

# SOLUTIONS

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## AMF Goes on the Road this Spring to Discuss the Issues that Will Have a Big Impact on Your 2011

AMF will take to the road this spring conducting a combination town-hall meeting and seminar for members across the country. The new half-day format will allow us to gather more information from our members to keep us laser-focused on what you need to succeed in 2011.

Each stop on our nationwide tour will include a morning meeting with breakfast, followed by an update on current and soon-to-be-released member benefits. Each morning will continue with a discussion about No Golfer Left Behind: AMF's year-long initiative to grow family and junior golf at every facility with an AMF member. The morning also includes an educational presentation from one of AMF's partner sponsors and an opportunity to network with fellow members.

Cost for each event will be \$50 including breakfast and AMF will request continuing education credits from the PGA and LPGA for their members who attend.

Sites and dates that are confirmed include:

- **Tuesday, April 19 at Interlachen C.C. in Edina, MN.**
- **Wednesday, April 20 at Castle Pines G.C. in Castle Pines, CO**
- **Thursday, April 21 at Four Seasons Resort-Las Colinas, TX**
- **Tuesday, April 26 in Chicago, IL at location to be announced.**

Additional cities where we are finalizing plans to visit and will be announcing dates and locations shortly include:

- **Boston, MA**
- **Bedminster, NJ**
- **Philadelphia, PA**
- **Washington, DC**
- **Phoenix, AZ**
- **Palm Springs, CA**



Regional events are confirmed for Interlachen (MN), Castle Pines (CO) and Four Seasons-Las Colinas (TX)

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## ASSISTANTS' CORNER

# What it Takes to Get Over the Hump: Obtaining Your First Head Professional Position

By Ryan Hart, Director of  
Membership Services

Young golf professionals climbing the career ladder join the Assistant Professional Division of AMF in order to separate themselves from the competition. AMF's mission: Provide the resources and tools necessary to boost their employment value and build their careers. As AMF's director of membership services these last four years, I've had a first-hand view of how competitive the market is for job-seeking Golf Professionals. Along with the entire AMF staff, I am extremely pleased to note that several AMF member assistants have recently made the big career move—becoming Head Professionals for the first time. What traits do these former Assistants share? More than anything, it is consistent, energetic preparation for their major step.

Eric Schultz, former Assistant Professional at New Jersey's Pine Valley, is a prime example. After landing the Head Professional job at Sunnybrook Country Club in Plymouth Meeting, Penn., Eric was good enough to answer some questions we asked him about the strategy that made this happen.

"From what I could tell," says Schultz, "what separated me from other candidates was my work experience and my social network." Focusing intently on the Sunny-



brook opportunity, he "tried to turn over every rock" to learn about the facility. "Pine Valley and Sunnybrook had a number of mutual members whom I knew well," says Eric, "and I made sure to ask them for their help. I also called a number of assistants who had recently been successful in interviews for advice on what had worked for them."

When a head job that you covet opens up, you need to rely on your network and go carefully

through your due diligence. Do every bit of homework you can about how the club runs and about the members and guests who might help you make inroads. Brandon Dixon, former Assistant Professional at Miramont Country Club, recently accepted the Head Professional role at Sage Valley Golf Club in Graniteville, S.C. His advice to fellow AMF assistants stresses fact-finding. "Network all you can," says Dixon, "but go a step further and truly understand the inner workings of the club. Talk with current and former employees, vendors, the PGA, AMF. Seek out anyone who might have information about the club from a different perspective than just the 'member experience.'"

Fact: Every time you apply for a job your resume and cover letter will change slightly. Not every job

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### AMF's Platinum Corporate Partners



GREG NORMAN



## ASSISTANTS' CORNER (cont.)

announcement is the same, so why should your resume be? To feel confident that your resume will “make the cut,” you need to address all areas featured in the job description.

“The posting stated the job requirements and there was very little mention of teaching and playing,” Brandon notes. “Therefore, I downplayed (but still mentioned) my skills in those areas and highlighted more of my operational experience as it appeared that was what they were looking for,” he says. “During the initial telephone interview, I maintained a theme based on their needs and stuck with it,” he says. That’s a great point. Even the order in which you address the bullet points is important. Logic dictates that you will match the statements you make about your qualifications with the responsibilities outlined in the job posting.

Trying to appreciate the drive it took for assistants like Brandon and Eric to land their new positions got me reflecting on my competitive experience as an NCAA Division I quarterback. Pressure to win was intense, but what really motivated me was picturing all the work that other quarterbacks in the Big East Conference were doing to get better. As a Golf Professional trying to reach the next level you must have that same mentality. Chris Kushner, who recently accepted the Head Professional position at Country Club of Fla., described his preparation efforts; “I wanted to present myself as genuine and appear as comfortable as possible. I put myself through several mock interviews that provided priceless amounts of feedback. I worked extremely hard to make sure I maintained a consistent message—that I would deliver a

warm and welcoming experience, consistently providing superior service.”

The presence Chris exuded in his interviews with the Country Club of Florida overwhelmed the selection committee and eventually landed him the position. “I concentrated on the first encounter with each member of the committee,” he explains. “I focused on a firm handshake, great eye contact and addressing everyone by their last name. With each question I tried to remain calm, cool and collected. I spoke clearly, and looked each member in the eye during my responses.”

Eric Schultz echoed the same preparation thoughts. “Charley Raudenbush and David Clark, who I worked for at Pine Valley, would set up mock interviews for their assistants,” says Eric. “By the time I got to the actual interview I felt like there was no question they could ask that I haven’t heard already. I also spent some time videotaping myself answering questions. That was a real eye opener.”

In the end, only you will know if you have exhausted all avenues to obtain your goal. Every day on the job at your present position is a chance to get better. Just remember that AMF is here to assist you. Part of your preparation is to leverage what this organization has to offer. You have a staff willing to do whatever it takes to help you. You’ve also got access to an amazing network of Golf Professionals who have all been through the process. I encourage you to take a proactive approach by capitalizing on these resources. Take full advantage of your membership, and the next assistant professional whose move up the ladder we report on can be you.

**Thank you to the hundreds of AMF members who participated in our PGA Show events in the AMF Clubhouse.**



## WHAT I'M HEARING

# Annual Meeting State of the Company Address

By Bob Mulcahy, AMF Golf Management CEO

During the PGA Show we were able to assemble a varied and stimulating slate of activities for our members and we hope that you were one of the hundreds who were able to take advantage of them. The new Clubhouse room was designed for you and will continue to be expanded in years to come. Most importantly, I would like to extend my heartfelt thanks to you for making AMF what it is today.

*So Where is AMF Today?*

I am often asked to describe the characteristics of the members of AMF. My response is quite simple:

- They want to be the best they can be.
- They want to contribute and they want to make this profession better.
- They care.

