

COLLABORATE

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LAST CALL: A Final Look at What's Coming Up in Arizona and Your Last Chance to Register

We're less than a month away from Summit 2013: Leadership and Innovation for a Rapidly Changing Industry at Talking Stick Resort and Golf Club in Scottsdale, AZ on October 27-29 and we *will* deliver on both leadership and innovation at this year's event. Case in point: We've added two world-wide leaders and innovators, beginning with the CEO of Troon Golf, **Dana Garmany**, who will discuss the global trends in golf instruction as he oversees facilities in more than 20 countries.

Also added to the line up is **Ian James**, founder of Retail Tribe which serves more than 1,000 golf professionals and instructors worldwide as the marketing arms for their businesses. Both are in close touch with the realities of growing the instruction industry at the global level and both will bring their insights to our summit later this month.

Besides these new additions, we will have many of the top proponents of long-term player development coaching in the room and additional business-related presentations that will keep your business well ahead of those of non-Proponent Group members. We even have a special announcement that will be revealed at the summit that will significantly alter the course of many of our members businesses for the better. Stay tuned for that.



Talking Stick Resort hosts Proponent Group later this month.



Troon's Dana Garmany (left) and Retail Tribe's Ian James have been added to the summit.

If you have yet to sign up, this is your last chance as we are going to sell out for the second year in a row. As of this writing, there are still some hotel rooms available at Talking Stick and 10 spots remaining for the summit.

To register, simply log on to the members website, and click on **Summit Registration** at the top of the left hand menu. See you in Scottsdale!

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 Proponent Group
 The Premier Network of Golf Instructors

PROPONENT GROUP NEWS

Proponent Clubfitting Survey Shows Most Members are Heavily Engaged in Properly Fitting Equipment

By David Gould, Staff Editor

Results of the Proponent Group's recent "Clubfitting Survey 2013" include lots of numbers that point to the high value placed on clubfitting. We'll dig into those figures in this article. What deserves priority are the write-in comments you offered at the end of the questionnaire—they make a vital point about golfer improvement and how it's pursued. Specifically, it's now fully clear that clubs specs are basically no less relevant than the golfer's physical talent and their belief systems, when we're listing factors that the top instructors consider vital to address.

As one Proponent member phrased it, in the comments section: "During the first lesson I'll always figure out if the student has been fit for clubs, and then at some point introduce it down the road unless the clubs are so badly mismatched for a player. In that event I'll introduce it almost immediately."

When the first fitting carts began to appear at practice ranges, top golf instructors shunned them. Field representatives for Henry-Griffitts, the originator of the modern dynamic fitting system, were surprised by this initially. Before long the HG reps recognized something they called the I-can-teach-them-to-hit-it-with-a-broomstick syndrome. From one standpoint it made sense. Brand-



Our survey found that the lead instructor at most facilities is most often the lead clubfitter too.

name teachers didn't want there to be confusion over why and how a 95 shooter got into the mid-80s. Eventually the role played by properly fit (and poorly fit) clubs came to be understood. That's why data from our surveys of Proponent members show a very progressive but not cookie-cutter approach to covering the equipment side of game-improvement.

Here are examples of how you and your Proponent Group colleagues approach the woods-and-irons question, both in terms of their tactics and their philosophy:

- "I have our staff clubfitter sit in on any lessons and provide his judgement. From there it goes easily."
- "I am always evaluating equipment during a lesson. If I feel the equipment is not allowing the student to get the best results then I suggest that we phase into a clubfitting session. There are even times during a lesson when I will stop and tape the sole of the student's iron and have them hit off a lie board, to validate the need for a fitting."
- "I will introduce new equipment during a golf lesson that I feel would benefit the student's swing. I will then have them demo the clubs in a more informal or realistic environment on the golf course to see actual ball flight and roll results off of grass."

(Continued on page 11)

Teaching Building Gallery Keeps Growing: New Minnesota Building Just Added

Member Scott Dirck is the proud resident of a new 4,500-square-foot academy building located at Geneva Golf Club in Alexandria, Minnesota. The building opened in 2012 with hitting stalls that are heated in the winter plus an indoor putting and chipping area. Memberships to use the facility are sold to both academy students and non-students for access to use the building's facilities and the outdoor practice facilities.

