

COLLABORATE

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Study Finds Significant Revenue Impact from High Quality Instruction Programs

In what is the first of multiple steps Proponent Group will take during 2013 to help our members become more proactive in preparing and presenting proposals to protect your current position or to take your business to a new facility, Proponent's President, Lorin Anderson, unveiled the results of our Instructor Economic Impact Study during the PGA Show. This is the first ever compiled in the industry and we are now able to shed some light on the true added financial value of having a high-quality instruction program at a golf facility.

This data can help you explain much more clearly to a management team the many areas where you and your instruction programming are or could be driving incremental revenues directly to the golf operation. A chart of all of the areas where we collected data and the averages reported can be found on page 9 of this newsletter. The entire report is now available on the members website, too.

In most cases, you will not be driving revenues in all of the dozen-plus areas we tracked in the study, but you can easily compare these study results with Proponent Group's Instructor Economic Impact Calculator. The calculator is found in the Business Templates menu on the members website and may be downloaded to help you do your own calculations specific to your business and your facility.

The Instructor Economic Impact Study study will be followed up by case studies showing how high quality instruction programming has created significant impacts on various golf operations. **(continued on page 9)**



Proponent Group's study shows that a quality instruction program will drive nearly \$100,000 in incremental revenues to the host facility - Public or Private.

INSIDE THIS ISSUE

PAGE 2

PGA Show: Highlights from Orlando

PAGE 4

State of the Company: A Letter from Your President

PAGE 5

"What I've Learned": Michael Breed Interview, Part II

PAGE 7

Partner Spotlight: Square It Up

PAGE 8

"Sprech on Tech": Kevin Sprecher Offers his Insights into the Spring's New Teaching Technologies

PAGE 10

Partner Spotlight: ShotByShot.com

PAGE 11

Member Milestones: PGA Section Award Winners, LPGA T&CP Hall of Fame and New Proponent Members

PGA SHOW ROUND-UP

Highlights from a Busy Week in Orlando

As the golf economy has perked up a bit in the past year, the level of enthusiasm during PGA Show week perked up a bit too. For Proponent Group members there were non-stop events going on all week with our new Day at the Academy which was held at the Mike Bender Golf Academy. The Live Lessons portion of the day included **Mike Bender** on training methods and **Kate Tempesta** on working with very young golfers. The response was so positive that we are already making plans for it to become an annual event during Show week where we can use the facilities for live lessons and other demo sessions. The afternoon concluded with a happy hour and impromptu teaching discussions that lasted until the sun set.

The first day at the convention center focused on hour-long seminar presentations from a variety of the top thinkers in the game today. The day included presentations in the morning from **Lynn Marriott and Pia Nilsson**; **Martin Hall and Vicki Vanderpool** and a **Panel Discussion** on how to Land a Manufacturer Staff Contract that included **Trent Wearner, Rod Cook** and last-minute addition **Dave Stockton**.

The afternoon included presentations from **Gale Peterson, Lorin Anderson** and **Kenny Nairn**. All of the sessions were recorded and will be posted on the members website in the coming weeks.

Day Two of the Show included A Day of Consultations. Lorin Anderson, Editor and marketing expert **David Gould** and Social media expert **Ricky Potts** met with more than 30 Proponent members for one-on-one discussions about their businesses, marketing strategies and social media opportunities all day on Friday at the convention center.

During the show Lorin Anderson and the Proponent staff also met with our Associate members to discuss ways that the company can be more helpful in the areas and issues facing our younger members. Many very good ideas came out of the meeting and will be implemented during the coming year to the benefit of all Proponent Group members.

Proponent Group wishes to thank the nearly 200 members who participated in at least one of the PGA Show member events and we'll hope to see all of you at the 2013 Proponent Group summit to be announced later this month.

Highlights from the PGA Show included Wednesday's A Day at the Academy. This was a chance for Proponent members to visit Mike Bender's new facility and network with fellow members. Mike Bender and Kate Tempesta provided outstanding Live Lesson sessions during the afternoon. Videos from both will be posted soon to the website.