At our very core what we have created is an avenue to help other professionals who care as much as you care. The members of AMF Golf Management comprise approximately 3 percent of all Golf Professionals in the United States. But look at the quality. This is what AMF members have accomplished this year—you are:

- One-third of the National Award Winners. Special congratulations go to Jim Mrva, Todd Anderson, and Jim Estes.
- Twenty percent of the Section Golf Professional of the Year and Teacher of the Year award winners.
- Fifteen percent of the Section Merchandisers of the Year
- Fifteen percent of the Horton Smith Award
- Ten percent of the Bill Strausbaugh Award
- Fifteen percent of the Junior Golf Leader Award.

AMF will turn seven years old next month. Over these years, I have reflected on the valuable lessons we have learned that really need to be part of AMF's and the Golf Professional's strategic planning going forward. These are:

- Information empowers us to make better decisions.
- The more quality information we can gather the better off we are.
- It is imperative that you are part of the solution at your clubs using the most forward-thinking techniques available.

Looking back on the startup of AMF, I remembered the vision and purpose behind it. As I looked around our room in Orlando and saw the high quality of golf professionals assembled, I realize we all have the same vision. That vision is centered around golf professionals working together to assist each other and make this industry stronger.

To that end, so many of you have been generous with your time and your expertise. Every week there are important new ideas and insights generated by this great network of professionals. You have been instrumental in allowing me to lead the team at AMF in building services that protect and accelerate your careers.

So where is AMF headed in 2011? I'll answer that by saying we are laser-focused on cultivating information that empowers you at your club. We will accomplish this mission through continual collection and dissemination of information that taps into a wide realm of resources, first and foremost the business acumen that you, as leaders in the industry, possess in such

quantity and depth.

Simply put, our success is dependent upon "Unleashing the Power of the AMF Membership." That means tapping into your knowledge to continue to compile the most complete and up-to-date data and best practices available to golf professionals and instructors anywhere in the world.

The end goal is to create even better solutions and allow us to get the information from the member who possesses it to the members who need it. To accomplish this there are three Actionable Priorities that AMF will focus on in 2011.



## WHAT I'M HEARING

### Priority One: Cultivating Valuable Solutions

Right now we are working on creating a new template for Golf Professionals and Instructors. It will be an ideal tool through which you can provide your President, Golf Chairman, Owner, or Direct Report with an update for the current month.

Since most of you do not have the opportunity to participate in Board meetings I have been speaking with those who do to determine the kind of information board members want for their decision process.

The goal of this template is to assist you in having some kind of voice in these meetings and we want you to have a voice in the creation of the template too. A discussion board has been created and we ask that you review the template. Then if you have any suggestions log into the discussion group and post your comments. We will be updating it as your comments and reviews are posted.

### Priority Two: Collection of Information

Because you care and are so passionate about this industry, AMF is able to collect loads of very valuable information. Your response to completing the surveys has been tremendous and the company would like to increase our surveys in 2011.

### Priority Three: Tapping into the Membership's Power

Last summer an AMF member came to us in a state of considerable distress. His club's golf course, which had just re-opened following a major renovation, had lost its greens to a turf-killing fungus. Prolonged heavy rains followed by a period of heat stress created conditions that allowed the fungus to thrive. Cameron Doan of Preston Trail in Dallas found himself with a membership that suddenly had no golf course to play and no clear answers to combat the problem.

Top-rank golf professionals don't sit back in those situations, they act, which Cameron did. Without delay, an email was sent out to AMF members explaining this situation and asking for information and advice on how to proceed. As it turned out, about a



dozen AMF members had similar calamities with their clubs' turfgrass. Cameron was able to report this to his membership, a helpful first step in communicating and problem-solving. Going forward with new, relevant information, Preston Trail's staff and club leaders eventually arranged with the Ohio State University department of agronomy to study the problem and devise a solution. Within several months the club's greens were again healthy and playable.

Inside AMF, our staff was eager to assist Cameron in gathering information and advice. Ryan Hart and Grant Way helped get the word out to AMF members and bring all referrals and replies back to Cameron. Meanwhile, an idea for a new member service became apparent to us. The result, as presented by Ryan Hart during the AMF annual meeting in Orlando, is our Groups and Discussion Boards.

You'll hear more about this important tool in the future. Right now the point of this story is that AMF members are proactive, our staff is equipped and motivated to help solve problems, and the tools and technologies AMF can offer through our web-based business model are versatile, valuable and continually emerging.

## UPCOMING WEBINARS

### Wednesday, March 9th, 5pm EST

Teaching Building Dos and Don'ts and Technology Issues.

Presentation by J.C. Video's Mark Connell.

### Wednesday, March 16th, 5pm EDT

No Golfer Left Behind Initiative:

Clubfitting problems and solutions for juniors and women.  
Presentation by Mizuno's Bill Price.

### Wednesday March 23rd, 5pm EDT

How to Help Your Junior Golfers Find the Right College Scholarship.  
Presentation by Brendan Ryan of College Golf Connect.

### Wednesday, April 6, 5pm EDT

Facebook Best Practices for Growing Your Business.

Presentation by Imavex' Ricky Potts.

### Wednesday, April 27th, 5pm EDT

No Golfer Left Behind Initiative: Why you Need Family and Junior Tees at Your Facility.

Presentation by John Godwin and Chris Carne of US Kids Golf.

# SAVE THE DATES

## 2011 AMF Annual Summits



**October 2-4  
Golf Professional Summit**

**October 3-5  
Instructor Summit**

For the first time ever, the 2011 Golf Professional and Instructor Summits will be in the same place during the same week.

**New for 2011:**

- Combined Golf Pro and Instructor Dinner on Monday
- Combined summits outdoor instruction day on Tuesday
- Expanded demo day on Tuesday
- Spacious Villa accommodations on site (1-4 bedrooms available)

**Host Site: The Villas of Grand Cypress in Orlando.**

Experience an Orlando, Florida golf resort and hotel like no other. Luxury Orlando hotel accommodations, endless golf and recreation, exquisite dining and more have all been wrapped into a world-class Orlando golf resort.

Grand Cypress Academy of Golf is truly one of the best facilities in the world and will host our summit instruc-



tion day. The Academy of Golf is a 21-acre facility featuring tournament level conditioning and is home to dozens of the world's top Touring professionals.

The 27-hole North/South/East Course provides a great test of accuracy while the 18-hole New Course provides a Scottish links masterpiece.

## 2011 AMF COMPANYWIDE INITIATIVE

# “No Golfer Left Behind”: How Junior and Family Tees Can Reenergize Your Club

By David Gould, AMF Special Correspondent

Imagine you're part of a committee evaluating plans for a new course or a major renovation. Your group gathers to study the final routing, which projects out to 6,920 yards. Will it take more than 30 seconds for someone to suggest that 100 yards be added, “to get it over 7,000”? If anything it might take 15 seconds.

