

# COLLABORATE

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## After the Job Posting

# Twists and Turns as Job Openings Get Filled

By David Gould, Staff Editor

Over the past 12 months, Proponent Group has posted more than 35 teaching positions on our Members Only Job Board. These positions ranged from entry level teaching to Directors of Instruction at some of the top clubs in the country. Because most of our members are already in good jobs, most of you are able to be selective about applying for open positions. And of course only a segment of our membership is at the appropriate point in their career for any one job posting. So it may surprise you that even though more than 150 members typically view every posting we put up, only about five to 15 will submit their resumes for a particular position.

So what happens after a job is posted on Proponent Group's Job Board? Here's a look at how some of the recent job postings were eventually filled. As you'll see, every position to be filled usually takes a few twists and turns.

Last August, the Country Club of Jackson posted a job opening in the regular Tuesday email sent out by Proponent Group. From there the opening went into Proponent's member-only website page devoted specifically to current job postings. The 100-year-old private club in Mississippi's capital city wanted to put the word out to a qualified audience of their search for a new director of instruction. The position was described as salaried and year-round, with a compensation package that would include lesson revenues, a bonus plus employee benefits.

Hired by general manager Pat Joyce for the job was Proponent Group member Cory Vincent, who had been working in the Jim McLean organization at the time he heard of the CC of Jackson opportunity. In the circuitous path that a job search and eventual hire sometimes follow, this position had officially been offered to Matt McLean, son of Jim and colleague of Vincent. As Cory recalls, the process seemed to be complete when Matt, who would end up as director of instruction at Fishers Island Club in New York (along with winter duties at the Jim McLean Golf School in south Florida), unexpectedly declined the



Cory Vincent

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### So what happens after a job is posted on Proponent Group's Job Board?

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*The Premier Network of Golf Instructors*

## JOB POSTINGS

Mississippi job offer.

“At that point Matt recommended me,” says Vincent, age 28 and a native of Louisiana. “He knew I had been trying to position myself and ready myself for a Director of Instruction post.”

In keeping with a larger trend in the club ranks, the CC of Jackson golf program was only gradually building itself up to the point where a bona fide D of I slot was wanted and needed. “The professional I am coming in after left club work to become an assistant golf coach at the University of Alabama,” explains Vincent. “He had started as an assistant at the club, assigned to develop the junior program.” In an unusual twist, the funding for that effort came from private grant money provided by a deceased member who had left it as part of his estate, expressly to promote junior golf at the club.

In the early portion of his first season, Vincent is highly pleased with how things are turning out. “It’s been great so far,” he says with enthusiasm. “The club is phenomenal and the facilities for practice, although we don’t yet have a true academy building, are excellent.” Among his important assignments is building up that junior program, “even starting the kids from a considerably younger age than in the past,” Vincent says. “In the interview process, junior golf plans took up 80 percent of the discussion time.” This move is one of many Vincent made in a short time frame. “I’ve been to five different states in five years,” he notes. “I basically said yes to every opportunity that came my way—it turned out they were all useful building blocks” to this one very significant career move.



**Kevin Walker**

In mid-June of last year, a Proponent member who was leaving a senior position overseas to return to the U.S. used “The Weekly Rundown” to try and bolster the golf staff prior to his departure. The strategy worked, as Rod Cook found the professional he needed at Four Seasons Resort Costa Rica. That made it easier on Cook to feel good about his Stateside return as director of golf at the new Four Seasons at Walt Disney World in Orlando.

Cook’s Proponent Group coach Kevin Walker was the candidate selected from among about a dozen serious responses to the posting, half of them Proponent members. These respondents were likely tempted by the chance to live in a seductively beautiful part of the world and tackle an unconventional professional challenge. The position was structured to include “salary, housing stipend and many additional benefits.”

“It’s best described as a seasonal teaching-pro job in a resort environment that differs from what you would expect at a U.S. resort facility,” says Cook. “Kevin has done extremely well in the position—everything I hear is that he is

bringing the instruction program to a new level at the resort. Naturally,” he adds, “it was a good feeling to be able to bring on a fellow member of Proponent Group, and be confident about the quality level of Proponent candidates.” Walker’s experience at Nantucket Golf Club on the tony island off Cape Cod struck Cook as being valuable preparation for the Costa Rica job. In both cases the professional has to be comfortable in a secluded setting where their style would set a tone that arriving golfers responded to positively.



**Derek Hooper**

Just a couple of months ago, the Feb. 24 issue of the “Rundown” email contained not one but two job postings. One was submitted by Derek Hooper, seeking a teaching professional to handle clientele at Troon Golf Academy at Lake of Isles, on the Foxwoods resort property in southwestern Connecticut. Proponent member Hooper directs the academy, and has built it to such a level of success that marketing and advertising to consumers has been suspended

for a couple of years. The second posting came from an exotic locale, Dubai, and the School of Golf at Al Badia Golf Club by Intercontinental, which is located in Dubai Festival City. Proponent Group member Gavin Sutherland, Senior Teaching Professional at the academy, took it upon himself to use the Proponent network to try and make a good hire.

At the time this article was prepared, Sutherland and his group were down to a short list of four finalists for the position. Amazingly, there was a flood of interest in this opportunity. “We had an overwhelming response for the opening,” says Gavin, who had to help sift through 206 resumes—although only two from Proponent members. Other places the help-wanted information appeared were the websites of the UK PGA and the Australian PGA. “Our first interview stage was shortlisted down to 12 applicants,” Gavin reports, noting that a second stage cut it down to that final four.

About 90 percent of the applicants were UK-based, along with “several Australians and South Africans, plus a couple of professionals from the U.S. and Canada. “The quality of the applicants was very questionable,” he says, given that all postings had “clearly requested at least two years’ full-time coaching experience. We got a large volume of golf operations-focused candidates, and the quality of the CVs was very poor.”



**Gavin Sutherland**

## JOB POSTINGS

Specifically, the Dubai search group encountered “a huge amount of grammatical errors, plus materials addressed to the wrong location or to the wrong contact person.” Gavin, an Australian himself, was “very surprised that there weren’t a greater number of applicants from Proponent Group as [he] had asked many of [his] U.S.-based contacts whether there would be interest from their side and all the feedback was very positive.”

By contrast, the volume of responses to the Troon Academy at Lake of Isles was minimal. Proponent member Hooper was able to process the incoming replies in short order, before assessing them and setting up interviews. The job was structured as an independent-contractor slot, which meant being selected would not make you a Troon Golf employee. That being said, it was Hooper’s thought in beginning the search that a large pool of candidates would emerge based on the opportunity to be inside the Troon organization and getting wind of the vast possibilities that arise in such a large-scale and far-flung operation.