PGA SHOW ROUND-UP

A Packed Room Attended “A Day of Education”



Highlights from the PGA Show included from top left: A Day of Education on Thursday started with standing room only for Pia Nilsson and Lynn Marriott's presentation Game Changers for the Future: Learn the Skills Teachers Will Need to Better Support Golfers to Play Better on the Course and Enjoy the Game More. (bottom, right) Ryder Cup captain and master

of the corporate outing, Dave Stockton was a last minute addition to our panel on How to Land a Manufacturer Staff Contract. He was joined by Trent Wearer and Rod Cook in the discussion. (Bottom, left) Martin Hall and Vikki Vanderpool of Swing Pal covered How to Give a Great Lesson Over the Internet - a fast-growing area for instruction.

Proponent Announces New Partnership

Swing Catalyst is our newest Proponent Group partner. This Norwegian-based company includes in its product line the The Swing Catalyst Balance Plate which adds an important dimension to golf instruction. It gives the instructor a better understanding of the golf swing, ranging from weight shifting patterns and balance down to details of foot pressure distributions. None of these elements can be determined by the best trained eye or even high-speed cameras. The Balance Plate data is perfectly synchronized with the



video images as well as with data from the most popular launch monitors. The company also offers a 3D Motion Plate technology and a software package that perfectly syncs video, launch monitor and balance plate data in real time. For more information, contact Jef Carr at jef@swingcatalyst.com or 702-328-4163.



LETTER TO THE MEMBERSHIP

The State of the Company: Better than Ever Before



Dear Proponent Group Member,

As we head into the new year, I want to thank you for your loyalty to the organization I started a little more than five years ago under the AMF Golf Management banner. The transition that has led to our emergence as Proponent Group has been a challenging one. But I can assure you that the reason we have

survived – and are now thriving – is because the original mission to help high quality golf instructors grow their businesses and grow their teaching skills in fresh ways has not changed even one bit.

Since our launch in 2007, the need for better business acumen has only become more important for instructors thanks to a grindingly slow and difficult economy. Now that the dust has settled since my purchase of the company a little over six months ago, I can assure you that we are better positioned than ever to help you attain your career goals and help you maximize your business opportunities.

As the new year begins, I want to update you with some Proponent Group facts and figures:

- Our Full Memberships stands at 342 outstanding teachers – our highest membership in our five-year history – and nearly at our self-imposed maximum of 350.
- Our Associate Memberships increased from 28 to 45 in the past year and that will continue to grow in

2013 as we identify bright, up-and-coming talent to add.

- We have more staff committed to your needs now than ever before and we will be expanding our staffing even more as the year unfolds.
- Our Proponent Group website is being visited by our members more than 1,000 times per month with an average of more than 4,000 page views per month.
- Over the past 30 days our video archives have been visited 240 times.
- For the first time, our Fall Summit in Chicago was sold out with a waiting list.
- Even with the transition to Proponent Group over the past year, we added six new business templates and guides to our website and have more planned for 2013.
- Behind the scenes we have overhauled our accounting and database systems to provide much better accuracy and more efficient member service to better serve you.

Finally, I promise to you there will be NO more name changes! We are now Proponent Group and we're stronger than ever thanks to your loyalty and your belief in our vision for a stronger future for the instruction industry. I look forward to working with you for many years to come and I hope that you will always let us know how we can be of assistance in furthering your career goals. Here's to having your best year ever helping your students and growing your business. Thank You.

– Lorin Anderson, President

Our Proponent Group Partners:



What I've Learned: Michael Breed

Manhattan Woods G.C., West Nyack, NY

Interview by Paul Ramee, Jr.



Last month's newsletter contained Part 1 of this two-installment article, and since then Proponent member Michael Breed has kept up his busy schedule—including a high-profile gig at the just-concluded PGA Merchandise Show in Orlando. The 2012 PGA Teacher of the Year and host of Golf Channel's "The Golf Fix" served as master of ceremonies at

the 13th PGA Teaching & Coaching Summit, which took place for the first time as part of PGA Show week. As we mentioned last month, the original article transcript submitted by interviewer Paul Ramee was too much to fit into one newsletter. So, we took a front nine-back nine approach and divided it up. Here's what Michael and Paul discussed in the home half of their lengthy session:

Talk about the driving force behind leaving Sunningdale, one of the great old-line clubs in New York, and just teaching at Manhattan Woods and working for the Golf Channel?