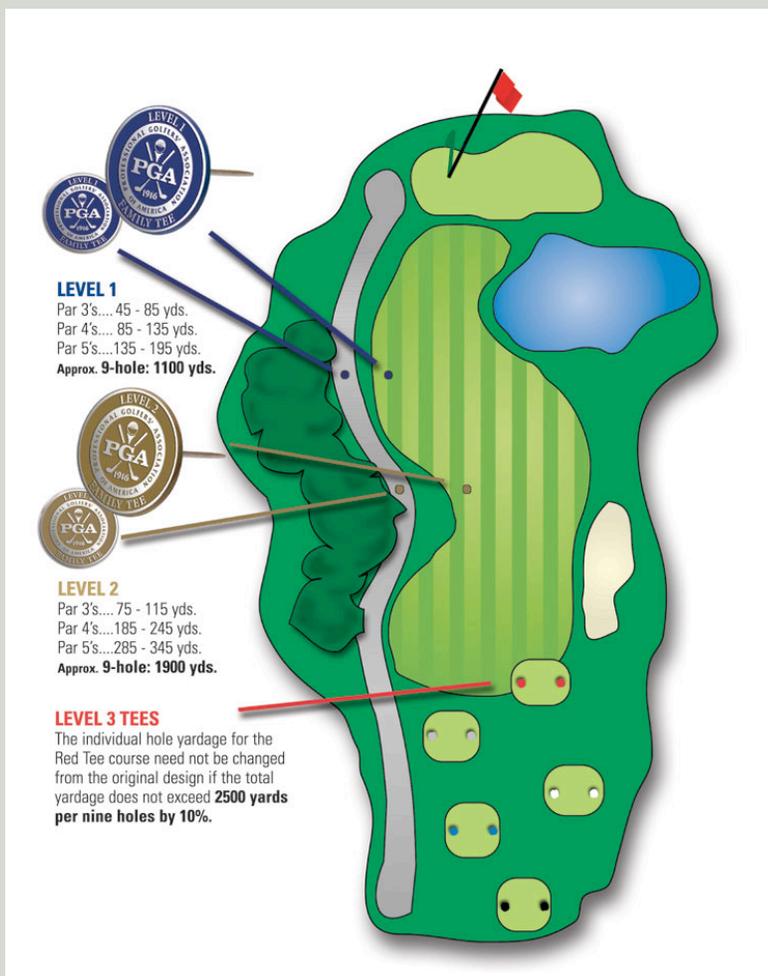
Yardage is good, and more yardage is better—that's been the value system in golf. The famous request made to A.W. Tillinghast by the founders of Winged Foot, “Give us a man-sized course,” epitomizes the mindset. Length makes a course legitimate in the view of skilled players. What the skilled players support, less-skilled players buy into.

Except people aren't really buying in so much these days—in the sense of playing lots of golf at their private clubs. Nor are they ushering in lots of new members who want to do the same. Private-club membership was recently put at 2.1 million, which is 900,000 below the peak of 3 million in the early 1990s. According to the golf research company, Sports & Leisure Research Group, a third of private clubs are engaged in some form of aggressive discounting of membership fees just to survive. “American families have hit the reset button on how they seek to spend their recreational time and dollars,” admitted PGA of America CEO Joe Steranka recently.

AMF members are no different than club professionals generally. They grasp the need for new approaches and ideas to boost participation among club members, with a particular eye toward the wives and children. The head of the family, today's dad, plays his golf on a “hall pass” that's not easily granted.

Our current straits differ from the conditions that gave rise to mixed scotch events and to the junior golf activities long overseen by the lowest-rung assistant on the staff. Those opportunities for family members to use the club's golf facility stemmed from the era when a golf-loving breadwinner set his own schedule and let the mis-sus handle weekend duties involving children. Certain programs and events were put in place to placate the rest of the family, but they are no longer sufficient.

Yardage markers and tee boxes have multiplied in recent decades in a move to accommodate shorter-hitting players. However, 90 percent or more of the yard-



Family Tees can be ordered from U.S. Kids Golf on their website.

ages provided were arrived at by subtraction. The course designer and/or developer looked at the championship-tee lengths and agreed to move forward a fair distance from them. An opposite process is now emphatically suggested—you start from the middle of each green and figure backward from there, using the most reliable and realistic data available to set up starting points based on swing speed and distance capabilities.

What's needed now is a reinvention of the club-golf experience for families choosing to retain their memberships. One vital element of that is the golf course and its playability by younger children and by moms who aren't avid or accomplished golfers. It's time for all beliefs  
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about distance and difficulty that club professionals and golf committee men have held dear to be put aside. An approach to course setup that's based on researched fact is required, but as luck would have it that information has been rigorously gathered and is readily available.

The best source of it is from a research group called the Little Foundation, and we'll cut straight to its most enlightening conclusion. Private-club courses have, from their back tees, an effective yardage for many children and for most casual-golfer women that translates for the 12-handicap male equivalent to around 9,000 yards.

If seeing that number made your back spasm, you know how people with driver swing speeds in the 60-65 mph range feel playing regulation courses, even from the most forward set of markers. A set of course-adapting guidelines from the Little Foundation suggests that you plot your women's/junior hole set-ups by using your own 140-yard club to simulate their driver shots. To simulate the longest fairway-wood shot this group could manage, use your own 120-yard club. Bearing in mind the way different greens accept a descending approach shot, you should ensure that a tee marker (many clubs use a simple plate sunk into the turf) is positioned that would allow players with this distance output to reach every green in regulation.

For players who hit their average tee shot 140 yards, this report advises, the optimum course length is 30 times their average drive or 4,200 yards. If you wish to create a next-shortest course setup for these golfers to move up to, a set of tees at 5,100 yards is suggested.

This is an initiative that's been a while in coming and likely needs some time and promotional energy to really take hold. At Baltusrol Golf Club in New Jersey, where AMF member Doug Steffen is head professional, a set of markedly advanced junior tees as recommended by U.S. Kids Golf were put in two seasons ago. According to Baltusrol assistant Scott Wells, the golf staff along with junior-golf committee members spearheaded the effort. He allows that the buzz

around the club after the way-up tees were installed and special scorecards were printed was fairly minimal, but that's reasonable when you consider most members have grown children and thus aren't affected.

"Sure, a lot of members see the plates and kind of shrug," says Wells, "but the segment we're trying to reach appreciates it and they've got a much more comfortable feeling about playing as a family." What the short-hitting family members like, according to Wells, is the feeling that "now they're legit—they have a goal of making par that they can tackle, they've got their own scorecard... it makes them feel involved and wanted, in a way that walking out to the 150 markers couldn't."

Christopher Carne, manager of U.S. Kids Golf's admired Play & Learn program, believes that private-club culture has "undergone a paradigm shift" with the result that clubs have to recruit with the idea of "surrounding the target guy, the dad, by marketing an experience that will make joining a family decision."

The idea is to create a "family course" within your

regulation course and offer it as a new and distinct amenity, like a fitness center or an event pavilion. Some family golf, played in the standard setting, has a feeling of duty fulfillment for the spouse and children. "We are pushing beyond just playing to a real level of excitement," says Carne. The concept that a family course most repudiates is the USGA initiative in which a Personal Par number is hung around the child's neck, alienating him from the game's competitive essence. "This hole is 540 yards and your drive goes 100 yards so your par for the hole is 12," Carne says, paraphrasing the USGA concept. "That's not what anyone wants. It's a night-and-day difference when the kid has his own tees, his scorecard that says par 5 on it and a fighting chance to play for the score a grownup would play for."