“We made a good hire,” is the bottom-line outcome that Hooper is pleased to report, “of an early- to mid-career coach who will get great support, a great facility and lots of golfer interest in what we offer here.” As in so many other circumstances, the post is one that will yield value based on the degree of effort and dedication demonstrated.

Devoted readers of the “Weekly Rundown” may recall a couple of postings for teaching professionals by Catalyst Golf Performance, a Chicago-based company that isn’t affiliated with Proponent Group other than through friendly, collegial relations between the two organizations. The director of Catalyst Golf, Michael Napoleon, described the most recent opening as a “year-round position in our Ohio facility that includes salary, percentage of lessons and other employee benefits.” When his company posts such ads, “we get absolutely flooded with resumes,” Napoleon says. “The professional we hired for the Ohio job was a colleague I had met through TPI functions,” he says.

One pattern that seems to recur as Catalyst goes searching for golf coaches is the high volume of responses from instructors “who have been giving lessons for a long time and

have pretty impressive credentials in the conventional sense,” i.e., working at quality clubs, receiving section or chapter teaching awards. “That’s not the main thing we want,” explains Napoleon, a former Ph.D candidate in musical performance at Arizona State University. “People with a solid base in TPI work and a good mastery of the technology is who we’re looking for.”

Just before Thanksgiving last year the Mike Richards Golf Academy in Parkland, Fla. sent along a posting for the Tuesday “Rundown,” offering a teaching professional position that would be year-round. Longtime Proponent Group member Mike Richards used a few other job boards as well, including *Golf Range Magazine*, the weekly online *Global Golf Post* and *PGA Magazine*. In fairly short order Richards did not have a very large ad response but he did have a direct reach-out from a former student of his who just happened to demonstrate good timing. That 23-year-old semi-accidental candidate ended up getting the job, in good part because, as Richards says, “he had a PGM program degree from North Carolina State, he was from a good family and he knows my philosophy of how we progress our students along.”



Mike Richards

The academy Richards operates is embedded in a highly successful residential-community club that has 425 golf memberships, compared to the 250 memberships it had just a few years ago when the Richards academy arrived. Therefore he finds himself thinking about having to hire teaching professionals fairly commonly. “I dread it a little bit,” says Mike, “because I don’t look forward to getting a big slew of resumes and I don’t at all enjoy saying no to people whom I won’t be hiring.” On the positive side, he feels that he’s developed a reliable instinct over the years. “My choices turn out to be good,” he says, “which in the end is all that matters.”

### May Webinar: The Paradigm Shift in Golf Instruction with Joseph DiChiara

On **Tuesday, May 26th at 7pm EDT**, Proponent Group’s webinar series continues with member **Joseph DiChiara** presenting: The Paradigm Shift in Golf Instruction. This webinar was rescheduled from April.

Joe is the founder of NEXUS Golf which is headquartered at the Legacy Golf Resort, a Golf Channel Academy facility, in Phoenix. He is a U.S. Kids Golf Top 50 Junior Instructor



Joseph DiChiara

and was the 2011 NJPGA Junior Golf Leader.

This webinar will focus on three critical areas that show how well-designed performance coaching creates superior results compared to traditional lessons:

- The benefits of performance coaching over a focus on swing technique lessons.
- The process of developing competitive players.
- An overview of the NEXUS Golf platform.

The login information to participate in this webinar live will be included in future Members’ Weekly Rundowns including on the day of the webinar.

## ACADEMY BUILDINGS

### *More Creative, More Competitive*

# Trends in the Teaching-Building Business

By Tim Cutshall

I'll start by saying it's a true pleasure for me to be connected with Proponent Group instructors. One aspect of the professionalism shown by Proponent coaches, in my experience, is the care you take in planning out your teaching buildings. I've seen situations where someone designed their own building and then tried to outfit it for teaching once it's finished—not a happy ending. There are buildings out there with \$20,000 video systems that nobody wants to teach in because the systems really don't function properly.

Then there are stories on the other end of the spectrum—perfectly fine academy buildings that right now are being bulldozed. And that's a good thing. I can explain why.

An example would be a large, prestigious club in the Southwest that has other big-name clubs nearby, competing with them. This club I'm thinking of is doing a big renovation and could have left its teaching building alone. However, they decided they wanted something bigger and better. The building they tore down was there for 10 years and has generated tons of revenue. It's paid for itself many times over. So, the club wants to take a very good thing and upgrade it. Can't argue with that.

Something fairly new in academy building design these days is dual 55-inch monitors mounted on the wall of the bay. It's an improvement over the normal computer system with two 24-inch computer screens, feeding one big screen on the wall. What we're doing is displaying the images you would see on the small screens up on those two 55-inch monitors. The big advantage is in how much of the software you can present. If the first monitor had the V1 software display and the second one had a Trackman dis-



Here are a few samples from our Proponent Group Teaching Building gallery which you may view at any time on the members website in the Business Guides section. Top: The indoor putting studio at Bulls Bridge G.C. in Connecticut. Bottom: The very efficient two-bay building at Eagles Nest in Maple, Ontario.

play, you would have to interface them, which means the 55-inch monitor can't show very much. This way, they can just run on their individual platforms. All you have to do is synchronize impact, which isn't hard. Now you are seeing V1 and Trackman in their own environments. Same thing if you are running Swing Catalyst along with Trackman—or whatever platforms you are using. You get more looks and more data up there to show.

## ACADEMY BUILDINGS

Another prevalent trend is to build a hitting bay with a full putting surface, and the cups set in place. That means the bay will convert from full-swing to a putting session without delay. This trend has come on as putting software and SAM-type systems have become standard. Coaches I work with can promote this feature of the teaching building to their board of directors or course owner as a way to economize on space. There won't be asking for additional real estate in order to have a high-tech putting studio. Having a fully separate putting studio is ideal, but at least you've got this dual-purpose approach you can also use.

These days I am doing a lot of three-camera V1 putting setups. The only trick to it is lengthening your cables—bringing more cable out of the wall and fitting the cable with quick-connects so the coaching staff can move cameras around. They will leave one camera at waist height—the normal full-swing placement—then drop a camera down to right over the target cup, and zoom that lens into the face of the putter. It's one more way to get multiple teaching applications without the expense of additional equipment.

All the details you have to work through in planning a building seem technical—and they are—but for me it's always about the golf instructor generating revenue. The coaches are making money for themselves and the facility. That's happening because golfers love this environment and they are in there getting better at golf. Golfers improve, therefore the professionals generate revenue, therefore people like me can have a livelihood serving the industry in a support role. That's how it has to work.

It's also why, at least in my case, consulting on design of the structure is no-charge. My revenue is based on sales and installation of the equipment. I want the proposal to be great. When a director of instruction is communicating with a board of directors he or she needs to give these people hard numbers, specific details and a long list of actual benefits. That's how you make your case, and there is a great case to be made. If nothing else they can think about hardware-software systems lasting 10 or 15 years indoors, whereas when they're used outdoors in a portable rig they will often end up getting cooked after two or three years. UVA destroys electronics.

