



Proponent Group

The Premier Network of Golf Instructors

PROONENT GROUP NEWSLETTER

APRIL 2017

Our Newest Partner May be Our Most Valuable

WEALTHWAVE HELPS YOU HARNESS THE POWER OF MONEY

For years we've seen our members—who are among the most talented instructors the game has ever seen, and who have consistently been able to generate significant compensation—struggle to create wealth and effectively manage their resources. Proponent Group knows that some of the most important information we can provide you is help in building wealth from your hard work. *Building wealth is different than generating income.* The fact is, a majority of members generate six-figure compensation packages but have saved less than enough for retirement and/or may be trying to manage credit card debt and other stressful financial issues.

Thanks to the strong recommendation of a couple of members about the success they've had, working with a company called WealthWave to improve their financial position, we began talking with the company about how they could assist more of our members. Effective with this newsletter, WealthWave will provide a monthly look at the various components that could improve your financial literacy (*check out page 4 of this issue for the first installment*). Financial literacy truly is the first step to more effective financial decisions.

As part of our partnership we will include WealthWave on our Sponsor Pages on the members' website so that you can contact the company directly if you'd like to learn more about how they can assist you with all of your financial-management needs. The company has more than 400 offices across the United States and all of our member accounts would be reviewed with a dedicated golf-account manager in their Atlanta headquarters, someone with a solid understanding of the typical financial issues golf instructors face.

If you would like to have WealthWave review your financial situation and put you on the path to a more solid financial future, contact Matt Luckey at 770-418-0300 x122 or visit wealthwave.com/mattluckey.



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BLAST PARTNERSHIP OFFERS EXCITING NEW TECH OPTIONS

Proponent Group's new partnership with Blast Motion as an Official Technology Partner, both for Proponent Group and for Golf Channel Academy, provides members with a total game-improvement solution combining motion sensors, high-definition video, easy-to-use applications and cloud-based services. It's a package designed to help you grow your business by better managing your student data-collection and communications.

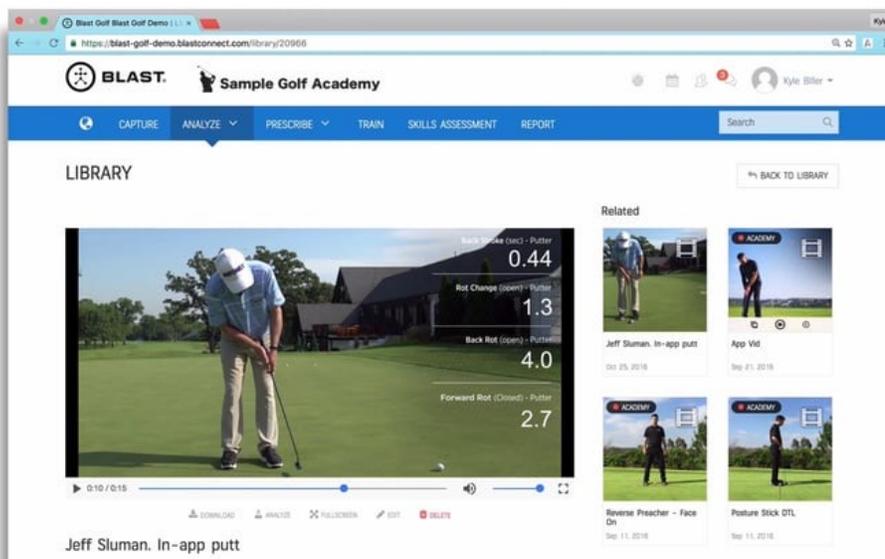
Blast's technology products are quickly gaining recognition outside of golf. Major League Baseball, for example, is using a version of the sensors to measure hitting performance. In golf, the Blast Golf 360 sensor is already in use by a significant number of academies and tour professionals.

The Blast Connect platform provides a streamlined place to curate all of the pertinent information you want students to retain about their games, including video. This unique software centrally organizes training schedules and tracks your students' performances against improvement objectives. Students gain from having all of their critical improvement information in one easy-to-access location that keeps them connected to their goals and improvement plans.

Proponent members will be able to purchase the Blast 360 sensors for special pricing of \$100 and retail them for \$149.95 without having to stock inventory.

Blast Connect is available to our members for an annual base fee of \$100. Individual students can then subscribe to the service for \$6.95 per month or \$59.95 annually. You the coach receive a 10 percent commission on a student subscription, for the first year. This commission is exclusive to Proponent and Golf Channel Academy coaches.

To learn more about Blast's products and how they can improve your business, visit: blastmotion.com/bcgolf or contact Mike Fox at 760-814-0608. Or email: mfox@blastmotion.com.



Blast Connect provides a convenient repository for all pertinent student data.

WHAT OUR MEMBERS ARE WATCHING

MOST VIEWED PROPONENT VIDEOS THIS MONTH

One of the most popular benefits on our member website is the Webinar/Video Archive, loaded up with presentations from Proponent events over the past 10 years. Check out the top speakers in the industry... sharing their insights to help you improve.

In March, these were the 10 most watched videos on the Proponent website:

- 1.) **Mike Adams** - Analyzing Your Students' Body Functions
- 2.) **Mike Malaska** - The Invisible Swing
- 3.) **Dr. Robert Neal and Layne Savoie** - Short Game: What the Experts Do
- 4.) **Lynn Marriott and Pia Nilsson** - The Human Skills of the Game
- 5.) **Bryan Hepler** - Tathata Golf Movement Training
- 6.) Building a Top Shelf Teaching Career Panel Discussion
7. **Will Robins** - The 5 Hurdles to Overcome when Transitioning from Hourly Coaching to the Results-Based Coaching Model
- 8.) **Ryan Dailey and Matt Reagan** - The Future of Golf and Your Coaching Business
- 9.) **Dr. Tim Lee** - The Science of Acquiring and Retaining Golf Skills
- 10.) **Bernie Najar** - Better Golf from the Ground Up

GOLF DATATECH'S LATEST RESEARCH STUDY:

INDUSTRY STATISTICS: HOW CONSUMERS VIEW GOLF INSTRUCTION TODAY

By *David Gould, Staff Editor*

Scientifically gathered data on consumer attitudes is of great value to any industry. Golf instruction comes by precious little of it, which can make planning and decision-making a unique challenge for academies and coaches. Golf Datatech, LLC is one of the few organizations that reliably and regularly goes into the field and comes back with solid, quantitative information about golfers and what they're spending their money on—or are willing to spend money on. This includes occasional forays by the research group into the golf instruction market.

Golf Datatech's management team is made up of industry veterans with longtime personal and professional connections to Proponent Group staff members, a fortunate circumstance that gives Proponent access to reports Golf Datatech sells for a pretty penny, to its commercial clients. Just recently a study emerged from this valued source titled, "The Business of Game Improvement." It's an ongoing Golf Datatech project, surveying their identified Serious Golfers and studying "how they view the products and services they purchase and use."

It follows up on previous studies completed in 2004, 2007 and 2010 "and attempts to quantify and understand what drives the business of teaching and game improvement tools," in the words of the report's authors.

Given that Golf Datatech is strongly oriented toward product categories and the purchase of goods (less so than services), its studies related to instruction place a heavy focus on information about items golfers can go out and buy. So, of the 12 report segments presented, six focused in this direction, including Online Instruction Videos, Training & Practice Aids, Digital Wireless Swing Analyzers, Portable Launch Monitors, and the like.

Since direct selling of such products is only of slight interest to Proponent Group members, it was important to cull through the material



in search of results that were teaching-related, rather than serving the manufacturers of improvement-related goods.

On that note, the section of the report titled "Practice Patterns" is of natural interest to readers of this newsletter. For the record, **93 percent** of survey-takers at least "agree" they would play better if they practiced more, and of that **93 percent, 48 percent** "totally agree" they would play better if they practiced more. Will they do it? Only **22 percent** indicated they "totally agree" that they "love to practice."

