

COLLABORATE

www.proponent-group.com

Proponent Group Plans Unique Member Networking and Education During PGA Show

Proponent Group has a full line-up of activities planned for the upcoming PGA Merchandise Show in Orlando the week of January 21st. While we are still firming up some of our presenters and final topic list, we can now tell you the schedule. We'll release a complete schedule with all speakers and topics later this month.

Tuesday, Jan. 22nd - The Academy Consortium Conference

Proponent Group member and recent summit speaker, Elizabeth Granahan and her company, G2 Golf Group is hosting a unique one-day consortium at Reunion Resort to help those instructors who are considering building a learning center. G2 is offering a special discount to Proponent members. More information on page 4.



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

This will be a special event from 2-6pm at the brand new Mike Bender Golf Academy in Lake Mary, FL (30 minutes from the convention center). The afternoon will include a personal tour with Mike Bender of his new academy's world-class training center with the inside details about how he designed the facility and the hurdles he overcame to complete it. Live lesson sessions will also be part of the afternoon's program along with a Networking Happy Hour.

Thursday, Jan. 24th – A Day of Learning

Again this year we will have a full slate of seminar sessions at the Orange County Convention Center in Room 109B. The sessions will run 50 minutes each and will start at the top of each hour. The full schedule will be announced later this month.

Friday, Jan. 25th – A Day of Consultation

Back again this year, Lorin Anderson will be booking one-on-one consultations for our full members on any career or business topic of your choice from 9am-noon and again from 2-4 pm in 30 minute appointments. For the first time, David Gould, our staff editor, also will be available for 20 minute appointments from 9-11:00 am to consult on your website, newsletter or marketing material designs. Email Lorin at landerson@proponent-group.com to book a time with either him or Dave. Consultations will be filled on a first-come, first-served basis.

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PROPONENT GROUP NEWS

New Publishing Alliances, Remembering Flick

New Allied Consultants Added

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 of that business area. In addition we make certain they understand the golf-instruction business model.

Before being considered as an Allied Consultant, (all of whom may be found on the members website in the Allied Consultants menu) candidates must demonstrate deep knowledge of the golf instruction market—this way you can be assured that they grasp your business needs within their niche. In the past month we've added two very talented publishing specialists who have both worked with many of our members.

Each Allied Consultant is available to conduct a free initial evaluation and consultation. Subsequently, and depending upon the scope of the work involved, fees may be involved for additional one-on-one consulting and/or project development.

Marilyn Allen, Literary Agent

Marilyn Allen 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*. She has represented Proponent Group members including Mike Bender, Michael Breed, Laird Small and Eric Alpenfels with their book projects. She will provide a consultation about potential book projects at no charge for Proponent members. Phone: 203-359-9965 or marilyn@allenoshea.com.

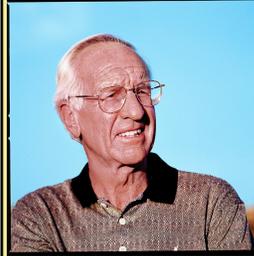
Beth Farrell, Publisher

Beth Farrell, owner of Sea Script Company, has helped hundreds of clients develop their ideas into book form to help them promote their businesses and grow their brands. 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 or beth@seascriptcompany.com.

Jim Flick 1930-2012



The news of Jim Flick's passing brought feelings of sadness and appreciation. I worked closely with Jim while I was an editor at *Golf Digest* and again during my years at *GOLF Magazine*. I was Jim's ghostwriter, an assignment I always enjoyed. I also had the honor of inducting Jim into the World Golf Teachers Hall of Fame in 2004.

What I remember most about Coach Jim – and he always went by “Coach” – was his serious nature behind the scenes. The lesson tee is a little stage—at least that's how Jim treated it. He was always honing the content and style of his delivery. Then he would turn it on like a Broadway actor when he was in front of the student. With Jim the show always had to go on. He treated every student like they were a six-year-old at Disney World. He was intent on giving them the golf experience of a lifetime, and he usually did.

He poured so much energy into his lessons that he would often fall asleep at dinner. That's a fact. It happened when he was with me. Jim brought the same intensity to his magazine articles. He would polish the text until his ideas were presented as clearly as possible. No other instructor I worked with took that task as seriously as he did.

Jim Flick's legacy in golf is secure, rooted in 50-plus years of teaching during which he always put the student first and never gave less than his full attention. He mentored many of today's top teachers, including recent PGA National Teachers of the Year Martin Hall and Mike Malaska. No doubt, he elevated the industry and he made teaching a better profession for every Proponent Group member. We'll miss you, Coach. —Lorin Anderson



Jim Flick (right) being inducted into the World Golf Teachers Hall of Fame by Lorin Anderson (left) in 2004. Phil Blackmar (middle) spoke about Jim as part of the induction ceremony.

