



Proponent Group

The Premier Network of Golf Instructors

PROPONENT GROUP NEWSLETTER \$20

AUGUST 2017

HAPPY ANNIVERSARY! PROPONENT TURNS 10

After Steady Growth and Many Successes, We Gear up for a Second Decade of Helping the Game's Most Dedicated Golf Instructors

Today – August 15th – marks the 10th anniversary of the launch of Proponent Group, the premier network and business resource for dedicated, full-time golf instructors. Over our first decade we have grown to a roster of more than 600 high-level golf instructors from around the globe in our three divisions: North American Full Members, Associate Members and International Members. We are very proud that our current membership includes teachers from more than two dozen countries. The American portion of the membership includes more than 150 PGA and LPGA Section Teachers of the Year, more than a dozen National Teachers of the Year and the owners of more than 100 multi-teacher golf academies.

Different from other organizations in the industry, Proponent Group has always focused on providing high-quality business and career information to help members take full advantage of the dynamic business opportunities that are currently within reach of the game's best teachers.

While our path in the early and middle years featured a few speed bumps and potholes, we start our second decade aware that the continual willingness of our members to share their knowledge and help each other has sustained our mission. This will always be the core of our success. We could not be here without you. Thank You!

The First 10 Years, by the Numbers

Over its first decade, Proponent's members participated in a combined **32,000** hours of learning at Proponent Group education events.

<> Recordings of these education sessions have been watched **52,000** times on the members' website. <> Meanwhile, Proponent's business guides and templates have been accessed more than **14,000** times. <> The company's one-on-one member consultation services have helped negotiate over **200** instructor contracts and have provided more than **400** personalized compensation reports.

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PROPONENT GROUP 10th ANNIVERSARY SUMMIT



Celebrating Career Success for Teachers

November 5-7, 2017 (Sunday - Tuesday)
Heathrow Country Club
Lake Mary, Florida

Join us for our biggest Summit yet in our 10th year of showcasing what's coming next in golf instruction and highlighting fresh opportunities to grow your teaching business.



Martin Hall



David Leadbetter



Lynn Marriott



Pia Nilsson



Cameron McCormick



Mike Bender

Join us in Orlando to:

- Get answers to your teaching and business questions from our 10th Anniversary Super Panel of Mike Bender, Martin Hall, David Leadbetter, Lynn Marriott, Cameron McCormick and Pia Nilsson.
- Hear Dr. David Wright describe how efficiently applied ground-reaction forces maximize power.
- Discover the amazing power of a well-designed website.
- Gain insight into where the game is heading from LPGA Commissioner Michael Whan.
- Learn how to increase revenues with smarter up-selling with Brian Jacobs.
- Check out the latest teaching technologies at Demo Day and expand your network of peers.

Registration is Now Open. Log In and Click on Summit Registration.

OUR 2017 SUMMIT PARTNERS



PROPONENT GROUP 10th ANNIVERSARY SUMMIT



November 5-7, 2017

Heathrow Country Club, Orlando, FL

SUMMIT DETAILS

Host Site: Heathrow Country Club is one of the finest golf facilities in Central Florida, with a sister property less than a mile away at The Legacy Club.

Both are conveniently located 45 minutes from Orlando International Airport.

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

Lodging: A special Summit rate is available at Hyatt Place Lake Mary/Orlando North for only \$109 per night SINGLE OR DOUBLE occupancy. Contact the hotel directly at 407-995-5555. We also have a room block at the Courtyard Marriott Orlando Lake Mary/North for \$99 per night.

Please contact the hotel directly at 407-444-1000. Our room block will likely sell out, as it has in past years, so book your room early.

Cost: Our "Early Bird" package includes all meals, all education sessions and participant gifts for only \$475 for our Full and International members. Associate members are strongly encouraged to attend for \$525.

Optional golf Sunday afternoon at the Tom Fazio-designed Legacy Club is an additional \$50 (tee times are limited and will be filled first-come, first-served). **NOTE: All Summit rates increase \$50 after August 31.**

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

THE AGENDA

Sunday, November 5

- 1pm Optional Golf at Legacy Club Fazio Course
- 2-4:30pm Associate Members-Only Session: Making Smart Career Decisions
- 6:30-9:00pm Welcome Dinner at Heathrow Country Club
After dinner Fireside Chat with LPGA Commissioner **Michael Whan**

Monday, November 6

- 7am Breakfast
- 8am Trends That Will Affect Your Career
(Lorin Anderson)
- 10:00am Break
- 10:30am Super Panel Round Table
(Mike Bender, Martin Hall, David Leadbetter, Lynn Marriott, Cameron McCormick and Pia Nilsson)
- 12:30 Lunch
- 1:30pm Super Panel Outdoor Session
(Mike Bender, Martin Hall, David Leadbetter, Lynn Marriott, Cameron McCormick and Pia Nilsson)
- 3:30pm Teaching Technology and Training Aids
Demo Day
- 6pm Cocktails and Dinner at Heathrow

Tuesday, November 7

- 7am Breakfast
- 8am The Amazing Power of a Well-Designed Website **(Zach Miller, Jeff Penson and Kevin Stanley)**
- 9am Secrets to Upselling Your Services
(Brian Jacobs)
- 10am Break
- 10:30 The Golf Instructor's Guide to Preparing for Retirement **(Matt Luckey and Kelly Mccammon)**
- 11:30 Lunch
- 12:30 Maximizing the Application of Force: 'Recruiting' Power Begins at Setup with Core Symmetry **(Dr. David Wright)**
- 3pm Summit Ends

Registration is Open. Log In and Click on Summit Registration.

Now You Have **FOUR** Ways to Find Answers to All of Your Business and Career Questions

TAKE ADVANTAGE OF ALL OF OUR OPTIONS

Contract Negotiations • Proprietary Compensation Information • Marketing Issues
Business Plans • Job Search Assistance • Public Relations • General Career Advice
Management Action Plans • Resume Review • Website Design • Logo Design
Teaching Building Design and Construction • Social Media Marketing • Instruction Trends

Our Unique Members-only Website

Access to more than 100 presentations from the top industry experts and world-class instructors whenever you need it, only on our members-only website. Plus, more than two dozen business templates and guides ready for downloading at any time.

Our Member Mentors

Tap into the combined knowledge of more than 100 of our members who have offered to assist fellow members by sharing their expertise in dozens of relevant topics. Just find your topic of interest and contact those listed for advice to tap into our membership's shared wisdom.

Our Private Edufii and Facebook Groups

Ask our Private Facebook or Edufii groups of more than 450 Proponent members your questions and you'll get answers from your peers across North America.

Our One-on-One Consulting

For our full members, call our office anytime you need help with a career or business-related issue. We talk with dozens of members each week and provide recommendations and advice in dozens of areas that can affect your bottom line.



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

IT'S TIME TO USE THE 'METRICS' SYSTEM



By **Lorin Anderson**, President

How many new students did you acquire in the past year? What is the average total spend on lessons per student who has been in your book more than 12 months? What percentage of your new students purchase clubs at your facility in their first year working with you? What is your average cost to acquire a new student? (hard costs for marketing plus

value of your time to manage social media, etc.)