Golf is tradition-bound, but the private golf club sector can change when it has to. As soon as possible, clubs need to create an all-new golf challenge and invitation to families.

### Get Kids off the Range and on the Course

Experts in family golf have some valuable guidance beyond just creating a realistic course to accommodate very slow swing speeds. They advise the PGA pros they work with to:

- ✓ Emphasize playing the course, not hitting on the range, for younger kids. "A nine-year-old sees the range as a way for adults to keep him or her off the course," says Carne. "They only want the 'game' feeling, not something that feels like homework."
- ✓ Make sure you have some stock or supply of clubs made specifically for players with small hands and not much body strength. Don't make them fight a poorly fitting set of clubs.
- ✓ Offer good advice on formats and who plays from which markers. The kids might want their father to hit his normal long clubs from regulation length, to watch long hits in flight. Or, they may want him beside them hitting a lofted club that matches their driver shot. Talk to the family about little competitions they can engage in—for example a 3-3-3 tournament to divide up the nine-hole loop.
- ✓ Use your space in the club newsletter to show the full membership your family program is inspiring participation and enjoyment for parents, kids, grandparents and even guests like the kids' friends from youth soccer and baseball. You know, the activities that are pulling so many of your members away from enjoyable times at the club.

# Member Q&A: “What I’ve Learned...”

## Dana Rader, Dana Rader Golf School

Interview by AMF member Paul Ramee



Dana Rader

**AMF Member Dana Rader is the owner of the Dana Rader Golf School in Charlotte, NC and is the LPGA’s T&CP National President.**

**This article continues our series featuring a variety of insights from top golf professionals and teachers who are part of the AMF community.**

**Tell us something about your professional journey, in particular, how you ended up owning your own academy.**

As a young girl I went to a summer sports camp for the neighborhood kids, and I really enjoyed it and that is where my dream probably started. Later, after college I went to LPGA Tour school in 1982 and was not successful. So I started my career as a teacher and I believed there was a void. It seemed there were not enough people taking teaching seriously. It was a way for them to subsidize their income, but not enough people were serious enough about teaching the game of golf.

In 1987 I was fortunate to go and work at Pine Needles for Peggy Kirk Bell. We would have 140 people in those schools and I started to get some good feedback from the students. Peggy eventually told me: “You do not belong in the golf shop, you belong on the lesson tee”.

One day a Pine Needles member happened to tell me: “You should own your own golf school.” With encouragement from other golf pros, I started my own two- and three-day schools.

I went out on my own with \$2,000 in the bank, more guts than sense and started the Dana Rader Golf Schools. I found out there were not a lot of models for Independent Contractors who were running golf schools. But, the experience made me a smarter business-woman, it taught me very quickly to save money in the summer for the slower winter months.

**Why did you decide to run for President of the LPGA?**

I ran about 12 years ago and at that time it was not the right time for me to run, I lost to the late De De Owens. This time around I ran for the right reasons. I want to make a positive impact and I believe I have the business and leadership skills to lead the organization. I am starting the second year of a three-year term and I have absolutely loved serving as President. We have a great Executive Director and Executive Committee and they

have helped me continue to grow and develop both personally and professionally.

**What is your take on the state of the game in women’s participation? Is interest still strong or have the changing demands from the workplace and families had a negative impact on participation?**

I have heard a lot about the growth of the women’s game and I am just not sure that the numbers are accurate. Over the years it has grown, but lately I believe it has leveled off.

However, my feeling is that this year we’re primed for growth. I am starting to see the enrollment in our beginner programs increase and the women in the game are staying in the game at increasing levels.

I think people are re-prioritizing their lives and we need to adapt to the constraints on their time by building courses that are shorter and more fun to play, which will ultimately take less time to play and will require less real estate.

**Only about five percent of golf professionals are women. What is your vision for women golf professionals to maximize their impact on the industry even though they represent a small minority of all professionals?**

I think the industry has done poor job with its marketing strategy to young women and we are discussing who the LPGA is in the minds of young people.

We are starting to go into the high schools and colleges and are explaining to the young women who will not make it on tour that we have jobs for them. We need to grow the game in our country among young women and it starts in the school systems and junior golf programs.

We have to then educate our young instructors that when we ask them to teach junior golf or a clinic for women beginners, that is not a low-level assignment. Rather, it’s a real opportunity to make an impact and get our young people into the game.

**– Dana Rader** **You are one of the top teachers in the game today. Can you talk about the people who had the biggest influence on your development?**

I would have to say the biggest influence on my career was my first teacher and pro at the club I grew up at. His name was Joe Cheves, he was a phenomenal man. He was in the Guinness Book of World Records for shooting his age the most times.

He was the true professional. The way he conducted himself and the passion and love he had for the game was contagious. He spent countless hours with juniors and I can easily say that I

**(Continued on page 10)**

played over 100 rounds with him in my lifetime. He was a mentor, role model and friend all in one.

My time at Pine Needles also provided me with a lot of influences. Peggy Kirk Bell was very good to me. Annette Thompson taught me it was fine to take risks and helped me with my business plan.

**What advice do you give to young instructors about developing their teaching and coaching skills?**

I would tell young instructors to not get wrapped up in trying to teach good players. They will benefit the most from teaching new golfers. They will learn the progression of developing the golf swing, they will learn to teach in a variety of ways and they will learn how to adapt their teaching method. The beginner will teach you how to teach the game of golf. You really have to lose the mindset that you are too good to teach beginners.

As a new instructor it is important to keep your mind on developing yourself as well. You should have another competent instructor observe you teach, you should try and teach with others and observe other teaching.

**Your business model has included a lot of golf schools and corporate outings in the past. Is that side of the business still viable or are you shifting away from those types of programs?**

My business model is always under refinement. Each year I sit the team down and we brainstorm about the upcoming year and its opportunities. With respect to the recent downturn in the economy, in 2008 I had some people retire from my company and I elected to not fill those positions. In 2009 and 2010 business was fair.

This year I hired a Sales and Marketing Director. Also, we are opening up a new indoor facility and we believe it is important to focus on getting the message out about who we are and what we are doing.

**What are some of the keys to training younger pros to become good teachers. What do you focus on in the training of your academy teaching staff?**

We teach within a framework, we start by teaching our young instructors how we believe people should put their hands on the club and set-up, we teach a lot of short game. As a new teacher, you come to us and serve a two-year apprenticeship. You may do everything from running errands for the company to setting up the video equipment. When we believe it is time for you to teach we partner with you, we send out an email blast introducing you, we teach with you. We are very hands-on with our new instructors. We will have you teach in front of the other instructors and then you will receive feedback, both verbally from the group and a written report of your performance.

**How has your experience been with the LPGA's new commissioner, Michael Whan?**

Michael has been terrific, he has boundless energy and he really "walks the talk." He is available all the time, I receive emails from him at 6:00 am and 11:30 pm. He really is focused on making the LPGA the best it can be.