Costs right now, for cameras and lighting, are running at an average of \$22,000 per bay. A two-bay building with 20-by-25-foot bay dimensions will cost about \$150,000 for the type of setup that most instructors are looking for. That varies by region, of



From top to bottom: The Mike Carbray Golf Fitness Human Performance Studio in Chicago boasts an AboutGolf Simulator; Baltusrol G.C. (NJ) has built a four bay building with a fitness room; Nantucket G.C.'s (MA) building blends in with the local architecture.

## ACADEMY BUILDINGS

course. When a consultation on a new building is in a part of the U.S. where I work regularly I am finding that the total investment can come in at a number within 5 percent, high or low, of the estimate. In part that's because the whole job is integrated—every detail and specification goes together. It leads to accuracy.

In the Metropolitan Section right now it is \$160 to \$250 per square foot to do a teaching building, depending on what you select from the menu. Do you need two bays, three bays, a kitchen, a bathroom an office, club repair, storage space, etc. There are hundreds of floor plans of buildings that have actually been built, with lots of variety.

I try to remind golf coaches that the investment in an academy building can be staged out. For example, a large percentage of two-bay teaching buildings will open for business with one of the two bays just “turfed out.” The conduit for lighting and electronics is where it should be, but in that particular bay there's just a table for the coach's iPad. Next door he's got the entire video installation, the putting system, launch monitors, 3D and so forth.

Budget money to rig up the second bay will come later, which makes great sense. I've been all over Texas these past two years installing hardware, software and lighting in those second bays that started out blank. Up at the Apawamis Club, outside New York City, I actually did a two-bay job where they opened the building with one blank bay and one fully-installed bay and then a month later had me back to rig the other side. That's how quickly they could see that their investment in an academy building was going to generate a very nice return.

*Tim Cutshall is president of IASports, LLC, based in Dallas, Texas. He is listed on the Proponent Preferred Directory and is highly regarded in the area of custom computer hardware, studio cameras, lighting design, indoor turf, netting and overall design of academy buildings. E-mail: [tim.cutshall@gmail.com](mailto:tim.cutshall@gmail.com).*



Sea Pines Resort in Hilton Head Island, SC wired up its second bay to outfit with future technology; Celebration G.C. in Orlando has multiple types of turf to simulate different on course conditions; and Big Horn G.C.'s (CA) building blends neatly into the local environment.



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# This is What a Marketing Campaign Looks Like

By Ian James, CEO, Retail Tribe

Regular readers of this column may recall that, over recent months, it has discussed the importance of a Marketing Calendar, described what we call the Promotion Wheel (shown at right) and encouraged you to create “focused PR.” This month I’d like to bring those three concepts together.

We want to help a particular customer market their short-game coaching programs and Cleveland Golf wedges in July. So, here’s the marketing campaign we’ve put together for them (and notice how many of the elements from the Promotion Wheel we have used).

### Adding product excitement

Before we start marketing anything, we’ve had a look at the current coaching programs and made the following recommendations:

- Create a specific category of lessons (short-game lessons) and get ready to display them prominently on the website home page and on their site’s existing “Coaching” page
- Create three new short-game programs: ‘Become a Graduate of the Short-Game’ (targeted at the less experienced); ‘Become a Master of the Short-Game’ (targeted at better players); and ‘Become a Wizard of the Short-Game’ (targeting the best players)

We’ve recommended that they put a fixed price on these three programs, without spelling out how many one-on-one lessons are involved. We’ve designed what the golfer will be able to achieve after they’ve completed the program. The focus is a set of products that are selling a result.

### Preparing and educating the customers

Before we try and sell anything to golfers, we need to make them as receptive as possible to the offer that is going to be made in July. Thus, the following is going to happen in June:

#### Education

Several articles will be published (in emails, web pages and social posts) that inform golfers as to the benefits they can get on their scorecard from the following:

- Improved short-game technique
- Mastering different shot types
- Handling various greenside lies
- Maintaining a wedge with clean and effective grooves
- The challenges of ball flight with the short clubs
- The impact of a fitted wedge



As many elements as possible are used from this Promotion Wheel to create a marketing campaign for a specific instruction program.

- The latest Cleveland Golf innovations

The articles won’t “coach” the golfer. Their purpose is to inspire the golfer to want to be assessed, coached and fitted for a wedge set.

### Interactive Marketing

We’ll also provide the golfer with several short-game shot assessments of their skill level. They can complete these assessments and make a record of them, sending the results to their golf professional.

### Powerful PR

The professional will play a 9-hole, 10-shot Challenge with 3 golfers (separately) from the 12 – 18 handicap range. In this event the golfer tees off and the moment they get within 100 yards of the hole, the Professional will drop a ball down next to theirs and inherit their score on the hole to that point. Both will hole out from there and record their score. The ‘bet’ is that over nine holes the Professional will score at least 5 shots better (10 shots over 18 holes) than the golfer.

For three consecutive weeks, the Professional will publish the results of the challenge in their newsletter with

## RETAIL TRIBE ON MARKETING

feedback from the participating golfer. They'll add a summary of where that particular golfer should look to improve their short-game and the scale of impact that would have; the purpose being to identify just how large the opportunity for improvement is.

### Signage

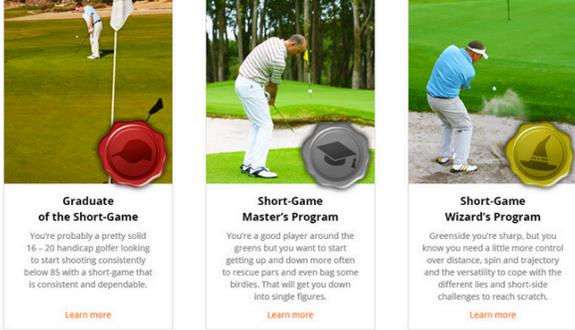
Signage will be posted that simply lets everyone know that, while the average golfer is obsessed with adding distance off the tee, if they improved their short-game there is the potential of taking up to 10 strokes off their scorecard.

### Active Marketing Event

In the last weekend of June, the Professional will host a Short-Game Handicap (SGH) session over four hours with his coaches. Borrowing from a well-used SGH tool, the coaches will evaluate each golfer's short game on a one-on-one basis, providing them with their short-game handicap at the end.

They'll also identify areas where technique can be improved. Additionally, they'll be on the look-out for worn wedges, inappropriate wedges and wedges that don't fit.