BUSINESS PLAN/JOB INITIATIVE

Help Us Help You: We Need Your Data for Economic Impact Study Now Online

As a critical piece of Proponent Group's drive to help educate facilities to the real value of hiring a Director of Instruction or a full-time Teaching Professional we are now gathering data from our members, hopefully including you, to show the clear economic benefit of having a high quality instruction program. **The survey has just gone live today online at: <https://www.surveymonkey.com/s/TeacherImpact>.**

Below is a real example of an economic Impact study we did last year for a golf academy in the Southeast.

Example of Annual Economic Benefits to a Public Golf Facility with a Multi-Teacher Academy on Site

Revenues to the facility

Range balls purchased for lessons	\$ 18,000
Students purchasing course memberships (dues)	\$ 60,300
Summer camps	\$ 2,500
Food and Beverage purchases by students/schools	\$ 32,225
Non-lesson range ball purchases by students	\$ 3,650
Range memberships purchased by students	\$ 19,008
Playing Lesson green fees	\$ 3,750
Cart/Green fees driven by academy students	\$ 25,550
Corporate outings sold by academy	\$ 5,000
Golf shop softgoods/balls/gloves sold	\$ 5,000
TOTAL	\$174,983

Expenses to the facility

Range Picking	\$ 12,000
Utilities	\$ 2,700
TOTAL	\$ 14,700

In this example, the academy drove approximately \$175,000 in

annual incremental revenues to the golf course facility at a hard cost of only \$14,700 to the golf course. All teacher compensation, instruction marketing, equipment and technology was paid for by the academy directly. NOTE: This academy does not pay rent to be at the facility.

This academy also provides additional benefits including:

- Discounted lesson rates to the golf facility's members providing an additional membership benefit for the golf course.
- Free clinics to facility members throughout the year.
- Get Golf Ready player development programs which drive new golfers to the facility.
- Regional and national media exposure.

As you can see, there can be very significant benefits to having a high-quality instruction program driving new business to a host facility.

While this example is for a very successful academy that operates 12 months a year, the positive economic benefits even at a seasonal facility with a single teacher can be substantial. Most facilities have not carefully examined these benefits and Proponent Group is working to create a package of information that you can use to approach a facility about bringing your instruction programming to them. With virtually no new facilities being built, this is a critical opportunity for creating new Director of Instruction positions.

Please take a few minutes to calculate your economic value to your current facility (if hard numbers are not available for some categories, make conservative estimates) and then complete the survey. We can only help you if you first help us by completing this survey. We believe that the best way to create new, high-quality instruction jobs will be to show facilities that they can't afford *not* to have a high quality teacher on staff.

Our Proponent Group Partners:



Proponent Group Members:

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

THE ACADEMY CONSORTIUM

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

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

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

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

Cost: \$895.⁰⁰ per Person*

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



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

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

What I've Learned: Mike Malaska

Superstition Mountain G.&C.C.

Interview by Paul Ramee, Jr.



This issue we turn the spotlight on Proponent member Mike Malaska. Mike is known throughout his profession as upbeat, analytical, quietly intense—common traits for a top-echelon golf instructor. Named the 2011 PGA of America National Teacher of the Year, Mike seeks the elusive answers to golf performance questions through his longtime organiza-

tion Malaska Golf and certainly as worldwide director of instruction for Nicklaus Academies. He also continues to serve as a corporate consultant for TaylorMade/adidas Golf. He was among the very earliest adopters of a serious approach to the fitness and nutrition ingredients in competitive golf success. This article continues our one-on-one interview series featuring a diversity of insights from accomplished Proponent Group members.

Take us back, Mike, and tell us how you got drawn to a life in the game of golf.

When I was a kid, my friends and I used to sneak on a nine-hole course by jumping the fence and playing two or three holes before scrambling back over the fence before we got caught. Then I would sell some of the golf balls I found in one of the streams on the golf course, but I ultimately got caught by the head pro and he told me that I could either start to work at the course or he was going to tell my parents.

So I started spending a lot of time on golf when I was 16 or 17 years old. Prior to that I had concentrated on baseball, basketball and skiing. As a high school senior I took second place in the state high school championship. That helped me get a scholarship to play golf at Weber State, which is in Ogden, Utah. I had success early, winning the Utah state open. My career was successful overall to where I made All-American. I believe that my golf success was due to the fact that I played other sports and had developed skills that could carry over to golf.