The report's findings, perhaps including the above numbers, include much that would come as little surprise to veteran teachers. In the section on physical wellness and fitness, nearly half of all respondents (**47 percent**) said they "have no physical limitations affecting their ability to play the game, while **32 percent** have lower back issues, **15 percent** have problems with their knees, **12 percent** have arthritis, and **11 percent** have a problem with their shoulder." That's the aches-and-pains truth of student fitness that is quite familiar to full-time teachers.

(Continued on next page)



Almost all golfers say that they know they will improve with some practice. How do we help them to enjoy working on their games more?

Meanwhile, Proponent members may find this tidbit interesting: **78 percent** of total respondents indicated they are “at least somewhat interested” in having a fitness program designed for them to help improve their golf game, “with **22 percent** of those saying they are very interested,” per the report.

The term “golf school” is somewhat vague, compared to when the concept was first launched, but here’s what Golf Datatech can tell us from its current study: **25 percent** of respondents have attended a golf school at some point in their lives, up from **16 percent** the first time this question was asked in 2004 and up from **20 percent** in 2010. The average 2016 respondent who has been to a golf school has attended **2.0** times, up from **1.8** in 2010. “About **72 percent** of those who have been to a golf school went more than five years ago,” said the study, “while 6 percent went in the past year and **10 percent** have been within the past two years.”

As for dollar amounts spent? “The typical golf school ended up costing an average of **\$793**, which is on par with the 2010 results, but well below 2007 (pre-recession).”

Some 15 percent of respondents said they have purchased or participated in online golf instruction.

The topic of Web-Based Instruction threw out data points that seemed to be among the most interesting to any Proponent member. To begin with, some **15 percent** of respondents said they have purchased or participated in online golf instruction. About one-third of that 15 percent said they had “direct communications or interaction with the coaches offering online services.”

Apparently the golfers who did some online learning enjoyed it. The study explains: “No less than **73 percent** of them felt it was at least somewhat helpful, while **12 percent** said it was very helpful.” The report further noted that, “among those who have tried online golf instruction, Revolution Golf (**15 percent**) was used most often, followed by Hank Haney University (**10 percent**). The average spend for online golf instruction was **\$57**.”

There is much more to be found in this exhaustive study. If you would like the full 150 page report, you may purchase it from Golf Datatech for \$595 by contacting the company at **407-944-4116**. Let them know you are a Proponent Group member as they will make a contribution to our education events fund for each copy of the report purchased by our members. **PG**



78 percent of respondents indicated they are “at least somewhat interested” in a fitness program designed for them to help improve their golf

SHOULD YOU BE YOUR FACILITY'S NEXT HP?



By Lorin Anderson, President

I have said this for years: *The only way a golf professional can stand out for the long haul is to be a superior player and/or teacher.* Everything else a professional does is related to retail or administration, and those duties don't pay well. It's a reality that has sunk in for golf pros who have let their Head Professional and Director of Golf

positions turn into paper-shuffling administrative jobs. At my club, I haven't seen the Director of Golf outside his office—it's down there in the bowels of the clubhouse—ever. Nice guy, but I doubt most members would recognize him in line at the bank.

That can't be what he thought he was signing up for when he entered this business years ago. Can it?

Proponent member Josh Points, who is a GM and Director of Golf, and who still teaches a decent schedule (Note: he also qualified for the National Club Pro this past year) made a comment recently that hadn't previously occurred to me, but makes total sense. Josh feels most golf professionals "choose to do paperwork because they lack the skills to do other things." He went on to say it was a huge mistake when the PGA convinced members they were "businessmen." Points didn't state this lightly. Here's a guy who made the effort to earn an MBA—and now says his MBA training has little overlap with the small-bore business skills needed to run a golf operation.

OK, to be fair, the industry faced a lot of changes a couple decades ago when POS systems landed at clubs and there were demands on the pro to be fluent in accounting software and reporting functions. Those became must-have skills for all head pros and DOG's, but in the process these Class A pros

shifted away from the soul of the business. *They were no longer helping golfers play the game better and enjoy the game more.* That's the job, people. And that engagement has been stripped from the majority of Head Pro and DOG positions these days.

Points makes the case that the Director of Instruction has stepped into this breach and become the most visible, most accessible and most consequential member of the golf staff. The head teacher has gone center-stage when it comes to driving the facility's business and creating customer engagement. (The monthly articles in this newsletter by RetailTribe's Ian James hammer home this same message.)

Points has recently taken this argument one step further and suggested that Directors of Instruction should be applying for Head Pro and DOG positions. He is convinced that the leader of the golf operation is most valuable when instruction and golfer engagement are at the center of their activities.

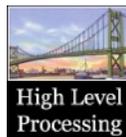
So, how to prepare the DOI for this transition? I contend it is about giving them the freedom to continue doing what they already do well, and couple that with team-building. When a DOI moves into the leadership position of the golf operation, they should *not* focus on paperwork, but instead apply their unique skills to enhance and upgrade the culture of the club.

As people continue to have shorter attention spans and more options for their leisure time, building a strong community of engaged members who enjoy the game and are improving at golf creates a truly healthy business for the facility.

Proponent has done some research on this, documented in our 'Business Value of Golf Instruction' Business Template. It's evidence that a membership engaged in playing better golf spends a lot more money at the facility.

Why not have the leader of the operation be the person most qualified to create engagement? If you're ready... now may be the time to leverage your unique skill set. **PG**

PROONENT GROUP PARTNERS



WEALTHWAVE EXPLAINS HOW WEALTH WORKS:

LET'S START WITH 'THE RULE OF 72'

You build your practice, teach lessons, earn your fees, pay your bills. Those are the basics, but there's more to managing your career and your daily life—there's the responsibility we all have to manage finances and either build or preserve wealth for the long haul. Especially for the self-employed

Proponent Group member—but really for everyone—taking a big-picture approach to money matters can be

challenging. This month's issue of the newsletter contains the first in a series of helpful articles on that very topic. In partnership with WealthWave, Proponent will be devoting new efforts to member education in the important quest to improve our members' financial literacy. This article, covering certain basics of investment, savings and management of debt, starts us down the road to our study of effective habits and skills in the financial realm.

The Rule of 72

Would you rather have a million dollars today or a penny that doubles every day for a month? Most people would take the million dollars and run to the bank. That's one of the reasons most people aren't properly prepared for retirement. Investors who understand the power of compound interest might take a few moments to do the math.

By day 25, you might think taking the penny was the wrong decision. But just six days later, the penny would have grown to over \$10 million! That's the power of compound interest.

Albert Einstein considered compound

"Compound interest is the greatest mathematical discovery of all time." – Albert Einstein

interest to be the Eighth Wonder of the World. He also said that when you invest, it works for you and when you borrow, it works against you. Harnessing this simple concept can make the difference in shrinking your retirement lifestyle to meet your budget or living the retirement of your dreams. So let's take a

closer look at the power of compound interest and a simple tool you can use to make better financial

decisions.

To figure out how often money doubles at a particular interest rate or rate of return, simply divide the number 72 by the interest rate. The result is the number of years it takes for your money to double. So if you have an investment that earns 4% annually, dividing 72 by 4 tells us your money will double every 18 years. If you have a credit card that charges 8% interest, your debt will double every 9 years.

Let's apply this to a real-world scenario. Suppose a 29-year-old golf instructor saves \$10,000. If she earned a 4% return every year, her money would double every 18 years

DAY 1	\$0.01	9	\$2.56	17	\$655.36	25	\$167,772.16
2	\$0.02	10	\$5.12	18	\$1,310.72	26	\$335,544.32
3	\$0.04	11	\$10.24	19	\$2,621.44	27	\$671,088.64
4	\$0.08	12	\$20.48	20	\$5,242.88	28	\$1,342,177.28
5	\$0.16	13	\$40.96	21	\$10,485.76	29	\$2,684,354.56
6	\$0.32	14	\$81.92	22	\$20,971.52	30	\$5,368,709.12
7	\$0.64	15	\$163.84	23	\$41,943.04	31	\$10,737,418.24
8	\$1.28	16	\$327.68	24	\$83,886.08		

\$10,737,418.22 in just 31 DAYS!