Well, the Golf Channel wanted to add more shows and I was certainly up for that. Meanwhile, I was spending more and more time presenting to PGA Sections, so time management was getting more and more challenging. At home I've got a 10-month-old and another one on the way. I needed to make a change and carve out some time for myself. I looked at what I wanted to do and what was most important to me and it was family, teaching, the Golf Channel and presenting to sections. The motivation was I needed a lifestyle change and this new opportunity at Manhattan Woods would be a key to that. My new schedule and new orientation was to provide a first-class instructional experience at Manhattan Woods on Wednesday, Thursday and Friday, work for the Golf Channel on Monday and Tuesday, and get Saturday and Sunday off to spend with my family. As everyone knows that is a very rare opportunity in our industry.

How were you able to fulfill the duties of a head professional and still carve out all those long hours on the lesson tee?

It's largely a question of attitude. I would wake up every day and say to myself "I am going to have a great day." It also comes down to being open-minded. This for me is the tough part, because it requires that I admit to myself that I don't have all the answers. Again, there's that challenge of maintaining your perspective and your humility. So, being open-minded is critical to success and it mandates that you become a good listener and stay that way. If you are a good listener, you may just learn

something. One point I go back to involves the New York-Orlando commute and all those hours on the airplane. I tried to devote most of that time reading about how to hire and train staff, mentor assistant professionals and create a staff that would allow me to spend more and more time on the lesson tee. Authors like John Maxwell and John Wooden taught me a lot on those plane trips. John Maxwell talks about spending one half-hour a week and one day a month organizing your concepts about where you are going. I call this "motion with direction." This creates your values and also saves you so much time, it creates your path.

You have the opportunity to speak to a lot of PGA Sections around the country, what is your message?

My first message is to be grateful. I had been doing "The Golf Fix" and I received a call from the Foutty family, they lived in Akron, Ohio and they wanted to bring their son, Blake to me for a lesson. The father, who is an attorney, asked how to get to me. I told him their best bet was to fly to LaGuardia, rent a car and drive to Sunningdale.

They told me they were going to come by car, which is a drive of seven or more hours. Their plan was for the three of them to leave at 7 p.m., get to Scarsdale around 3 a.m., check into a hotel, wake up at 6:30 am, get showered, get dressed and come out to the club. That morning I was thinking about how I was going to greet this family, most of us would usually start with a "good morning", but I thought I needed to thank these people.

"It goes back to attitude and in the year 2013, we are all already a brand, Facebook, Twitter, your own website, you have created a brand. The big question is, how do you want to be branded?"

- Michael Breed



Why was that?

I thought to myself, how many golf professionals do you think they passed between Akron, Ohio and Purchase, New York to take a lesson with me? Could it be 2,500, or maybe 4,000? And they chose me, that is the greatest compliment. That is my message to my fellow golf professionals: Our members choose us and we need to be incredibly thankful. They have options. Even if the head pro and two other assistant pros are occupied and they take a lesson from the third assistant, they still chose you, they had an option to not take a lesson. So when you see that you have a 5:00 p.m. lesson and it creates that feeling of "This is the last thing I want to do at 5 o'clock on a summer day," remember that the person taking the lesson feels your enthusiasm

and studies have proven that the best learning environment is one that has enthusiasm and a great attitude.

My second message is to have an awareness of what is happening in the social media world. There is a lot that could be said on that topic, which I try to go into as I speak before my fellow PGA members.

What is your secret to time management?

The key to life is taking advantage of every moment, I have become very good at defining when I am going to work and when I am going to relax, if I am getting onto a plane and am a little run-down, I may spend the first hour relaxing and then when that hour is over spend the rest of the flight getting some work done. If you think about getting lost on a road, you never really get lost, because you can always get back to where you made the wrong turn, you only lose time.

So if you want to become a better speaker and you sit down and create a plan, your plan would include developing content, working on entertainment value, learning how to make eye contact, along with other items, creating this plan would take time. Or, you could buy a book and learn from the book or be a remora and learn from others. Abraham Lincoln had a great quote, when asked if you had 8 hours to cut down a tree how would you do it? He replied, "If I had eight hours to chop down a tree, I'd spend six hours sharpening my axe."

Do you want to be branded as an Instructor? Golf Pro? Person?

I do not use Facebook, I use Twitter and I represent myself as a person and I am honest. I may Tweet about the New York Giants, because I am a New York Giants fan, I never Tweet anything malicious or bad, because that is not the type of person I am. In hindsight, I took the opportunity to create a brand, I wanted to be an instructor and I followed the avenues, in 1994 I was writing for a local newspaper, in 1996 I had a radio show, in 1999 I was on a TV instructional video. So by the time I got to the Golf Channel, I had experience in the writing, in speaking without video and then in speaking with video.