It sounds like you had built a solid enough base of achievement to feel positively about pro-tour competition—did you?

After college I did turn pro. In working on my game at that point, I was still feeling the effects of the lessons I took in college, which really confused me. That was in the early days of video, a great breakthrough, and yet ironically the feedback we were getting from the cameras was incorrect. As I looked back on the

instruction I got in college, it turns out that the camera angles were off and we were fixing things that were not broken.

What resources did you have available to you at that time?

I found Joe Nichols, who gave me the most help in that period. Joe was doing things with the club that I had never done before. He understood force and its offsetting characteristics. He knew that what you see on the video is being influenced by multiple forces that come together to make the swing happen.

Over the following years, I played according to five different methods—looking for the one that would get me my tour card. In my mind I just could not rectify or reconcile what was going on. I kept making it to the Q School finals and falling short when I got there. It became apparent that physically I could not do what I needed to do, so I met with Peter Egoscue and looked at fitness specific to this game. He asked me if I “wanted to change myself physically.” It was while working with Peter that I started to learn how the body works, how it reacts and absorbs force.

That approach was foreign at the time—the idea of the golfer as an athlete and what his body’s capabilities were?

I began to learn that you need to understand who you are and how you move, what you can and cannot do and how important it is to understand what you cannot do. It’s pretty simple: If you can’t do something and you continue to try, you are going to get

“I’ve had parents tell me that their son is not playing baseball anymore, because “baseball is bad for golf.” That is an incorrect belief. Roughly 80 to 90 percent of the movement patterns associated with swinging a baseball bat are identical to what you do in swinging a golf club.”

- Mike Malaska



worse or get hurt. I continued to play, I believed it was critical to my teaching.

How did the work with Egoscue influence your technique in helping students?

Basically I learned to not get trapped in methods and to identify the athletic personality of the person I was working with. It was important to me to understand how they throw, how they walk, how they move and transition, these skills are developed from the time you started walking. I came to understand that if you do not understand how someone moves, it is going to be a lot

harder to teach them how to swing a club.

It does seem relevant, the movement tendencies of a student. Some teachers pay attention to that.

I've gone further than paying attention. I've actually taught people how to throw, to help them understand about speed and force.

So, you take advantage of the athletic skills developed outside of golf, correct?

They're very important. I've had parents tell me that their son is not playing baseball anymore, because "baseball is bad for golf." That is an incorrect belief. Roughly 80 to 90 percent of the movement patterns associated with swinging a baseball bat are identical to what you do in swinging a golf club. People truly have to use the skills developed in other sports in their golf skill development. I call this "adjacency," using what's been built in other skill areas to expedite learning golf skills.

In the time you've been a teaching professional, concepts of fitness for golf have developed and gotten lots of exposure. Where does all that stand now?

What I've come to understand is that there really is no such thing as "golf-specific exercise" programs. What you need instead is to be thinking of movement-specific exercise. That distinction was big. It's when the light bulb really went on for me.

Is that when you started doing your evaluations, prior to figuring out lesson programs?

Yes, and it was a revelation. It was amazing to see how dysfunctional people really were and what they could not do. So I started to spend a lot of time with the fitness aspect and muscle firing patterns.

That's the kind of ground-breaking stuff that sets a teacher apart.

Yes. Well, my lesson book dried up pretty quick. People want to play better. They don't really want to learn about muscle firing patterns. So I made some adjustments. I went back to setup and swing and over time I slowly added fitness into our lessons.

Obviously, going to tour school finals five times, you were and are a pretty



strong player, How important is it for top teachers to continue to play?

Unless there is a physical reason to stop, if you are not involved with playing the game, then you should not be teaching. And I do not mean that you have to play at a Tour level or even be the Section Champ, but you have to play because it gives you an awareness, it makes you aim at a target and get an understanding of what teaching concepts could be difficult to use when you are playing. It allows you to relate to what these kids are trying to do everyday when they tee it up.

What skills will the next wave of golf-related fitness teachers need to possess?

There is no question that those who will have the most success are those that can best evaluate what their students can or cannot do, those who understand the body relative to how it works and how force works and the peril of created opposite forces—how they can injure a student.

Mike, you've had a lot of years now with Nicklaus Academies. What stands out to you about Jack, based on the time you've spent with him?

First of all, Jack is brilliant, he really sees things differently. If you really listen to him and notice how he reacts to your question, you will see that he has an extremely high level of perception.