And it doesn't cross the million dollar mark until day 28. That's the exponential Power of Compounding!



How much would she have at age 65?

Most people would somewhat logically think that if you double your rate of return you double the money. Wrong. Since money doubles every 9 years at 8% ($72/8=9$), she'd get 4 doubles by the time she reaches age 65. So that same \$10,000 would grow to \$160,000.

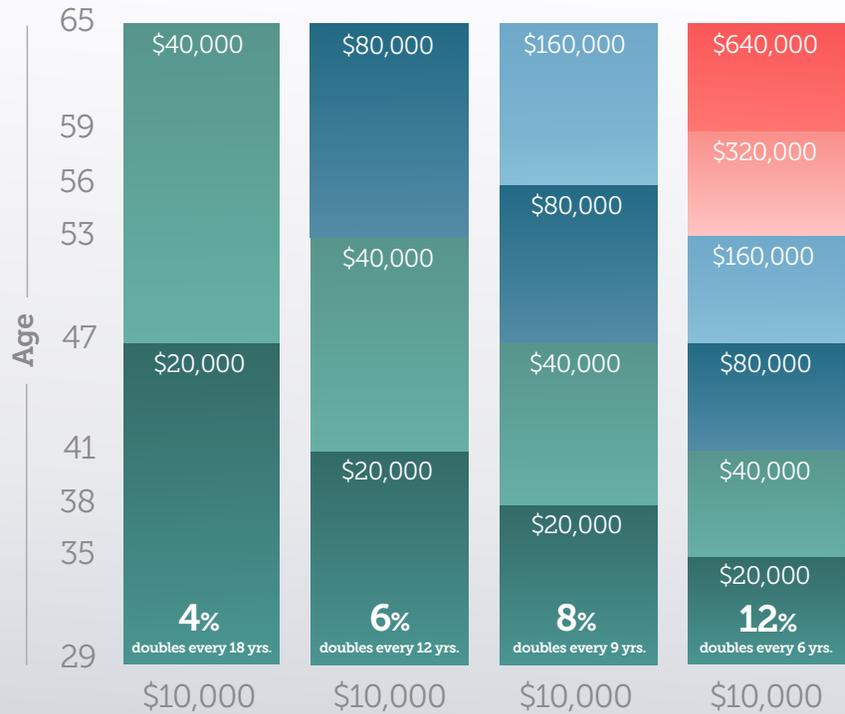
Notice that doubling the rate of return leads to four times as much money.

Simply understanding the Rule of 72 can change the way you think about money. But in order to harness the power of compound interest, *(Continued on next page)*

The Rule of 72

If you had invested \$10,000 at age 29, and if it earned a 4% rate of return, you would have nearly \$40,000 when you turn age 65. If instead, you had earned a rate of return of 8%, at age 65, you would have grown your wealth to almost \$160,000.

The Rule of 72 is a mathematical concept that approximates the number of years it will take to double the principal at a constant rate of return compounded over time. All figures are for illustrative purposes only, and do not reflect the risks, expenses or charges associated with an actual investment. The rate of return of investments fluctuates over time and, as a result, the actual time it will take an investment to double in value cannot be predicted with any certainty. Results are rounded for illustrative purposes. Actual results in each case are slightly higher or lower.



The Impact of Losses



you need to consider two other important factors:

The Risk of Loss

The natural tendency after learning the Rule of 72 is to seek a higher rate of return in all aspects of your financial life.

And that's a good tendency to develop. But you have to be careful about how you seek that higher rate of return. Remember how Einstein said that the power of compound interest works against you if you borrow? He neglected to point out the fact it also works against you if you lose money.

If the 29-year-old in our earlier example realized that she needed to seek a higher rate of return, she might put that \$10,000 in a volatile investment. What

would happen if her account lost 50% one year and then bounced back by earning 50% the next year? Just like she might have intuitively thought that doubling the rate of return would simply double the value of her account, she might think that losing 50% one year and making 50% the next year would leave her account value at even. But let's do the math:

As you can see, you have to earn a 100% return to recover from a 50% loss. This is the negative compounding effect of losses. So as important as it is to seek a higher rate of return, you have to be careful about how you go about it.

The Impact of Taxes – The Rule of 96?

Once our friend finds a way to increase her rate of return while

minimizing or eliminating the risk of loss, she also needs to ensure that she actually gets to keep her gains. If she invests the money in a regular, taxable account, the Rule of 72 may not apply to her. Depending on how the money is invested and her individual tax rate, she might be facing the Rule of 96. This is because some of the gains will be used to pay taxes on the gains, thereby reducing the compounding effect.

Next month's article will focus on simple, powerful ways you can minimize the impact of taxes so that you can keep more of what you earn.

For a WealthWave review of your financial situation, contact Matt Luckey at 770-418-0300 x122 or visit wealthwave.com/mattluckey. PG

Assuming an 8% annual rate...

The Rule of 72	With a 0% Tax Rate	It takes 9 years for money to double
The Rule of 96	With a 25% Tax Rate	It takes 12 years or 33% longer for money to double
The Rule of 120	With the top 39.6% Tax Rate	It takes 15 years or 66% longer for money to double

Which rule applies to you?

	The Rule of 72 Tax-Deferred Account	The Rule of 96 Taxable Account (25% Annual Tax rate)	The Rule of 120 Taxable Account (39.6% annual tax rate)
Depends on Taxes			
Growth Rate	Years	Years	Years
2%	36	48	60
3%	24	32	40
4%	18	25	30
5%	14	19	24
6%	12	16	20
7%	10	14	17
8%	9	12	15
9%	8	11	13
10%	7	10	12



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EVOLUTION OF THE PRACTICE ENVIRONMENT

TIME SEEMS RIGHT TO CHANGE-THE-RANGE

By *David Gould, Staff Editor*

Golf is a *game*, that we *play*, because it's *fun*. Then there's the range, where golfers go to *work* on their skills. Ranges look different than they used to—water jugs and ball pyramids have spruced them up—but the mood and mindset is little altered. Diligent, dutiful repetition, along the slow road to better ball-striking, is the atmosphere you typically find.

Certain factors and trends are challenging that status quo, however. The technique of supervised practice has the effect of gathering students into pods. There's a big push at clubs for new programming throughout all golf activities, which has led to more socializing and less solitude, even at the range. Ongoing exposure to Topgolf has also been influential, spurring questions about what constitutes a productive practice environment.

Decades ago at a roadside driving range in Maryland, the golf pro who owned it placed a junked car in the middle of the landing area, about 160 yards out. "Flagsticks just aren't

exciting targets," Gus Novotny explained. "I wanted something out there that was. If you hit the car it makes a bang, and you know you've added one more dent to it—people love that."

A wedge range, consisting of dispersed concrete slabs that send a ball bouncing up high on an accurate shot, isn't all that far from Novotny's dented sedan. And a program for women members that involves sipping wine at an umbrella table set up on the range, as they take turns hitting balls, isn't so different from the Topgolf model. Both are part of today's changing landscape.

The practice complex at Caves Valley Golf Club in Owings Mills, Maryland, is more open to innovation than ever these days. Proponent Group member Bernie Najar has adopted the thinking of colleague Mike Bender and installed a wedge range and not just one uneven-*lie* platform but two of them. He also sets up his launch monitor out on the tee line to conduct long-drive and closest-to-the-pin contests—and the rule is: No looking at your club delivery numbers during these games.

(Continued on next page)



Caves Valley is on the cutting edge of creating engagement during practice time with a multitude of props and informal competitions.



Mike Bender's wedge range engages golfers and improves training. It has been copied hundreds of times around the world.