When I speak to Sections, I tell members to create their own website or buy a video camera and film themselves and how they embrace the camera. This will allow them to speak to the camera without it being intimidating. As Lincoln said, three-quarters of your time should be spent, "sharpening your axe".

The final point I would like to make with your branding is, that the world is trying to be complicated, we need to figure out the grade level to speak to people on, I have always wanted to be a normal, approachable guy and the teacher to the average guy. Many teachers want to complicate their instruction delivery, I am continually trying to simplify my approach.

How did your opportunity to join the golf staff at Augusta National come about?

When I was still working at Birchwood, in Connecticut, we had a gentleman by the name of Larry Tedesco working in our bag room. He had attended Furman, where his roommate was Steven Spencer, Dave Spencer's son. Dave was the head pro at Augusta National at the time.

That January I went to the PGA Show and was fortunate to have dinner with Steven and his parents. After dinner I was hoping Dave would ask me for a resume. He didn't ask. So as the evening was winding down, I approached Dave and told him that if he had any openings I would love to be considered.

Some time later I got a phone call from him. It was an offer to come and work the 1989 Masters. Dave told me that he would like me to work the two weeks before the event and then the week of the Masters. So I went to Augusta and while I was there a member was on property and had three guests. The member was ill and needed an assistant pro to fill in and play with his

guests. So I went out and played with his three guests and while I played well, I made it more about them and their experience, I told a few stories, gave a few tips and made sure they had a nice time.

After the round the member came into the shop and told Dave Spencer that "the kid" who had played with his three members was a phenomenal young man and provided his guests with a great experience. A few months later I got a card in the mail. On the card were the words, "Call me" plus a phone number. It was

signed, "Spence."

When people ask you about your time working there, what's a story or anecdote you like to relate?

One afternoon I was scheduled to play with three guests and our foursome was gathered on the first tee. I was about to hit my drive—I had addressed the ball and was about to take the club back—when I detected a powerful presence. Turns out it was Jack Nicklaus, who had started on the back nine and was making the turn onto No. 1. So, it came about that the situation I had always dreamed of, but never thought would happen was a reality: Jack Nicklaus and I standing on the first tee at Augusta.

Another memory dates back to January of 1991. I am playing with Ray Floyd. It so happens this is three months before he would lose the Masters to Nick Faldo in a playoff.

Anyway, we are on the first tee and he tells me he wants to play a \$5 Nassau and I ask him how many shots he is going to give me, and he tells me "zero." I tell him he has won two Majors and I am an assistant golf professional, so he tells me he will give me two shots on the front and we will negotiate on the back. On the 9th hole, I have a five-footer to get to 3 under and Raymond makes a 25-footer for birdie and he says to me "enjoy your putt, Pro." I make my five-footer and we make the turn with me 2 up. He tells me he is going to give me one shot on the back nine. I shoot 68, he shoots 64. He birdies 12, 13, 14, 15, 17 and 18. Three days later, he sends me an autographed picture of the two of us out on the golf course. Even without the photograph, that's a day I wouldn't ever forget.

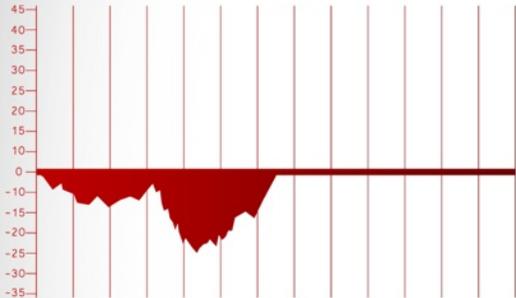


Mike Breed successfully juggles his time between students and Golf Channel.

PARTNER SPOTLIGHT: SQUARE IT UP

PROBLEM:

FRUSTRATED WITH YOUR SOCIAL MEDIA GROWTH?