You're prompting me to recall the time when Jim Flick and I asked Jack to "define golf." It's a fairly abstract question, but that doesn't matter with Jack. He will not even flinch or think about his answer in these situations. He immediately responded to us. What he said was this: "Golf is a game of emotion and adjustment, and it is being able to read yourself both physically and emotionally at any point in time to pick the best shot at any point in time to get the most out of your game."

Nicklaus, I think most people would agree, is the best at judging the situation and getting the most out of his game.

Any other moments come to mind?

Well, one day Flick was working with Tom Lehman at the U.S. Open and Tom either had the lead or was tied for the lead and Jim Flick asked Jack for some advice for Tom going into the last round. Jack told him to tell Lehman, "Go hide in the bushes and let everyone else go shoot themselves."

What have been the critical keys to growing your teaching business?

You need to build the base and be ready for what is coming to you, you better have a good understanding of who you are and how you are going to present yourself. How do you project yourself, what is your background and you need to work on your weaknesses. For me, my weakness is the business side, so I surround myself with smart business people. It is important to do an evaluation of who you really are and what you want to do.

Are there certain bits of wisdom you try to live by?

I think you need to remember, "Just because you built it, they do not need to come."

You need to promote yourself, you need to give some free lessons, you need to go to companies, you need to look for opportunities to expose yourself that may have no short term financial benefit, but will have long-term benefits.

All companies spend money on their own business, we need to do the same, business development is more important now than ever. Lastly, you need to have passion for what you do and not worry about the income, if you are doing it for the income, then you are not going to be successful.

Rumor has it that you are writing a

book. Simple question: Why did you wait so long?

Good question, I have files and files of notes and every time I sat down to start a book I got hung up, it was difficult to organize my notes on fitness and golf, the process really became overwhelming, so I would then stop.

So one day, I am giving a lesson to a student of mine and he is an ad executive and a very accomplished person and he tells me, "Mike, you are way too hard to find." His point was that my ideas and what I teach are not very well exposed to the general public. He asked me why I have also never written a book, I told him and he told me that the part that I do not like is what he does. So I start walking around with a tape recorder and in between lessons I record stuff and he compiles and formats the information. The book is going to be titled "I Feel Your Pain" and it covers the crossover between golf and fitness, how to play the game and how to practice.

What was amazing, was the unbelievable amount of information I compiled, that I had no idea I even knew, so now we have an incredible amount of content for a new website that we are developing and for a future book.

But, I am really excited for the new website we are designing, rather than it being information based, it is going to be learning

based, so when someone comes to the site and they want to try and fix a slice, it will not just say do this, it will have them go through a process and learn the skills necessary to diagnose what causes a slice.

At the World Golf Fitness Summit you called the PGA Tour an "injury clinic." What did you mean by that? Do you think it will get worse?

I do think it is going to get worse for a number of reasons, the training for golf has become more single-sport specific, players are trying to create more speed and the force of the swing is breaking them down.

Also, in the 70's, players needed to play for 10, 15, 20 years to become financially stable, in today's world, after Tiger made the purses explode, all a guy needs is 4 or 5 decent years and if he manages the cash correctly, he is set for life. No longer are

they coming to us and asking us to help them play the game until they are 50. They are coming and asking us to hit it further right now. They try and work out to offset the force they are putting their body through, but they are not taking into account the ramifications.

As a group, most of the players on the PGA Tour fail most Basic Functional Exercises we put them through, as a group from a basic movement standpoint they are dysfunctional,

from a golf pattern, they are functional, but that is because they have played golf more than anything else and the body conforms to what you are doing on a daily basis. Take a guy like Ben Hogan, he had a hyper-mobile left thumb, he could bend his left thumb back and touch his left forearm, no wonder he could lag the club, when I tried to lag the club like Hogan, I tore the tendons in my left thumb.

What advice would you have for young instructors?

Get the tapes and books from the Top 10 instructors in the world and find out the commonalities, what are the four or five things that have to happen to swing the club?

Second, you better have passion, this better be who you are and what you do.

What are your thoughts on the future of the game?

We have to make the game more simple and realize that everyone has a different definition of what the game means to them. Everyone's game of golf has different parameters. To some people, hitting plastic balls in the back yard means they're playing golf. Everyone enters the game at different levels and we have to be aware of the different definitions they bring to it.

As a group, most of the players on the PGA Tour fail most Basic Functional Exercises we put them through, as a group from a basic movement standpoint they are dysfunctional." - Mike Malaska



PARTNER SPOTLIGHT: TRACKMAN

The TrackMan Combine: A Benchmarking Standard for Your Students

With the TrackMan Combine growing in popularity among amateurs and Tour Professionals alike, the following is a snapshot into the results and data collected to date.

