

COLLABORATE

www.proponent-group.com

Proponent's New April Webinar Series to Address Critical Business Opportunities

Every day Proponent Group President Lorin Anderson spends hours on the phone and on the computer conversing with members, partner companies and industry insiders. It's this constant conversation that allows Proponent Group to gain an understanding of where the industry is heading and where new opportunities will come from. It also gives us the inside track on the many ways you can protect and improve your business as you continue to grow as an instructor.

This month, Anderson will host a series of informal webinars to discuss three of the most popular topics that come up on a regular basis in these daily conversations: The Secrets to Getting on the Top Teacher Lists, Public Relations and Free Publicity for Golf Instructors and How to Protect Your Teaching Business in a Changing Market.

These webinars will provide a framework for how you may take advantage of opportunities you may not have even realized were available and during each webinar there will be plenty of time allotted to answer all of your questions on each topic.

The Schedule includes:

- **The Secrets to Getting on the Top Teacher Lists**, Wednesday, April 17th, 7pm EDT.
- **Public Relations and Free Publicity for Golf Instructors**, Wednesday, April 24th, 7pm EDT.
- **How to Protect Your Teaching Business in a Changing Market**, Tuesday, April 30th, 7pm EDT.

The webinars can include up to 25 members live and if we run out of room, don't worry, we'll post a recording of each webinar so that you may watch whenever you would like in our Webinar Archive on the members-only website. Reminders with the login information and link for each webinar will be emailed to all members on the day of each webinar.

If the feedback regarding these April webinars and the informal format is positive, we will add more similar topics in May.

“These webinars will provide a framework for how you may take advantage of opportunities you may not have even realized were available...and answer all of your questions on each topic.

INSIDE THIS ISSUE

PAGE 2

SAVE THE DATES: Proponent's Annual Summit Going to Scottsdale

PAGE 3

What's Next: Why You'll Need Our Instructor Facility Business Plan Proposal For Your Next Move

PAGE 4

Preparing for Your Next Interview: Highlights From our New Guide

PAGE 7

“What I've Learned”: Dale Lynch of Australia's BannLynch Golf

PAGE 9

Partner Spotlight: Mizuno

PAGE 10

The Library: Our Members Tell Us Their Favorite Golf Psych Books

PAGE 12

Member Milestones and How Your Membership Can Save You Money

SAVE THE DATES

Proponent Group Summit 2013

Leadership and Innovation for a Rapidly Changing Industry

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

Registration Opens in June
Look for the Early Bird Special

Proponent Group's Annual Summits are known throughout the industry as the place where the leaders in the instruction industry go to find out "what's next" and who's innovating in the business of teaching and coaching golf. Can you really afford not to be at this year's event?



STATE OF THE INDUSTRY

Help Pitching Your Services to New Facility is Here



By **Lorin Anderson**, President

Our job at Proponent Group is to help you see where the industry is heading and help you take advantage of the changes before everyone else figures it out. A couple of developments came to light during PGA Show week that I believe are pointing the way toward a future where high-quality instructors will be able

to exert more control over their businesses.

While it may seem that facilities hold most of the cards, that pendulum will shift in your favor if you have a strong teaching brand and if you're willing to take on a bit more risk. The way I see it, trying to avoid up-front financial risk can end up costing you a lot more in the long run, so even if you don't think you've been taking on risk, by default you have. Up to this point, the thinking has been to find a facility that was willing to bankroll a nice teaching and practice facility. While it lasted, it was a good thing. But what we see now is a doubling back. Golf facilities, in search of a return on their investment, are notifying their instructors that they "want to go in another direction" or that the rent will be doubled or tripled in the new year. Either way you're starting over someplace else.

I have these conversations with our members more often than you can imagine. But with every obstacle comes a new opportunity. And so, if learning centers and nice practice facilities make financial sense, then I'd prefer to see our members controlling their own futures by investing in their own facility and reaping the rewards.