**The LPGA Tour is obviously a global tour but the T&CP side of the LPGA is mostly North America-based. Is there an opportunity for the T&CP to grow its membership overseas as the LPGA Tour has?**

We are currently exploring taking the Teaching and Club Professional side of the LPGA into new international markets. American teachers and professionals are very well respected in the countries where golf is really growing now and that is an opportunity.



**Dana Rader, LPGA T&CP President, is ranked by Golf Digest among the 50 Greatest Teachers in America.**

**What is the key to filling the pipeline with new golfers?**

We need to realize the game's growth comes through our teaching and how we reward the assistant pros who are responsible for keeping the youngsters and beginners in the game. All teachers need to have the fire and passion to inspire and keep the junior golfers in the pipeline. We need to work harder and better as teachers to share more information and really unite with each other to grow the game for all of our benefit.

We have to be very careful how much we discount golf and our teaching fees. Pricing is very important in the current economy. Our students' perceived value of our instruction product is a key component as to whether or not students are going to keep coming back for more lessons and paying our rates. Are we providing the kind of value that we expect from others?

# MERCHANDISING

## Green Grass One's Successful Retail Strategies

Spring 2011 is almost upon us! Apparel, men's, ladies and junior, is likely the biggest category in your golf shop. 'Launching' not only the brands you carry, but also the services you offer, to your complete membership is key to achieving your sales goals in 2011.

The idea of a 'fashion newsletter', specific to each demographic allows us to announce both new and returning brands to the golf shop, customer service initiatives (like complimentary gift wrapping) and new offerings (an enhanced size offering such as 'Sizes 2-22 now available for women') to your complete membership.

We believe you should customize all three letters and send them to their complete membership because this is easy, low cost (in terms of time and money) and you ensure you reach your complete membership unlike Men's Opening Day or a ladies opening fashion show in lunch in which you only reach a portion of each portion of the membership.

Steps for great implementation:

- Mail the letters early in the season to co-ordinate with when your spring collections have started to arrive. This may be weeks in advance of your actual course opening
- Include an incentive. We always prefer 'dollars to discounts' for several reasons; it allows you to control the discounting and is typically more effective when a customer knows exactly what they're receiving as the incentive.
- Give an extended period for shopping (letters mailed on March 20th, gift certificates need to be redeemed by May 31st) to help ensure you cater to both your members who are in town as well as those who may still be in the South until the weather warms.

Green Grass One is here to help. We'd be happy to send you copies of any or all of these templates that you can customize yourself or help customize them for you, don't hesitate to be in touch!

### The Golf Shop

Your Golf & Country Club

Insert Club Logo Here

Dear Ladies of (Club Name),

Welcome back! We realize you have choices for both your golf and retail needs, we genuinely appreciate every time you choose us. The golf shop staff is committed to consistently delivering the highest quality golf shop services.

Golf has continued to grow and change, in no more obvious a way than in golf fashion and product for women. We are proud of our facility, our golf professionals, the wide variety of services and clinics tailored to our membership, and our ever growing ladies apparel and footwear department.

Ladies golf apparel and footwear continues to innovate, excite and reflect many of the trends we enjoy in mainstream fashion. In spring 2011 watch for fabrics and prints with almost every colour under the rainbow represented. Prints are back and shades of blue from soft sky blue to aqua turquoise are looking fresh! A must have item to add to your wardrobe this season is a printed dress. Prints will be feminine and sleek looking great on everyone.

To finish off your dress, be sure to add a spikeless golf shoe. These shoes are light, comfortable and less expensive - which means you can justify purchasing multiple colours\* to match every dress! Be sure to get a pair (or two) this spring!

In 2011, we will continue to offer many of the services and brands we offered in 2010. We are committed to timely deliveries with new golf fashions arriving monthly. Watch for timely markdowns to keep our shop floor fresh. If you don't see your size, we would love to order it for you; we are always committed to no charge, no hassle special orders.

Here's what's new for 2011:

- Expanded ladies sizing to include plus sizes 2-22 and XS-3XL
- Complimentary gift wrapping and shipping anywhere in North America

We appreciate that you have many choices for your golf apparel and gifts giving needs, and we hope you continue to think of us. We have enclosed a \$20 gift certificate for you to use on your first purchase of the 2011 season—let yourself have as much fun shopping for golf apparel as you do working on your golf!

Good Golfing,

The entire (Insert Club Name) Professional Shop Staff

We are a proud member of the Green Grass One network of over 300 premier independent professional shops in Canada. Our membership in this network provides us with access to industry-leading products, pricing and services of Canada's largest independent golf retail group.

### The Golf Shop

Your Golf & Country Club

Insert Club Logo Here

Dear Men of (Club Name),

Welcome back! We realize you have choices for your golf and retail needs, we genuinely appreciate each and every time you choose us. The golf shop staff is committed to consistently delivering the highest quality pro shop services!

We are proud of our golf facility, our golf professionals and the wide variety of services and products tailored to our membership. We strive to selectively choose the very best brands in each price point across equipment, shoes and especially apparel.

In 2011 fashion, specifically men's fashion in golf, is going to be about celebrating textures, fabrics and prints with almost every colour under the rainbow represented. Prints and plaid patterns range from the loud and wild (orange plaid) to the subtle and sophisticated (grey patterns). Knits are the way to keep warm in 2011 from crew necks to v-necks and cardigans. Be sure to add some to your wardrobe in 2011. Last, but certainly not in fashion least, the spikeless golf shoe. Made famous by Freddie Couples at last year's Masters, it created a worldwide phenomenon in not just golf fashion but mainstream as well. Be sure to get a pair this spring!

In 2011, we will continue to offer many of the services and brands we offered in 2010. We are committed to timely deliveries with new golf fashions arriving monthly from March through September. Watch for timely markdowns to keep our shop floor fresh. If you don't see your size, we would love to order it for you; we are always committed to no charge, no hassle special orders.

Here's what's new for 2011:

- Expanded sizing to include size S-XXXL in many items
- Complimentary gift wrapping and shipping anywhere in North America

We appreciate that you have many choices for your golf apparel and gift giving needs, and we hope you continue to think of us. We have enclosed a \$20 gift certificate for you to use on your next purchase. We look forward to seeing you soon!

Good Golfing,

The entire (Insert Club Name) Professional Shop Staff

We are a proud member of the Green Grass One network of over 300 premier independent professional shops in Canada. Our membership in this network provides us with access to industry-leading products, pricing and services of Canada's largest independent golf retail group.

### The Golf Shop

Your Golf & Country Club

Insert Club Logo Here

Dear Junior Members,

Welcome back!! We hope you enjoyed the winter but that you're looking forward to the 2011 golf season! We're excited about offering you some fun and exciting clinics, and equipment that will help you play your best game yet!

We're looking forward to seeing you and hope you can come and check out the new clubs, apparel, headwear and shoes we have available this year.

We'd like to offer you a gift to start the season! With every purchase of \$40 and over in Junior offerings, receive a dozen Nike Power Distance golf balls!

Keep it in the fairway!!

The entire (Insert Club Name) Professional Shop Staff

We are a proud member of the Green Grass One network of over 300 premier independent professional shops in Canada. Our membership in this network provides us with access to industry-leading products, pricing and services of Canada's largest independent golf retail group.