"It can be peaceful or even therapeutic to spend an hour hitting balls by yourself," says Najar. "But along with that we want activity at the range that creates lots of informal competition and camaraderie, including some good-natured trash talking." Indeed that's the mood and the mindset of four golfers playing their five-dollar nassau, so why not try and foster something similar at the range? Najar says it will improve on-course performance, as a by-product. "If you don't feel some pressure when you practice, you won't be able to handle pressure when you play," he points out.

Also, the more games there are, the more chances for a player to notice their deficiency in a given area of performance. "A wedge ranges—even if it's just made of orange cones from Home Depot—sells wedge lessons," says Najar, who wants his players "in a gaming environment working on ball control" as much as they possibly can.

There are basically two ways to do the disrupting we're talking about. One involves the physical environment and the mood of the facility, the other involves styles and methods of practice. No one works the latter angle harder than Proponent member Trent Wearer, who wrote a book on the subject that is now a website, golfscrimmage.com. It's filled with competitive practice games, along with 'leaderboards' for everyone signed onto the site, private leaderboards for individual academies and a dashboard function so each golfer can archive

practice-game scores. Response to the site has been enthusiastic.

"I've said it before—golf has always been the worst 'practice sport' of all," Wearer muses. He's realizing of late that to gamify practice in the way his book and website propose to do, we may have to create more of a "game-on" feeling at the range. So, picture that launch-monitor setup Bernie Najar uses for contests, but add a spontaneity factor. "You're on the practice tee doing your normal routine and over the intercom there's an announcement of a 'flash' competition, happening in 10 minutes," theorizes Wearer. "The first six players who show up enter a 20-minute competition with a \$50 golf shop certificate for the winner." Taken to the extreme, it becomes like the classic British pub with the dartboard in the corner—you swing by on an impulse after work, to see if there's a competition you can join.

Twilight 9-hole golf leagues to fit the two free hours most people have on weekday evenings were a great idea long ago, Trent acknowledges. "Now maybe it's time to compress that down to twilight golf practice leagues, with team competitions and beers after," Wearer says, then adds: "The Drive, Chip and Putt program for kids is working great, is there some reason we can't do it with adults?"

When today's modern teaching professionals talk like that, you can almost hear the thump of an old range ball hitting the roof of a '57 Oldsmobile sedan. Ranges are changing, and it's high time.

(Continued on next page)



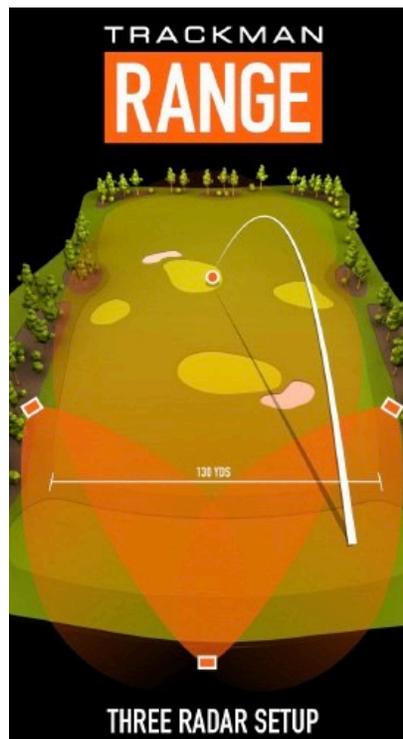
Modern teaching buildings have been a tremendous upgrade for delivering instruction, but have we similarly upgraded the range itself?

Coming (Fairly) Soon: TrackMan Range with Gamified Practice

Drag a striped ball into position, pick a target, take a swing, check where the shot landed, drag over another ball: That's the lather-rinse-repeat for most practicing golfers, most of the time. Serious instructors can persuade some of their committed students to follow a random-practice regimen in which they "play the golf course," in sequence, but that's a rare exception to normal patterns.

Some feel the antidote to this problem is on its way, through breakthrough products like Trackman Range. Now being perfected at a practice complex near Trackman's Denmark headquarters, Trackman Range is a system designed to bring precise feedback on the accuracy of every shot, along with a greengrass funhouse of competition and games, to a range near you. Its ingredients are of three radar installations (two in the landing zone, one behind the tee line), and the computing power of golfers' smartphones.

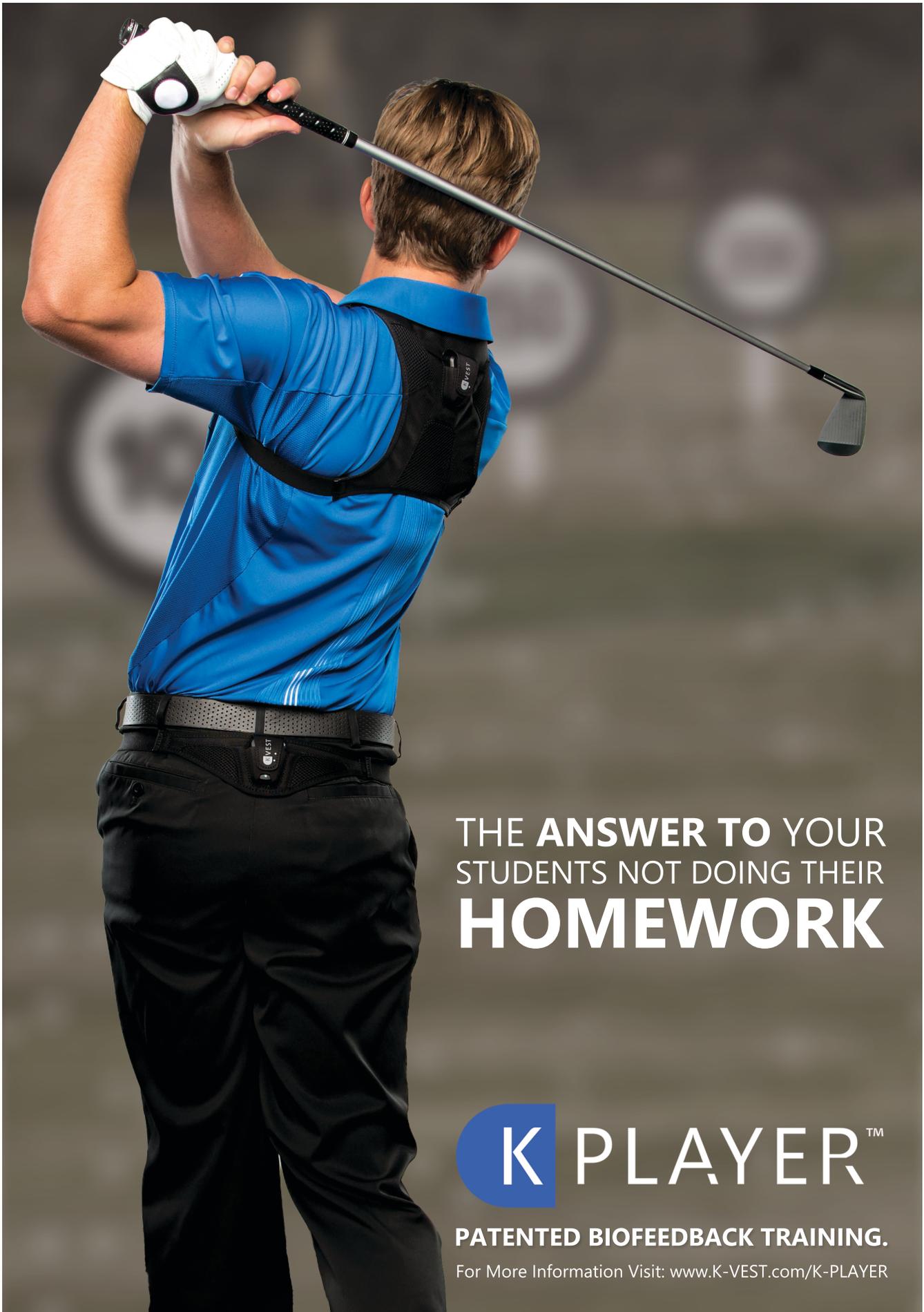
"You set up, open your phone to the Trackman Range app, click a command then hit one golf shot," says Jeff Viola, the Northeast sales representative for Trackman. "Once you've done that, the system recognizes you." At this point the



software will have "rendered the range and its configuration of targets on the screen of the phone," says Viola, allowing players to tell Trackman Range where they're aiming and get exact feedback on their accuracy. Two players side by side who know each other could then enter a two-person accuracy (or distance) contest, but competitions even with people one doesn't know could also commence, based on someone 10 bays over issuing a challenge.