During PGA Show week our members saw firsthand what is possible when they visited Mike Bender's new academy. A facility he built with his own capital plus some loans will pay off a solid rate of return in the coming years. His 30-year lease ensures that he controls his business and no one can take it away from him.

Also during the PGA Show, I presented about how Proponent is going to protect your current position and help you find a better situation if that is what you desire. Supporting that mission as we roll out are three key tools: Our Instructor Economic Impact Study, a business-plan proposal template, and detailed case studies that show how some teachers have already adjusted to the industry's new realities.

The Instructor Economic Impact Study debuted at the Show and now we are pleased to announce that we've just added our Instructor Facility Proposal Template as the next step to better equip you to find a new position or a new facility to enhance your business prospects. This template may be used to approach a facility about bringing your business there. The template is based on multiple business proposals written by Proponent Group members. It includes sections for an Executive Summary, Proposed Programs, Business Objectives, Marketing Plans, Pricing Structures, Pro Formas, Teacher Bios and Philosophy and Facility Enhancement Plans.

To download this template, simply log on to the members-only website at www.proponent-group.com and go to the Business Templates menu. It is currently the first listing at the top of the page.

Even when golf is not growing, embrace change and you'll find opportunities to move your business forward.

Our Proponent Group Partners:



Proponent Adds New Instructor Interview Preparation Guide: Are you Really Ready?

By Lorin Anderson, President

Interviewing for a new position can be one of the most exhilarating experiences of your career. It's a time for surveying your past accomplishments and taking some pride in how far you've come. It also represents a critical moment—a time when you see that next career plateau within reach. But if you're not properly prepared it can turn out to be a regrettable experience, in which anxiety took over and scuttled your chances.

The following information will help you present your best self the next time you have an opportunity to be interviewed for a Teaching Professional or Director of Instruction position. We've included a list of questions that our Proponent Members who do lots of hiring tell us they use during interviews.

If you haven't been on an interview in a while for a Director of Instruction position you may be surprised to find that many of the top clubs now treat a Director of Instruction interview as formally as they treat a Head Professional interview. Candidates may meet with multiple groups from the facility, have a meal or two at the club, provide a few lessons or a clinic to the selection committee and generally spend a half- to full-day on the property.

To help you prepare properly and manage the interview portion of the Job Search process, we've just added a brand new **Instructor Interview Preparation Guide** to The Job Search menu on the members-only website. Coupled with our **Instructor Resume Evaluation Guide**, you now have two powerful tools available whenever you are looking for a new position.

So, remember: Prepare well and you will perform well. Here are the areas we've covered to help you prepare to ace your next job interview:

- Pre-interview due diligence
- Preparations the day before the interview
- What to do on the day of the interview
- How to handle the informal greeting and meals during the interview
- Tips for performing well during the formal interview
- Golf clinic and individual instruction expectations if asked to teach during the interview
- Closing questions
- Follow-up after the interview

Interviewer Pet Peeves

We asked our members who conduct a lot of interviews of instructors to list some of the things that set off red

Are You Ready to Answer These Questions?

The following questions have all been used by Clubs and Academies who were hiring instructors. If you are asked one of these questions on your next interview, how would you answer? Our new guide includes many more questions to help you prepare for just about any topic that may come up.

- Tell me about your most challenging student experience.
- What are some of your favorite swings on Tour, past or present? And why?
- What other interests do you have outside of golf?
- How do you feel you would fit in within a structured program that wants to see things done a certain way?
- Why do you think you could build a private lesson book from scratch?
- What are your beliefs regarding the golf swing?
- Why would you like to leave (or have left) your current position to join our organization?
- Have you set yourself continuing educational goals and if so, could you please share them?
- What books are you currently reading?
- How do you teach to different levels of players?
- Why have the European's dominated the U.S. in the Majors and Ryder Cup?
- What type of teacher would you define yourself as?
- Who do you consider to be your mentor?
- What is the biggest mistake you see young teachers make?
- Tell me your thoughts on coaching vs. teaching?
- How do you use social media to further your teaching?
- What intrigues you about working at our club?
- What new programs have you introduced at your current position?
- Why did you choose this profession?
- What continuing education courses have you attended over the past three years?
- What are you looking for in this job that you don't have in your current position?
- What are the ways you measure success in your job?
- What new teaching program would you want to implement at our club?
- What do you think is an appropriate reaction to a student who is resistant or fights your advice?
- What do you feel is the most important thing that you can contribute to the success of the operation?