**3 Improvement programs,  
9 golfers required to  
save 45 shots between them**



**Graduate of the Short-Game**  
You're probably a pretty solid 16 - 20 handicap golfer looking to start shooting consistently below 85 with a short-game that is consistent and dependable.  
[Learn more](#)

**Short-Game Master's Program**  
You're a good player around the greens but you want to start getting up and down more often to rescue pars and even bag some birdies. That will get you down into single figures.  
[Learn more](#)

**Short-Game Wizard's Program**  
Greenside you're sharp, but you know you need a little more control over distance, spin and trajectory and the versatility to cope with the different lies and short-side challenges to reach scratch.  
[Learn more](#)

We're looking to take on an additional 9 golfers committed to their journey to better golf by sharpening up and improving their short-game. Whatever your level there's going to be a 4 - 5 shot improvement we can target in your short-game (including your Putting). Don't wait.

[Contact us](#) 

For each campaign a webpage such as this example that spells out what the golfer should be able to achieve after they've completed the program.

## Proponent Successes

### World-class marketing in less time is worth over \$12,000 just in time

"I consider myself a top quality golf coach and that's what I need to spend my time doing" says Paul Kaster, the recently appointed Director of Instruction at Forsgate Country Club, NJ. "The less time I'm in the office, the better it is for my club and my golfers. Over this summer season RetailTribe will not only help me to continue to grow my business, they'll save me the time to create an additional \$ 12,960 worth of revenue".

There are many email or web Marketing solutions on the market. They all provide some sort of template choice. The Professional still has to do the hard work of adding the content and keeping it updated. When we started RetailTribe 8 years ago, our mission wasn't to design templates for email or web sites, it was to create the 'content', the 'online conversations', and the 'marketing campaigns' to inspire golfers to want to improve and to talk to their 'expert' PGA Professional.

We also recognized that, for an 'expert', their time is money. We therefore built a service that allows the PGA Professional to spend more of their time with customers (and their family at the end of the day) rather than sitting at their computer screen.



Paul Kaster

Paul also endorses the quality of content produced:

"The look and feel of the RetailTribe content is high-class. It is clean and professional.

Everything they produce attempts to stimulate the golfer to talk to me about improving their game. That's exactly what a golf coach needs."

"And just as importantly RetailTribe has improved my marketing while saving me 9 hours of time per week. That is gold for a golf coach in the summer. If you're looking to grow your business this summer, don't wait. Contact RetailTribe". – **Paul Kaster**, Director of Instruction, Forsgate Country Club.

### "Selling the Result Really Works"

"Rick (a RetailTribe Campaign Manager) told me to run a 30-yard pitch shot challenge for three hours. I sold more wedges in three hours than I'd sold in the previous three months. And guess what? I also sold coaching programs.

Then he encouraged me to run a "Speed Challenge" for three hours. I sold over \$5,000 of merchandise in those three hours, with more in the week after. Selling the result really works." – **Bill Abrams**, PGA Professional, Balmoral Woods

Bill is another PGA professional who has embraced "Better Golf as a Merchandising Strategy."

You'll be surprised at how easy we can make effective marketing for you. Just give us 20 minutes and we'll show you how we can make an impact for you.

Contact Ian James at [IanJames@retailtribe.com](mailto:IanJames@retailtribe.com) or 972-743-0038 or visit us at [www.retailtribe.com](http://www.retailtribe.com).



## RETAIL TRIBE ON MARKETING

Each golfer will have their launch angle and spin rate with their preferred golf ball measured and evaluated. This will present further opportunity to the professional, including the upselling to premium golf balls.

### Vouchers prepared for Direct Selling

Each participant at the event will get a voucher pack that includes a discount on the short-game programs identified above, a wedge set purchase, and a dozen premium golf balls.

### Launching the Sales Promotion on July 1

July is being marketed as the Better Short-Game month. Golfers will be encouraged to record and analyze their short-game shot performance after their rounds. They'll also be provided with the means to work out their short-game handicap themselves.

Separate Special mailers have been prepared for the Men and the Women on the database promoting the Short-Game programs with links back to specially built web pages for each program with more detail (including the price and how to book).

Posts will be made to Facebook and Twitter by the Professional with links to these prepared web pages such as the one shown above.

Signage will go up in the shop and on noticeboards to promote the programs.

Everyone who attended the SGH event will receive a personal email to remind them of their discount opportunity.

Each email newsletter in July will promote the short-game programs and contain product updates on Cleveland wedges.

### Additional events

Making the month a Better Short-Game month means that the event calendar will include the following additions:

- First week, Saturday morning: "Pitch shot challenge"
- Second week, Sunday morning: "Flop Shot Championship"
- Third week, Thursday afternoon: "Beat the Bunker



Posts are made to Facebook and Twitter by the Professional with links to the prepared web pages for the program.

Blues"

- Fourth week, Friday evening: "Short-Game Championship" (with a social event)

The professional has targets for the number of golfers that the team will look to engage within these events. They'll have their vouchers and new Cleveland Golf demo wedges on hand. Golfers will be encouraged to repeat their efforts in the first three weeks with new Cleveland wedges.

Three Cleveland Golf "challenge" afternoons have been scheduled where the main emphasis on the day will be on equipment evaluation and comparison with the performance of new Cleveland Golf wedges.

All of these events will be followed up with PR afterwards, with links to the

Cleveland Golf wedge pages that have been created, as well as the short-game programs similar to the announcement at the bottom of this page.

### Is that too much effort?

This is a Marketing Campaign. It is specific and targeted. It will help the professional and all staff instructors to engage with a lot of golfers around their short games. A lot of golfers will end July much more aware of how they could improve their performance.

And along the way, I can promise you, a lot of short-game programs and wedges will be sold.

Many professionals think it's all a lot of effort. It is. But guess what? A lot of golfers will have a lot of fun along the way. And that is what the golf industry needs a lot more of.

### Frank Takes 5 Shots Off His Handicap

Franks Evans took advantage of our Better Short Game month in July and attended a 'Graduate of the Short Game' coaching program.

This weekend, Frank put his new skills to the test in a friendly fourball, and we're delighted to say that he's shaved a massive 5 shots from his handicap.

"I never thought that I could play such a great round. The short game program taught me how to play the shots I usually feared and I can now escape the rough and step into a greenside bunker with the confidence that I'll make the shot work. Jim has also scheduled an evaluation in a month's time and I'm excited to show him how much his advice has improved my game. Short game tuition and practice is an absolute must!"

Well done, Frank! We're still in our Better Short Game month so please [contact us here](#) or give us a call and let's start your journey to better golf and more fun. [Learn more](#) about these programs.



All of these events are followed with PR afterwards, with links to the product pages that have been created, as well as links to short-game programs similar to those delivered at the end of the marketing campaign.