"The golfer using this system doesn't even have to hit from a formal bay," says Jeff Viola, who is Northeast sales representative for Trackman. "They could be 60 feet from the practice chipping green, with a numbered cup as their selected target." With three-way triangulation of the radar units, a 135-yard tee line can be covered.

And now you might be sorry we told you all this, since 2017 is planned only as a pilot year for this technology, with just a half-dozen systems going into operation at U.S. golf facilities. It's all in preparation for a full rollout of Trackman Range in 2018, including a version that only needs one radar unit, although that system will cover about half the distance the full system does. — D.G.



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RON PHILO, JR

STOWE MOUNTAIN RESORT, STOWE, VERMONT

INTERVIEW BY PAUL RAMEE, JR

Right off the bat let's point out that Ron Philo, Jr. has legions of devoted students, he's earned a Golf Digest ranking of Best Teacher in State, he is the 2010 New England PGA Teacher of the Year and he's long served as trusted coach to his sister, LPGA Tour standout Laura Diaz.

It's important to get those teaching chops on the record right away, or we could easily get lost in the details of Philo's stellar playing career—which is a testament to his mix of golf talent and passion to compete. Ron has appeared in a dozen-plus PGA Tour events, seven PGA Championships and a U.S. Open. At the club-pro level he has one national title and numerous section or regional wins. He captured the 2006 PGA Professional National Championship and is a five-time PGA Section Player of the Year and four-time PGA Section champion.

Philo currently serves as director of golf and club operations for the highly successful Stowe Mountain Resort in northern Vermont, overseeing all facets of two separate golf clubs there. He arrived at Stowe in 2010 and was asked to take the top job in their golf division three years later.

Philo won the 2006 PGA Club Professional Championship.



In the Philo family tree, there is golf everywhere you look. Ron Philo, Sr. has been a PGA member for more than 40 years and continues to teach at Stowe Mountain Resort seasonally.

Ron's uncle and grandfather were also PGA professionals—his late uncle Dave competed in two PGA Championships. That made it all the more memorable when Ron, Jr., made the cut at the 2005 PGA at Baltusrol, with sister Laura caddying.

Some PGA members focus on playing because they don't have a head for the business—that's hardly the case with this month's featured Proponent member, who could step into any operation and make it hum. Of course, club boards don't exactly mind when the guy running the golf program also brings home shiny trophies. In 2006, the year Ron took the head-pro position at Metropolis Country Club in suburban New York, he stepped out of the shop briefly to go win the PGA Professional National Championship. A few weeks afterward he captured the Westchester Open, then, later that summer, the Rhode Island Open (for the second time), and oh by the way, the '06 Met PGA Championship as well.

Within the Proponent membership you'll find a wide array of career paths, but there's one type that has caught the eye of Lorin Anderson ever since he founded the organization—and Ron Philo, Jr., represents that. "You can't help noticing the professional who has been an excellent player as well as a real leader on the business side, yet somehow they find the time and they find their way to Proponent Group—that's a case of genuine passion for teaching, showing through," he comments.

We get a look at all of the above, in these highlights of a conversation between Ron and Paul Ramee that took place recently.





Philo thought about a career outside of golf while studying for his MBA, but ultimately returned to the game and profession in which he has always been immersed.

Ron, you come from a very storied golf family, with a grandfather and father in the business, how much pressure was there for you to become a golf professional?

No pressure at all, actually the opposite. I had it presented to me that the golf business was a known territory, and it's possible there would be opportunities beyond golf that would be my best choice.

So how did it turn out that you followed in their footsteps?

I had some success as a junior and I went on to play at Florida State. I was doing well academically and thinking that an MBA would open up opportunities for me in business. I was playing well, but it was clear that I couldn't do golf and also do graduate school. So I chose school.

That was it—no involvement in golf?

Well, I did have a part-time job, at a municipal golf facility that had other amenities, too. Along with providing spending money it was also a way to get started toward PGA membership, if that became a choice for me. This place had squash and racquetball courts that stayed open late and required a staff member at the desk until people were done using the courts. So I put in for that duty. Seven nights a week, after finishing my shift in the golf department, I would head over there there. That was my study time, and I was able to get my PGA course work done and study for my MBA as well. Once I became a PGA member, I started playing in pro-ams and had some success.

Your family and Bob Duval were pretty friendly, isn't that correct?

Yes, my father and my uncle grew up with Bob, in upstate New York. That led to me going to work for Bob in Jacksonville. It so happens I met my wife there. She was teaching tennis at Sawgrass and I was working for Bob nearby.

How about the corporate world? Were you still seriously considering it?

The thought I had was to leverage my MBA into a job with the PGA Tour. I pursued that for a while but nothing came of it. It was around that time that I started playing a lot of golf with Bob, and with his son David, who of course would go on to tour stardom. That helped me develop as a player and got me more keen to compete at a high level.

What directions did that lead you in?

I started playing the Canadian Tour and also some events on the Australasian Tour. In 1991 I left for Asia and came home at Christmas, during which time we got the news that my wife was expecting. That shifted my perspective. I didn't want to go back to Asia and leave my pregnant wife on the other side of the world, by herself.

So you stayed in Jacksonville.

Right. I went to work at Amelia Island Plantation. At that time, the Golf Digest Schools had just left, which meant

Philo has appeared in a dozen-plus PGA Tour events, seven PGA Championships and a U.S. Open



we had an empty teaching building we could put to use. My father and I discussed it and he was intrigued, so he came down and we did a bunch of golf schools together.

Sounds like there was also time to work on your own game. Were you doing that?

I was. I found I was able to compete well within the North Florida PGA, and in fact I won the Section Championship in 1993, which gave me an exemption to the second stage of PGA Tour qualifying. I made it to third stage and out of that I earned a Nike Tour card for 1994-95. So I played Nike Tour the with some reasonable success, but I was losing money and digging a hole, you might say.

From there it seems you took the club-pro path, with plenty of tournament competition along the way.

Pretty much, yes. I worked at the Kittansett Club in southeastern Massachusetts, at County Club of Vermont and at Metropolis Country Club, before landing the job in 2010 at the Stowe Mountain Club, which I now manage and which, believe it or not, is really a four-season club.

Interesting. What do you do in the Vermont winters?

We have indoor facilities and we do a lot of trips with our members, which I really recommend. Playing with your members and students really gives you a better understanding of what they are experiencing on the golf course.

Family dinners must have involved a lot of golf talk with you, your father and sister, LPGA Tour player Laura Diaz.

My sister came along nine years after me, so she grew up in a little different environment. By the time she was in kindergarten I was busy helping my father at his driving range, which he referred to affectionately as a “golf ball farm.” This was in Scotia, N.Y., outside of Schenectady.

What did that involve?

Well, he used to get me out of bed at 5 a.m. to go over there with him to pick up golf balls. My father had taken over this range from his father and he made sure I was engaged with him. It wasn't that way so much with my sister. She was the cute little girl hitting balls.

With that nine-year age difference, what were you able to share with her, as one golfer to another?

I have three particularly strong memories of times with Laura, involving golf. The first is from when she was headed off to play college golf at Wake Forest. A program at that level is not going to be easy for the incoming freshman, no matter how good you might be. During that first year when she would call home and talk about the challenges, she wasn't getting any sympathy from our father. So I would take the phone and talk to her. She was worried about not making the team. I told her to stop worrying about making the team and start trying to beat the number one girl on the team, who was winning everything she played in. It was an idea I took from work



Philo still enjoys the fact that the game is not supposed to be easy and that there is tremendous satisfaction in working to improve your golf skills and your scores.