Do you know the answers to these fairly basic accounting questions for your business? Unfortunately, I've noticed in my conversations with members that a lot of instructors don't record *any* metrics for their operation, beyond total hours taught and total revenue earned. Of course, you want to know these facts too, but as the world moves faster and gets more complex it helps to have a deeper grasp of the metrics involved in building and maintaining your clientele.

It's not just you, it's a large portion of the golf industry that doesn't track enough critical metrics to know what is working or not working in their business. Thousands of courses have scant understanding of how to fill their tee-sheet inventory, which is a symptom of why industry tracking firms said that around 45 percent of all U.S. golf courses lost money on their operations in 2016. It's no wonder that teachers haven't been trained to track critical data and analyze their business, given that the people running the facilities they teach at likely aren't doing a good job of number-crunching either.

I'm a numbers junkie. I have copies of all my tax forms back to 1988 in my closet. I review the Cubs box score after every game. I even track my car's miles-per-gallon performance for every tank

of gas. For those who aren't so interested in numbers, my hope is that we can demonstrate what you can gain by using the "metrics" system. Start tracking your basic business information so that you can take the next step of analyzing the data. That analysis should lead to better strategic decisions, which leads to better management of your resources to maximize your bottom line.

On a "macro" level, stats show the game is not growing in most markets, and when the pie isn't getting bigger it's the business operator who becomes more efficient who grows market share and increases their bottom line. The shift is starting to happen in golf where the really smart operators of courses and teaching academies are tracking and reviewing more data than ever before to figure out what various marketing efforts cost per new student generated, how long the average student comes for instruction and the average lifetime value of a customer.

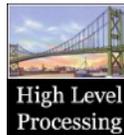
Once you begin tracking these metrics you can figure out your Return On Investment (ROI). For example, if you spend \$1,000 on a promotion that earns 10 students and the average spend per student is \$900, then you generated \$9,000 with a \$1,000 spend. A 9-to-1 ROI is actually quite good. Typically the goal is to aim for \$4 in revenue for every \$1 spent on marketing.

The fact is that larger operations are starting to use this data against those who aren't paying attention and the gulf is only going to widen as they have POS reports, scheduling software, websites that track leads through landing pages, etc. It sounds a bit overwhelming, but a lot of the reports can be automated once they are set up and only need to be reviewed on a quarterly basis.

In a perfect world, Proponent Group members would track a variety of metrics and send that data to Proponent where we could analyze it from a global perspective and then create appropriate benchmarks to help you know where your business strengths and weaknesses are in relation to similar operations.

More in the near future on this topic. Stay tuned. **PG**

PROONENT GROUP PARTNERS





PUTTING ANALYSIS SYSTEM

Player, Instructor, and Enterprise Subscriptions Available



YOUR PUTTING SCORE™

24/7 access to the golf world's most powerful scientific instructional putting technology

Easy to Use - self calibrating, portable, lightweight sensor that sets up in seconds with any brand of putter.

Powerful - extremely sensitive technology that sees, measures, and analyzes what you cannot.

Affordable - an economical way to teach golfers at every level.

Accessible - for iPad, iPhone, and Apple Watch.

Reach and Teach - instruct an unlimited number of players.

INTERACTIVE PUTTING INSTRUCTION

PLAYERS

- Measure and analyze all aspects of the putting stroke in real-time
- Track and compare progress with an objective comprehensive score
- Gather objective putting metrics under playing conditions—anytime, anywhere, indoors, outdoors, on or off the course
- Graphical display of putter path, face angle, loft angle, tempo, and acceleration changes from top, side, and back views
- Graphical display of the length, duration, and deviation of the proper "on target" putter orientation from every view
- 2D and 3D animation synchronized with video capture; playback at normal speed, slow motion, and frame-by-frame
- Accurate to 1/100th of a degree in real-time, sampling at 200 samples per second
- Real-time aim and acceleration measurement and analyses
- Automatic cloud-based record keeping, analyses, and reporting
- View and share data and reports with anyone at any time

INSTRUCTORS

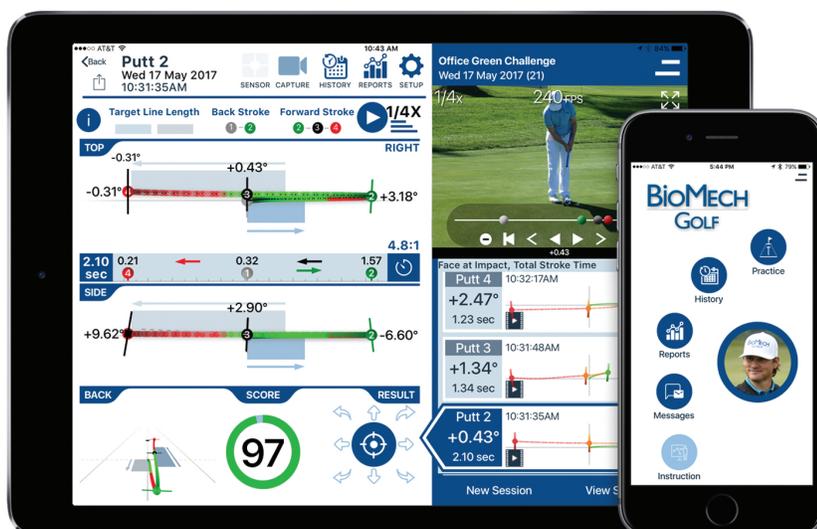
- Augment and expand your professional services with unlimited internet-based instruction
- Monitor your players anytime, anywhere - in person or remotely
- Enhance instructor/player engagement and communication

COMING SOON



BioMechSports.com

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BETTER WAYS OF CONNECTING VIA FACEBOOK, INSTAGRAM AND THE REST

SOCIAL MEDIA 2017: ADVICE, UPDATES AND QUICK TIPS

By Jeff Penson

Social media, for any small-business operator, is like a vegetable garden. Fussing with it constantly is unnecessary and unproductive, but you can't turn your back on it, either. For a Proponent member wishing to harness social media's potential, a fairly deep dive will be needed every now and then, mixed with an ongoing effort of perhaps twice-weekly posting or messaging.

If it's been a while since you devoted a chunk of time and attention to social-media success, you may want to print this article and keep it somewhere handy. As the season quiets down and time opens up, the ideas below will still be current and they'll offer a big assist to any coach seeking a better return on his or her endeavors.

The information below includes many a question—how you answer them will reveal whether you're using digital social tools advantageously or if you've let the weeds grow (and your harvest over-ripen) in that garden we mentioned. The ideas are organized platform-by-platform, and each block ends with a "Bonus Question" that contains guidance only the most progressive social-media users are currently using.

You may want to read the article once through, then come back to the top and think about some next-steps to execute. You'll find the various online platforms discussed one by one, each block containing ideas and data points that have been highly valuable in our everyday work with Golf Channel Academy coaches.