Green Grass One suggests sending out letters to your entire membership but with targeted messages for men, women and juniors like those above.

## ABOUT GREEN GRASS ONE:

Green Grass One is North America's only on-course retail program for PGA Golf Professionals. GG1 is comprised of over 800 of the top independent golf course facilities in the U.S. and Canada. Working together as a diverse group of experts, we are able to share best practices, educational content, benchmarks, tools and select core services. Our size in the retail golf channel allows us to leverage our buying power with key supply partners, while offering consolidated marketing opportunities and several billing and payment efficiencies.

## SPONSOR SPOTLIGHT: FLEXOR SWING SPORTS

# Speed Motor Learning and Improve Students' Fitness

For more than a quarter century, Flexor inventor Skip Latella has been working to improve balance, stability, flexibility and strength for clients of all ages and body types. His world-class training program has been granted a patent by the U.S. government. Originally conceived by Skip to assist in his work with physically challenged rehab patients, his revolutionary training methods have been refined and perfected for golf, other swing sports, and for anyone wanting or needing to improve balance and stability.



This patented motor learning program, Flexor, is a superior way of isolating cause and effect in human movements. Flexor's unusually refined and effective method works because it was developed to create body control (or restore it) in patients with disabilities. Skip soon realized that his methods would benefit able-bodied athletes needing better balance and stability, and he set out to develop sport-specific applications, first for golf, and now for other sports as well.

For the golfer who follows the Flexor drills, specific "in-position" body movements become ingrained, reducing the physical limitations which cause faulty posture and movement patterns, and eliminating the golfer's unconscious efforts to compensate (through exaggerated swing movements) for the faulty patterns. The result is improved balance, flexibility, strength and coordination: A more balanced and stable golfer will strike a better golf shot.

### **Q: Skip, there are a number of golf fitness programs already on the market. What makes Flexor different?**

The difference is that Flexor is not a generalized fitness program. Instead, it is an in-position motor learning program which enhances the ability to carry out the specific movements of the sport in question. By "in-position," I mean that the Flexor program is performed, in the case of golf, by performing movements that mimic the golf swing.

Most golf fitness programs try to improve a golfer's general fitness level, on the hope that a more fit golfer will swing the club better. But there is an imperfect fit between fitness and ball striking ability. We all know golfers who are at the height of fitness, and yet are poor golfers; just as we all know golfers who are not particularly fit, but somehow manage to score well on the golf course. While general fitness programs have merit for general body training, they aren't able to translate that training into a practical application like the golf swing.

Flexor is the only program which is actually targeted to retrain the golfer's neurological system, providing a blueprint for a better golf swing. Only Flexor, with its specific drills performed in a prescribed sequence, triggers a brain/body connection which delivers a superior golf swing.



**Skip Latella has more than a quarter-century of experience developing fitness programs.**

### **Q: How does Flexor fit into the lives of our member Professionals?**

Flexor serves as the bridge between the technical instruction traditionally given by a PGA Pro and the fitness improvement we have all come to realize is a necessary component of an overall golf improvement program. We have tailored our instruction program to allow the Professional to maintain an ongoing and active relationship with his or her students. This promises not only to enhance the student's swing, but also to deepen and strengthen the student-instructor relationship.

### **Q: How does that work?**

Golf Professionals become certified in the Flexor method of exercise instruction, via an on-line learning course which qualifies for PGA Continuing Education Credits. The Certified Flexor Instructors then register their students, who pay a one-time fee to obtain access to our website and the Flexor golf drills. When registering, the students are prompted to enter their Flexor Instructor's access code—which prompts our system to pay a 20% referral fee to the Instructor. In addition to getting access to the Flexor drills, the student gets a six-month subscription to our website.

As a registered student, the student is able to send messages, videos and photos directly to the Certified Instructor, via our secure website. The Instructor automatically gets a message in their regular email account, advising that a student has sent a message. The instructor can view the student's message and respond appropriately.

Say, for example, that a student has developed a problem with his swing, and wants to communicate with his Certified Instructor about that problem. The student can take a photo or video of the swing with his mobile phone and attach it to a message sent to the Instructor. The Instructor can diagnose the swing problem from the video or photos and prescribe a set of drills from our base instruction series.

The Instructor can also access our unique "Faults & Fixes" course module—which is made available only to Certified Instructors—and prescribe a specialized series of exercises available only in that module. The Faults & Fixes module offers assistance in diagnosing some of the most common swing faults, and provides specific exercises which reduce or eliminate the physical limitations that are the root cause of the swing fault.

This web-based communications platform is designed to increase the points of contact between student and golf Professional, deepening and enriching the student-instructor relationship. With the Flexor series of exercise drills, and the web platform supporting the Flexor experience, the student will have greater incentive to stay in touch with the Professional, resulting in greater student interest and retention for the Professional.

*For more details about the benefits of incorporating Flexor into your teaching programs visit [www.flexor.com](http://www.flexor.com).*

# INSTRUCTOR DIVISION

## New 2011 Compensation and Operations Survey Insights

The 2011 Instructor Division Compensation and Operations Survey is now published and available. It's a complete 22-page summary divided into 100-plus categories. Download the survey report by going to the **Instructor Templates** page on the members' only website.

Some trends were positive in 2010 and some were not. Here is a snapshot with a bit of analysis on the current business environment for high-quality instructors. Note that the data comes from a response group made up of approximately **60%** facility employees, **30%** independent contractors and **10%** facility/academy owners.

### Income

- Average total income in 2010 for an AMF Instructor Division member was **\$123,640**, up from **\$116,883** in 2009. This was nearly a **6%** increase on average.
- The average member did **\$59,831** in private lessons in 2010.
- **88%** of AMF members are responsible for creating and managing all the instruction programs at their facility.
- **One in four** members received a bonus from their employer in 2010.
- About **40%** don't give back any revenues to the facility owner. **20%** pay back between 1-10%; **15%** pay between 11-20%; **10%** pay back between 21-30% while the remaining **15%** pay more than 30% back to ownership.
- Approximately one in four members pays rent to their facility with the average at **\$15,744** annually and a median rate of **\$10,000**. A little less than half of these rent payers have a permanent teaching building included in the rent.
- Only **36%** of members reported income from clubfitting/equipment sales, but **71%** said they are certified as a clubfitter.

### Benefits

- **44%** of members said they have a formal written contract, up 4% from a year ago. This trend needs to continue.
- **50%** get PGA, LPGA and/or AMF dues paid by their employer.
- **55%** get all or some health insurance coverage paid by their employer.
- **35%** get disability insurance paid by employer.
- **36%** have an education allowance paid by employer.

- **47%** have access to a 401k plan. Of this 47%, about **40%** receive matching contributions from their employer.
- **61%** reported that their facility paid for some or all of their training aids/teaching technology in 2010 with an average value of these purchases of **\$2,973**.

### Marketing

- **71%** of AMF Instructors said they are prominently featured on their facility's website.
- **57%** have their own website at this time.
- **62%** send regularly scheduled emails to their student database.
- **64%** of members incorporated social media into their marketing mix in the past year with **12%** spending more than 5 hours per week implementing their social media strategies.
- **57%** have at least one endorsement contract, up from **36%** in 2009.