I'd been doing with Bob Rotella, and it changed her perspective. She went on to become All-ACC, an All-American and Co-Athlete of the Year at Wake, along with Tim Duncan. My father continued to work on her swing and I was the one who worked with her on the mental game.

And the second memory?

The second was late in her college career. Laura was playing in the North-South Ladies at Pinehurst and I was finishing up an event in Richmond. I drove down and caddied for her. In the finals she was playing great and was really getting the best of her opponent. We were at lunch and the other girl was a mess, in tears, really upset. I could see that Laura was starting to feel sorry for her—which was not good. I told her, "Lunch is over, let's get going." As we walked back to the tee I said, "You need to kick her while she's down—no mercy allowed." We went out and won.

And the last one?

That would be the 2005 PGA Championship, at Baltusrol. I had qualified and Laura caddied for me. Every tee and green we came to she was getting large applause. The attention was all on her, which was great for me. It took a lot of the pressure off of me and we just both enjoyed the moment.

As you grew up watching Laura play and then became being part of her professional career, did you develop a lot of respect for the women's game?

Absolutely. It is amazing how good they are and how much they struggle for recognition both on and off the course. They achieve so much, and they do it with a lot less in the way of resources, compared to the men. They don't have the full-time managers, the entourages, the private jets and so forth. To add to their responsibilities, many of them are also mothers.

Your swing philosophy of "keep your arms and the club in front of you and swing left." Where did that come from?

It was developed during that period when my father and I were first teaching together at Amelia Island. Believe it or not I had never taken a formal lesson from him. We sat down and talked about the concept for six weeks before we actually went out on the range to work with it. The genesis of it was our plan that we would start to share students, so to

do that we'd need to be on the same page. This led to an initial outline, which was influenced by coaches like Mike Hebron, whom we had both seen independently. We simplified it as much as possible—the body turns and the arms swing—the body supports what the arms do with the club. "The club is the only communicator to the ball" was a phrase we often used.

"Technology definitely makes us better teachers and better learners, but it doesn't replace attention, experimentation and effort."

How did you make the leap from a great player to an instructor, because it is not always guaranteed?

When I started to teach, I decided to develop a *golf philosophy* for my students, rather than a *swing philosophy*. My father's generation, they needed to dig things out of the dirt, but this generation is different. Things need to be fun for them. Growing up, I saw how my sister's way of practicing was to be more of an entertainer, the cute girl showing off a bit as she was hitting balls. Laura's way was more about having fun, compared to me, who hit balls until my hands bled. I was always the figure-it-out type of practicer. So, when it comes to practice we apply the appropriate games, drills and physical exercises for our students. I know I always did better when I had my teammates around me pushing me and inspiring me, so we use that approach. We create practice situations so people are entertained, working together in groups to have the social and motivational aspect.

On the issue of technology in teaching, where do you stand?

Technology definitely makes us better teachers and better learners, but it doesn't replace attention, experimentation and effort.

What is the state of the game and the industry these days, in your eyes?

I would say I am disappointed that society wants golf to be easier. I love the game because it is hard. At the end of a well-played round the satisfaction comes from playing well at something that is difficult. I would also say that the loss of starter courses challenges the industry. More people should start on par-3 courses and graduate to bigger courses. That eliminates a lot of the intimidation. The decline of caddie programs has also hurt the game.

“My father's generation, they needed to dig things out of the dirt, but this generation is different. Things need to be fun for them.”



Philo runs the golf operation at Stowe Mountain Resort in Northern Vermont.

Caddie programs introduce young people to the game, so without that where are we going to introduce golf to kids? Career days? At the same time I'm excited about businesses like Topgolf. I also feel that Erik Anderson has done a wonderful job introducing millennials to the game.

You talked about how you worked on the mental side of the game with Laura. Has anything from that helped your students over the years?

I like to tell people, keep playing until you are out of holes. There's no score to put in that little box on your card until you've holed out—you're actually “nothing” score-wise until you are done. So keep playing hard. **PG**

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IMPROVING TOGETHER**BUILDING A COMMUNITY AROUND YOUR TEACHING PRACTICE**

By **David Gould**, Staff Editor

No matter the subject being taught, great teaching has a magnetic quality. People respond to the opportunity to truly learn—often they respond with energy and passion. As a result, the inspiring teacher ends up at the center of things, especially in a team-sports setting.

In golf there is a long tradition of one-on-one interaction, and community or bonds among students won't typically happen. A golf instructor could have a lesson book full of people who never cross paths and don't feel connected to each other. But the intrinsic social aspect of golf, the social-media tools that foster student-to-student interaction, and the recent tilt toward more group training, all suggest that a top teacher has a community of students around him or her, not a collection of isolated individuals.

Juniors, more than adults, end up in the communal-learning context. As Proponent Group member Chris Foley points out, schedule flexibility alone is a big factor. Foley, director of instruction at Cragun's Legacy Courses in Brainerd, Minn., uses a road-trip program to deepen the bonds of togetherness among students, thus elevating his own presence in the lives of the families involved.

Community Creates Opportunities for Life Lessons

"This is the fifth year in a row that I've joined with another teaching professional from up north and each taken a group of eight—four boys and four girls—down to another pro's facility in San Antonio," says Foley. "That pro also has a group and the whole collection of kids ends up with new friendships." The training format of practice and play, according to Foley, is designed to mimic what it's like when "you travel with your college golf team and compete in an invitational tournament." There is plenty of "life learning," he points out, in addition to the golf training and development. He plans to soon adapt what he's done with

the 14-to-18 set to a somewhat similar program for adults, albeit without the travel aspect.

For Cheryl Anderson, managing the Mike Bender Golf Academy's Junior Champions program has included an ongoing focus in getting the participants to engage with each other in monthly evening meetings where a variety of competitive issues are discussed. Between these monthly group meetings the juniors have a play with the pro outing where the coach plays with three juniors, numerous supervised group practices and various practice-time competitions all designed to create camaraderie and to sharpen each participant's competitiveness.

"The parents are also invited to some of the monthly meetings especially when we have guest speakers such as Zach Johnson's caddie, Damon Green's recent visit," says Anderson. "Having the parents involved in this community building exercise also helps them better appreciate all of the areas we help their kids with besides building a golf swing. There is a lot of things we focus on that help with maturity and personal growth that the parents really appreciate when they see the process for themselves."

Anderson is convinced that the more group time the program adds, the more improvement the participants achieve and the more buy-in the program gets from parents.

Leveraging Existing Social Bonds

Newly relocated to a golf-intense, 36-hole club in Fort Myers, Fla., Proponent Group member Dan Lockhart has

established a communal feel among his clients by leveraging the social bonds already existing at the facility, Fiddlesticks Country Club. Golfers there are almost all residents of the gated community, and in a peculiar way they organize themselves as named "mini-societies" of players. There are some 70 of these groupings total, ranging from foursome-sized up to the largest, known as the "Nooners," which numbers nearly 70 people.

(Continued on next page)



Cheryl Anderson includes multiple group activities at the Mike Bender Golf Academy Junior Champions program to stimulate competition and camaraderie

“On a day the Nooners were out in full force I set up my TrackMan at a par-3 and captured everybody’s data,” Lockhart says, “then I emailed each person a brief explanation of cause-effect between their swing metrics and their ball flight.” That evening Lockhart was introduced at the group’s informal awards gathering and got some nice applause for his efforts—yet another way to find yourself immersed in the social web. “I got some significant lesson business out of it, too,” Dan adds.

Brian Jacobs, a Proponent member and GCA coach in Rochester, N.Y., has done particularly well at this community-of-students concept. Jacobs uses a funnel-style structure in which his innovative digital-media efforts expose him to prospective students from near and far, some of whom make it all the way to in-person sessions. But even without all his podcasts, his Skype forums with Proponent ally Bernie Sheridan and the videos he shares on Twitter (with 9,000-plus followers), Jacobs would be doing well as a community builder merely via local activity.

