

COLLABORATE

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Recruiting Webinar Set; Annual Compensation Survey Underway; Hall Summit Video Posted

We'll keep you busy again in February, beginning with a series of excellent new videos from the Summit and from the recent PGA Show. It all starts with **Martin Hall's** "How I Teach the Short Game" from our most recent Summit. Just log on to the members' website and go to the Videos/Webinars menu, where you will find it in the Short Game category. This 90-minute presentation is loaded with great ideas you can borrow, from one of the game's most creative teachers.

Also in February, if you teach juniors who are working toward their dream of playing collegiate golf, mark your calendar for Tuesday, February 17 at 7p.m. EST as Proponent Group member **Brandi Jackson**, former LPGA Tour player and owner of Recuit Caddy, will share her expertise on the fine points of the recruiting process that junior golfers must navigate to end up at a school that is appropriate for their skills and also fits their academic needs.



Brandi Jackson

Brandi's webinar will touch on a variety of areas including: Playing resumes and swing videos, NCAA rules that affect instructors, recruiting timelines, how scholarship money is allocated and basic competitive requirements for each collegiate division—and plenty more.

Finally, we will be completing this year's **Compensation and Operations Survey** over the next couple of weeks and we need your data, if you haven't already completed the survey. This is the most complete compensation survey in the industry.

To take the survey, visit: <https://www.surveymonkey.com/s/Q3DJBDC>

This compensation and operations survey is critical to Proponent Group's mission to develop up-to-date and comprehensive information for our members to better help you analyze and capitalize on all of your business opportunities.

The survey will only take 10 minutes or so to complete. Only members who complete the survey will have access to the complete survey results.



Martin Hall's Proponent Summit presentation is now posted

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PROPONENT AT THE PGA SHOW

Education Bonus at Orlando

Two Days of Top Speakers Highlight Show Week

By David Gould, Staff Editor

Far below the PGA Merchandise Show's bustling exhibit hall is a subterranean meeting space called Room W109A, which converts every January during show week into Proponent Group's private think tank. At the 2015 PGA show just completed in Orlando, Fla., Proponent doubled down on its traditional education offering, fielding an all-star lineup of guest speakers to inform and educate members all day Wednesday and again Thursday.

It was a test of sorts to see whether the knowledge-seeking that members are so known for would extend to a second full day of listening and note-taking—especially with so much else to see inside the massive convention center. But as Proponent's diverse, hour-long presentations unfolded over those two mornings and afternoons, attendance levels held strong. They ranged from about 40 professionals at a minimum all the way to standing-room turn-outs of 100-plus.

While the array of topics was broad, in general you could split them into two categories—new, hard-science discoveries about golf performance, along with specific, real-world guidance on business-building and the coach-student relationship.

A Thursday afternoon talk given by Proponent member **Kevin Smeltz** may have come closest to being a hybrid of the two. It explored new uses and interpretations of ground-force measurements using case studies of Smeltz's students as they pursued various ball-striking goals. These examples generated valuable advice on how to build practice programs that put the data to use and directly improve performance.

Smeltz, a Golf Magazine Top 100 Teacher and director of instruction at the International Junior Golf Academy in Hilton Head, S.C., called his talk "Shift and Lift: – A Study in Pressure and 3D." Though not a full-time specialist in force-plate analytics, he regularly employs the technology with students and, in his words, "stumbled upon a correlation" between the up-and-down



Steven Yellin kicked off the week explaining the theory behind the Fluid Motion Factor

movement of the golfer's pelvis during the swing and that (right-handed) player's ability to load significant downward pressure onto the left foot at the point in the downswing when the left arm gets near parallel to the ground, thus optimizing swing speed and carry distance.