Proponent Group is always looking to add more teaching building photos to our gallery which is now approaching

300 pictures of nearly 50 different buildings. To check out the rest of the new pictures from Minnewaska simply visit: www.flickr.com/photos/golfbusinessnetwork/ If we don't have photos of your building yet, please email your pictures to us at landerson@proponent-group.com and we'll add them and maybe even feature your building in an upcoming newsletter.



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

Register Today!



Proponent Group Summit 2013

Sunday, October 27

- 11:00am Registration Opens
- 1:00pm Optional Golf on Talking Stick G.C.
- 6:30pm Dinner at Talking Stick Golf Clubhouse

Monday, October 28

- 7:00am Breakfast
- 8:00am What's Next in Golf Instruction (Lorin Anderson)
- 8:30am Instruction's Future: A World View (Dana Garmany)
- 9:00am Equipment: Solving Students' Set Make-up Issues (Terry Koehler)
- 10:00am The New Coaching Model (Dr. Rick Jensen)
- 11:00am A New Business Model for Instructors (TBA)
- 11:30am Lunch
- 12:30-2:00pm Secrets for Great Group Instruction (Tim Mahoney)
- 2:00-3:30pm The Art of Performance: From Concept to Application (Lynn Marriott and Pia Nilsson)

- 3:30pm Teaching Tech and Training Aids Demo Day
- 5:30pm Cocktails at Talking Stick Golf Clubhouse

Tuesday, October 29

- 7:00am Breakfast
- 8:00am Trends in Websites and Mobile (Zach Miller)
- 8:30am Golfers Don't Want to Buy Lessons (Ian James)
- 9:00am Game Your Brain: The Science Behind Cognitive Training (Dr. Debbie Crews and Tim Suzor)
- 9:45am Effective Communications Skills for Instructing and Presenting (Mike Malizia)
- 10:45am Roundtable Discussion: Managing Your Time and Setting Boundaries
- 11:30am Lunch
- 12:30pm Guarantee Your Results, Triple Your Income and Increase Revenue at Your Club (Will Robins)
- 1:30pm Unlocking Your Students' Potential (Fred Shoemaker)
- 3:00pm Summit Ends



Pia Nilsson and Lynn Marriott



Tim Mahoney



Will Robins



Mike Malizia



Dr. Rick Jensen



Fred Shoemaker

Summit Details and Registration

Host Site: Talking Stick Golf Club and Talking Stick Resort and Casino is one of the most popular golf destinations in Arizona. It is conveniently located only 14 miles and less than 20 minutes from Phoenix Sky Harbor airport. All summit events are within walking distance at Talking Stick so you will not need a car during the event.

PGA/LPGA Education Credits: Agenda will be submitted to the PGA and LPGA for continuing education for association members. Approximately 13 hours of education will be included in the summit.

Lodging: Proponent has a special summit rate at the Talking Stick Resort and Casino for only \$129 per night

SINGLE OR DOUBLE occupancy. Contact the resort directly at 866-877-9897 to reserve a room. Our room block will likely sell out as in past years, so book your room as soon as possible.

Cost: Our Summit registration fee includes all meals and all sessions for only \$475 for our North American and International full members. Associate members are welcome to attend for \$525. NOTE: Optional golf Sunday afternoon at Talking Stick is an additional \$40 (tee times are limited and will be filled first-come, first-served).

Registration: Login to www.proponent-group.com and at the top of the Members Only menu on the left-hand side of the landing page you will find the Summit Registration link.

PARTNER SPOTLIGHT: SWING CATALYST

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- ✓ Timing
- ✓ Weight shift
- ✓ Centre of pressure patterns
- ✓ Detailed foot pressure

BUSINESS DEVELOPMENT

Amateur Status and NCAA Eligibility: At Risk Due to Instructor's Marketing Efforts?

By David Gould, Staff Editor

A few weeks ago, a promotional email went out from the Dom DiJulia School of Golf. In it, the Pennsylvania-based Proponent Group member shared news of some excellent tournament play by a lengthy list of amateurs coached by DiJulia.

A woman he teaches had qualified for the USGA Women's Mid-Amateur. A boy just entering high school won a Philadelphia PGA Junior Tour event, by eight strokes with a score of 68. Another boy finished second with a 69 in the IJGT Labor Day Classic at Hershey Country Club. This golfer ranks No. 2 in stroke average out of 179 high schoolers in his league. We also learned in the email that a DiJulia student kicked off her junior year at the College of William and Mary by spearheading her team's win at the Bucknell Invitational.