“I conduct month-by-month game-improvement practice with groups, set up in 75-minute sessions at a fee of \$125 per golfer,” says Jacobs. “We devote each session to a topic and each one has a food-and-beverage component and maybe a shop-merchandise aspect, such as wedge fitting.” His environment is a private club (privately owned) with his academy on-site, operating independently and open to outside clientele for teaching. He aims for a class of 12 in this group-practice program and either fills it or goes over, in which case he adds an instructor.

“Once people start with me in May, they basically stay for all 10 sessions through August,” reports Jacobs. “Members mix with non-members, which I feel enhances the social element, and everyone just loves it.”

Key point: Among the outside customers who come onto club property for coaching from Jacobs, six of them bought memberships just in the last year. That’s a by-product quite pleasing to the facility owner. Another key point: Working a supervised-practice event at a 12-to-1 ratio isn’t for newbies or low-energy types—“you’ve got to be on your ‘A’ game and know how to manage the clock,” cautions Brian.

The basic building block of all this community stuff is referral activity. Now situated at the Omni



Brian Jacobs mixes members and non-members in his group activities to create new social circles

Interlachen Resort in Broomfield, Colo., Proponent Group member Dan Sniffin has plans for group supervised practice programs as he continues building his core business there. And already Sniffin uses Twitter to post client successes and other Pied Piper-type material, achieving a high “follow rate” of over 50 percent among his lesson-takers. But the basic way of building social circles within your clientele is proving itself for him. “I’m finding that one new student will come in and make good progress with me, then I’ll start hearing from the other three guys in his regular foursome,” says Dan.

Visibility Matters

He shares a physical-setting factor with Dan Lockhart—each of them sets up on the main end of the range, Sniffin in the off-season only, Lockhart full-time.

“At my present facility the range isn’t double-ended, so I don’t have that privacy and quiet I’m used to when you’re down the far end,” says Lockhart. One upshot is a need to tune out distractions while teaching, which he’s learned to do. Another result comes on the positive side. “I’m more visible now, and between lessons my regulars always come up and chat or ask questions,” says Lockhart. “Those interactions get noticed, and non-students realize I’m approachable and have good relationships with current students, so it plants a seed with them.”

Sounds like yet another example of that aforementioned magnetic force—it happens for teachers who are visibly at the center of things, gathering golfers together. **PG**

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WHY WILL ROBINS, JOHN PERNA AND A FEW OTHERS ARE RIGHT

By **Ian James**,
RetailTribe CEO

Some of you—mostly those based at golf facilities in the northern U.S.—are about to start your season. I would like to dedicate this article to helping you make 2017 a particularly profitable season, and a year in which the recognition of your importance to your golf facility is significantly elevated.

For me this has been a winter of study. I've attended coaching and teaching conferences around the world. I've read as much "best practice" material as I can find. At academies in the warmer climates, I've spent nearly 40 hours just sitting and watching. I've visited well over 100 coaches' websites and scanned thousands of their Facebook posts.

If you've attended some of the same conferences I have then, in my judgment, you will be better equipped to deliver a better client service and better equipped to discuss the golf swing. However, you will *not* be better equipped to create more customers, more revenue, and more impact.

Why not? Well, you are being drowned in education and ideas that drive you to be a better manager of programs and lessons. But the route to more revenue and greater impact is to be a better manager of customers—from the cradle of their entry to the game to the grave of their departure.

But, if you attend Proponent events, you've heard voices offering the secrets to profitable management of customers—John Perna and Will Robins are two such voices (I'll refer to their views in this article). They are, unfortunately, being drowned out by the overwhelming noise of those who can help you design a junior program or give a good lesson.

If you listened hard, Tony Martinez at a PGA conference also gave the Robins/Perna message – "Manage customers and you'll



John Perna (left) and Will Robins are two Proponent Group members giving great advice to their colleagues.

make a great living," Tony said—but again he was one among many other speakers, the others being intent on having you stress the technical, and its supporting technology.

The prevailing, and very dangerous, message is this: "If you build it better, then they will surely come." But if you want to make a healthy living from the golf industry, whether you have the glossiest, most prestigious academy, or have a few square yards to trade from on a range, you will make this the year when you *get better at managing customers for profit.*

(Continued on next page)



There's nothing like a miss-hit golf shot as evidence of a requirement.

Do *not* look for leadership from the golf industry when it comes to managing customers. You are going to have to collectively, as Proponent Group members, find ways to amplify the best-practice examples you have, and to bring in others whose specialization is delivering value to customers for profit.

Lorin posted the NGF annual review in the Proponent Group forum. Here's some analysis from within that article.

"Driven in part by escalating competition and rising costs, independently-owned courses are increasingly hiring professional management companies to run operations. This trend is part of an ongoing effort to improve customer service levels, enhance course conditions, and add technology and amenities while implementing best practice initiatives. Management companies that run multiple facilities often can provide economies of scale, helping independent operators save money on major purchases such as course equipment and other turf maintenance supplies."

If I could take the liberty of translating that statement: Management companies can build it better and

cheaper. Therefore, they give you the best chance of survival because they allow you to offer better for less. It's another version of "build it better and they will come."

Will Robins has a better approach for golf coaches

I listened to a Will Robins podcast that was the direct opposite of this thinking. He said, and I paraphrase:

Don't build anything. Play with your golfers. Learn about what they need. Discover what they want. Make a case for your ability to deliver it to them. Sell it to them. Then build what you need to deliver it.

What Will is doing, and I apologize for any possible misinterpretation, is setting out the notion that we should first spend lots of real face time with our customers ahead of anything else. Someone described this as "old-fashioned thinking in a world

where we've been promised a digital revolution as the panacea for revenue growth."

Old-fashioned or not, the principal that Will is following is that *the customer is the asset, and our job is discover what value they want or need*. He is also making the case that you are quite capable of responding to the customer's needs and delivering the desired value.

Some of you may be about to rush off and create an online survey to "discover your customer's needs." Online surveys are useful. RetailTribe provides them for our customers. But when it comes to discovering what need you can fulfill, there's nothing like a face-to-face communication with a golf club in hand, and a



Why fish for Trout where there's only Carp?

miss-hit golf shot as evidence of a requirement.

Creating leads for your business

So, if you're at this point in the article, and you quite like the idea of making 2017 a record year, then here are two strongly recommended actions you should undertake, each week at a minimum.

- 1) Schedule yourself to play 9 holes with three different golfers every week; Over a seven-month season that will be 84 golfers you'll be able to learn more about, discovering their needs and wants.
- b) Every week of the season schedule a skills challenge that coincides with a busy time at the club. Over a four-hour period you ought to be able to highlight opportunity for improvement with 16 to 32 golfers.

Yes, you're playing golf, but really you are

(Continued on next page)

qualifying leads. What Will takes for granted, because it's a natural gift he has, is what to do with each of these golfers you now have the opportunity to engage with. That, to me, is a process here that Will follows automatically. To learn more about that process visit www.retailtribe.com/proponentfunnel.

John Perna: different but also right

It was a slightly different approach to Will's that I saw John Perna present at the first Proponent conference I attended. Up on stage he stated how he tapped into a commonly held need among the parents of teenagers. John had identified that parents were quite willing to invest in coaching in search of a golf scholarship for their child or children.

Whereas Will, in the podcast I listened to, and in the material I've read, states that you can 'farm' from a pool of customers by understanding their *array of needs*, John has a solution that calls upon him *to look for customers with a very specific need*. Both are great examples of being customer-led.

While in Will's example you must develop the skills described in the link above, with John's proposition you need to become really good at fishing

where your chosen fish are. In other words, anyone who wants to market a very specific solution needs to invest in marketing where there are lots of customers with that very specific need.

What really stood out for me, when listening to John, was how he described his financially unrewarding experience as a golf coach selling programs and lessons—doing things the customary way—compared to the spectacular rewards he's earned from fulfilling a customer need.

The key to a better year

If you carry on selling programs and lessons you're consigned to the same future as those selling tee times. You had better get very good at working harder for less.