By the luck of the schedule, Kevin's talk was immediately followed by a deep dive into the state of the research on this topic, delivered by Penn State University's **Dr. Mike Duffey** and **Eric Handley**. Its formal title was "Opening the Front Door to Ground Forces: How We Create Velocity in the Golf Swing," but Duffey, the Ph.D in kinesiology who co-presented it, said the presentation could be renamed "The Guy Who Just Gave His Talk is Right," referring to Smeltz. The Penn State University 3D motion lab that Duffey and Handley oversee is highly advanced, including a nine-camera optical system and a body-mapping apparatus that places 60 individual markers head to toe on the test subject. Proponent members were given a primer on the role of "frontal plane moment (a.k.a. torque)" and "horizontal plane moment" at the outset, and what followed was a comprehensive explanation of ground forces and swing speed. Along the way a helpful and memorable analogy was made between a child blowing on a plastic pinwheel to spin it at high speed



Virgil Herring offered his keys to teaching with Doppler radar devices such as TrackMan.

and a golfer coiling and uncoiling to whip the clubhead through impact forcefully.

The other heavy-tech presentation on the two-day agenda came earlier that day, delivered by **Dr. Robert Neal**, with an introduction and comments from Carolinas PGA Teacher of the Year David Orr. Dr. Neal, who is the founder of Golf BioDynamics and a former university professor, spoke on “3D Putting: The New Frontier.” To an overflow audience he explained the “snowflakes” nature of putting strokes—no two alike, not even by a single tour-quality golfer. “Degrees of freedom,” the scientific term that basically explains how many moving parts a physical action has, was related to the putting stroke in a manner that would cause most weekend golfers to wince. One solid and very helpful fundamental did emerge, concerning face angle at impact. It is overwhelmingly more of an influence on initial line of roll than stroke path or dynamic loft—the metric on that influence was put at 93 to 95 percent.

The introduction of Rob Neal by Proponent Group president Lorin Anderson contained two separate thank-you’s. One was for the presentation on putting while the other cited Neal and his wife Karen Harrison for instigating and organizing “bonus” Day Two of presentations. The two Proponent members, along with Proponent Preferred consultant Brendan Ryan, came up with the idea as well as the speaker roster and did all the setup work to make it happen. “Thanks to a packed room all day, we’ll look into doing something similar next year,” Anderson commented afterward.

The flow of new scientific data on golf motion—via 3D swing analysis, ground-force sensors, Doppler radar, super-high-speed video, body mapping and the like—solves the age-old problem of trying to teach golf in the absence of solid information about what exactly happens in the swing. Yet, with all the new science comes a problem: how to gather and apply this data on the lesson tee with a golfer.

To shed light on this issue, **Virgil Herring** was called upon to kick off Wednesday’s afternoon session with “How to Use Doppler Radar with Your Students.” Acknowledging that launch



Top to Bottom: Liam Mucklow, Ralph Landerum and Trillium Sellers Rose shared their insights with members during the Show

monitor-type devices don’t have the visual power of video, the Tennessee-based Proponent member urged fellow coaches to focus instead on the way “the Trackman numbers do get peoples’ attention” when they deviate greatly from what’s optimal. In that regard, he said, “numbers can do a better job than video of showing how severe the error is.” In many cases, Herring noted, “the student will attach to that number, especially if you give them a tour-pro average as comparison.”

The coaching technology now available will kick out reams of numerical data and accurate imaging. Meanwhile, that student across from you is a human being trying to enjoy a leisure activity. In a presentation he called “The Components to Starting a Successful Teaching Career,” **John Bierkan** made the case for a balanced, people-oriented teaching style that deploys the latest tech advantages but doesn’t get lost in them. “This is still about passion, friendships and relationships,” advised Bierkan, a second-generation golf professional with wisdom beyond his years. All the gadgetry and data flowing into golf instruction can also, in his view, create a peer-relationship problem—the specialist in coaching may forget that he or she is part of a golf operations staff. “Don’t live on an island, be part of the team,” John advised. “Go in the shop, interact with colleagues and help out with events” to avoid isolating yourself.