flags. The following were the most common issues mentioned:

- Condescending remarks about another teacher.
- Someone who arrives at the interview and doesn't know basic information about the company or club that was easily available to them.
- Taking yourself too seriously.
- Not asking the interviewer any questions.
- Not having researched the current instruction programs at the facility.
- Showing up late.
- Too many one word answers, not enough detailed answers.
- Answers that focus too much on what the candidate wants rather than what they can do for the facility.
- A sense of entitlement. Some young teachers don't know what they don't know and they often come off as being a bit arrogant.
- Overly casual terms like "guys", "hey", "what's up", etc.

What those hiring are looking for...

When asked what they look for when evaluating candidates during the interview process, the following were some of the the most common attributes mentioned:

- The quality that I look for is a good personality. Someone who will complement my style of doing things. Not someone who is similar, but someone who is different, so we can balance each other out.
- I am looking for someone who is intelligent. Someone with a high level of intelligence can be trained to be a good teacher.
- It is a definite plus to be a good player. I would hire a good player over another candidate who doesn't have a good tournament resume.
- I always ask, "What is your teaching style and method of teaching?" I like to hear this come out without a lot of thought, it shows me they know what they teach and they believe in what they teach. This, believe it or not, is often a weak area among instructors.



- I like to ask, "What did you get done last year?" This is my all-time favorite question. I like to see the candidate spring into action and talk about their continuing education, the total number of lessons they taught, and describe their goals and how they measured up to them. This answer tells a lot as most golf professionals can be very busy, but they cannot equate it to productivity.

If You're the Interviewer...

Inc Magazine had an interesting article by Jeff Haden that talks about how interviewers need to ask very specific questions if they are really going to learn what they want to know about a candidate. The article included nearly 15 favorite questions from a variety of CEOs in different industries. Our **Interview Preparation Guide** includes some of the ones that would be most useful when interviewing an instructor, including the following:

Interview questions: Everyone has them. And everyone wishes they had better ones. So I asked smart people from a variety of fields for their favorite interview question and, more importantly, why it's their favorite and what it tells them about the candidate.

Discuss a specific accomplishment you've achieved in a previous position that indicates you will thrive in this position.

"Past performance is usually the best indicator of future success. If the candidate can't point to a prior accomplishment, they are unlikely to be able to accomplish much at our organization-or yours." – *Dave Lavinsky, Growthink co-founder and president*

Who is your role model, and why?

"The question can reveal how introspective the candidate is about their own personal and professional development, which is a quality I have found to be highly correlated with success and ambition. Plus it can show what attributes and behaviors the candidate aspires to." – *Clara Shih, Hearsay Social co-founder and CEO*

If we're sitting here a year from now celebrating what a great year it's been for you in this role, what did we achieve together?

"For me, the most important thing about interviews

is that the interviewee interviews us. I need to know they've done their homework, truly understand our company and the role... and really want it. The candidate should have enough strategic vision to not only talk about how good the year has been but to answer with an eye towards that bigger-picture understanding of the company--and why they want to be here." – *Randy Garutti, Shake Shack CEO*

So, (insert name), what's your story?

"This inane question puts an interviewee on the defensive because there is no right or wrong answer. But there is an answer. It's a question that asks for a creative

response. It's an invitation to the candidate to play the game and see where it goes without worrying about the right answer. By playing along, it tells me a lot about the person's character, imagination and inventiveness." – *Richard Funess, Finn Partners managing partner*





Are You Maximizing Your Membership?