Facebook

Three quarters of American adults use Facebook and it is one of the best social media channels for promoting any brand, due to its vast user base. According to the marketing services vendor Hubspot, 42 percent of marketers say Facebook is important if not critical to their business.



Do you have a "business page" for your Academy?

To maximize Facebook's business potential, you need to create a business page, not a personal profile, to represent

your brand. This allows you to promote junior camps and photos of your facility instead of distracting people with photos of your kids on vacation.

Have you claimed your page's vanity URL?

Once you've created your business page, make it more shareable and easier to find by creating a recognizable vanity URL (e.g. www.facebook.com/GolfChannelAcademy)



Do you have a creative cover photo and profile picture?

Facebook's new page design enables you to feature an 851 x 315 pixel 'cover photo' at the top of your business page. Get creative with it to capture the attention of new visitors.

What type of content are you sharing?

Many coaches get caught up in just sharing promotional content around their upcoming events or their array of products and programs. Certainly there's a time and place for that material, but you should be varying your content—bring in a mix of videos, photography, quotes, article links and so forth.

BONUS QUESTION: Do you double your efficiency and effectiveness by auto-publishing blog content on Facebook?

Get ahead of the curve and start populating your Facebook page's Timeline with content! If you maintain a business blog, you can connect your blog so that links to the latest blog content you publish will auto-post to your Facebook page. Blogging platforms like WordPress automatically offer this feature within its software—you just need to turn it on and sync it with your page.

Instagram

Now with over 300 million users, Instagram is an amazing tool for reaching younger audiences and a highly valuable option for academies that have the ability to share great photos and videos. The average Instagram user spends 21 minutes per day using the app. Lastly, Instagram trumps Twitter for engagement and interactions.

Do you even have an Instagram account?

There's no way you can take advantage of the 300 millions Instagram users out there if you do not have an account. It is easy to set up an Instagram account and even easier to start using it.

Are you getting tons of engagement (likes and comments)?

If not, you could be skipping the vital step of adding hashtags or tagging your location in posts. The way people find you and your account on social media is through hashtags (#). This is a way of tagging or classifying your posts so that people can search for specific topics and find posts that they are interested in. Many of you post great Instagram photos but don't use any hashtags so not many people can find you!

Some of the more popular and applicable hashtags you should be using are: #golf #pga #golflife #golfinstruction #summer #instagolf #golfsrag #Taylormade #golfchannel #livingthegreen #(your course name) #(your academy name).

Do you use a good mix of photos and videos?

You work on a golf course for Pete's sake! You have one of the most beautiful office views around. Why not take photos and video at every chance you can to showcase and show off your facility?

Have you mastered the "stories" function?

Instagram's Snapchat-like feature lets you create photo sequences that expire after 24 hours. They are absolutely ideal for multi-step swing tips and sharing content that you



Facebook keeps taking steps to professionalize the look and activity of what users post. That includes a new layout option that enables you to feature an 851-by-315 pixel "cover photo" at the top of your business page. Get creative with it to capture the attention of new visitors. The navy blue section of this diagram is where a "horizontal" or "panoramic" image—most likely a beauty shot of the place you teach—would be inserted.



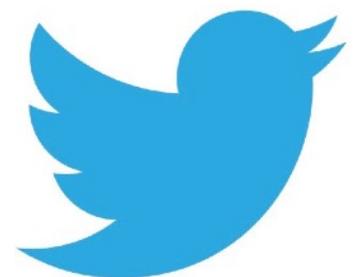
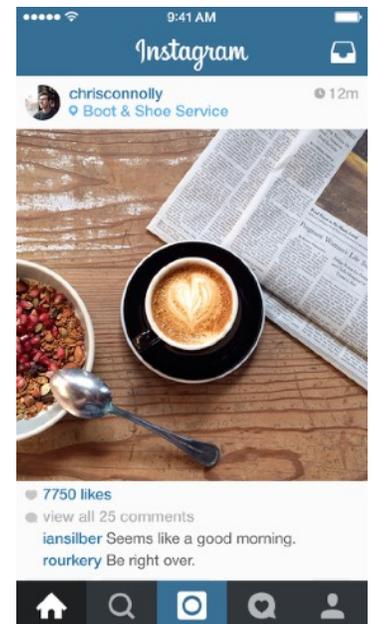
would rather not junk up your profile or feed with.

BONUS QUESTION: Do you ever stream live?

Live streaming on Instagram is next-level for coaches. Similar to what "Facebook Live" provides, this Instagram gadget lets you answer questions via video based on comments from viewers. This is a great tool for coaches with good followings who want to answer golf instruction tips live for people or who want to showcase a live event.

Twitter

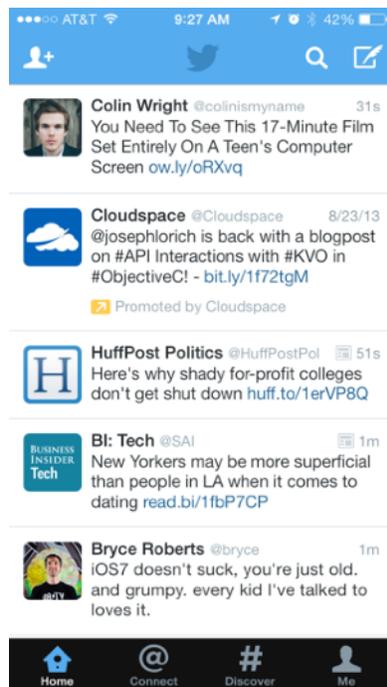
Have some cool instructional videos or interesting golf knowledge that you can convey in less than 140 characters? Then Twitter is for you. Also, if you are looking to push out your blog posts or also share FB and Instagram posts



this is a great platform.

Do you post on a consistent basis?

One of the biggest problems people have when growing their following on Twitter is their sporadic posting and lack of consistency. You do not have to post every hour or even every 3 days to be successful, BUT if you do not provide value and interesting posts on a fairly regular basis why would anyone want to follow you?



Are you using visuals?

Yes, you can post videos and photos on Twitter! You can even post polls for your followers to vote on. It has been shown that photos and videos receive a much higher engagement rate than conventional messages.

Do you look for your peers and engage with them?

Who are you connected with? In many cases, one of the easiest ways to gain a following and build Twitter exposure is to follow and tweet similar peers or people in the golf industry, to gain exposure to their following.

What does your profile look like?

One of the quickest and easiest ways to stand out in the golf industry is to have high-quality photography and graphic design on your social media platforms and website. If you have a sloppy pixelated photo and log on your profiles, you will lose a lot of credibility. Sophistication in your digital presence matters.

BONUS QUESTION: Do you have goals and a strategy?

What's it all for? Why post? Why care? Each year or each quarter think about the goals for each marketing initiatives including each social media platform. From there you can build a strategy on how to achieve these goals and track progress. Otherwise, you are just going through the motions without the ability to truly track results.



LinkedIn

Although this is predominately more successful for B2B marketing, having a presence on LinkedIn is a must—especially if you run corporate programs, hold various networking events, want to expand your customer base or notice that a lot of your students are business executives or involved in the corporate world.