### Operations and Education

- Launch monitors continue to become more popular as **54%** of the members said they teach using a launch monitor, up **5%** from a year ago.
- **75%** offer a discounted series lesson rate, down from **79%** last year.
- **42%** offer Internet-based lessons with **61%** charging less than \$50 per Internet lesson.
- Average amount AMF members spent on training aids this past year: **\$968**, down **\$300** from a year ago.
  - More than half of the instructors spent less than **\$1,000** on teaching technology in 2010, but those who did spend, spent a lot with the average rising to **\$7,366**.
  - About **one-quarter** of AMF Instructor Division members attended at least six educational seminars in the past year.



**AMF Instructors reported a 6% average increase in compensation from the previous year.**

The summary data above includes information from all teachers at all facility types who responded. If you completed the survey and would like a personalized report of just the data that matches your job description or facility type, please contact AMF. Personalized reports will be generated after discussing your individual situation with Ryan Hart, Director of Membership Services. These reports are very effective when negotiating your compensation package or when analyzing a new job offer.

A big thank-you to all of our instructor members who participated in this vitally important survey.

## AMF SPONSOR SPOTLIGHT: EnergyCare USA

# EnergyCare Revolutionizes Pro Shops Across the U.S.

Have you considered the advantages of adding EnergyCare USA's holistic line of sports, health and wellness products into your club or pro shop? EnergyCare



products are currently promoted and sold in several of the nation's most recognized country clubs, including the top ranked pro shops at Oakmont, Seminole, Muirfield Village and Scioto. The support of these and other prominent clubs and their respected industry professionals clearly demonstrates the high level of success that EnergyCare has rapidly attained within the golf industry. It also speaks volumes regarding the quality and effectiveness associated with EnergyCare products.

After a successful debut at this year's PGA Merchandise Show, where Peter Andraes, contributing editor for "The A Position" referenced EnergyCare as a "brilliant golf innovation and true star of the first show day," EnergyCare seems poised for even greater growth throughout 2011.

EnergyCare's proprietary technology impressed many by its immediate impact on strength, balance and flexibility. "There is nothing on the market to date like EnergyCare," says Steven Midttun, Chief Marketing Officer of EnergyCare USA. "EnergyCare's proprietary Atraxlite™ technology is not magnetic, titanium or hologram based and has been in development for over 15 years. EnergyCare is truly next generation technology."

Based on the study of light energy and the effects of positive and negative frequencies on water molecules, EnergyCare's proprietary Atraxlite™ technology is an actual frequency infused inside a conductor. This frequency attracts natural light through vibrations at subatomic levels, which is then pulled into the blood stream, thereby maximizing the body's ability to absorb natural light.

As this natural light is absorbed into the body, which is made of almost 70% water, it begins to align and restructure stressed water molecules, facilitating the Molecular Alignment Process, otherwise known as MAP™.

Atraxlite™, along with MAP™, improves the body's electromagnetic energy field by correcting unbalanced energy levels. It also helps to increase energy channels, strengthen the body's pathways of energy and help to eliminate toxins, resulting in efficient operation of the body's defenses. As a result of these processes, benefits associated with using EnergyCare products can include but are not limited to: Enhanced energy,

improved sleep, decreased aches and pains, and better flexibility, balance and strength.

Throughout the PGA Merchandise Show, EnergyCare representatives also met with those who were interested in the business aspect of Partner Connections. EnergyCare USA's Partner Connections Business Network is an outreach program for those individuals and businesses that have experienced the benefits of EnergyCare products firsthand and are now passionate supporters of the company's growth efforts.

One such EnergyCare advocate is Steven Antenucci, the Head Golf Professional at Longue Vue Club. According to Antenucci, "After suffering a stroke in the vestibular area of my brain, EnergyCare has significantly helped to improve my balance and daily energy levels. My left side feels stronger and I am now able to play multiple days of golf in a row with sustained energy." Similarly, AMF Founder and Head Golf Professional at Oakmont Country Club and Seminole Golf Club, Bob Ford, has seen that the benefits are immediately noticeable for many who have tried EnergyCare products. According to Ford, "The comments we have been getting about EnergyCare are very positive and these products definitely keep people coming into the pro shop."

Interested individuals may join Partner Connections as either an Affiliate or Reseller, depending upon the desired level of involvement. Affiliates are typically distinguished leaders within their industry and lend credibility to the EnergyCare brand through association with their name and/or image. On the other hand, Resellers truly commit to implementing EnergyCare into their existing business and directly carry/handle inventory by purchasing products in bulk quantities for resale.



EnergyCare USA's diverse product line contains Atraxlite technology.

EnergyCare's Partner

Connections program offers a strong support system through training webinars, marketing and social networking support, an all-inclusive Partner Connections online portal and a knowledgeable team that is available to assist you.

As EnergyCare approaches the one year anniversary of its arrival in the United States, the company has ambitious plans including the unveiling of new products and the enhancement of EnergyCare's e-commerce website capabilities.

To learn more about EnergyCare USA and the Partner Connections Business Network, please visit [energycareusa.com](http://energycareusa.com) or the EnergyCare USA AMF Partner Profile Page. You are also encouraged to participate in EnergyCare's exclusive promotional offer to AMF members, in which you will receive free shipping on your first EnergyCare purchase. Enter promotional code "AMF" at checkout to receive this special offer.

## NEW MEMBER BENEFIT

# New Template: AMF Makes Monthly Reporting Easy for Both Head Pros and Instructors

Many AMF members have told us that they often do not have the opportunity to participate in their club's regular monthly board meetings. Therefore, it is left to someone else to convey your message on some of the most important communications your ever have.

Your message is not always delivered fully or accurately, so AMF has been working with our members from all over the country who attend these meetings to determine the information that is most important for board members when making their decisions.

Our new Monthly Reporting Template has been developed in two versions: One for Golf Professionals and one for Instructors. These documents will create clear

and concise documentation of your business operations each month to assist you in clearly expressing your point of view without bias or omission in these critical management meetings.

These Monthly Reporting Templates, along with all of our member business templates, are always being improved. If you have any suggestions for how they can be made more beneficial for your needs, please let us know.

To download either the Golf Professional or Instructor version of the Monthly Reporting Template, simply login to the members website. Then in the left-hand menu, click on either **Head Professional Division** or **Instructor Division** and proceed to **Business Templates**.

## Instructor Monthly Report

**Insert Club Name** Insert Logo

Golf Instruction Program | Management Report

**Review of Previous Months Actionable Priorities:**

This is a bullet point description of how the previous months Actionable Priorities were accomplished.

- 1.
- 2.
- 3.
- 4.
- 5.

Note: in table below, add "Clubfitting" and "Multiple-day Golf Schools" and add column to show "Number Given/Total Participants" and should probably include a set of "YTD" columns too.