## PARTNER SPOTLIGHT: SWING CATALYST

# SWING CATALYST BALANCE PLATE

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## STATE OF THE INDUSTRY

# The Jordan Spieth Era: A New Age of Golf Civility?



The great Jack Whitaker, writing the foreword to “The Golfer’s Code” (authored by our very own David Gould), said “Golf is a game, but it is a game that goes beyond the boundaries of simple recreation and carries us to the dark places of our own character. Into those dark places it shines a bright light so that we can see if we are honest, quick-tempered, mean-spirited, generous, courteous and other qualities that tell us who we are.” The

silver-tongued Whitaker saw a reason why. It is because golf, “as played by most of us, has no umpire, no referee, no linesman. We are the officials and we call the penalties on ourselves.” He cited this trait for lifting golf above other games, wherein “duplicity is often a valuable stratagem.”

The articles and opinions to be found in this newsletter are written for an audience of golf instructors and coaches—that’s it. These days I am beginning to see the coach or teacher in a pivotal position as regards the culture and values of the game. Teaching is teaching—people come to you to learn one thing and very likely you will end up teaching them that, plus more. That of course depends on how readily a golf instructor takes on the responsibility of modeling exemplary behavior and stressing its value. Whitaker, in his remarks introducing “The Golfer’s Code,” declared that “self-policing and etiquette made golf a world of its own” on the sporting landscape. He lamented that so many new players “have taken up golf without being taught the rules or the etiquette of the sport.”

Reading over those comments from 20-plus years ago. I wonder what Jack would think today. While I’m not a big fan of formality, I found myself sitting at my club on Masters Saturday watching Jordan Spieth pull away from the field

and listening to the announcers gushing about what a great kid he is and how much he reminded them of a simpler, more civilized time in the game.

At the same time there was a contrasting image. Two 30-something men were in the grill room eating dinner with their families with their baseball caps on backwards. It was an unpleasant sight, and it made me wonder: Has our game lost its inherent civility and sense of decorum? Is the new generation of golfers simply not interested in common courtesies? It often seems that they were never taught “the golfer’s code.”

When I was growing up in the ‘80s I remember very clearly being taught etiquette lessons virtually every time I was around my coach. And I recall members at the club pointing out things we juniors should be doing if they saw us forgetting our manners in any way. So my query this month is: Who is responsible for teaching golfers the Code? I wouldn’t say it all rests on any one source, because I believe it takes a village of foursomes to raise a new golfer. Still, would you all agree that golf instructors could be doing more to instill civility back into the game? I ask this question: Do you make a conscious effort to include the lessons of etiquette, pace of play and common courtesy into your programs for new golfers and juniors?

I realize we won’t turn everyone into a Bobby Jones or Ben Crenshaw when it comes to class and decorum, but don’t you think our collective efforts could do a better job of showing new golfers why golf – when played in the proper spirit – is one of the greatest life lessons ever created? Keep up the good work, Jordan! For the first time in a long time you may be able to move the needle on golfing civility.

You’ve made Bobby Jones and generations of civilized golfers proud.

## Proponent Group Partners



## MEMBER BENEFIT: PROPONENT PREFERRED

### Our “Go-To” Professionals

# Specialists Who Understand Your Business

By David Gould, Staff Editor

To succeed in the teaching profession you need to recognize when a business challenge requires outside expertise. Proponent Group gets frequent phone calls from members who find themselves in that position. As calls for a certain skill set or expertise become plentiful, we take steps to locate specialists who have mastery or high-quality products in that business area. In addition we make certain they have experience working with top-tier golf instructors and understand your general business issues.

Below you will find **Proponent Preferred**, our exclusive, proprietary list of hand-picked consultants, professionals and products that should be able to solve your current business issues. Before being considered for Proponent Preferred, candidates must demonstrate deep knowledge of the golf instruction market or have a product that has been successfully used by numerous Proponent Group members.

The consultants and professionals listed here have all agreed to provide a free initial evaluation and consultation to any Proponent Group member who contacts them. Subsequently, and depending upon the scope of the work involved, fees for services and products provided will normally be required.

Note that nobody pays Proponent Group to be on this list and Proponent Group reserves the right to remove any company at any time if we receive any complaints from our members about the products or services offered.

You can access all of the following information at any time in the Proponent Preferred section of the members website.

#### **Business Development and Strategic Planning – Matt Brown**

Since 1998, Matt Brown has worked within the golf instruction industry as a Director of Instruction, a Biomechanist, an Elite Junior Swing Coach, and a Director of Golf Instructor Training. In addition to those roles, Matt has been heavily involved in the management of the ‘business’ of a golf academy while overseeing the operations, logistics, finances, and staffing. He has worked with IMG Academies and the David Leadbetter Golf Academy and was part of the management team building the Gary Gilchrist Golf Academy from inception.

Matt has an MBA from the University of Central Florida with a specialization in Entrepreneurship. Matt exhibits a unique understanding of what it takes to plan, build, and sustain a successful golf academy in today’s economic climate. His specialty lies in assisting instructors who are ready to expand their business or make their current business more profitable. Services include developing a full business plan including financial planning, growth strategies, operation plans and exit strategies.

Phone: 407-701-6472; m8075scotz@gmail.com



#### **Book/eBook Publisher – Beth Farrell**

Beth Farrell, owner of Sea Script Company [www.seascriptcompany.com](http://www.seascriptcompany.com), has helped hundreds of clients develop their ideas into book form to help them promote their businesses and grow their brands. They've found that being a published author gives them added credentials and is a wonderful marketing tool. Sea Script will take your manuscript through whatever is needed to provide you with a book you can be proud of including editing, proofreading, graphics, design/layout and printing. Sea Script has helped Proponent Group members and friends of Proponent Group including Henry Brunton, Missie Berteotti and Dr. Rick Jensen publish their books.

If you are considering custom publishing a book, contact Beth to learn more about the process and costs involved and to find out if this is a viable option for you.

Phone: 206-748-0345; [beth@seascriptcompany.com](mailto:beth@seascriptcompany.com)

#### **College Golf Scholarship Consultant – Brendan Ryan**

Brendan Ryan is the owner of BMR Golf Management. He helps students navigate the college search process and connect their families with colleges that best meet their academic, athletic, social and financial needs. Brendan played college golf, has coached college golf at NAIA, NJCAA and NCAA levels and has two master's degrees in Education and Sports Management. Through these experiences he has built a vast network of coaches, gained unique insight into the process and visited hundreds of college campuses and their golf facilities. He provides a number of services that range from single day evaluations to a program that walks the family through the entire scholarship process step-by-step.

Proponent Group Members who have competitive juniors and their families who are looking for assistance in navigating the scholarship process may contact Brendan for a free initial consultation.

Phone: 407-233-6946; [brendan@bmrmanagement.com](mailto:brendan@bmrmanagement.com)

#### **Contracts Attorney – Scott Novell**

Scott Novell, is the President of Golf Channel Academy and has been an attorney in Central Florida for more than 25 years. He is also a partner in a mergers and acquisitions firm and has been writing and reviewing employment and business transaction contracts for decades. If you are negotiating your employment contract, negotiating a lease or otherwise need help with a business-related contract, Scott is available to review your document and answer any questions you may have about potential issues in the agreement.

