remember you can always visit The Library in our members-only website for lists of top books in all facets of running your business and honing your teaching skills.

Simply log in to the members-only website and click on The Library in the left hand column menu. The library currently includes the best swing instruction, sport psychology, general business management and marketing books as chosen by our Proponent Group membership.

MEMBER MILESTONES

Please Welcome May's New Proponent Group Members

Jon Sinclair, Sinclair's Golf Training Center, Euless, TX, Full Member.

Anders Mattson, Saratoga National Golf Club, Saratoga Springs, NY, Associate Member.

Manuel Bermudez, Gary Gilchrist Golf Academy, Howie-In-The-Hills, FL, Associate Member.

John Thalassinos, BannLynch Golf @Saddlebrook Resort, Wesley Chapel, FL, Full Member.

John Howells, Butch Harmon School of Golf, Dubai, UAE, International Member.

Ted Britschgi, Inauguracao Academy of Golf Jack Nicklaus, Brazil, International Member.

Kelly Sivier, Meadowbrook Country Club, Northville, MI, Full Member.

Cantelo Now in Indonesia

Luke Cantelo, Proponent Group International Member, formerly of the Butch Harmon School of Golf in Dubai, has accepted the position of Director of Instruction/Head Professional at Pondok Indah Golf Club located in Jakarta, Indonesia.

Proponent Group To Update Our Speakers Bureau During June

There is an important value in showcasing Proponent Group members who are highly skilled teachers and have experience presenting at industry events. For that reason, we have created a "speakers bureau" for our members who would like to offer their expertise to future industry events.

During the month of June we will be sending out a form to participate or to update your information already in our current speakers bureau database. When the database is completely updated we will provide copies to all PGA and PGA of Canada Sections and the LPGA.

(Cameron McCormick continued from page 12)

-agnostic. That's with respect to the idea that there exists a perfect swing. I have windows of optimal movement given certain tasks but I don't teach a strict swing method. With the word "method," it's a different story if we're talking about methods of coaching to arrive at a solution given a certain common problem. Performance coaching is moving beyond mechanics of style. It's refining error and reducing variability through coaching interventions that cover a very broad base of possible challenges. You're providing the knowledge and the environment for skills to grow.

What does a typical day with your elite players consist of when they come to visit you?

That depends on where they are in the competitive schedule and their current "skills balance." It could entail work on technique, it could entail time on the course working on tactics and developing strategies around the unique circumstances they face on course, or it could mean we sit down and debrief from the most recent competitive window. Ultimately whatever we work on during our sessions is driven by the results achieved in the field of play.

What do you see coming next in your career path?

Having just turned 40, I'm feeling that the time has come to take some more steps forward. I can see my travel time scaling up a little over the next year. Looking two or three years into the future, I'd like to be operating multiple facilities, all of them based on a mission to champion the growth of future generations of golf's competitive elite.

How do you manage your relationships with the head pro and the club's management?

I have to look at every decision I make, every client I bring to the club, every media piece I do through the eyes of the membership. The 20th-century author Anais Nin once said "We don't see things as they are, we see them as we are." A person needs to be careful to view events and opportunities from multiple perspectives. If every decision I make comes from the perspective of what's-in-it-for-me then I am traveling on a course toward conflict. In my case, it certainly helps that my immediate boss is also a friend. We see things in a similar way, given that we're both from Australia and grew up in the same culture. A product of the same petri dish, you might say. So, common-sense decision-making is always my goal in managing those relationships.

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