Why would a golf coach make the mistake of working in isolation? Probably due to the faulty notion that career and compensation are based on filling up the appointment book and grinding out lessons. **Liam Mucklow**, the PGA of Canada’s 2014 Teacher of the Year, chronicled his multi-year crusade to escape the money-for-time strait-jacket that golf instruction has long endured. In a talk titled “Against the Grain: A Non-traditional Approach to Building a Teaching Business,” Mucklow warmly recalled the day that his suburban Toronto indoor Golf Lab “took the golf lesson off our menu of services” in favor of the concept that “clients pay for measurable skill acquisition.” He gave the example of Golf Lab’s “Shot Shaper” program, in which baseline evaluation



Dr. Robert Neal delivered his presentation *3D Putting: The New Frontier* and brought a surprise guest with him, putting guru David Orr (above).

(with initial stat readouts) lead to customized coaching and practice sessions that produce the ball-flight results the client signed up for. “We don’t say anything about score-lowering to golfers in this program,” Mucklow noted. “We sell the skill.”

Proponent Group’s theme for 2015, introduced at the fall Summit, is “Growing Your Business, Growing the Game.” Wednesday’s sessions included a pair of presentations that drove straight at those twin goals.

Taking on the full spectrum of potential golfers (and returning lapsed golfers) was Proponent member **Ralph Landrum**, winner of the 2014 PGA of America National Player Development Award. Based at a prototypical golf “welcome center” in Florence, Ky., called World of Golf, Landrum holds the view that golf’s twin bugaboos of costs-too-much and takes-too-long are largely self-inflicted. We have thousands of newer golf courses designed to impress with their severe difficulty and eye-popping land features—this has led to golfer frustration and sky-high maintenance costs. “But we can fix these problems,” Landrum promised, then explained in chapter and verse how that’s done. From his talk it was clear that effective player-development activity is a habit you get into. Audience members who wanted that “home run” tactic for attracting and retaining golfers instead took note of a long, varied list of game-growing singles and doubles—ideas that click with all different target participants throughout the day, the week and the entire golf season.

The other Wednesday presentation brimming with grow-your-business and grow-the-game came courtesy of **Dr. Patricia Donnelly**, a noted early-education researcher, and **Nicole Weller**, junior golf specialist from The Land-

ings Club in Savannah, Ga., This duo presented “Golf for Ages 2 to 5,” an insightful and very often charming description of how coaches can successfully serve the basically undiscovered market of golf for pre-school and kindergarten-age kids. In the U.S. today, Weller began by saying, “There are 73 million people under 18, and we ought to be asking why more of them aren’t golfers—would effective teaching of the youngest kids be a way to address that?”

Very young children in the golf environment are rare for any number of reasons, but a knowledge deficit about what makes them tick is a factor that can be remedied. Dr. Donnelly brought the scientific expertise on that question, sharing insights developed by such child-development giants as Jean Piaget, Erik Erikson and Albert Bandura. As the two women moved through their presentation, the generally incomprehensible needs and behavior of the five-and-under human being started to make sense: They learn almost solely through play, they have almost no sense that there is a past or a future—only the present—and, especially at two and three, they are consumed by their own personal experience. “Everything is ‘me, me, me,’” said Dr. Donnelly. “That’s natural to the stage of development.”

The upshot is that viewing these kids as small-scale versions of the adult human won’t do the teacher or the child any favors. Meet them on their own terms and what will ensue is a lot of joyful, meaningful seed-planting for future golf participation. Meanwhile, learning a motor skill through play, and foregoing the past and future in order to stay in the present—don’t those sound like excellent pre-requisites for golf success no matter what your age?

Steven Yellin, who spoke on Wednesday morning, would surely agree they are. We all talk about getting in the zone, but Yellin, a former Florida Amateur Tennis Champion, has created a system and program for getting there and staying there. It was well-explained in his Wednesday morning talk, “The Fluid Motion Factor.” Based on the neuroscience that tells us about basal ganglia (where so-called muscle memory is stored), the cerebellum (direct source of motor impulses to the body), and the cerebral cortex (which in general serves us well but not in athletic activity), the actual cause-effect of peak performance can be laid out and leveraged.