The highest posted score is an 89.8. Both Soren Kjeldsen and Alexander Noren have achieved this score on the TrackMan Combine. Kjeldsen has owned his TrackMan for over five years, while Noren became a customer in early 2012. Other top scorers include TrackMan customers Justin Rose and Jason Dufner at 88.8 and 88.7 respectively. Full TrackMan Combine leaderboards and reports are available at MyTrackMan.com.

The average TrackMan Combine score for PGA TOUR and European PGA Tour members is 83.8. Barring tough conditions such as strong, gusty winds you can expect a Tour Professional to always score in the 80s. That means on average that all 60 shots of the TrackMan Combine will be above 80 points. Think about that next time you are going through the analysis.



COMBINE LEADERBOARD		
EVER	YEAR	MONTH
1	SOREN KJELDEN	89.8
1	ALEX NOREN	89.8
3	DAVID HORSEY	89.3
4	CORBIN MILLS	89.0
4	EDOARDO MOLINARI	89.0
6	KENNY SUBREGIS	88.8
6	BENJAMIN HEBERT	88.8
6	JUSTIN ROSE	88.8
6	CHRISTIAN NILSSON	88.8
10	JASON DUFNER	88.7

How do LPGA players fare at the TrackMan Combine? The average score for the ladies is 80.2. The highest female score is still Sun Young Yoo with an 88.6. Note that females are scored the same as males which includes a Driver score based not just on accuracy, but also distance. It no surprise that Yoo won the LPGA Sybase Match Play event less than two weeks after achieving this score.

The tables at the bottom of the page break down TrackMan Combine scores for other groups of participants as noted in each.

It is easy to see that skill level and TrackMan Combine score are correlated, but it's not only overall score and skill level that is correlated. The TrackMan Combine data has also revealed how club speed and skill level correlate. Also, how handicap and proximity to the hole relate.

For more information on the TrackMan Combine and to see leaderboards and results, login to your free MyTrackMan account. Visit www.mytrackman.com to get started today.

Male Golfers

Player Category	Average Score
Tour Professional	82.9
Developmental Tour	80.6
Mini Tour	77.8
Collegiate Golfer	75.2
AJGA	68.1
Amateur	63.9

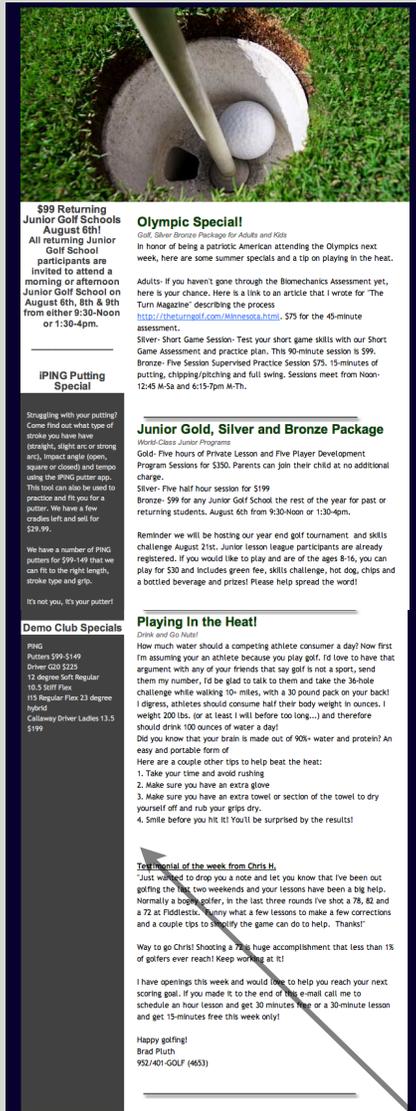
Female Golfers

Player Category	Average Score
Tour Professional	77.5
Developmental Tour	74.3
Mini Tour	72.3
Collegiate Golfer	69.3
AJGA	65.3
Amateur	53.9

*Tour Professional data includes all major male and female tours worldwide

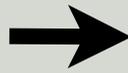
NEWSLETTER MAKEOVER CONTEST

Tips For a Better Newsletter



Before

After



Brad Pluth's newsletter gets the makeover treatment this month in our informal contest. First up, it lacked a "masthead." It's ability to get the reader's attention is increased by the addition of Brad's portrait photo.