Take advantage of everything Proponent Group offers

Cutting Edge, Forward Thinking Education:

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

One-on-One Consulting:

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

Unique Business Templates and Guides Including:

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

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

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

Networking Opportunities 24/7:

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

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

What I've Learned: Dale Lynch

BannLynch Golf, Melbourne, Australia

Interview by Paul Ramee, Jr.



Over a million Australians play golf and thousands more Aussies teach and coach them. But the instructor with perhaps the most gilt-edged resume is Dale Lynch. For five years Dale served as director of golf training at the government-funded and highly successful Victorian Institute of Sport in

Melbourne. In that capacity, he's helped produce five individual winners on the PGA Tour here in the States, culminating with Geoff Ogilvy's win at the U.S. Open in 2006.

With partner Steve Bann, he co-directs BannLynch Golf, operating out of academy facilities in Melbourne, Australia and at the Saddlebrook Golf Academy in Tampa, Florida.

The golf swings and scoring skills of touring pros Ogilvy, Steve Allan, Mathew Goggin, Aaron Baddeley, David McKenzie, Roger Tambellini, Kim Felton, Scott Gardiner and Tripp Isenhour are entrusted to Lynch. His thoughts on that responsibility and many other topics are a natural for the Proponent newsletter's "What I've Learned" column.

To satisfy our curiosity, Dale sat down with Paul Ramee for this month's interview recently. Here are highlights from their conversation.

Let's start with the Dale Lynch professional bio—an abbreviated version will do.

I was on the Australasian PGA Tour for seven years. Like most players I was always looking to improve. I kept searching for the answers and never quite finding them. I would turn at times to the idea of teaching as a career option—something I could do if playing pro golf didn't work out.

When did you make the decision to switch careers?

In 1990 I decided to set up my own

academy. My concept was to try and establish a base with a few talented players, so that as they evolved we could be developing the business. Shortly thereafter, Steve Bann and I joined forces. Steve had a great reputation and an obvious passion for teaching.

What was that early period like?

We applied to the Victorian Institute of Sport, which is a government-funded sports training institute in Melbourne, Australia. Our application was approved and we were selected to be the official coaching organization for golf. As it turns out, golf was the first non-Olympic sport selected to be included at the Victorian Institute, so it was a tremendous opportunity for us. It gave our athletes exposure to the same kind of training that Olympic athletes were subject to and how they trained. So, as our athletes evolved, we evolved. After our time at the Victorian School of Sport, we opened our academy in Melbourne and quickly turned out six tour players. We were slated to open a U.S. academy at The Cliffs in North Carolina, but that project stalled, which is how we ended up at Saddlebrook in Florida.

Your partnership with Steve Bann is legendary. Who are you two working with now?

Currently, we are working with Ogilvy, Baddeley, Kevin Na, Matt Goggin, just to name a few. We have been lucky to have most of them since they were kids.

How do you practice stressful situations during practice?

It certainly is easier when they are younger. They are improving at a greater rate and they are really motivated to get better.

When they are on tour it is more difficult, because it's hard to replicate the pressure someone is going to feel over a 5-footer on the 72nd hole of a tournament. So we try to motivate them by challenging their ego, remind them how their peers are excelling. Like with Geoff Ogilvy, the more balls he hits, the worse he gets. Geoff needs to play instead of practice. So, when he was living in San Diego he was getting lazy due to the lack of other Tour Players to play with. Now he has moved back to Whisper Rock and because there are a lot of Tour Players at Whisper



Dale Lynch (middle) with Arjun Atwal and Tiger Woods at a PGA Tour event.

Rock, he can get into some strong competitive foursomes and it will help him when he gets back out on tour.

How has Australia developed so many world class players with such a small population?