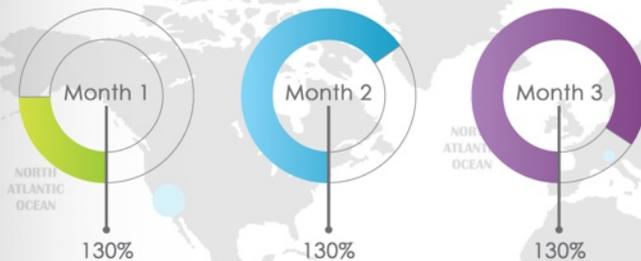
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“Sprech on Tech”: PGA Show 2013 - What’s New in Teaching Technology

By Kevin Sprecher, Proponent Group Member

Dedicated instructors would agree that today’s technology offers advantages when it comes to game improvement, for all skill levels. Therefore, part of a teacher’s responsibility is to stay up to date on tech products as they come to market. Proponent Group members have several ways of doing that, to which we add one more: a column we call “Sprech on Tech” running periodically in the newsletter. Volunteering to research and co-write the article is none other than Proponent member Kevin Sprecher, director of instruction at Sleepy Hollow C.C. in Scarborough, N.Y. Trained as a Master Instructor in the Jim McLean Golf School, Kevin is a five-time nominee for GOLF Magazine’s Top 100 Teachers in America. Known for his keen interest in leading-edge devices, systems and software for teaching golf, he makes his first contribution to the newsletter in this issue.

It was great to spend Show Week in Orlando talking with fellow golf instructors and checking out what’s new. My impression walking the aisles of this year’s PGA Show is that products for golf instruction were interesting in spots but the category was not overwhelming. A lot of new systems and concepts have been rolled out these past few years, making 2013 somewhat of a leveling-off period, in my view.

One manufacturer that had a good showing this year was **Swingbyte**, the lightweight, on-shaft swing sensor that has a smartphone/tablet application for swing analysis. Full disclosure: I distribute Swingbyte as a reseller. What they did for this new product cycle that’s most immediately important is to improve the shaft attachment so that it doesn’t rotate anymore. In the original hardware configuration you could get corrupted data because the sensor would misalign with the clubface.

The other big Swingbyte upgrade is that you now can get your iPad or laptop screen to show side-by-side video and Swingbyte analytics, in sync with each other. That’s a major step forward. It’s great to be able to see what positions the body is in at various points, matching up to the analytics readout. The old way you could output Swingbyte data that seemed to show a good body rotation and swing path, but really the player is making a reverse pivot and compensating with hand positions. That problem is solved with this new version.

I was impressed at the Show by a product called the **Laser Gym** (\$199 retail or \$149 Show pricing which is still available for a limited time). The more you incorporate fitness and anatomical function into your teaching, the more you would like this product. In their words, a “lumbo-pelvic stabilization and pro-

prioceptive device that uses the beam of a laser to guide a patient through a series of dynamic pelvic exercises while providing constant, easy to interpret, biofeedback.” I think we are all paying great attention to real-time biofeedback devices as being highly efficient tools for training and coaching. This product, which is basically a belt with components that you strap on, is all about that. The goal of it is to increase flexibility and range of motion in the hips and lower back area and at the same time building the strength of the stabilizing muscles of your core. It works by pointing a laser beam down from your hips toward a mat that you stand above. There are colors indicating what your hip movement is like, compared to the ideal motion. So, it’s a bio-feedback device, and for me it really does teach you how to position your hips and turn them properly. Hip Laser was one of the best new exhibitors I saw at this year’s Show. I am planning to buy this.

Of course, any new device or tech tool that is aimed at the instructor market has to be evaluated with a business eye, based on how big the investment is and what kind of return you might receive. In that regard I was looking at the **SAM Puttlab and Balance Lab** and noticing that the price seems to have come down a few hundred dollars. In general we are at a point where the economies of scale are not really kicking in, to lower our costs noticeably. It’s not like big-screen plasma TVs coming down in price dramatically over a few years’ time due to sheer volume of production.

I should mention in closing that **Swing Guru** seemed to get a good look from lots of instructors at this show, myself included. I consider this a very neat device. At \$2,200 it is going to be hard to sell, but in time it should become more affordable. Then you’ve got the Opti-Shot, which to me is a fun but also technically sophisticated product. It’s part golf simulator, part teaching tool. It gives you some club data that’s pretty respectable—head speed, face rotation and the like, for a price of just \$400. It’s something I might use to teach with but it’s also a home entertainment product that my kids like to use.

A final note, about what wasn’t at the Show—a device to tell us about grip pressure. That’s what I’m looking for next. We’ve got force plates that show application of pressure from the feet to the ground, but we don’t have a similar device to go around the grip or under the grip, with in-swing analytics or bio-feedback that would help us coach our students toward a more effective way of holding and pressuring the handle of the golf club, through the swing.

But hey, there’s another PGA Merchandise Show coming up just 50 weeks from now—maybe someone will invent the device I’m talking about between now and then.