Do you have a LinkedIn page?

As the saying goes, “you miss 100 percent of the shots you don’t take.” Get started, it is easy to set up and it is free!

Do you have a custom URL?

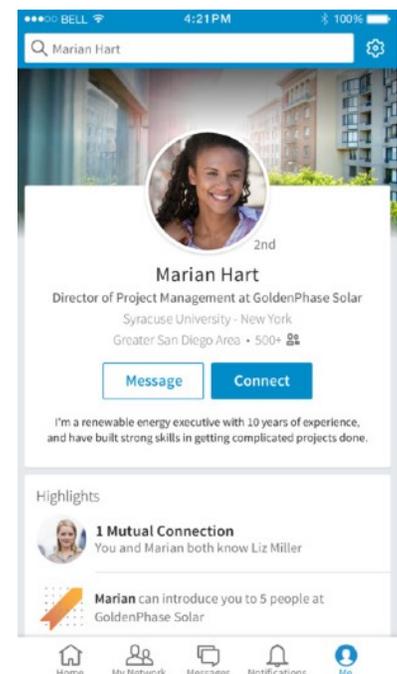
Just as on Facebook, you can customize your academy page on LinkedIn.

Are you connecting with the right people?

Sure, you can connect with an old friend from junior high, but you should really be proactively targeting business leaders and influencers in your community as well as anyone who you think would be interested in networking or corporate events.

Did you start your own group, or at least join one?

There are hundreds of thousands of groups on LinkedIn. You should join as many as make sense to your academy. Look around for a local golf group—joining that is a no-brainer. You could also tap into your local Rotary Club network by joining that LinkedIn group. Don't be afraid to start your own group and invite some influential people to join—just make sure it has a common purpose and isn't all about you pushing for your next sale.



BONUS QUESTION: Do you advertise on LinkedIn?

If corporate and networking events are a big initiative for you and your academy, it may make sense to advertise on LinkedIn. First, you must have a solid LinkedIn page, but once you are set with that you can start to advertise and reach a highly-targeted market.

YouTube

One of the most dominant digital platforms, YouTube has become the second largest search engine out there—it's bigger than Bing, Yahoo, Ask and AOL combined. Visual content has never been more popular or effective, and YouTube continues to dominate among visual-centric social networks. With 85 percent of online adults considering themselves regular YouTube users, the opportunities for businesses to get their videos in front of a large audience are huge.



Are your videos optimized for searches and clicks?

Proper tagging of topics, clear descriptions and a clear title for each video (50 characters or less) are imperative if you want the right people to find your videos.

How are you filming?

Smartphones have given us the ability to create high-quality videos without expensive cameras and costly editing software. With that being said, if you are going to go the inexpensive route, make sure you are competent enough to edit the videos and make sure to invest in a tripod and attachable microphone.

What types of videos are you creating?

If your channel only shows video tips then you are missing the point. The content you can cover is endless! Some examples would be: Student testimonials, facility intro and program breakdown, clubfitting demo, behind-the-scenes stories and product launches/reviews.

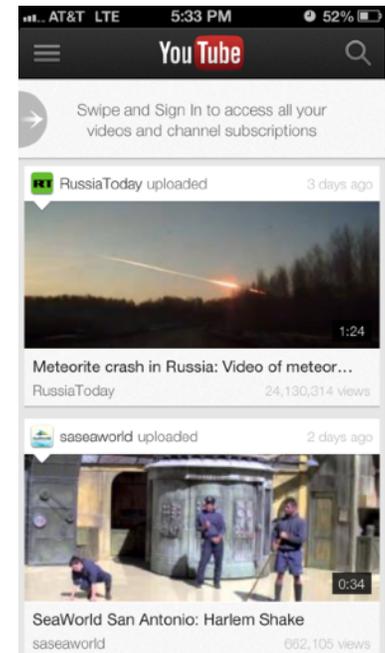
Do you have a customized YouTube academy page?

If your videos are stored on a personal account that is impossible to search for and find, we have a problem. Check out successful YouTube channels in the golf space and replicate (in your own way) their customized channels.

BONUS QUESTION: Do you actively promote your YouTube videos?

There's a reliable set of steps you can take to generate more views for your videos. These include using strategies to bolster each video's basic ranking in Google and YouTube keyword-search results, steadily increasing your channel's subscriber base, and promoting your videos via social media, email and your website.

At the conclusion of our social-media questions and recommendations, a point worth restating is the point about steady, habitual attention to these tools—not much different than what a committed gardener brings to that little plot of land in the back yard, where good things grow. **PG**



State of the Art (Social Media-Wise) within Proponent Group

Over recent years we've provided some relevant summaries of how social media gets used by successful teachers. From this year's Operations Survey of Multi-Teacher Facilities, interesting highlights include the stat showing **85 percent** of academies do have their own Facebook page (meanwhile **64 percent** have their own Twitter account). In that survey we asked about number of "likes" and found that a small sliver of respondents, **4 percent**, had amassed over **2,500** of them. On the YouTube question, 41 percent of academies led by a Proponent member have their own YouTube channel.

When asked about "additional social media platforms," multi-teacher sites came back with a heavy

endorsement of Instagram—**70 percent** called it their go-to choice after Facebook, YouTube and Twitter. The time-spent question is oft-discussed, and an average of about two hours weekly is what members who took this survey seem to devote to all the posting, tweeting and other forms of content-sharing.

However, if you switch over to the recent full-membership Compensation Survey for 2017, some heavy immersion into this form of business-building shows up. Among independent contractors, a full **25 percent** spend over five hours weekly doing social media. One out of five academy owners can beat that—they report spending 10-plus hours in an average week on the various social platforms. — *David Gould*



**Sunice Apparel Line
Now Available to
Proponent
Members**

Bobby Jones

EXCLUSIVELY FROM BOBBY JONES, JUST FOR PROPONENT MEMBERS

All current product from Bobby Jones' and Sunice outstanding mens' and womens' lines is available for personal use to Proponent Members at outstanding preferred pricing:

WITHOUT MANUFACTURER LOGO: 30% off standard wholesale pricing
WITH MANUFACTURER LOGO: 50% off standard wholesale pricing

Check out all the options at bobbyjones.com and sunicesports.com. To place a personal use order – or for pricing on bulk orders for outings, golf schools or other student usage – contact Customer Service at 800-561-3872.

AMERICAN DREAM STICKER SHOCK

LIVING WELL IN THE U.S. TAKES A LOT MORE MONEY THAN MOST PEOPLE MAKE

As a Proponent Group member, you're part of an elite team. Truly the best of the best. As a result, your income is significantly higher than the average instructor's. The 2017 Instructor Operations and Compensation Survey tells us that the average annual revenue for a Proponent member is \$134,000—that's with members having more than 10 years of experience bringing in \$159,000 and those with fewer than 10 years' experience off to a good start with an average of \$81,000 in revenue. For a group as large and diverse as Proponent—your membership runs the gamut from young, up-and-coming instructors to some of the legends of the game—an average revenue of \$134,000 is a testament to the quality of your skills and the resources made available to you through collaboration with Proponent Group. Your collective success caught the eye of the WealthWave team and we're proud to partner with such professionals.