Phone: 407-468-9282; [snovell@golfchannelacademy.com](mailto:snovell@golfchannelacademy.com)



## MEMBER BENEFIT: PROPONENT PREFERRED

### Copy Writing / Editing –

#### David Gould

David Gould is one of the top writers and editors in the golf industry with more than 30 years experience at Golf Digest, Golf Illustrated, Links Magazine and other golf industry companies. He has expertise in writing books, magazine articles, manuals, marketing materials, advertising copy and website copy. He also has significant background in page design and can assist with just about any major writing or editing project you may have to complete.

Phone: 203-417-9530; davidgould17@yahoo.com



### John Torsiello

John Torsiello is a golf writer/editor living in Connecticut. He has written extensively about all aspects of the golf industry for a number of national and regional publications. He is Associate Editor for Golfing Magazine, Editor for Golfing Magazine New England, Senior Editor for New Jersey-Eastern Pa., and a regular contributor to PGA Industry Insider, Golf Range, Golf Course Industry, as well as Cybergolf.com.

He has written for Golf Digest, Golfweek, Golf Product News and Executive Golfer magazines among others. He is also a member of The A Position, a group of online golf editors/writers, maintains his own website (www.torsmangolf.com), and is a member of Kathy Conard Communications, a firm that caters to the golf course maintenance industry.

Phone: 860-480-8009; jtorsiello@sbcglobal.net



### Credit Card Processing – Niles Crum

Niles Crum, owner of NDC Payment Solutions, is a long-time friend of Proponent Group and has helped some of our members save more than \$5,000 annually on their credit card processing fees. Since our founding, Proponent Group has used Niles and his company to handle our credit card processing and we've had an outstanding experience working with him. Niles is a competitive amateur golfer who clearly understands the payment processing needs of golf instructors and golf academies. He is available to provide a comprehensive review of your current processing fees at no charge.

Phone: 630-935-7416; nilesrum@comcast.net



### Graphic Design – Lisa Derian

Lisa Derian, owner and designer at Derian Design, creates print and design materials that help strengthen and reflect the long-term vision of her clients, including many in the golf industry. She has worked with many local businesses as well as clients throughout the United States to enhance their designs and image. Clientele include Hunter-PR, Proponent Group, Portola Hotel & Spa, and many more...see her work at www.deriandesign.com. Lisa spent the first seven years of her career working as the Art Director for Excelligence Learning Cor-

poration. There she worked closely with the marketing and product development departments. Lisa designed a wide range of promotional materials for the company, including multiple early childhood educational catalogs and magazines, and she also branded many of their proprietary products.

Phone: 831-915-9448; lisa@deriandesign.com

### Insurance – Byron Shultz

Byron Shultz is a PGA Master Professional in Instruction and was the Director of Instruction at Phoenix C.C. in Arizona before graduating from the Hartford School of Insurance. Today he is a Certified Insurance Counselor and has additional specializations as a Certified Work Comp Advisor and as a Commercial Lines Coverage Specialist. He is unique in the insurance industry in his ability to understand the risks associated with a teaching business and how to best manage those risks. He is available to provide a comprehensive review of your current insurance needs at no charge for Proponent Group members.

Phone: 602-772-3315; byron.shultz@mjininsurance.com



### Instruction Photography

All of the photographers below have extensive experience shooting golf instruction and many are also among the best course and tournament photographers too. Most have shot for the game's largest publications. If you are in need of high quality instruction photography or marketing photos anyone listed below would do an outstanding job handling your needs.

#### Bob FitzGibbons

Atlanta, GA  
404-617-9234  
bob.fitzgibbons@mac.com  
Portfolio: www.fitzphotography.com

#### Chris Hankins

Chicago, IL  
847-331-2756  
ctadhankins@gmail.com

#### Russell Kirk

Atlanta, GA  
770-642-9544  
kirkgolflinks@aol.com  
Portfolio: www.golflinksphotography.com

#### Scott Miller

Orlando, FL  
321-438-3624  
smillerpj2@mac.com  
Portfolio: www.scottamillerphoto.com

#### Fred Vuich

Pittsburgh, PA  
724-816-2527  
fred@fredvuich.com  
Portfolio: www.fredvuich.com

## MEMBER BENEFIT: PROPONENT PREFERRED

### Brian Walters

Detroit, MI  
248-830-0870  
brian@brwphotoinc.com  
Portfolio: www.brwphotoinc.com

### iPhone/iPad App Development – Dr. Sean Culhane

Dr. Sean Culhane is a software App developer, specializing in the iPhone and iPad platforms. Sean has over 20 years of software development experience. Since the Apple App Store debuted in 2008, he has exclusively developed Apps for the iOS platform (iPhone, iPad). He has written more than 25 Apps for various clients, from individuals and small businesses to multi-national corporations. Recently, he wrote NBC's "Prime Time Companion" App for their 2014 Sochi Winter Olympics coverage. Downloaded by millions, the App accessed servers more than 300,000 times per minute during NBC's Prime Time Olympic telecasts.

Sean is an avid and passionate golfer - despite living in the Northeast, he plays approximately 100 rounds per year. Combining his love of golf with his love of technology, Sean has written golf-centered Apps for ShotbyShot.com and CertifiedGolfCoach.com, and hopes to continue the trend of finding new and innovative ways for Apps to help golfers and coaches. If you have an idea for an App, whether big or small, detailed or abstract, contact Sean to learn more about what is possible in the App world.

Phone: 416-820-7326; smculhane@gmail.com

### Literary Agent – Marilyn Allen

Marilyn Allen is a literary agent and founding partner of the Allen O'Shea Literary Agency. She was formerly Associate Publisher and Senior Vice President of Marketing for HarperCollins. She is the author of The Complete Idiot's Guide to Book Proposals and Query Letters and writes a column for Writer Magazine called Agent to Author. She represents many successful authors and has sold a variety of golf books to major publishers over the past 20 years. She has represented Proponent Group members including Eric Alpenfels, Cheryl Anderson, Mike Bender and Laird Small with their book projects. She is available to provide a consultation about potential book projects at no charge for Proponent Group members.

Phone: 203-359-9965; marilyn@allenoshea.com

### Public Relations – Karen Moraghan

Karen Moraghan of Hunter Public Relations (www.hunter-pr.com) is one of the most sought after marketing and media specialists in the golf industry. Her company's team of seasoned veterans – with combined experience of over 100 years in the golf business

– works closely with each client to develop custom-tailored plans and programs to achieve marketing and media goals.

With HPR, clients enjoy the attentiveness of a small firm along with technical resources and connections of a large agency. Based on client needs, Hunter provides website content, writes and produces newsletters, identifies appropriate partnerships and executes promotions.