Adding to the masthead is "tagline" copy: "News and Views from Brad Pluth's Lesson Tee in Chanhassen, Minnesota"

Meanwhile, the photo that does lead off the newsletter, a shot of a ball in the bottom of a cup, was actually ideal as a "kicker" image, used to signal readers that they've come to the end. It would echo real life, in which the hole is completed after your putt is sunk. Once it got moved down to the bottom of the document, it seemed to need a sign-off message. We added: "Thanks for reading, have fun and play well!"... "Next issue comes out on "Date TBD"

His two-column concept was counter-productive, so single-column was tried instead. Our reasoning: The content in the narrow, left-hand column that is dark gray didn't particularly differ in nature from what went in the right-hand column. A reader naturally looks at a setup like this and thinks: "OK, the

main message is on the right, and some extra bonus-y stuff is on the left." That's really not the case, at least based on seeing this one issue.

Much of the type seemed to us to be too small. We went for a significantly larger text. This is a very common mistake. Remember that the average age of core golfers is nearly 50 years old and they generally have difficulty reading small text.

At the bottom of Brad's website is a cluster of logos, indicating the programs he has gone through and the certifications he has earned. We felt these should come at the end of the newsletter, just before the ball-in-cup image. We then opted to drop in some "call to action" copy, centered, and ganged the logos under it. Here's that text: "Any of your friends been talking about these game-changing teaching concepts? Tell them Brad Pluth is trained and certified to teach them all." The result is a better-organized, more flowing presentation, and more reader engagement.



News and Views from Brad Pluth's Lesson Tee in Chanhassen, Minnesota

Olympic Special!

Golf, Silver Bronze Package for Adults and Kids
In honor of being a patriotic American attending the Olympics next week, here are some summer-specials and a tip on playing in the heat.
Adults- If you haven't gone through the Biomechanics Assessment yet, here is your chance. Here is a link to an article that I wrote for "The Turn Magazine" describing the process <http://theturngolf.com/Minnesota.html>. \$75 for the 45-minute assessment.
Silver- Short Game Session- Test your short game skills with our Short Game Assessment and practice plan. This 90-minute session is \$99.
Bronze- Five Session Supervised Practice Session \$75. 15-minutes of putting, chipping/pitching and full swing. Sessions meet from Noon-12:45 M-Sa and 6:15-7pm M-Th.

Junior Gold, Silver and Bronze Package

World-Class Junior Programs
Gold- Five hours of Private Lesson and Five Player Development Program Sessions for \$350. Parents can join their child at no additional charge.
Silver- Five half hour session for \$199
Bronze- \$99 for any Junior Golf School the rest of the year for past or returning students. August 6th from 9:30-Noon or 1:30-4pm.
Reminder we will be hosting our year end golf tournament and skills challenge August 21st. Junior league participants are already registered. If you would like to play and are of the ages 8-16, you can play for \$30 and includes green fee, skills challenge, hot dog, chips and a bottled beverage and prizes! Please help spread the word!

\$99 Returning Junior Golf Schools August 6th!

All returning Junior Golf School participants are invited to attend a morning or afternoon Junior Golf School on August 6th, 8th & 9th from either 9:30 Noon or 1:30-4pm.

Playing in the Heat!

Drink and Go Nuts!
How much water should a competing athlete consumer a day? Now first I'm assuming your an athlete because you play golf. I'd love to have that argument with any of your friends that say golf is not a sport, send them my number, I'd be glad to talk to them and take the 36-hole challenge while walking 10+ miles, with a 30 pound pack on your back!
I digress, athletes should consume half their body weight in ounces. I weight 200 lbs. (or at least I will before too long...) and therefore should drink 100 ounces of water a day!
Did you know that your brain is made out of 90%- water and protein? An easy and portable form of
Here are a couple other tips to help beat the heat:
1. Take your time and avoid rushing
2. Make sure you have an extra glove
3. Make sure you have an extra towel or section of the towel to dry yourself off and rub your grips dry.
4. Smile before you hit it! You'll be surprised by the results!



iPING Putting Special

*Struggling with your putting? Come find out what type of stroke you have (straight, slight arc or strong arc), impact angle (open, square or closed) and tempo using the iPING putter app. This tool can also be used to practice and try you for a putter. We have a few cradles left and sell for \$29.99.
We have a number of iPING putters for \$99-149 that we can fit to the right length, stroke type and grip.
It's not you, it's your putter!*

Demo Club Specials

iPING Putter \$99-\$149
Driver C20 \$225
12 degree Soft Regular 10.5 Staff Flex
115 Regular Flex 23 degree hybrid
Callaway Driver Ladies 13.5 \$199

Testimonial of the week from Chris H.