As we got to know your group, that \$134,000 figure struck a chord with us. We'd recently published a special report on the cost of the American Dream. The report attempted to quantify the true cost of living the American Dream for a family of four. While

THE AMERICAN DREAM ACCORDING TO AMERICANS TODAY

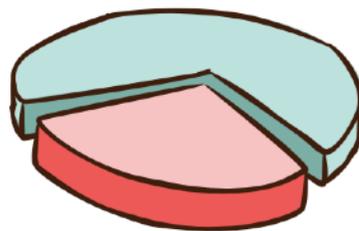
According to a recent survey by Xavier University's Center for the Study of the American Dream¹, Americans themselves gave the following four definitions for the Dream:

A GOOD LIFE FOR MY FAMILY

FINANCIAL SECURITY

FREEDOM

OPPORTUNITY



75% OF AMERICANS POLLED BY THE BROOKINGS INSTITUTE SAID 'THE DREAM' WAS **HARDER TO ATTAIN.**²

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dreams differ, Xavier University's Center for the Study of the American Dream surveyed Americans and identified the four most commonly cited elements of the American Dream: freedom, opportunity, financial security and a good life for one's family.

In order to quantify the dollar amounts required to live that life, USA TODAY conducted a study to identify the average costs of home ownership, utilities, groceries, transportation, health care, leisure, taxes, education, and retirement savings. We were amazed to find that the average cost of the American Dream for a family of four was \$130,000. And who wants to be average?

If you exclude the top 1 percent of American households, the average household income in America is \$43,713. That's far shy of \$130,000.

The good news for Proponent Group

members is that *the average revenue per member is triple that of the average household income for 99% of America*. And we know that many of you have spouses who generate income that further elevates your household income. The bad news is that you might be susceptible to the trap of recognizing that you make significantly more than most Americans. When you make a six-

When you make a six-figure income, it's easy to spend money and live a lifestyle you've got access to without much thought about saving for the future.

figure income, it's easy to spend money and live the lifestyle you've earned without much thought about saving for the future. It might be helpful to read our 23-page special report and internalize its contents in order to realize that inflation and other factors have combined to significantly increase the amount you must properly allocate to support a family and plan for the future.

AMERICAN DREAM	

Quantity:	1 Family
Timeframe:	1 Year
Payment Method:	Cash
HOME OWNERSHIP	\$17,062
UTILITIES/APPAREL	\$4,587
GROCERIES	\$12,659
TRANSPORTATION	\$11,039
MEDICAL/HEALTH	\$9,144
LEISURE	\$17,009
TAXES	\$32,357
EDUCATION	\$9,000
RETIREMENT	\$17,500

TOTAL	\$130,357

--- Thanks for shopping ---	

The best news is that your success gives you the opportunity to meet all challenges. You make the income needed to both support your family and live the lifestyle you've earned. You also earn what's needed to make smart financial choices—choices that are not based on fear but come from a position of strength—to help plan for your family's financial future. At the Proponent Group Summit in November, we'll spend some time reviewing the unique challenges and opportunities that come with being a successful golf instructor. Things like revenue seasonality, the independent contractor model that many of you utilize, and other factors all must be taken into consideration when you plan for your financial future.

While we'll provide case studies and general information at the summit, each instructor's situation is different and we encourage you to review your financial game plan with a trusted advisor.

If you'd like to discuss working together on your family's financial future or to receive a copy of our 23-page American Dream Sticker Shock special report, please visit wealthwave.com/mattluckey.

A STATISTIC THAT HITS CLOSE TO HOME



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TIM MAHONEY

GLOBAL DIRECTOR OF EDUCATION AND COACHING, TROON

INTERVIEW BY PAUL RAMEE, JR

In his position as Global Director of Education and Coaching for Troon Golf, longtime Proponent Group member Tim Mahoney oversees all instruction programs and instruction staff at select managed/ owned properties throughout Troon's international network. Among major achievements he can claim since assuming this role in 1995 are creation of the Troon Golf Academy, Troon Golf Institute and the David Duval Golf Academy.

When he's not training other teachers, Mahoney teaches all levels of golfer from his home bases at Troon North Golf Club and Whirlwind Golf Club, both in Scottsdale, Arizona. During the summer months he teaches at the Club at Cordillera in Vail, CO.

His commitment to the game is evident in his involvement in so many areas, including lecturing at teaching seminars, consulting in the development of computer software for golf swing analysis, development of learning centers and practice facilities and, most of all, the hours spent on lesson tees with amateur and professional players alike.

Mahoney has been listed among America's Top 50 Greatest Teachers as ranked by *Golf Digest*, and has been among the "Top 100 Teachers" in America as ranked by *GOLF Magazine* for more than a decade. He appears regularly on Golf Channel's "Golf Academy Live" and has been a featured instructor on ESPN. Tim has instructed members of all four major

American tours. His students have included Billy Mayfair and David Duval. For the *Golf Digest* Golf Schools he conducted more than 3,500 events worldwide. He was also a member of the *Golf Digest* Pro Panel, contributing more than 40 instruction articles to the magazine including three cover stories. In 2013, when Proponent's annual Summit was held at Talking Stick Resort, Tim was our host professional and also a featured presenter.

Paul Ramee, in this recent Q&A with Tim, leads the award-winning coach and golf executive through highlights of his long and distinguished career.

Tim, thanks for doing the interview—can you give us the outlines of your career in the golf business?

In 1979 I started working with the *Golf Digest* schools and I worked with them for almost two decades. I moved over to Troon Golf in 1997 where I have served as the company's director of instruction, which is really a global job. Currently I teach full-time, over 1,300 hours a year, and I oversee 1,200 instructors worldwide.



Tim Mahoney began his career with the Golf Digest Schools, where he was mentored by many of the game's biggest teaching names including Bob Toski, Jim Flick, Davis Love, Jr. and Chuck Cook.





Mahoney's influence in the industry dramatically increased when he went to work for Troon, where he now oversees more than 250 instructors worldwide at the company's academies.

With such a complex job, what is a typical day like for you?

A typical day for me could take place anywhere in the world. I could be in China meeting with one of our instructors just as easily as I could be on the range working with one of my students. I have been married for 27 years and have two great kids who have allowed me to pursue my passion. Every day starts with a 4:15 a.m. wake-up call and soon I am in some sort of business office setting, whether it is a Starbucks, a hotel room or my home office. I generally work until 7 a.m. on the business side of my job so I am freed up to teach or meet with people the rest of the day. Typically I'm on the lesson tee from 8 a.m. to 4 p.m. I hire an intern who gets everything set up and I will typically have 4 to 5 students a day. When it's over I am off to the gym and then home for dinner.

Working for Golf Digest and then Troon Golf has surely afforded you a long list of mentors. Is that the case?