At the bottom of DiJulia's information-packed email is a two-line comment. In it the coach implicitly suggests that programs he implemented helped produce these success stories. He also issues a call-to-action for prospective students: "Contact us to learn more about using this fall to make progress toward a great season next year."

Question: Are the amateurs described in Dom's email put at risk by having their exploits used as the basis for a coach's promotional email? Proponent Group posed that question (generally, not naming names) to Bernie Loehr, the USGA's director of Amateur Status and Rules of Golf. This was followed by a query to Cameron Schuh, associate director for Public and Media Relations at the NCAA.

The USGA's response, via email, was terse. "An amateur golfer of skill or reputation forfeits his amateur status if he promotes anything, including his golf instructor," said Loehr. Asked whether any amateur had suffered this fate in the past decade, Loehr answered: "Not for promoting golf instruction but for promoting other things."

The Proponent outreach to the NCAA asked about the many golf teachers whose junior phenoms go on to compete at Division I universities and garner fame for their exploits. We asked: What leeway does the coach have to re-



What are you allowed to say about your competitive players' successes in your business communications?

mind prospective lesson-takers that he or she was integral to the collegian's success?

Here is the exact text of the first part of Schuh's reply:

"Per the rules the NCAA schools have created, it would not be permissible to include a name or picture of a currently enrolled student-athlete in an advertisement for a golf instructor's services or to demonstrate the instructor's experience, reputation, etc. This would include listing the student-athlete in a publication that is intended to communicate the coach's avail-

ability for lessons. In this context, the coach/instructor is using the student-athlete's name to recommend or promote the coach/instructor's services and it would render the student-athlete ineligible if he or she either approved the use of, or failed to take steps to stop the use, once he/she learned about it."

Schuh then added a qualifier:

"However, if the student-athlete's name is being used in a news context (e.g. an article about the coach that includes the mention that he/she was the coach of a particular student-athlete), that would be a different situation. In this context, the newsletter's article would be informational in nature and wouldn't be considered a promotion of a commercial service. This would be considered that the student-athletes is not being included to create an implied endorsement of the coach/instructor's service." These NCAA comments create a reasonable allowance for the news contained in DiJulia's newsletter.

Erik Stevens, a player agent who represents LPGA star Christie Kerr, was asked about these guidelines, including how to interpret them.

"Promotion is part of today's sports world," says Stevens. "If you are integral to a young athlete's success, you have a right to be talking about it, and really a duty to yourself as a professional to be making the fact known." Style matters, in Stevens' view. "As the coach, you can talk about skills the player is focusing on or a stat that is relevant to their recent success," he says. "That is factual information that has some weight" and isn't just fluff.

Dan Levy, a marketing executive with Wasserman Media Group in Raleigh, N.C., says for starters that he has never heard of golf instructors creating status or eligibility problems for the young people they coach. Vicky Hurst and Suzanne Pedersen are among Levy's present and former clients. Like Stevens, Levy feels just-the-facts information should be made very plain, as a way of justly documenting the coach's skill and abilities.

Crossing the line, in Levy's view, is one of those "you know it when you see it" circumstances. An organization like the NCAA would be inclined to perhaps make an example of the golf instructor who is callously aggressive in stretching the limits of the "news" exception. Levy's other possible sore point involves benefits to the player beyond the core benefit of excellent coaching and guidance. "Even a discount of the reasonable or accepted price of the lessons might be an opening," he muses.

We're all familiar with the odd and even awkward process by which manufacturers congratulate unnamed pro golfers, calling them "the winner of the XYZ Classic" in the pages of *Golfweek* or *Golf World*. The oblique reference is used in place of an actual name because the company isn't paying that player to use his or her name and likeness. Could golf instructors find themselves having to adopt this clumsy way of linking themselves to a collegiate star whom they coach?

Chris Baisch is director of instruction at Hazeltine National Golf Club in Minnesota and a longtime Proponent Group member. Despite being employed by a private club, Baisch lists a roster of students that is only one-half Hazeltine members. "This club is unique—the members want to see talented players reach their potential and they want to see the game of golf grow," says Baisch. "They base their policies on the oldest and best ideals of the game."