The Laser Gym belt uses a laser to guide users through a series of pelvic exercises.

INSTRUCTOR ECONOMIC IMPACT STUDY

Proponent Group Releases Industry's First-ever Study of Instruction Financial Impacts

(continued from page 1)

Proponent Group will also be creating a Facility Proposal Template that you can use to approach another facility about relocating your business.

We are focusing a lot of resources towards these efforts as our most recent membership survey found that one-third of our membership is actively looking to move their business. Unfortunately, with virtually no new course construction, these moves will need to be to existing facilities and will require convincing current management that they can upgrade their golf amenities and drive new revenues by bringing in a high-quality instruction program.

It is apparent that many facility managers don't have a very good understanding of all the benefits provided by high-quality teachers on property and Proponent has now taken a big first step to help you educate them.

To download the entire Instructor Economic Impact Study Results, simply go to the Business Templates menu on the members website and you'll see the study results near the top of the template options.

Some of the highlights from the study include the fact that the annual total incremental revenues generated were nearly identical for both teachers at Private and Public facilities, but the totals generally came from different sub-categories.

Revenue sharing on private lessons and group lessons accounted for the largest chunk of revenues, totaling roughly one-third of all facility revenues from instruction. The single largest revenue source came from equipment sold for the facility accounts by instructors who did the club fittings. Rent and lease payments to the facility made up a very small percentage of the total facility revenues.

Instructor Economic Impact Study Results	Private Facilities	Public Facilities
Percentage of gross lesson revenues returned to facility	6.5%	15.2%
Rent or Lease payments paid by instructor to facility	\$2,306	\$3,297
Gross instruction revenues returned to facility	\$12,927	\$19,309
Clinic, golf school, summer camp and additional group instruction revenues returned to the facility	\$14,441	\$16,915
Clubfitting revenues returned to the facility	\$290	\$4,248
Club sales revenues booked by facility from fittings done by instructor(s)	\$27,722	\$23,897
Golf shop purchases by students (not members of the facility)	N/A	\$4,962
Food and beverage sales tied directly to students who are on site for instruction	\$1,818	\$2,683
Direct sales of range balls for instruction programs	\$410	\$1,745
Sales of range memberships/balls (not for lessons)	\$902	\$3,712
Direct sales of green fees/cart fees for instruction programs	\$1,450	\$5,216
Initiation fees for new club memberships purchased by students introduced to the facility through instruction programs	\$16,922	\$1,671
Annual dues paid to the facility by students who later became members	\$11,638	\$3,474
Spending by corporate or charity events brought to the facility by the instruction staff	\$736	\$2,717
Value of rooms booked by students over the past year if facility has housing/hotel option	\$450	\$1,784
ANNUAL TOTALS	\$92,012	\$95,630

Seventy-five Proponent Group members participated in this study split nearly evenly between teachers at private and public facilities. You will find the entire study results in a downloadable PDF in the Business Templates menu on the members website.

PARTNER SPOTLIGHT: SHOT BY SHOT

ShotByShot.com's Complete Game Analysis (www.shotbyshot.com) was designed to be simple enough for golfers at every level, yet offer enough unusual intelligence to engage top competitive golfers.



Real Comparative Data – We now have over 167,000 rounds of data that is growing at more than 100 rounds entered and analyzed each day. This data helps to pinpoint the exact nature of strengths and weaknesses and set realistic improvement goals.

Call 203-968-1608 or email psanders@shotbyshot.com for more information or to sign up your students. Ask about our Proponent Group Special rate.

Here's what separates ShotByShot.com from other "stat" programs:

Intelligent Analysis – Our competitors just regurgitate numbers. We identify strengths and weaknesses and point out why.

Analyze Putting by Distance – We were the first to do this beginning in 1989. The new Strokes Gained Putting method used on the PGA Tour has been the foundation of our Putting analysis for over 20 years.

Analyze Short Game by Distance & Errors – "Saves" are nice but also involve putting. Our analysis is based upon a combination of how close one hits shots to the hole and errors (shots that miss the green).

Recognition of Errors – We were the first to build the dramatic impact that errors have on score into our analysis. No other stat program includes this important piece of the puzzle.

Unique Driving Analysis – While others simply track "Fairways Hit or Missed," our players categorize the relative severity of each missed fairway and receive real analysis as to the cost of their missed fairways - with specific hole-by-hole course analysis.