No doubt. I've been fortunate in that respect. I think back to working with Jim Flick—he was all about preparation and he understood what people wanted. I was very lucky to have worked next to Jim for so long. Bob Toski is another strong influence. We were doing a school in 1985 and we had 16 students, and so to do the job right Toski, Bob Rotella and I stayed up until 3 in the morning discussing each student. His attention to detail was terrific and the way he

interacted with a group was second to none. Scott Davenport, who is the host professional at Quail Hollow for the PGA Championship this year, also had incredible attention to detail—if Scott was there you knew everything would be set up perfectly. Chuck Cook and Tom Ness prepared me for the use of technology. As for Davis Love Jr., I remember him as the consummate gentleman—we lost Davis too early. Dana Garmany also made an impact on me, with his focus on doing things the right way.

You teach players of different levels—how does your mindset change with the skill level of the student?

All players want to get better and every player wants to be treated like an athlete. Similarly, each person you work with wants to know that you care. I teach approximately 96 clinics between June 1 and Sept 1. We schedule Monday, Wednesday and Friday for the women, Tuesdays for the men. Thursday is our Trackman Clinic. Saturday we offer two short game clinics and Sunday we are out on the course. So our offerings are pretty diverse and whether you are a tour player or 22-handicapper, you are going to get the same level of instruction.

You work at such a busy facility, how do you get people out on the golf course and help them transfer the skill set they acquired on the range?

It is a challenge due to our volume of play, but our owners understand that it's important to grow the game and that the golf course is the best place for



Mahoney has appeared on the cover of *Golf Digest* three times over the years and has written more than 100 instruction articles for the major golf publications.

people to learn. It is tricky, but it is our job to get them out on the course. There are people who hit the ball well without scoring well, and people who do the opposite, so in general it is imperative to get them on course and demonstrate how to play better. We have also tried to make the practice facility more like the golf course with how we train.

Can you explain some of the challenges you face in coaching a tour player, given that an agent, a caddie or some other person who supports that player will have their own views?

We just had a conference call with all the “team members” for a Web.com player I work with. There are so many voices on a team that yes, it can get cloudy. I remember spending some time with Jack Nicklaus and he shared with me that Jack Grout had told him he needs to “take responsibility” for his swing. I like this idea, because I think it minimizes input from others.

Any books that you’ve read lately, and would recommend?

I would certainly recommend “Finding the Winning Way” by ex-49ers coach Bill Walsh. It’s a great guide to developing a game plan and succeeding through preparation. Mark Broadie’s book, “Every Shot Counts,” is a continual favorite of mine and it’s loaded with lots of great data. Lately I also have been reading “Energy Bus” by Jon Gordon, based on a person’s mindset.

You are a cancer survivor, and congratulations on that. Anything you would think to share about the process of beating cancer?

What comes to mind is the balance between wellness and work. I had been extremely healthy and then one day I was trail running and I lost my balance and fell over. A loss of balance is an indicator of cancer. I went to the doctor and was diagnosed with prostate cancer. This was six years ago. It really derailed everything. Today I am 100 percent cancer-free. I am definitely more patient with things, I stretch more, do pilates and eat better. I was uneducated about cancer, certainly. The stats say that 50 percent of men will get prostate cancer, and to me the important thing is not to panic. It is curable, so you get good care and follow the protocols. I went that route and I got back to 100 percent of my capacities, that I had before the diagnosis. Cancer wins if you change your attitude, and my goal was not to have cancer win.

Any exciting research on the horizon you can share with us?

At Troon we are doing a study now, with the working title of “Why do people not play golf?” Injuries would be one category of causes. We know that many golfers feel pain either when they play or after, but why? Do they not stretch? Are they averse to working out? Are they swinging improperly and is that what’s causing injury? From what we’ve learned we now have regular “boot camps” at Troon that focus on diet, nutrition and also the golf swing. You need every advantage you can get, to play this game up to your potential. **PG**

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Doug Wherry - PGA; Top 10 Colorado Teacher, Former Head of Instruction at Arnold Palmer Golf Academy; Owner of Jake's Academy, Lone Tree Colorado

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Plugged In Golf / Matt Saternus - Golf Writer and Golf Instructor

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PROPONENT SUMMER BOOK SERIES:

PROPONENT EXCLUSIVE: 'A TRUE SWING' BOOK EXCERPT

Last month's issue of the Proponent Group newsletter featured an excerpt from a new book by Pia Nilsson and Lynn Marriott. Here in August, we offer a sampling from "A True Swing" by Proponent member Erika Larkin.

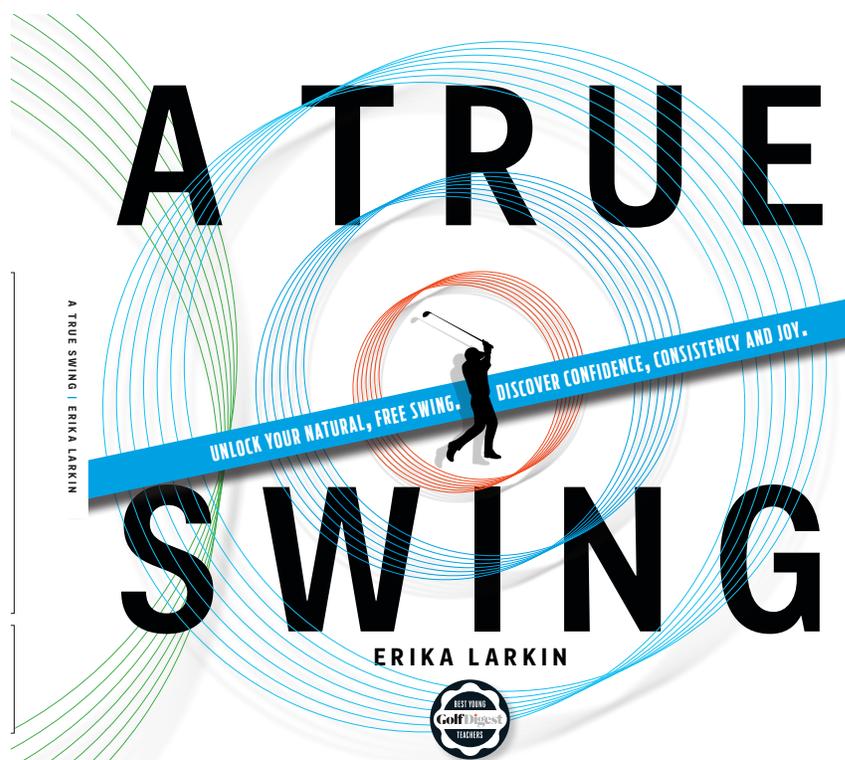
How often does the industry get two brand-new golf instruction books written by women and aimed at the general golf population, not just the female half of it? It surely has never happened before, but beyond the interesting coincidence it must also be said that these two books are impressive achievements—each of them written in an insightful and spirited style.

Now working as director of instruction at The Club at Creighton Farms in Aldie, Virginia, Larkin is an award-winning instructor with a gift for writing and a mind that nimbly weaves together ideas, images and physical sensations. The result is descriptive prose that communicates the physical act of the golf swing in a way that gets you out of your chair to try and feel the kinetic motions and forces she identifies. It's not by accident that Larkin has been on the Golf Digest list of "Top 40 Under 40 Young Teachers" since 2012 and was named the 2012 Middle Atlantic PGA Teacher of the Year.