As a result, the non-member following Baisch has developed is just fine with the club. The whole phenomenon got rolling thanks to the work he did with current University of Nebraska senior Steffi Neisen.

"Steff's development as tournament player is what started it all for me," says Baisch, whose lesson tee is now

a magnet for talented juniors. "The most prominent connection of her as a player and me as a coach came in a *Golf World* article, after Steff had qualified for the U.S. Amateur. She credited me by name," recalls Baisch.

Is that an "endorsement" or an "implied endorsement" of a coach by an NCAA player? The answer is that the statement by Neisen is not commercial in nature, because of its context. It appears as relevant factual information in a bona fide news article circulated by a recognized publication. Inside and outside the institutional hierarchies, the news-and-information factor seems to hold sway. Are you presenting true, factual and reasonably timely information about a collegiate player? If so, the player's responsibility to protect his or her eligibility by asking you to cease and desist won't be triggered, goes the theory.

Likewise, in theory, if you tape a 30-minute infomercial that shows current college golfers touting your talents as you guarantee 10-stroke improvement in 10 days, it could cost them their eligibility.

In discussing this topic, Proponent Group members sometimes wonder out loud what the purpose of the NCAA regulation is. Bill Baldwin sees many a trophy-winning young amateur along his lesson tee at the Baldwin Golf Academy, in Grand Blanc, Mich. One of the players he taught, Shasta Averyhardt, played for Eddie Payton at Jackson State University and then did well enough in tour qualifying to earn conditional LPGA status for this year. "During her time as an NCAA player, I steered away from mentioning Shasta in any materials I put out," says Baldwin, citing the collegiate eligibility issue.

"Anything the NCAA does to protect these young players, that's all good," he says. "Golf is one of the few sports the NCAA has left that is still more or less pure." However, Baldwin and other coaches, do wonder how NCAA golf or the individual student could be harmed by having a golf coach talk about having worked with them. "If the reason is that the NCAA wants to monopolize the excitement and the aura these athletes produce, and they don't want any of that light to land elsewhere, then it gets personal," he says. "Then you're talking about my business and my income."

Amateurs and Academy Marketing: A Proponent Group Viewpoint

What you read in this newsletter article is solid information, in "snapshot" form. We're glad to be providing helpful guidance but there are questions about how this issue will track in the future. Organizations like the AJGA are allowed to provide travel and expense money to top players. That may sound like generosity but it

serves the Association's business plan very neatly—they need top talent participating. Brand-name manufacturers fit and equip the leading junior golfers with tour-quality gear—woods, irons, wedges, putter, golf balls, shoes and what have you. They do so without any fear that they will create problems for these junior golfers regarding amateur status or collegiate eligibility.

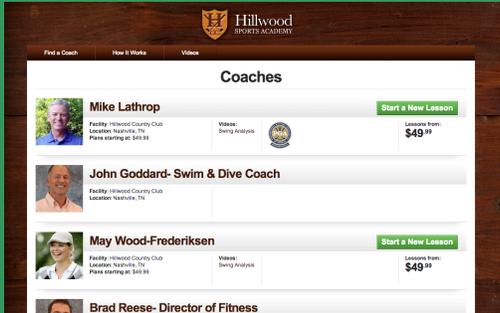
The question of how overtly a golf coach can associate his or her name with that of an amateur golfer—

young or old—has been answered for the record. However, that language seems less than ironclad. Golf professionals have erred on the side of caution. And yet, developing great junior and competitive players, in general, is more and more an important calling card. Promotion by coaches could become more aggressive and we could see a more aggressive response from the ruling bodies. Proponent Group will continue to monitor this issue and keep you up to date. — *Lorin Anderson*

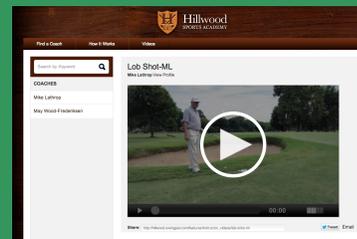
PARTNER SPOTLIGHT: SWING PAL



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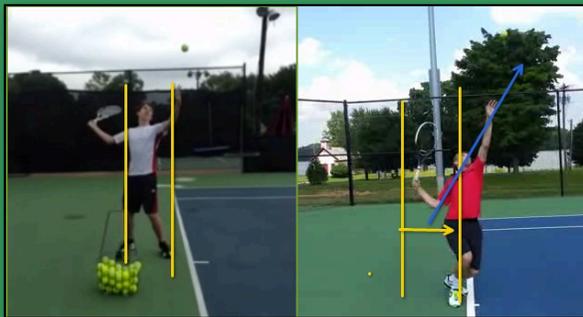


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Contact Vikki Vanderpool for more information at vvanderpool@swingpal.com or 615.663.13330

STATE OF THE INDUSTRY

Certification Programs: Are They Worth it?