"Just wanted to drop you a note and let you know that I've been out golfing the last two weekends and your lessons have been a big help. Normally I've shot a 78, 82 and a 72 at Fiddlers. Every what a few lessons to make a few corrections and a couple tips to simplify the game can do to help. Thanks!"

Way to go Chris! Shooting a 72 is huge accomplishment that less than 1% of golfers ever reach! Keep working at it!
I have openings this week and would love to help you reach your next scoring goal. If you made it to the end of this e-mail call me to schedule an hour lesson and get 30 minutes free or a 30-minute lesson and get 15-minutes free this week only!
Happy golfing!
Brad Pluth
952/401-GOLF (4653)
<http://bradpluthgolf.com/>



Thanks for reading, have fun and play well!
Next issue comes out on date TK date TK

It's Time for Year-End Accountability—to Yourself and to Management

By David Gould, Staff Editor

Just about one year ago, Proponent Group member Brandon Stooksbury gathered around a conference table at the TPC Las Vegas with his facility's general manager and head golf professional. Stooksbury, director of instruction at the Nevada golf complex, asked his two colleagues for a tweak to operating policy that would allow him to include range plans—in a very limited manner—with his lesson packages. The golf professional—who has since left his position—was unenthusiastic. “You're asking for something to help promote your instruction business,” he said to Stooksbury coldly. “Just what is the value to me of you teaching more?”

Had he lacked a reliable, up-to-date, easy-to-use reporting tool, the teaching professional might have sat smoldering in his swivel chair. Instead he opened an Excel file and showed a set of operating stats, lined up in spreadsheet columns, totaling \$40,000 of direct revenue (mostly rack-rate rounds) that his golf-school participants had produced for the club as part of their tuitions. “Give me a chance to sell 10 range plans,” he suggested, “and I'll return \$6,000 in additional annual revenue over what I'm sending you currently,” Stooksbury declared. “If we work together I can bump your \$40,000 to 50K or 60K pretty easily.”

The numbers laid out at that meeting had been previously available to club management (Stooksbury and his academy are essentially a tenant business on the site) but hadn't been examined by the head pro. “You keep good, sound, current operating records, and then you do whatever you can to get them noticed,” Stooksbury advises. “In a lot of cases you'll have to shout it from the rooftops.”

Templates on the Proponent website can be useful tools as you summarize 2012 and make the case for the value you've added while planning for 2013.

The top-line revenue of the PGA TOUR Golf Academy that Stooksbury runs has improved by 34 percent and about 40 percent, respectively, in 2011 and 2012 over the prior years. “I don't feel like I've been that much busier,” Stooksbury comments, “because it's based on having a couple more students in each school—but that really adds up. So it's an absolutely vital thing that I have all our business clearly documented.”

The only easily trackable business metric he doesn't load into his Dropbox-stored spreadsheet files are the number of hours he teaches—but “I'm kicking myself over that—and will definitely do it next year,” he says. The idea to store his report files in Dropbox “has made all the difference in the world,” says

Brandon, because of how universally accessible the data forms are from any device with a screen and wi-fi access. There's never an excuse not to digitally load a piece of information, even if it's one student paying for one lesson by check as the lesson is about to begin.

There are reasons of all kinds to keep a running tally of golf instruction activity, counting private lessons, groups, clubfitting sessions, open clinics,

and all the revenue and cost events that occur on a daily basis. Along with impressing the facility you're at with how much activity the teaching program generates, running reports helps you make decisions about how to improve what you do and even how to enjoy it more.

All smart instruction businesses take regular inventory of successes and disappointments and make adjustments as necessary. Moral of the story: Do your periodic reporting to show your value, make better decisions about your teaching operation and to jumpstart your brainstorming to insure that you're always identifying ways to grow your business and help your facility. That's called job security.

MEMBER-ONLY PROPONENT GROUP WEBSITE HAS THE TOOLS YOU NEED

Call it a value-prover or an ROI reality check for your livelihood. We're talking about an important tool on the member-only Proponent Group website—one that's especially important at this time of year. The Instruction Annual Report Template is a pre-built platform for you to convey an accurate and complete accounting of “the year in instruction” to your facility leaders.

There is a passion for adding quality to peoples' lives that drives any top-tier instructor. If that is part of your DNA, you may not have the personality chip that makes you enthusiastic about writing business reports. In this economy, there is basically no choice and not reporting on a yearly, monthly or even more frequent basis is clearly harmful to your career.