The design of "A TRUE SWING" catches the eye—there's a reader-friendly two-column template throughout, with bright accent colors, attractive fonts, tech-y graphics and photography that is solid and then some. You may want to go to the very end of the book first, to read "Queens to Greens." That's Erika's brief final chapter describing her New York City childhood and an unlikely journey to the top tier of the teaching profession. It's a coming-of-age story that even tries to explain golf's appeal, although Larkin does pause at one point to say, "There was just something about it."

Please enjoy this exclusive excerpt from "A TRUE SWING: Unlock Your Natural, Free Swing and Reveal the Consistent, Confident Golfer Inside You." The book is available now for purchase on Amazon.com.

A few years ago, I met instructor Hank Haney at a book signing. I congratulated him on a great career and told him I was a full-time teacher, too. I mentioned I was recently elected by my peers as Middle Atlantic PGA



Teacher of the Year and Hank said, "That's nice. Are you getting results?"

It kind of took me aback, but I thought for a moment and said, "Well, yes I am." He was right. Results are what matters. The lessons in this book have been put to the test with regular, average golfers like you (not tour pros). The way I teach and what I teach seems to make sense to people, and they are seeing lasting results. That is what has encouraged me to write this book.

I'm excited for you to learn to "swing true" and "swing you." You are on the brink of enjoying effortless power, greater accuracy and more consistency. Consistency breeds confidence, and confidence will allow you to play this game with more joy. My hope is that joy, above all, will help keep you and many others playing this game—this wonderful, crazy game, that we love.

Good news! You already know how to make a True Swing and can be a better golfer because of it. (Don't laugh!) You might not realize it yet. You may never have let yourself discover it. But it's there, it's in you. I promise.

How do I know this? Several reasons:

(continued on next page)

Most golfers' practice swings are True Swings. At the beginning of a lesson with a new student, I usually record a real swing and a practice swing on video. When we review the footage, first comes shock and then relief by the student. "Wow, I can't believe how different that looks...that's me? (pointing to their practice swing.) That's pretty good! I wish I could do that when the ball is there!" Then I say, "Well, why not? That is your True Swing! You can repeat it any time you want because clearly, you already know how to do it."

The "second golfer" in you has a True Swing. Isn't it funny how every time you take a mulligan, Player B shows up and is always better? You hit the shot and it never fails — a 100 times better result than the first—and you weren't even trying. Guess what? It was your True Swing!

Good streaks are not a fluke—they prove you already have a True Swing. Here are examples that describe why and how your swing may seem to come and go unexpectedly.

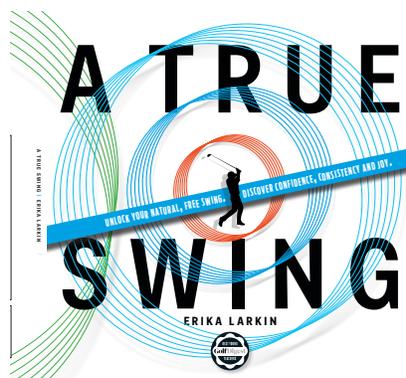
The Off-Golfer Phenomenon: Not feeling well? Just plain tired? Hung over? Many times, golfers will describe how some of their best rounds happened when they least expected it. Interesting. When you are forced to swing a little slower, lazier, and are more relaxed, you can surprise yourself with a good performance. You can make a True Swing without even trying. Sometimes, less is more, and these kinds of days prove it.

The Jekyll & Hyde Phenomenon: It's common to have one nine that is significantly better than another. Have you ever run to the first tee with no warm-up, no expectations and played great for the front nine? Then one look at the scorecard and you realize you have a pretty good round going. Something changes in your mindset as you make the turn and WHAM!... Double-bogey train time. Where the heck did this guy come from? I didn't invite him!

Other times, the opposite happens. Let's say you're nervous about a big match or stressed out about playing with an important group of colleagues or new friends. You feel the pressure to show them you're a decent player, are feeling those first tee jitters, and proceed to slice, hook and duff your way around the front nine. The harder you try to search and fix what is wrong, the worse it gets. You want to crawl in a hole or wish a rescue copter would come down and pluck you off the course. Where is that emergency phone call from home or work when you need it so you have an excuse to leave and not have to suffer through another nine holes of embarrassment!?

Finally you get to a point where "it can't be any worse" and you just give up, start to relax, crack a few jokes and voila; a new you shows up on the back nine. Par city out of nowhere. You go 53-35 to save a sub-90 round. Redemption! And so you know, it was in you all the time.

Swing Oil Phenomenon: A swig or two of beer or wine seem to work magic for the average golfer. It's amazing how an adult beverage (or other choice product) can take



the edge off, ease the nerves and smooth out a golf swing. In moderation, it can lead to some people's best rounds unexpectedly. Now, I'm not by any means condoning substance abuse or overindulgence. For minors reading this book I don't think using drugs or alcohol is the right means to a better game. So please don't "try this at home." However, it just proves a point that a relaxed mind and body is a preferable state to allow your motor patterns to work fluidly, which

unlocks your True Swing.

Typically, those good streaks are fleeting. The moment you hit one bad shot, get a bad bounce, or entertain a negative thought, the magical experience of playing well seems to vanish as quickly as it came. The feeling of your True Swing is gone before you've had a chance to groove it or figure out what made it work so well.

As described in each example here, when you stumble upon the right mindset or physiology, you will eliminate tension and manipulation (without even trying) and that is what a True Swing is all about.

I am going to teach you how to make a True Swing so you can use it on demand. A True Swing will automatically trigger the ideal mindset and physiology; you will be in control of your game instead of waiting and wondering when your next good streak will be.

There is nothing stopping you from playing better if you are open-minded to the lessons in this book, embrace a True Swing and commit to using it every time. That is how and when you will finally reach your true potential consistently. Let's get started!

And let's start by grasping the definition of "swing." A dictionary will tell you this: Swing: v.i., 1. To sway or move to and fro. 2. To move along in a relaxed manner. 3. To turn as on a hinge or pivot. 4. To be suspended; hang. 5. To move in a curve or arc.

Wow—sounds like a golf swing to me! A golf club is in effect suspended as it hangs from a golfer's arms and hands. The golfer will pivot his body to swing the club to and fro, in a relaxed manner, in an arc. The goal of this swing? To project a ball that is sitting still on the ground toward a target. After reading this, I hope golf sounds simple—because it is that simple!

Understanding the relationship between the golfer and the equipment and picturing it clearly in your mind is a good place to start. Ernest Jones believed if you can know what a tool is supposed to do, your brain will tell your body how to move it effectively without thinking about the mechanics. Have you ever thought about what muscles or what elbow position you need to swing a hammer or use a fork? No — golf should be no different.