Fluid Motion Golf is the system and company Yellin founded and operates, mostly from his base at the David Leadbetter Golf Academy at ChampionsGate, south of Orlando. His “secret sauce” within all this is the relation between the part of the brain where an athlete “generates an intention” and the set of muscles and nerves that will carry out that intention. “If you generate an intention from the surface level of the mind, you only have access to surface levels of the body,” he told the gathering. “If that intention can come from a deep level of the mind, you have access to a deep and pure physicality.”

The benefits of the Fluid Motion system, as Yellin acknowledged, can only be realized by golfers whose muscle memory has stored up a sound fundamental technique of the swing. **Trillium Rose**, a Proponent member who serves as director of instruction at Woodmont C.C. outside Washington, D.C. walked her audience through a cognitive and psychological map of the learning-practice-feedback-mastery loop as it applies to golf skills. “Being Uncomfort-



Kevin Smeltz explains ground force issues.

able: The Challenge in Learning” explained how the coach can affect a golfer’s error-detection capability, taking it from an emotional, unclear reaction to an objective assessment.

The task of closing out this two-day teach-a-thon fell to **Andrew Rice**, the charismatic South African long since transplanted to Berkeley Hall Golf Club in South Carolina. In a talk disarmingly titled, “Things I’ve Learned So Far,” Rice advised his fellow Proponent members to always push themselves but only selectively push their students. Part one of that guidance focused on endeavors like producing videos and writing books—Rice has done both and was quick to note that their contents are of good quality but not error-free. Part two was a kindly warning against a coaching style that seems to be all about proving how much you know and insisting that students adopt all your

suggestions. He told the amusing story of a wealthy, high-powered client with a pitifully weak grip who would not experiment with even one swing using a strengthened hand position. “Is it my place as a coach to walk away at that point?” Rice asked rhetorically.

He answered by describing another student, an amputee with no right arm. Each of these two golfers was limited, he noted, one by a physical injury and the other by what might be viewed as stubbornness. Rice described the work-around coaching he pursued with the weak-grip golfer, and its semi-decent result: The ball flew a little farther and straighter, the client was satisfied and the coach’s ego—willingly set aside in favor of peace and prosperity—suffered no dents.



Nicole Weller (above left) explained the keys to teaching the youngest juniors while Andrew Rice talked about how to push yourself to get even better.



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Tipping Point for Coaching and Practice Gear: Game-Improvement Now Means Swing Tech, Not Clubs

By David Gould, Staff Editor

The PGA Merchandise Show has traditionally been a showcase for products aimed at helping golfers hit better shots and shoot lower scores. That merchandise would generally be woods, irons and putters, with the occasional impact bag or plastic putting track tucked in the back aisles.

This year, while clubs and putters again took up acres of booth space, the buzz was elsewhere. For professionals who teach the game and stock their shelves with gadgetry to help Joe Golfer improve, the selection of tech items for teaching and practice has expanded rapidly—and with more marketing noise than in the past. Proponent Group members took note, even as they devoted great attention to the learning opportunities that Show week provides.

“There’s more technology to keep track of,” commented Proponent member Kevin Sprecher, “and products are dividing into sub-categories. Some of it is for everyday coaching, some technology is aimed at the research specialists and some stuff is meant to be sold to the consumer.” Along with fellow coaches who have been eager to try and buy this game-improvement tech, Sprecher didn’t arrive at 2015 PGA Show expecting to add a lot to his arsenal. “We’re not hearing about groundbreaking stuff,” he said while making pre-Show preparations. “This year the software for coaching is probably more interesting than the hardware.”

It’s still very possible for manufacturers to come up with dazzling machinery, but Sprecher categorizes most of it as esoteric, at least for professionals who labor on the lesson tee more or less full-time. “With a product like the **Gears Golf** system, you’re looking at a \$40,000 price tag,” he comments. “For somebody like Dr. Rob Neal, who is so heavy into research, that can be justified, but not for everyday coaching.”