Long Game Analysis - Our patented Long Game Efficiency Index and Handicap is simple but remarkably accurate. This feedback is further adjusted to account for the relative difficulty of the courses played.



At the Mike Bender Golf Academy Shot By Shot's Analysis is Critical to Their Success

"I'm not able to be on the course with all of my students when they compete. Shot By Shot effectively and efficiently provides me with the insights into how my students played so I'm armed with the information I would have learned by being there."

- Mike Bender, "One of America's Top 5 Greatest Teachers" -Golf Digest.

"I've used Shot By Shot for 15 years and I absolutely insist that all of my serious students use the program. When they see how it streamlines our training and focuses their lessons and practice time they love it!"

- Cheryl Anderson, Director of Instruction and "One of the Top 100 Teachers in America" -Golf Magazine.

MEMBER MILESTONES

Please Welcome January's New Proponent Group Members

Greg Baresel, Cantigny Golf, Wheaton, IL - Associate Member

Zach Baron, Zach Baron Golf, Conway, SC - Associate Member

Luke Cantelo, Butch Harmon School of Golf, Dubai UAE - International Member

Sean Casey, Glen Abbey Golf Academy, Ontario, Canada - Full Member

Rafael Floriani, PGA Center for Golf Learning and Performance, Port St. Lucie, FL - Full Member

Melaine Gunning, Stack & Tilt Golf Academy, West Palm Beach, FL - Full Member

Gerry James, Palencia Club, St. Augustine, FL - Full Member

Bill Mykytka, Bill Mykytka Golf Academy, San Carlos, CA - Full Member

Mark Norton, Northamptonshire County G.C., Northampton, England - Associate Member

Brent Snyder, Troy Burne G.C., Hudson, WI - Full Member

Steven Thomas, World of Golf, London, England - Associate Member

Kevin Walker, Willowcreek Golf Academy, Atkinson, NH - Full Member

PGA of America Announces Section Award Winners for 2012

Twenty Proponent members have been selected for PGA Section Awards announced recently. They include:

Teacher of the Year

Eric Alpenfels, Pinehurst Resort, Carolinas

Larry Ward, Larry Ward High Performance Golf, Kentucky

Erika Larkin, Stonewall G.C, Middle Atlantic

James Kinney, GolfTEC - Omaha, Nebraska

Glenn Deck, Pelican Hill G.C., Southern California

Mark Winkley, Estancia G.C., Southwest

Brendan Locke, GolfTEC - Wauwatosa, Wisconsin

Horton Smith Award

Mark Blackburn, Gunters Landing Club, Dixie

Nicole Weller, The Landings, Georgia

Bernie Najar, Caves Valley G.C., Middle Atlantic

Brenndan Cooper, Top of the Rock G.C., Midwest

Greg Schulze, Island Lake Golf Center, Minnesota

Bill Davis, Jupiter Hills Club, South Florida

Brandon Stooksbury, PGA Tour Academy, Southwest

Bill Strausbaugh Award

Eric Eshleman, C.C. of Birmingham, Dixie

Kevin Kirk, The Woodlands C.C., Southern Texas

Junior Golf Leader

Michael Carbray, Butterfield C.C., Illinois

Matt Murdoch, Mission Hills C.C., Midwest

Brendon Elliott, Little Linksters, North Florida

Troy Lewis, The GC at Fossil Creek, Northern Texas

LPGA Announces T&CP Hall of Fame Inductees for 2012

Three LPGA T&CP members have been included in the 2012 class of inductees into the organization's Hall of Fame.

Proponent Group member **Nancy**

Quarcelino will be among those in-

ducted in a ceremony in August. Nancy

is co-owner of the Nancy Quarcelino

School of Golf and has taught for more

than 30 years. Her vast experience in-

cludes coaching at the college level, a stint as a head

professional and GM and, of course, recognition as

one of the game's premier instructors.



LPGA Announces New Section Officers

Five Proponent Group members have been elected to a variety of LPGA Section Officer positions for the calendar years of 2013-14. These include:

Marvol Barnard, Central Section President;

Peggy Gustafson, Central Section, Vice-President;

Rita Reasons, Midwest Section President;

Carol Preisinger, Southeast Section President and

Cathy Schmidt, Southeast Section Secretary.

The Proponent Team:

Lorin Anderson President

David Gould Staff Editor

Bob Mulcahy Consultant

Lori Bombka Operations Assistant

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