Our golf clubs have been engineered for the task of hitting the ball into the air. The clubhead is built with a lofted face to launch the ball off the ground at contact. Since golf

(continued on next page)

is a side-on game, the shaft is tilted out and down away from us to reach the ball. This tilt is called “lie angle.”

Now, imagine the clubhead tracing a circle through the air as you swing. This circle should be on a tilt. The tilt should closely match the lie angle of the club. This is often referred to as the “swing plane” or being “on plane.”

As shown in the picture at right, the lie angle will change depending on which club you are holding. The iron has a more vertical lie angle than the driver mostly because of the length of the shaft.

Swinging on plane is the path of least resistance. This means you can move the club efficiently without having to add any compensating moves or manipulation to connect with the ball. Clean, square, powerful impact is easy when you use the club as it was designed to work.

Getting a clear image of the swing plane is an important first step of a True Swing. Visualizing where you want the club moving in space around you will help your brain give your body directions for a baseline movement pattern.

I wish that was the whole lesson, and for some of you that might actually be enough to help you improve. But for the rest of you, there is more. A lot more—after all, you want to move the club on plane with speed and accuracy! So how do you do that?

I want you to consider some different ways you can move the club:

- 1] The wrists alone can swing the club with an active flicking/scooping motion
- 2] The arms can swing the club
- 3] The torso and arms can swing the club with active wrists.
- 4] The torso and arms can swing the club with locked wrists.
- 5] The torso and arms can swing the club with free wrists.
- 6] The body (torso, pelvis, legs, feet) can swing the arms which, in turn swing the club

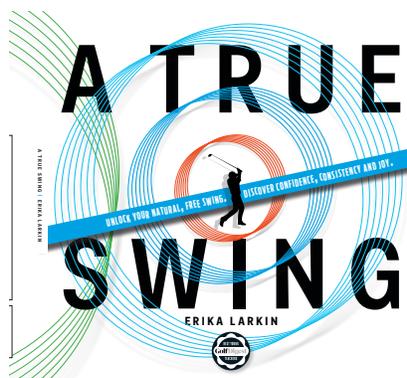
So, which one is best for a full swing?

Option 1 is not good, period. That is what I would call complete manipulation by the hands and wrists. It produces limited power with limited accuracy.

Option 2 is really awkward. For the arms to move together without the torso moving would require all kinds of bending in the elbows and wrists to create any range of motion or have any chance of keeping the club-face square. This is called “chicken-winging” — maybe you’ve heard of it. You get limited power and accuracy here for sure.

Option 3 is just a bigger and more unpredictable version of Option 1.

Option 4 can work for putting and short chip shots when we want to purposely reduce power, but a stiff-wristed motion usually reduces touch and feels rigid. This also adds tension (another form of manipulation), which hinders control and accuracy.



Option 5 is ideal for pitch shots and some approach shots. The swing length and power will be limited, while free wrists provide touch and timing. What are free wrists? The wrists are a joint — they can hinge and unhinge automatically and without any muscular effort or contribution in response to body movements. To have free wrists, you must remain tension free in the arms and manage grip pressure accordingly. The bigger the body movements (length of

swing), the bigger the free wrist action, naturally.

Option 6 is best for full swing because it provides the optimal combination of power and accuracy with two stipulations: the body must lead the arms to impact and you must have free wrists.

This is not rocket science, and it’s not reinventing the wheel. It’s actually a classic sequence of motion for a traditional golf swing and it depicts a True Swing.

The idea of using your body to lead the swing should not be a foreign or confusing concept for athletic motion but, for some reason, golfers forget this. Anytime I have ever asked a student to demonstrate how they throw or kick a ball, they always step out first with their lead foot, shift their weight, turn their torso and finally propel their arm or leg through—without thinking they perform the perfect sequence.

In golf, people have been told to keep their head down, keep their left arm straight, don’t sway, etc., and thus become stiff and mechanical. In order to generate some power from these restraints, golfers resort to using what remains—hands and wrists. Unfortunately, this leads to twisting, casting, pulling and pushing the club in directions that produce inconsistent results. So, remember this:

You must lead the swing with your body if you want to avoid manipulation and improve your consistency.

One of Jones’ leading proponents was Manuel de la Torre. Both he and George Knudson, a legendary Canadian tour pro and teacher, referred in their writings to the action of the hands, wrists and even arms in the swing as involuntary. I like this term because it suggests these pieces move, but only as a natural response to another action.

Knudson wrote, “The laws (of physics) are already there, they’re a part of nature, they’re a part of you. Golf is a passive game, one in which we let most things happen rather than make them happen...involuntary or automatic aspects of the motion tend to be positions during the swing that most golfers think they must create.”

Bob Toski also once wrote about manipulation—he called it “over-control.” “Over-control in your golf swing is any action you make that inhibits the natural movement of the clubhead... If the pro has some great, mystical ‘secret’ that the average golfer lacks, it is his ability to produce a golf swing that is relatively free from tension and over-control.” PG



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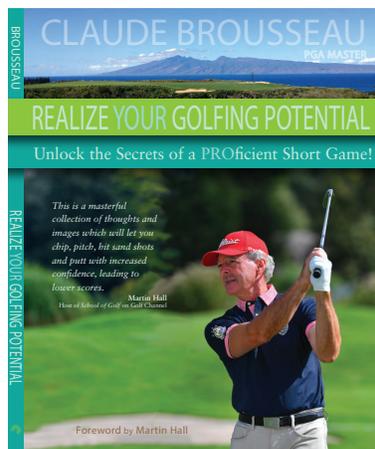
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BROUSSEAU PUBLISHES FIRST BOOK

“Realize Your Golfing Potential” is **Claude Brousseau**'s first book and is designed to help golfers improve their short games. The volume focuses on developing the skills required to get up and down around the greens. Next month's newsletter will include an excerpt from the book. The book will be available later this month at amazon.com.



ELLIOTT EARNS NATIONAL AWARD

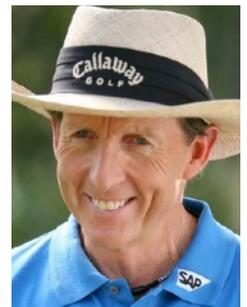
Brendon Elliott, owner of Little Linksters in Deltona, Florida, has been named the PGA of America's National Youth Player Development Award winner for 2017. Elliott, has been a strong advocate for bringing very young children into the game for many years and has built Little Linksters to provide supports for teachers who seek a structured program for teaching very young juniors.



Brendon Elliott

LEADBETTER NAMED PGA NATIONAL TEACHER OF THE YEAR

Proponent Group 10th Anniversary Summit Super Panel presenter **David Leadbetter** has been named the PGA of America's 2017 National Teacher of the Year. One of the most influential and most decorated instructors in the game's history, Leadbetter currently owns Leadbetter Academy with more than 30 locations worldwide. His student's have won 24 major championships and he has taught seven players ranked No. 1 in the world. He has generously shared his knowledge by being a regular speaker at industry events around the globe. His media presence over the past 30 years has elevated the standing of teachers throughout the industry and has created significant opportunities for his peers.



David Leadbetter

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