Some of you can quite legitimately see a financial future where you're reaping the rewards of coaching an elite golfer. But it's quite possible to make an even more financially rewarding "now," if you can find a way to identify needs that many customers value.

The start of that process is spending some time with golfers who are not yet customers. Don't wait for them to come to you. **PG**

It Works! (Value of the Teacher, Proven)

At the most recent Proponent Summit I highlighted the need for coaches to understand the financial impact on your facility's business. I asked if you knew how much a golfer was worth to your facility and if you knew how many you'd acquired or retained for your facility. I emphasized that this was critical to your future.

Etienne Olivier isn't a member of Proponent or a customer of RetailTribe but he has attended one of our Revenue Workshops, wherein we explore the same questions. Etienne runs an academy at a prestigious golf club in a gated community.

Last week he called me to describe a recent experience. He had received notice from the "community management board" that his rent was being doubled, effective May 1. He asked for a meeting with the board and at that meeting:



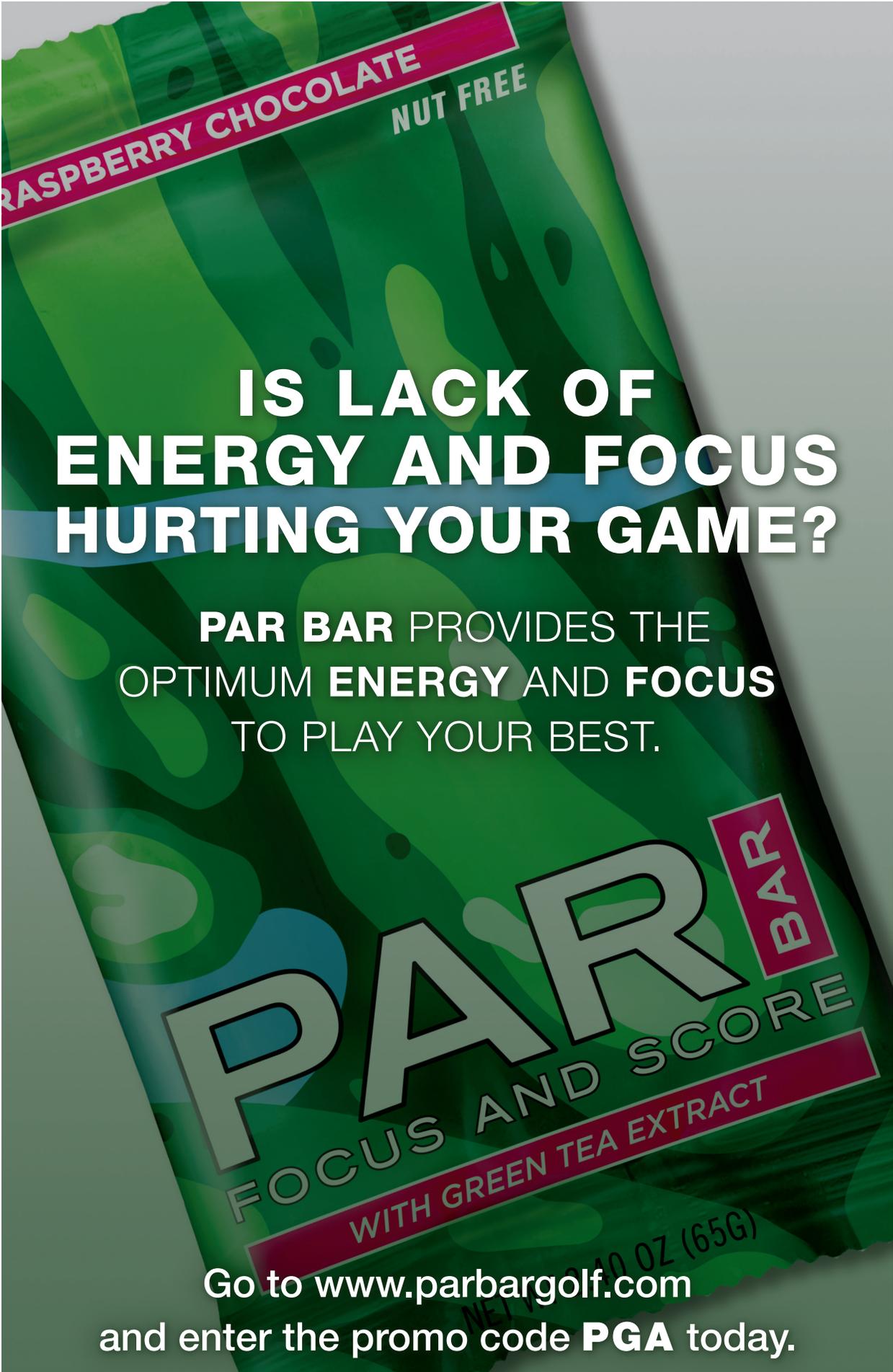
Etienne Olivier
EOGA's Managing Director

a) With a flip-chart he asked them to calculate the average value of a new member to their club, using the calculation I had shared in my presentation;

b) Having established the value of a single golfer (a much bigger number than they had ever appreciated) he then listed each golfer he had introduced to the club through his academy in the previous 12 months;

c) He then multiplied that number of golfers by the value per-golfer, to showcase the value his academy, at a minimum, had delivered to the golf club.

The result: *Rental increase withdrawn, and the general manager instructed to work more closely with Etienne on new-golfer acquisition and current-golfer retention.* I wish you a fine start to your new season, and every success.



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KEVIN COMPARE, JWGA at The Breakers, Palm Beach, FL - Associate Member

SCOTT DOWNING, Hickory Stick Golf Club, Greenwood, IN - Associate Member

CHIP ESSIG, Hickory Stick Golf Club, Greenwood, IN - Associate Member

BRITNI GIELOW, Patti Butcher Golf Enterprises, Comstock Park, MI - Associate Member

SHANE GILLESPIE, Asian Tour Coach, Malaysia - International Member

TOMAS GRYC, Golf Resort Black Bridge, Prague, Czech Republic, Associate Member

COLBY HUFFMAN, Hickory Stick Golf Club, Greenwood, IN - Full Member

MICHAEL JAYNES, Hickory Stick Golf Club, Greenwood, IN, - Associate Member

AARON JON McADAM, Golf Resort Black Bridge, Prague, Czech Republic, Full Member

DAN McLELLAN, JWGA at The Breakers, Palm Beach, FL - Associate Member

MICHAEL MERRITT, Stonebriar Country Club, Frisco, TX - Associate Member

BRETT MEYER, The Leadbetter Golf Academy, Orlando, FL - International Member

TRACY MOUNT, JWGA at The Breakers, Palm Beach, FL - Associate Member

JILL FINLAN SCALLY, Scally Golf Academy, Moon Township, PA - Full Member

CHUCK SCALLY, Jr., Scally Golf Academy, Moon Township, PA - Full Member

JIMMY TIRONE, JWGA at The Breakers, Palm Beach, FL - Associate Member

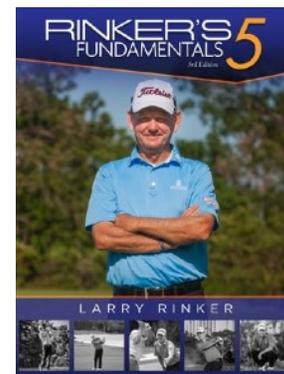
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JOHN WEBSTER, JWGA at The Breakers, Palm Beach, FL - Full Member

LARRY RINKER RELEASES NEW EBOOK 'RINKER'S 5 FUNDAMENTALS'

Proponent Group member and long-time PGA Tour competitor, **Larry Rinker** has released a third edition of 'Rinker's 5 Fundamentals' as an ebook that now includes 11 video lessons.

The book is a total-game golf instruction ebook with a major focus on the short game. During his PGA Tour career, Rinker was known to have possessed one of the sharpest short games in the world. To purchase, visit larryrinker.com.



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