With bi-coastal offices in New Jersey and California, Moraghan brings wide access to major media on national, regional and local levels. HPR knows the golf industry and the golf industry knows HPR. Add up all these invaluable resources, and they translate into results — time after time.

Phone: 908-876-5100; kmoraghan@hunter-pr.com



### Teaching Building Design

For assistance with custom computer hardware, studio cameras, lighting design, indoor turf, netting, wiring and overall design issues, Tim Cutshall and Mark Connell both have decades of experience handling all of these issues. Normally your choice of consultant will depend upon the video analysis system you currently use as Cutshall is under contract with V-1 and Connell is the owner of J.C. Video.

### Mark Connell (For users of J.C. Video software)

Phone: 801-816-1611; markc@jcvideo.com

### Tim Cutshall (For users of V-1 software)

Phone: 817-913-7767; tim.cutshall@gmail.com

### Video, DVD and Television Production Services

KO-MAR Productions (www.ko-mar.com) based in West Palm Beach, Florida has been in the video and television production business for more than 30 years and has developed a strong expertise in the golf industry. KO-MAR has a proven track record and is an industry leader in many types of golf production (Tournaments, Instruction, Commercials and Infomercials). KO-MAR's clients includes the PGA of America, PGA Tour Productions, Golf Digest, Golf Magazine, Jack Nicklaus Inc. and Great White Shark Enterprises (Greg Norman) to name a few.

KO-MAR's projects include annual CBS Sports Specials, multiple specials each year that air on the Golf Channel for the PGA of America and they did a Golf Special for Direct TV. -Mar has produced many national instructional DVD series including Golf Magazine's Top 100 Teachers: The More Series, Golf Digest's "Jim McLean Drills" series, the digital re-mastering of "Golf My Way by Jack Nicklaus" and the "Automatic Putting" DVD with Marius Filmalter. All of these projects was shot, directed and produced entirely by KO-MAR Productions.

Phone: Jim Gallagher at 561-671-3745; jg@ko-mar.com

## Proponent Group Summit 2015

Mark Your Calendar

November 1-3, 2015

Registration Begins in June

Las Colinas C.C., Irving, TX

## PARTNER SPOTLIGHT: EDUFII



### Introducing Edufii's Connected Coaching BETA

Last week Cameron McCormick launched one of Edufii's first Premium Teams focusing on High Performance Coaching. For those of us lucky enough to see Cameron present back in October you'll be excited to hear Cameron will be digging even deeper into his "**Performance Table of Elements**" each week plus a whole lot more. What Cameron has shared thus far is absolutely game changing so make sure you don't miss out - lock in Cameron's BETA pricing at only \$19.99/m, once the BETA is over the price will likely be \$50/m+.

To join the "**High Performance Team**" simply follow this link: [bit.ly/1db5Rxs](https://bit.ly/1db5Rxs)

\*\*If you're already an Edufii member be sure to use your same account.

If you'd like to learn more about your chance to join our Connected Coach BETA and build your own premium offerings inside of Edufii contact us at: [Coach@edufii.com](mailto:Coach@edufii.com)

Edufii is used by thousands of top Coaches, sports organizations and teams in 111 countries. Download the iOS app at the Apple App Store, and Android app at the Google Play Store.



# What I've Learned: Dr. Jim Suttie

**TwinEagles G.C., Naples, FL and Willow Hill G. Cse., Northbrook, IL**

Interview by Paul Ramee, Jr.



**Dr. Jim Suttie, a fixture on the top-teacher rankings of Golf Digest and GOLF Magazine, has always been ahead of the coaching curve. Not satisfied with instruction's accepted wisdom, he has pushed to apply scientific, physiology-based approaches to the improvement of golfer performance. This mode of thinking is becoming the standard, but it was foreign to the industry when Suttie was earning his Ph.D in bio-**

**mechanics from Middle Tennessee University and his master's in kinesiology. "Doc" is still the only person to hold a PGA of America card and a doctorate in biomechanics.**

**Suttie's experience as Eastern Kentucky University's golf coach and years of studying biomechanics as it relates to the golf swing allowed him to create a teaching framework that optimizes the relationship between different body types and matches it with swing elements. He has written two books on the subject — "Your Perfect Swing" and "The LAWS of the Golf Swing," co-authored with Mike Adams and T.J. Tomasi, Ph.D.**

**Suttie, whose work earned him the 2000 National PGA Teacher of the Year award—teaches at TwinEagles golf community in Naples, Fla., from mid-September to mid-May and at Willow Hill Golf Course in Northbrook, from mid-May to mid-September. No stranger to the sit-down in-depth Q&A interview, he made time for a Proponent Group exclusive with Paul Ramee earlier this spring—here's what came of it.**

**Tell us about your early days in the game, when you were introduced to golf?**

I got into the game as a caddie and was quickly addicted. I worked in golf shops and played as often as possible. My parents encouraged me to play as much golf as I could and I ended up competing in a lot of amateur events. I played in college at Northern Illinois University and after college I stuck around to get my masters, meanwhile working as an assistant coach on the men's golf team.

From there I got into teaching the game, working with younger players who were playing at a high level. I developed a passion for teaching,

mainly because of my naturally inquisitive nature. Going back to my playing days, I was always trying to "solve the puzzle."

**You were ahead of your time when it came to kinesiology and video. Now everyone uses it. Do you take some pride in that?**

I just think it had a lot to do with my upbringing and my quest for the perfect swing. As you say, at the time I was developing my own game there was no research devoted to kinesiology in golf. I figured there had to be a link so I learned more about it and started to utilize it with my students. With respect to video I started using it in 1968 and I remember we had a huge portable cassette player that we had to lug around. But, people really wanted to see their golf swing and they could relate to the feel of it much better after looking at the tape. I took it upon myself to pursue the best video equipment I could throughout the years. I remember in the early 80's I went back to school to get my doctorate and at that time we were able to use stick figures as an overlay on the video, which was revolutionary at that time.

**Who were some of the people that were instrumental in your development as an instructor?**

Every person I ever worked for always found time to work with me as a player and a teacher. The mentoring I got for instruction work focused on how I could best take care of the members. But with respect to my developing as an instructor, I did a lot of the work and research on my own. I had such a love affair with teaching that no one ever had to inspire me to work hard to learn more about teaching golf.

**You wrote the book "The LAWS of the Golf Swing" with T.J. Tomasi and Mike Adams. To my view it is one of the most interesting books ever written on golf and one that I think is not talked about enough.**

**What's your recollection of that experience?**

Writing the book for us was a lot of fun and very gratifying. It was honored as the 1996 Golf Book of the Year. We were able to share some neat information with regard to such factors as Power Sources and Dominant Dimensions. My hope is that it helps instructors in their effort to make students understand what they can actually do, as opposed to what the student thinks they can do.