By Lorin Anderson, President

Cooler weather has arrived and “certification season” is upon us. You spent the summer filling your book with student appointments. Now you’re filling it with dates and times for golf-instructor training. It’s the time of year to get those name-brand certifications or else renew them and attain higher levels.

I sometimes hear instructors saying, “Do we really need all these certification programs?” and “Jeez, these certification programs are getting pricey.” Let’s look at that in two ways: ROI and your competitive advantage. I hark back to my long experience with the companies that published the world’s two largest golf magazines. They spent significant sums of money to make sure managers and sales teams received world-class training. They were locked in a fiery competition for advertising dollars and a blown sale could easily cost one of those magazines \$1 million or more in revenues. So, their annual training budgets ran well into six figures, and generally the return on investment was huge.

Instructors tend to over-focus on the sticker price of the training and not recognize the payback it provides. If a certification costs you \$2,000 but it provides the tools for new or enhanced programs that earn you an additional \$5,000 to \$10,000 annually, that’s a great ROI. It makes the price of certification a steal!

Don’t ever forget that you work in an intellectual property business. Enrolling in certification programs lets you quickly obtain significant intellectual property. You can then turn around and sell this knowledge to stu-

dents. The Internet is making it incredibly easy for your students to tap into teaching from thousands of instructors. At this level, golf instruction becomes a commodity. At your level, with help from certification programs, it remains a high-value service that’s scarce in the marketplace.

The best teachers are always learning. It’s what sets them apart. But your certification decisions require strategy. There are two basic routes you could take: Shallow and Wide or Deep and Narrow. Shallow and Wide is the Godiva sampler pack. You attend a variety of certification programs and develop a solid understanding of a variety of swing methods and training ideas. The tradeoff is that you aren’t necessarily an expert in any specialty. Deep and Narrow is when you work to become world-class in a specific area, such as putting. You would then likely go through certification with Aim-Point, SAM Putt Lab, Frank Thomas and others to try and dominate that niche. As a marketer, I like Deep and Narrow because it lifts you above the competition in a recognizable way. That’s a powerful selling advantage.

Having said that, I do notice that some of you combine the two strategies. That may be the best decision, if it’s practical for you to do it. One Proponent member specializes in long-term player development coaching but keeps herself well-versed in the most respected swing methodologies. She plans her annual education budget to include one swing-related certification such as The Golfing Machine or Stack and Tilt and one coaching-related program such as Coach54 or TPI Coaching Track. Her goal is to be able to competently explain any method her students may have seen elsewhere while creating credibility to be known as a cutting-edge coach.

Our Proponent Group Partners:





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Log on to www.proponent-group.com or call 407-878-1235.

Survey Shows Growth in Custom-fit Sales

(Continued from page 2)

The second and third write-in comments above speak directly to this survey question:

“Dynamic clubfitting met resistance years ago when golfers taking lessons would object to having new club spec's introduced during the learning process. Do you feel that resistance is just as common as ever, somewhat reduced or significantly reduced?” Only 10 percent of you said that attitude seemed “just as common.” Of the remaining 90 percent of surveyed Proponent members, you were split down the middle between “somewhat reduced” and “significantly reduced” as your take on golfer attitudes.

Those remarks are taken from the write-in portion of the survey questionnaire, so we aren't able to attribute them, but the point is no less clear: Smart teachers have an array of interesting methods for covering clubfitting as both a game-improvement service and a line of business within their overall operation.

Looking at the historical trend line, we see that charging for an initial clubfitting session is slightly more prevalent now than in 2008—the percentage moving up to 79 percent from 74.4 percent. The practice of refunding professional fees for conducting the fitting is hardly any more popular now than it was five years ago, when 66 percent said they never refunded it. The “no, never” answer was given by 59 percent in 2013.