**Golf Instruction Revenues/Volume:**

| Type of Lesson     | Previous Year    | Current Year     | Difference    | Comments |
|--------------------|------------------|------------------|---------------|----------|
| Member Lessons     | \$ 10,000        | \$ 12,000        | 120.00%       |          |
| Clinics            | \$ 2,000         | \$ 2,100         | 105.00%       |          |
| Junior Program     | \$ 1,800         | \$ 1,950         | 108.33%       |          |
| Non-Member Lessons | \$ 1,000         | \$ 1,100         | 110.00%       |          |
| Other              | \$ 5,000         | \$ 2,750         | 55.00%        |          |
| <b>Totals</b>      | <b>\$ 19,800</b> | <b>\$ 19,900</b> | <b>99.50%</b> |          |

**Actionable Priorities for Next Month:**

A bullet point listing of the 5 – 7 priorities you have for the golf operation to carry. These should be priorities that will help to focus the staff on achieving common goals.

- 1.
- 2.
- 3.
- 4.
- 5.

Report Submitted by: \_\_\_\_\_ Date: \_\_\_\_\_

---

February 2011  
Golf Instruction Program | Management Report Page 1

## Golf Professional Monthly Report

**Insert Club Name** Insert Logo

Monthly Golf Operation Review

**Review of Previous Months Actionable Priorities:**

This is a bullet point description of how the previous months Actionable Priorities were accomplished.

**Rounds of Golf:**

| Area                 | Previous Year | Current Year | Difference    | Comments |
|----------------------|---------------|--------------|---------------|----------|
| Member Rounds        | 1,000         | 1,250        | 125.00%       |          |
| Guest Rounds         | 1,000         | 750          | 75.00%        |          |
| Outing Rounds        | 1,000         | 850          | 85.00%        |          |
| Unaccompanied Rounds | 1,000         | 1,100        | 110.00%       |          |
| Other                | 1,000         | 900          | 90.00%        |          |
| <b>Totals</b>        | <b>5,000</b>  | <b>4,850</b> | <b>97.00%</b> |          |

**Member Tournaments:**

| Member Events | Prev. Year # of Events | Total Participants | Current Year # of Events | Total Participants | Previous Year Comparison Participants | Comments      |
|---------------|------------------------|--------------------|--------------------------|--------------------|---------------------------------------|---------------|
| Men's         | 5                      | 500                | 5                        | 525                | 100.00%                               | 105.00%       |
| Women's       | 3                      | 75                 | 2                        | 60                 | 66.67%                                | 80.00%        |
| Mixed         | 2                      | 120                | 2                        | 110                | 100.00%                               | 91.67%        |
| <b>Totals</b> | <b>10</b>              | <b>695</b>         | <b>9</b>                 | <b>695</b>         | <b>90.00%</b>                         | <b>82.00%</b> |

**Revenues:**

| Revenue Source  | Previous Year | Current Year | Difference | Comments |
|-----------------|---------------|--------------|------------|----------|
| Golf Cart Fees  | \$ 10,000     | \$ 12,000    | 120.00%    |          |
| Golf Shop Sales | \$ 20,000     | \$ 21,000    | 105.00%    |          |
| Sales Per Round | \$ 20.00      | \$ 21.54     | 107.70%    |          |

**Golf Instruction:**

| Type of Lesson     | Previous Year    | Current Year     | Difference    | Comments |
|--------------------|------------------|------------------|---------------|----------|
| Member Lessons     | \$ 10,000        | \$ 12,000        | 120.00%       |          |
| Clinics            | \$ 2,000         | \$ 2,100         | 105.00%       |          |
| Junior Program     | \$ 1,800         | \$ 1,950         | 108.33%       |          |
| Non-Member Lessons | \$ 1,000         | \$ 1,100         | 110.00%       |          |
| Other              | \$ 5,000         | \$ 2,750         | 55.00%        |          |
| <b>Totals</b>      | <b>\$ 19,800</b> | <b>\$ 19,900</b> | <b>99.50%</b> |          |

**Actionable Priorities for Next Month:**

A bullet point listing of the 5 – 7 priorities you have for the golf operation to carry. These should be priorities that will help to focus the staff on achieving common goals.

---

February 2011  
Monthly Golf Operation Review Page 1

AMF's new Instructor Monthly Reporting Template (left) and Golf Professional Monthly Reporting Template (right) help deliver your message.

# One of your members can win a trip for four to Reynolds Plantation

(Maybe he'll invite you)

Encourage your members to register for a **FREE** subscription to **Global Golf Post**, the new digital-only weekly golf publication that everyone is talking about. As an added benefit, they will be entered into a sweepstakes to win a trip for four to Georgia's spectacular Reynolds Plantation.



GlobalGolfPost



To learn more, go to [globalgolfpost.com/amf](http://globalgolfpost.com/amf)

## AMF MEMBER MILESTONES

### Canadian PGA Names National Award Winners including Carter and Helman

AMF members

**Alan Carter** and **Jason Helman** have been honored by the Canadian PGA as the 2010 National Club Professional of the Year and



Alan Carter

Jason Helman

National Teacher of the Year, respectively. Carter is the Executive Professional at Jasper Park Lodge G.C. in Alberta. Alan was also recently elected President of the Alberta PGA. Helman is Director of Instruction at Wyndance G.C. in Uxbridge, Ontario.

### Golf Magazine 2011-12 Top 100 Teachers in America List Adds Seven AMF Members

Seven of the nine new Golf Magazine Top 100 Teachers to be announced in the upcoming April issue are AMF members. They include:

**Henry Brunton**, Stouffville, Ontario; **Krista Dunton**, Bluffton, SC; **Lou Guzzi**, Ambler, PA; **Joseph Hallett**, Palm Beach Gardens, FL; **Eric Johnson**, Oakmont, PA; **Brian Manzella**, New Orleans, LA and **Mark Steinbauer**, The Woodlands, TX.

### Dixon and Shultz Move Up to Head Professional Positions

**Brandon Dixon**, a former Assistant Golf Professional member of AMF, is now the Head Golf Professional at Sage Valley G.C. in Graniteville, SC. **Eric Shultz**, also a former Assistant Golf Professional member of AMF, has been named the new Head Golf Professional at Sunnybrook G.C. in Plymouth Meeting, PA

### AMF Members Elected in LPGA Sections

AMF Instructor Division members **Carol Preisinger** and **Rita Reasons** are the



Carol Preisinger

Rita Reasons

new LPGA South-

east Section and Midwest Section Presidents for 2011-2012, respectively. Preisinger is Director of Instruction at The Kiawah Island Club in Kiawah Island, SC. Reasons is co-owner and teaches at the Nancy Quarcelino School of Golf in Spring Hill, TN.

### Kinney Named Nebraska PGA Teacher of the Year

**James Kinney** was recently named the 2010 Nebraska PGA Section Teacher of the Year. Kinney teaches at GolfTEC in Omaha.



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Steve Archer, Founding Member  
Bob Ford, Founding Member  
Lorin Anderson, Exec. Director, Instructor Div.  
Ryan Hart, Director of Membership Services  
Grant Way, Director of Communications

**Innovative Solutions for the Golf Industry**

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