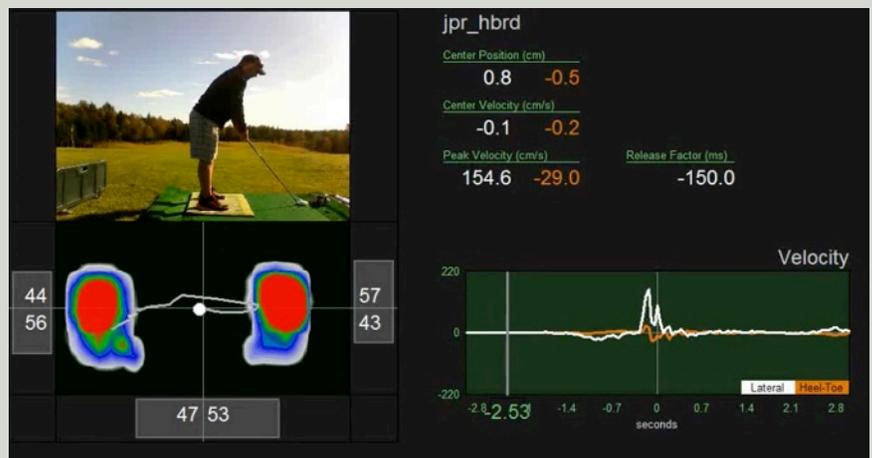
Even at that, one of the more admired high-end tech products was missing-in-action at this year’s show. “For 3D motion capture, the tops in my opinion—and I think other coaches would agree—was AMM,” com-



The coveted No. 1 spot in Golf Digest’s annual “Best in Show” ranking went to Proponent Group members Dr. Debbie Crews and Tim Suzor’s ThinQ app.

mented Dennis Sales, a ranking member of the coaching staff at Sinclair’s Golf Training Center in suburban Dallas. “They aren’t around anymore,” he lamented, referring to the October shutdown of the company, whose product was formally called the AMM 3D-Golf Electromagnetic System.

As AMM departs the scene, new entrants like **Noitom** have come to market. The company has a sizable presence in Beijing and Hong Kong, with hopes of penetrating the U.S. market. One of its two products is consumer-directed, the mySwing portable club-mounted analyzer. The other appears aimed at professional coaches and is trademarked



BodyTrak earned a lot of buzz from our members in Orlando.

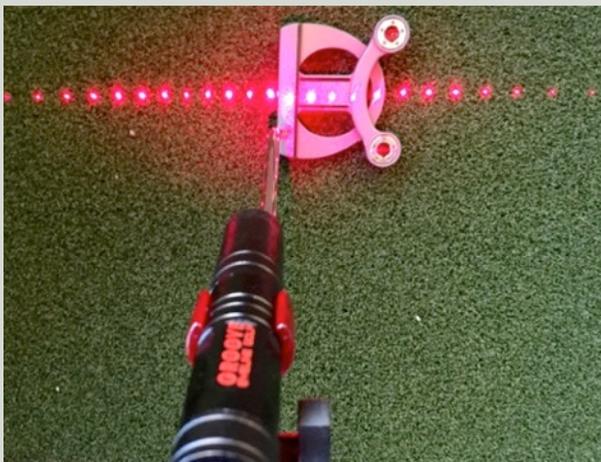
trueMotion, a motion capture system that follows the familiar tactic of optical tracking via high-speed cameras and sensors attached to the subject. As part of his PGA Show reconnaissance, Sales had investigated this Noitom system and made a decision not to invest in it. As a K-Vest certified instructor, he could reasonably feel he has that territory covered.

Eric Slack, a Proponent member who runs the golf operation at Point O'Woods C.C. in Benton Harbor, Mich., came away deciding that **BodiTrak**, along with **K-Vest**, were "must-acquire" technology for his teaching program. One of BodiTrak's early backers was John Dunigan, the Philadelphia-based Proponent member. His enthusiasm for BodiTrak lies in the system's ability to "help golfers get in touch with their weight distribution, both from foot to foot, and heel to toe," a benefit that makes it "a very important addition to my arsenal of teaching weapons."