It certainly has to do with the programs that we run and the talented kids that we have. Our complete or, you might say, holistic approach coupled with talented kids is what is responsible for our success. I believe the dynamics of the group creates constant competition. If a young kid does something exceptional, it brings the group up. They each believe, "If he can do it, so can I." We continually stress the complete picture and never let short-term results affect our long-term plans for each student. Another benefit is that if you live in Australia, you are going to learn how to travel if you expect to get an international playing experience. I feel this is great for the kids, because they learn how to organize their lives, which creates self-reliance. I also believe the way the golf courses are set up is a great factor in their development and helps them build a complete game. They play in the wind a lot, the golf courses are harder, faster and have more bounce. Over here, U.S. courses I find to be softer, wetter, more lush and I do not believe that is a benefit to development.

In the early stages, as they are trying to gain tournament experience, how does the experience of the American junior differ from the experience of the Australian junior?

I think a big difference comes from the U.S. player having to pay to play in an event. Typically U.S. juniors will have to put up entry fees of \$300 to \$500. This to me is a huge roadblock to making golf inclusive and developing junior players. In Australia there is an entry fee but is much less than you have over here. It's about one-third or even one-fourth of the American fee. Second, juniors in Australia are encouraged to play in club events from a very young age. This allows them to measure their game at their home clubs and get a taste of competition at an earlier age.

All in all, the pathways that are available to the PGA teaching professional who is trying to develop junior golfers in Australia is far easier than in the U.S.

How much time are you currently spending on tour?

Wow! Our time on tour seems to be increasing every year. Right now I would estimate it to be between 15 and 20 weeks a year, this includes, the Web.com, U.S. PGA Tour, European, Australia and the major championships.



Dale Lynch (right) giving a clinic with U.S. Open Champion Geoff Ogilvy.

How do you decide where you are going to be?

A lot of it is on a need basis and every player is different. If on a Tuesday one of our players is a "train wreck" we need to either be there or work it out over the phone. A lot of times it depends on the player's particular circumstance. Fairly commonly it's a case that they have become too technically oriented. It is hard, because sometimes they may need more instruction and it can be detrimental to them playing well, so you have to give them something they

can play with at that time. Then, on the week they are not playing, it's a chance to get more technical with them and correct the bad habits. As a coach, you know your players and where someone like Ogilvy may just need the mental work prior to the tournament. Then you have someone like Kevin Na, who wants technical reassurance, but, in fact, what he really needs is a bit of mental work.

Why did you form your partnership with Steve Bann? Why not stay solo?

Steve and I really work well together. While we were at the Victorian Institute of Sport, we were fortunate that a lot of our kids left and went out onto the tour. While we have the same model, we have different personalities, which is great for our players. Not always will one personality suit a player, so we can cover more types of people with our different approaches. Also, I would say partnering doubles your learning opportunity. We learn together, attack problems from different perspectives and can bounce ideas off of each other. It has worked for us and more importantly, it has worked for our students.

What would you say is behind the reduced success rate of U.S. professionals in terms of major victories, Ryder Cup success, and the like?

I believe it is as simple as the rest of the world has caught up. The rest of the world has adopted the Australian model of player development and has put good systems into place. While I believe college golf is good, it minimizes the player's development. It does not allow players to continue to work in a group and develop skills. It relies too much on playing and competition. I would also answer this question by going back to what we discussed earlier, concerning how the courses are set up, the lower barrier for entry into events, the inclusive nature of junior golfers at clubs, and so forth. All these factors have legitimate consequences when you're talking about the progressive development of players from a young age.

“Typically U.S. juniors will have to put up entry fees of \$300 to \$500. This to me is a huge roadblock to making golf inclusive and developing junior players.

-Dale Lynch



WE'RE TREATING JOES LIKE PROS.