**Do you consider it to be particularly important for younger instructors to read? I think it can help young in-**



**Dr. Jim Suttie, who splits his time between Florida and Illinois, is the only PGA member with a doctorate in biomechanics and a masters in kinesiology.**



The 2000 PGA of America National Teacher of the Year, Suttie has coached Tour winners including Paul Azinger, Mark Wilson and Loren Roberts.

structors understand what we refer to as “Matching Swing Elements.” Most younger coaches would not have a clear understanding of that challenge. The material in our “LAWS” book can help them build a philosophy as they learn about body types and which elements work for different body types. Plus, young instructors will learn very quickly what will not work for certain body types and it will allow them to rule out certain elements and help the student in a quicker manner.

**You’ve been active teaching elite juniors—how do you approach that challenge?**

I find it hard to teach more than three juniors at the same time. To properly evaluate and work with them I don’t want to take on more than three. We do a total evaluation of their game to include their equipment, ball flight, tendencies, statistical analysis and so forth. We then sit down with each player and identify the areas we have to address.

Kids sign up on a year-to-year basis and we really try to make it fun for them. When I head north the kids I work with in Florida can send me their video through V1 and I can monitor their exercise program from Illinois. To improve at golf you need to be diligent but in fact some of these kids are overly serious. I try very hard to get them to relax and just let things happen. One of the other benefits I bring is that I coached college golf for a long time, so I can explain what it takes to make a team and also describe for them the time commitment it requires.

**Tell us a little about your college coaching experience.**

I coached at Eastern Kentucky University for five years and won two conference championships in that time. From there I went to Brevard Community College, where I coached Paul Azinger. I always felt that I related well with younger kids and it really helped me with my recruiting, I think one of my stronger traits was that I always was concerned with the person in front of me, whether it was on the lesson tee or in life, coupled with my dedication to the sport and I think it resonated with kids and their parents.

**Have you made any major changes in your teaching approach for 2015?**

Not a whole lot. I continue to work out of my two studios in Illinois and Naples. I am using a 4-camera system now, as well as forces plates through the SAM Balance Lab. We also continue to use TrackMan and the SAM Putt Lab.

**How are you integrating the technology into your teaching?**

I really only use it if there is a need for it, but I believe it can help with the learning curve for teachers. Let’s say it used to take 3,000 to 5,000 swings to learn about ball flight and what causes the ball to curve a certain way, now with a Track Man you can learn much more quickly about ball flight. And if you can get the ball flight changed then you can make an immediate impact on their golf game.

**Have we as a profession gone overboard with technology?**

If we haven’t we are pretty close. People can only absorb so much, so we have to be careful not to impart too much information. I do think technology is good for the student conceptually, but I think the better teachers decide which limited info to share.

**How about social media—too far with that?**

Very overboard with that. Instagram, Facebook, Twitter, how much do we really need?

It does have a role in marketing and branding, but, I fear that we may get into the marketing aspect more than the hardcore teaching. I think we will see a social-media turnaround in the future.

**What do we need to do to get better as Instructors?**

We are not on the golf course enough, although I don’t think it is entirely our fault. Our facilities are not programmed for us to get access. If we had three holes dedicated for course management, wedge play and short game, players would get better much faster.

We also need to become specialists in all areas of the game. I see from time to time that teachers only focus on one aspect of the game and are not delivering instruction on all aspects of the game. The more you coach every part of the game, the less often the student needs to go elsewhere to find help.

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**“We are not on the golf course enough, although I don’t think it is entirely our fault. Our facilities are not programmed for us to get access.”**

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**-Dr. Jim Suttie**

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## MEMBER MILESTONES

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

**Brad Bachand** – Man O'War Golf, Lexington, KY - Full Member

**Chris Carpenter** – Nashawtuc Country Club, Concord, MA - Full Member

**Mike Fay** – Boyne Golf, Petoskey, MI - Full Member

**Cory Jones** – Granite Golf Club, Stouffville, Canada - Full Member

**Joe McNulty** – Olde Barnstable Fairgrounds Golf Course, Marstons Mills, MA - Associate Member

**Abby Sepowitz** – Kapalua Golf, Lahaina, HI - Associate Member

**Ryan Shaughnessy** – Round Hill Club, Greenwich, CT - Full Member

**Kaylin Skovron** – Jeff Isler Golf, Southlake, TX - Associate Member

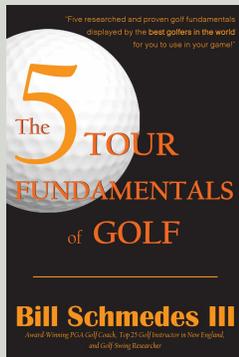
**Peter Stern** – Peter Stern Golf Academy, Kings Park, NY - Full Member

**Cory Vincent** – Country Club of Jackson, Jackson, MS - Full Member

### Bill Schmedes, III, Publishes "The 5 Tour Fundamentals of Golf"

Over the years, **Bill Schmedes III**, currently the Director of Instruction at Fiddler's Elbow C.C. in New Jersey, studied hundreds of golf swings of touring professionals on all the major tours, including many of them first-hand.

The result of his analysis is his first book, *The 5 Tour Fundamentals of Golf*, now available on Amazon.com for the Kindle. The book also was published with Beth Farrell of SeaScript, one of our Proponent Preferred vendors.



## Here are Just Some of the Ways Proponent Can Save You Money

### FedEx

Proponent members can register for discounted FedEx delivery services. Savings depend on volume and size of packages but generally savings for overnight express is about 30 percent and from 7-18 percent on ground shipping. Call Proponent Group at 407-878-1235 to register your FedEx account for these extra discounts.



### Sundog Eyewear

The Sundog brand has become one of the most popular sunglass choices for all levels of golfers. Proponent Group members are able to purchase any current models at [www.sundogeyewear.com](http://www.sundogeyewear.com) at 40% off of the listed retail price. Use our Proponent Group CONFIDENTIAL code when ordering: PROGRO40. This Proponent Group benefit also includes free shipping within North America. If you have any questions, please call our Sundog contact Gary Makar at 403-516-6614 or email him at [garym@sundogvision.com](mailto:garym@sundogvision.com).



### Summit Golf Brands including EP Pro, Fairway & Greene and Zero Restriction

All current products from ALL three outstanding lines are available to Proponent Group Members at the following preferred pricing: Without brand logo: 30% off wholesale pricing. With brand logo: 50% off wholesale pricing. To place an order: Go to the brand-specific website pages exclusively for Proponent Group members:

<http://pg.fairwayandgreene.com>, <http://pg.eppro.com> or <http://pg.zerorestriction.com>. For questions regarding your order, contact Customer Service at 855-924-2228.



### The Proponent Team

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