The personnel question showed the most consistency between 2008 and 2013. “Who does most of the clubfitting at your facility?” was asked in both surveys, and “Director of Instruction/Teaching Pro” was checked off by 51 percent in '08, then by 48 percent this year. The selection, “Everyone on staff does some clubfitting” was chosen by 34 percent in both surveys. The answers for “Head Professional” and “Assistant

Selected Results from Proponent Group's 2013 Clubfitting Survey

How much do you charge for a typical clubfitting session?

Less than \$50	13%
\$51-75	21%
\$76-100	17%
\$101-125	24%
\$126-150	17%
More than \$150	11%

How long is your typical initial clubfitting session?

30 minutes or less	9%
31-60 minutes	51%
61-90 minutes	25%
91-120 minutes	11%
More than 120 minutes	4%

What services are included in your typical initial clubfitting session?

Irons fitting	99%
Driver/woods fitting	92%
Set-make up recommendations	80%
Wedges fitting	70%
Gapping analysis	63%
Putter fitting	56%

What technologies do you have available when conducting a fitting session?

TrackMan	44%
Mizuno shaft analyser	28%
FlightScope	27%
ForeSight CG2	27%
SAM Putt Lab	23%
Tomi Putt Analyser	20%
Other launch monitor	12%
Swing Catalyst force plates	5%

Do you refund the fitting fee if the golfer purchases one or more clubs from your facility?

Yes, all of the fee	24%
Yes, a portion of the fee	19%
No	60%

NOTE: The full results will be posted on the members website in October.

Professional” were similarly consistent.

Compensation showed one notable change. The straightforward matter of conducting a fitting and getting “paid entire fitting fee” is less common. In 2008, 41.4 percent said that was their arrangement. In 2013, only 29.2 percent said it was. Meanwhile, “Paid a percentage of fitting fee” rose over the five-year span from 24.1 percent to 32.3 percent.

It's interesting to note that the club manufacturers with a commitment to custom fitting retain their presence at the range very reliably, despite ups and downs in the marketplace overall. Proponent Group members featuring Callaway's fitting system in 2008 represented 58 percent of respondents—this year that percentage was 60. Mizuno was on 42.4 percent of your ranges five years ago and the brand is on 35 percent of them now. Nike went from 32 percent down to 26 percent. PING was at 53 percent in 2008 and improved to 60 percent in 2013. The Titleist fitting cart had been at 79 percent of your facilities five years ago, now it's at 74 percent. There is no brand with any level of relevance in our most recent survey that wasn't also well-represented a half-decade ago.

The set sales numbers have more strength across the board than five years ago. In our 2013 survey, 60 percent of respondents sold more than 20 sets a year. In 2008, only 45 percent could claim that degree of sales volume. It's likewise among the 40-sets-or-more set sellers. In 2013, almost 24 percent of survey-takers said they reached such volume. Back in '08, only 17.2 percent could make that claim.

There are many implications, basically of them positive, to the widespread understanding of club design and the golfer's attempt to make a sound move at the ball, with desirable ball flight as a result. Having a more enlightened approach take hold, and having golf instructors get their share of equipment sales, are each welcome outcomes.

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

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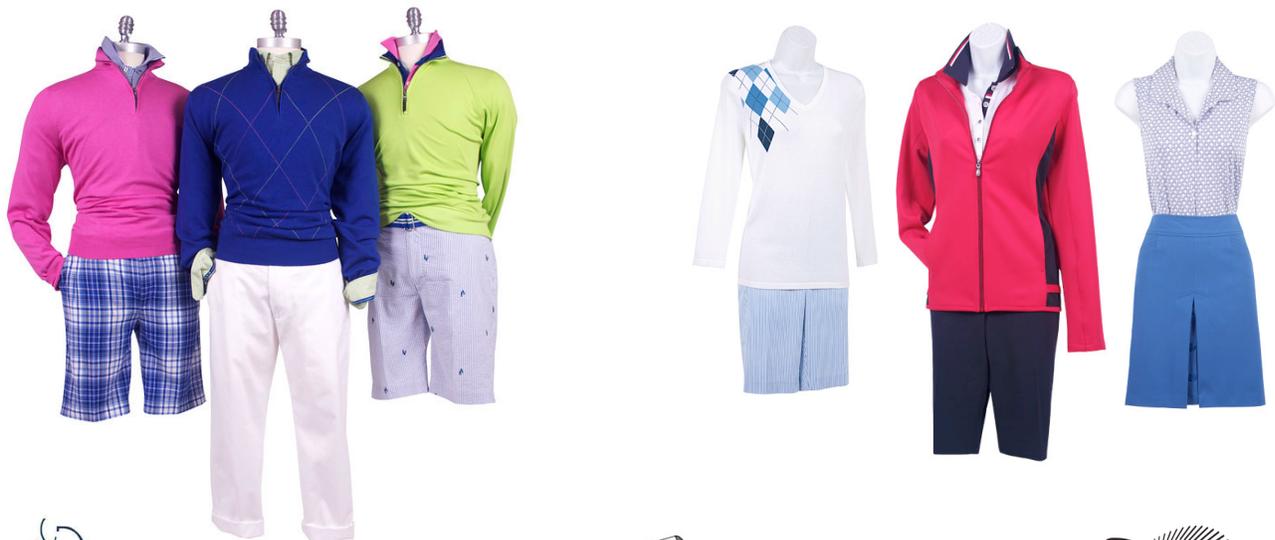
ALL current products from ALL three of Summit Golf Brands' outstanding lines: EP Pro, Fairway & Greene and Zero Restriction are available to Proponent Group Members at the following preferred pricing:

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

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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 September's New Members

Jeff Chambers, Elmwood Golf and Country Club, Saskatchewan, CAN – Full Member.

Andy Griffiths, Oak Park Golf Course, Welwyn Garden City, England – International Member.

Paul Kaster, Highbridge Hills Golf Club, High Bridge, NJ – Full Member.

John Perna, The Players Service, Naperville, IL – Full Member.

Hughes and Weller Earn PGA National Awards

John Hughes, National Director of Instruction for Golf Digest, has been named the 2013 PGA of America Horton Smith award winner for contributions to professional education. **Nicole Weller** of The Landings Club in Savannah, GA has been named the 2013 PGA of America Junior Golf Leader. Congratulations to both on these prestigious honors.

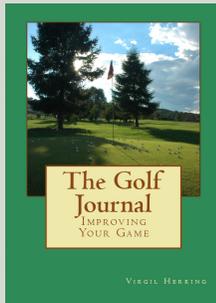
Smeltz Takes Over at IJG Academy

Long-time David Leadbetter instructor **Kevin Smeltz** is the new director of the International Junior Golf Academy in Hilton Head, S.C. He takes over one of the largest junior boarding academies in the world with more than 140 students.



Herring Publishes The Golf Journal

Virgil Herring, who teaches at Westhaven G.C. in Franklin, TN, has a new book out called: *The Golf Journal*. Within the text is more than 100 pages of detailed statistical analysis for any round of golf. Besides the typical statistical categories it also includes many mental and emotional questions as well as a more critical analysis of putting and short game. The book is designed to enhance the



player/coach relationship and hopefully provides evidence that it takes more than just the swing to produce the lowest possible scores. To purchase a copy, go to Amazon.com.

LPGA Honors Barnard with Nancy Lopez Award

The LPGA has recognized **Marvol Barnard** as the recipient of the 2013 Nancy Lopez Golf Achievement Award recognizing an LPGA member who gives back to the game in the spirit of Nancy Lopez in the areas of leadership, passion, giving and approachability. Barnard is the teaching pro at the Haven G. Cse. in Green Valley, AZ

LPGA Names 2013 Section Award Winners

The LPGA announces their section award winners for 2013. They include Proponent members **Joy Bonhurst**, Northeast Section Teacher of the Year, **Megan Padua** (shown at right), Northeast Section Junior Golf Leadership award and **Nancy Dunn-Kato**, Western Section Junior Golf Leadership Award.



Benefit Reminder: Need a Pro? Check Proponent Preferred First

Proponent Preferred was launched last month to help you identify highly-qualified services and products commonly used by top instructors including: Book publishing, Graphic Design, Social Media Marketing, Website Design, Video Editing, Teaching Building Design, Insurance and many more.



These Proponent Preferred Providers are chosen by our staff and do not pay for the privilege of being on the list. All have proven track records working with golf instructors and are well positioned to help our members. This list will make it much easier for you to find and contract the services you need to continue to grow your business and can only be found when you log in to the members website and go to **Proponent Preferred** in the **Members Only** menu on the left-hand side of the landing page.

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