PLAY FAMOUSLY

The JPX-825 irons will change your game. And they may even change your life. Mizuno is so convinced our longest, most forgiving irons ever will have you playing your best golf that we might even sponsor you. Members of Team JPX get a set of the JPX-825 irons, a Mizuno Staff bag and gear, lessons with Master Teacher Dr. Gary Wiren and a spot in the JPX Invitational. Hit the irons and tell us why we should select you at playfamously.com.



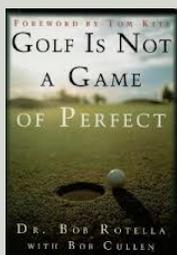
EARN YOUR SPOT ON TEAM JPX AT PLAYFAMOUSLY.COM

CONTINUING EDUCATION

Must-Have Books for Your Professional Library

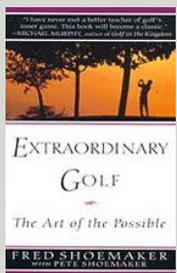
We get a lot of requests from members asking “What are the must-read books and manuals for golf instructors”. Last month we began to provide the answers with the 20 swing technique books most often mentioned as seminal reading for serious teachers. This month we add to our Proponent Group reference library with our members’ favorite volumes on Sport Psychology ranked in order. All of these books and their descriptions will be archived on the members-only website in The Library. So have you read all of these yet?

#1) Golf Is Not A Game Of Perfect by Dr. Bob Rotella



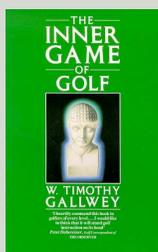
Rotella goes beyond just the usual mental aspects of the game and the reliance on specific techniques. Rotella creates an attitude and a mindset about all aspects of a golfer's game, from mental preparation to competition and with a conversational fashion in a dynamic blend of anecdote and lesson. Filled with delightful and insightful stories about golf and the golfers Rotella works with.

#2) Extraordinary Golf: The Art of the Possible by Fred Shoemaker



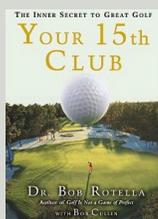
Most golfers approach the game with a complex mental package: worries and judgments about their swing, the course, the weather, looking good. They think about what's wrong instead of what's possible, and this is what Extraordinary Golf teaches: The art of the possible. Shoemaker shows how extraordinary golf can be coached, learned, and practiced, with results not only in people's scores but in their sheer pleasure in the game.

#3) The Inner Game of Golf by W. Timothy Gallwey



W. Timothy Gallwey's bestselling Inner Game books—with more than one million copies sold—have revolutionized the way we think about sports. As he did in his phenomenally successful The Inner Game of Tennis, Gallwey provides methods that can be applied to situations beyond the green. The Inner Game of Golf delivers strategies to achieve potential—both in the crucible of competition and in everyday life.

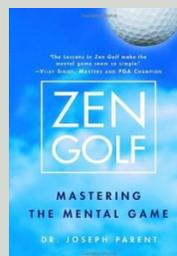
#4) Your 15th Club by Dr. Bob Rotella



The 15th Club is the tool that golf stars like Tiger Woods use to block out negative thoughts, doubt, and fear. It is what allows champions to perform at their peak both in practice and during the game. Golfers who lack it find the game elusive and frustrating. Confident golfers play the game as they have always sensed they could play it. Dr. Rotella provides a detailed plan that anyone

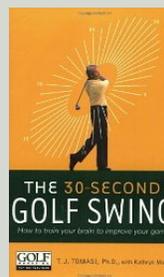
can use to build the self-image of a winner. He offers a one-year schedule in diary and calendar form that will incorporate the daily mental routines that he assigns to players on the PGA Tour. This is how the pros learn to ignore negative influences, focus on productive advice and take pride in their abilities.