Check out the website template in the **Business Templates** menu after you've logged in to www.proponent-group.com. Once in the Business Templates menu, scroll down to **Annual Report Template**—it's been designed to make it easy for you to create an annual report for your facility management that exemplifies your expertise and accomplishments in a concise manner. Of course it provides space to break out your lesson and clinic work into sub-categories, but it's also set up to account for clubfitting, equipment sales, corporate outings and special events, along with additional revenues from other sources. There is also a **Monthly Golf Chairman Instructor Report** for more frequent updates to your management.

Use the template at the end of each season if you're a seasonal instructor and at the end of the calendar year for all full-time positions. If nothing else, it will help you take stock, set goals and improve your own payback from your hard work.

PARTNER SPOTLIGHT: TRACKMAN

Trouble viewing this message? [View the web version.](#)



RELEASE OF TRACKMAN IIIe



We are very excited to announce the release of TrackMan IIIe. Our R&D team has been on the fast track to provide the **Smartest**, **Easiest** and **Most Accurate** 3D Club and Ball flight analysis the market has ever seen.



Smartest

TrackMan IIIe merges video and data. And now seamlessly integrates with our online service mytrackman.com offering an easy way to access data from your laptop or any mobile device. If you are a teaching professional you can easily share data and video with your students.

Easiest

The new TrackMan IIIe is truly wireless. The system can be operated from your smartphone / tablet. Control everything from target selection through data collection. No need for a separate laptop to get started. TrackMan IIIe is the smallest and lightest golf radar available on the market.

Most Accurate

The TrackMan IIIe is based on the same radar technology as TrackMan III. Our market leading radar technology delivers unmatched quality and accuracy.



Video & Data Merged

TrackMan Performance Studio merges TrackMan data with high speed video.



MyTrackMan

View your progress online through your dashboard on mytrackman.com



Benchmark Yourself

Take a TrackMan Combine and compare your results online.

TrackMan is currently accepting orders for TrackMan IIIe. Please contact your local TrackMan sales representative or

MEMBER MILESTONES

Please Welcome October's New Proponent Group Members

Barbara Ann Boltin, Sterling Farms G. Cse., Stamford, CT - Full Member

Alicia Dibos, Winged Foot G.C., Mamaroneck, NY - Full Member

Sara Dickson, Sleepy Hollow C.C., Scarborough, NY - Associate Member

Steven Di Nino, Worcester C.C., Worcester, MA - Associate Member

John Dunigan, White Manor C.C., Malvern, PA - Full Member

Brendan Kennedy, The Legacy Club at Alaqua Lakes C.C., Longwood, FL - Full Member

Brian Lombard, Grand Cypress Academy of Golf, Orlando, FL - Associate Member

Henrik Lundquist, Gavle G.C., Gavle Sweden - International Member

Wendy Modic, Fenway G.C., Scarsdale, NY, Full Member

Laura Patrick, Baker National G. Cse., Medina, MN - Associate Member

Paul Ramee, Jr., Bulls Bridge G.C., South Kent, CT - Full Member

Mark Russo, Night Hawk Golf Center, Odenton, MD - Associate Member

Larry Ward, High Performance Golf Academy, Nicholasville, KY - Full Member

Benjamin Weyland, GolfTEC-Nyberg Wood, Tualatin, OR - Associate Member

GOLF Magazine Names New List of America's Top 100 Teachers

GOLF Magazine has released their latest biannual revision of the Top 100 Teachers in America. This is the oldest ranking of top teachers now in its 16th year. Half of the 18 new teachers being added to the list are Proponent Group members including:

Cheryl Anderson, Mike Bender Golf Academy, Lake Mary, FL

Mark Blackburn, The Ledges C.C., Huntsville, AL

Gary Gilchrist, Gary Gilchrist Golf Academy, Howey-in-the-Hills, FL

Kevin Kirk, The Woodlands C.C., The Woodlands, TX

Dale Lynch, Bann/Lynch Golf, Saddlebrook Resort, Tampa, FL

Don Sargent, Scioto C.C., Columbus, OH

Kevin Smeltz, David Leadbetter Golf Academy, Champions Gate, FL

Kevin Weeks, Cog Hill G.&C.C., Lemont, IL

Josh Zander, Zander Golf, San Francisco, CA



New GOLF Magazine Top 100 Teachers from top left, by rows: Cheryl Anderson, Mark Blackburn, Gary Gilchrist, Kevin Kirk, Dale Lynch, Don Sargent, Jr., Kevin Smeltz, Kevin Weeks and Josh Zander.

The Proponent Team:

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David Gould Staff Editor

Bob Mulcahy Consultant

Lori Bombka Operations Assistant

Debbie Clements Accounting

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