#5) Zen Golf: Mastering the Mental Game by Joseph Parent



Zen Golf presents a simple system for building “mental game mastery.” Dr. Parent's unique PAR Approach (focusing on Preparation, Action, and Response to Results) guides golfers with specific techniques for each aspect of their games. By combining classic insights and stories from Zen tradition, Zen Golf helps eliminate the mental distractions that routinely cause poor shots and loss of concentration, allowing golfers to feel in “the zone” that professionals have learned to master. Clear, concise, and enlightening, Zen Golf shows golfers how to prepare for, execute, and equally important, respond to the results of any golf shot.

#6) The 30-Second Golf Swing by T.J. Tomasi



At every level of competitive golf, from the Saturday afternoon best ball to the U.S. Open, champions need to use more than just a grooved swing to come out on top. Playing to your talent level involves great mental control in addition to having a good swing. T.J. Tomasi demonstrates how to harness the power of mental control to successfully plan, execute and evaluate each and every shot. The techniques in this book will help correct mental errors as well as grow confidence and provide tactics to regain control.

#7) The 8 Traits Of Champion Golfers: How To Develop The Mental Game Of A Pro by Deborah Graham and Jon Stabler



The most valuable tool a golfer can bring to the course is a strong mental game. Using their unique GolfPsych® program, Graham and Stabler challenge you to explore the crucial elements of your personality and measure them against the traits of successful golfers such as Lee Janzen, Dave Stockton, Michelle McGann, and Gary McCord, all of whom have worked with Dr. Graham. With player examples and a careful explanation of why each trait is important to the game, Graham discusses: Focus and Concentration, Abstract Thinking, Emotional Stability, Dominance and Competitiveness, Tough-Mindedness, Self-Assurance, Self-Sufficiency, Optimum Arousal, and Managing Tension

Complete with charts, self-tests, and playing tips, The 8 Traits of Champion Golfers is the only research-based, tour-proven guide to the mental game of golf, making it possible for every golfer to find their “zone” and play like a champ.

Complete with charts, self-tests, and playing tips, The 8 Traits of Champion Golfers is the only research-based, tour-proven guide to the mental game of golf, making it possible for every golfer to find their “zone” and play like a champ.

PARTNER SPOTLIGHT: SUMMIT GOLF BRANDS

Take Advantage of One of Proponent Group's Finest Member Discount Programs

Summit Golf Brands' Personal Use Program Exclusively for Proponent Group Members

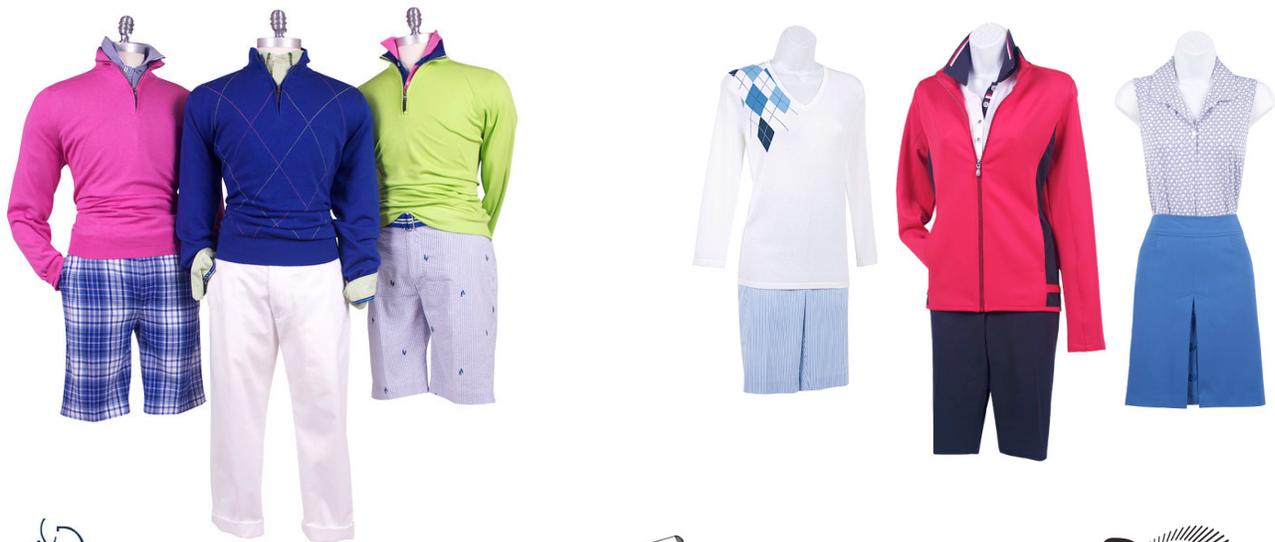
ALL current products from ALL three of Summit Golf Brands' outstanding lines: EP Pro, Fairway & Greene and Zero Restriction are available to Proponent Group Members at the following preferred pricing:

Without brand logo: **30% off standard wholesale pricing**

With brand logo: **50% off standard 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 any questions regarding your order, contact Customer Service at 855-924-2228.

If you would like to place bulk orders for outings, golf schools or other student usage, contact Customer Service for pricing information and availability.



MEMBER MILESTONES

Please Welcome March's New Proponent Group Members

Tim Conaway, Tim Conaway Golf Instruction, Bradenton, FL - Associate Member

Jay Sutherland, Country Club of Buffalo, Buffalo, NY - Full Member.

Barry Wallin, Emerald Greens GC, Rosemont, MN - Associate Member.

Gregg Gamester, Golf Digest Schools, Lakeland, FL - Full Member.

Stacy Barwick, Ocean Reef Club, Key Largo, FL - Associate Member.

Polich Named new Director of Instruction at La Paloma C.C. in Tucson, Arizona

Proponent member Mark Polich has been named Director of Instruction at La Paloma C.C. in Tucson, AZ.

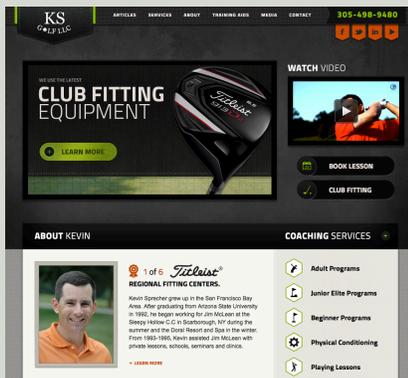
Jones Named Head Professional at Chelsea Piers in New York City

Marge Jones has been hired as the new Head Golf Professional at The Golf Club at Chelsea Piers in Manhattan.

Sprecher launches new website

Kevin Sprecher has launched his new website. We always like to highlight members who are working hard to grow their teaching brand and polish their professional image.

Kevin's new site is worth a look if you're thinking about redoing your own site in the near future. If you have recently added a website or redesigned your old site, please let us know as we will feature as many as possible in Member Milestones as space permits.



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.

Imavex

Website design standard pricing: \$4,999.00 for website buildout; \$199 monthly pricing. Proponent member pricing: \$2,250.00 for website buildout; \$119 monthly pricing. Also special prices for email marketing options. Contact www.imavex.com or call Zach Miller at 317-201-0942.

guru training systems

Proponent members receive special pricing on guru software. Contact swinguru@swinguru.com for details.

ShotByShot.com

Members who sign up for our 30-Player Group, or larger, will get a discount equal to their 12th monthly payment free. For those who pay monthly, the savings will be spread out over the year. In addition, they will get access to our new Player Ranking Report at no additional cost. Contact www.shotbyshot.com or call 203-968-1608.

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.

Look for additional savings opportunities from our partner companies to be announced later this month.

The Proponent Team:

Lorin Anderson President

David Gould Staff Editor

Lori Bombka Operations Assistant

Debbie Clements Accounting



1513 Cherry Ridge Drive

Heathrow, FL 32746

407-878-1235 Phone

321-363-1191 Fax

The Premier Network of Golf Instructors

Copyright ©2013 Proponent Group. All rights reserved.