4D Motion, makers of the handy **Putterwheel** training aid, got the attention of quite a few Proponent members, including Preston Combs, who teaches at Metedeconk National in Jackson, N.J. 4D Motion held a press event to debut the new wireless "mocap" rig (that's the new jargon for it), touting it as "the best combination of complete body and club motion capture, simplicity, portability and affordability." It's designed to be wearable during a round of golf and to capture setup position and swing movements in 3D, "to be sent wirelessly to a smart phone or tablet where swing paths, angles, club measurements and more can be rotated and analyzed in the palm of the hand."

Many coaches also said they were impressed by Eyleine Golf's new **Groove Laser**, which mounts on putter shafts and uses super-bright dots instead of a solid line to show face angle through the stroke.

The coveted No. 1 spot in Golf Digest's annual "Best in Show" ranking went to Proponent Group members



From Top to Bottom: Arccos Stat Tracker sensor, Eyleine Golf's Groove Laser and Perfect Putter.

Dr. Debbie Crews and Tim Suzor. The magazine's editors had high praise for the duo's **ThinQ App**, which in "gamified" fashion trains the user in focusing skills. These games come at you in five separate categories -- awareness, adaptability, attention, intention and synchronicity—and get increasingly difficult as your play session continues. Subscriptions to Debbie and Tim's ingenious app are \$8 per month or \$80 annually.

Also making the best-new-products list from Golf Digest was the **Arccos Stat Tracker**, a 14-sensor, club-mounted shot-tracking system that retails for \$400. Using GPS and Bluetooth technology, it generate real-time shot reports for every swing of the round. "If you really want to improve your game, you have to track your stats," began the capsule review of the Stat Tracker—it's beginning to seem as though average golfers are accepting this premise. **Blast Motion Golf** is also chasing that market, debuting at the show an affordable consumer product (\$149 retail) that attaches to most putters and drivers and doesn't just send recorded data and analytics to smartphones or tablets, it also shoots video that coincides with the metrics. A company spokesman said the idea was to "combine motion metrics with video to create a very personal user experience, where golfers can literally 'see' the mechanics of their swing, and socially share their long and short game in a whole new way."

There's always an under-the-radar product that doesn't look like it came from NASA but quickly proves popular. One such stocking stuffer was the **Aimpoint Slope and Alignment** kit, a set of tools to help instructors guide their students in the use of Aimpoint principles. Made by an Italian licensee, packaged simply and priced under \$80, it had Proponent member Doug Holub and a few others eager to get home and try it with students. Coming in with more advance notice was the Stimpmeter-like tool called **Perfect Putter**, an idea that someone should have come up with years ago.

STATE OF THE INDUSTRY

A Few Thoughts on Rocco's Teacher Bashing



So the big news last week in Phoenix was that Tiger's game is still a mess and, according to Rocco Mediate on "Feherty Live," it's all the teacher's fault. Why? Because Chris Como has never won a major - or something like that.

I have a cousin who is a famous opera singer. She worked with many of the top voice coaches in the United States, but none of them were world renowned opera singers themselves. Still, they were able to take her to a higher level than they had ever achieved. Sure, she had amazing natural talent but that talent had to be coached all along the way to truly flourish. People who win the Nobel Prize in Economics are taught by professors who themselves never won the Nobel. There are coaches in the NBA and NFL who never competed at that level who have been very successful in their respective leagues. The examples could go on all day.

So when Rocco Mediate says that teachers like Chris Como simply don't have the playing background to help someone at Tiger Wood's level, he's not making sense. He then went on to question the validity of a recent article in Golf Digest authored by Como. Rocco further intimated that only another major winner could help Tiger Woods put the pieces back together.

Let's remind Rocco that nobody who helped Tiger along the way to winning his current stash of 14 majors had ever even *played* in a major.

Jack Grout, who taught and coached Jack Nicklaus for his entire career, didn't seem to be a hindrance in Jack's march to 18 professional majors, even though Grout was winless in the biggies.

And when Rocco finished by suggesting that he could fix

Tiger's short game in one session if only Tiger would let him, he showed a jaw dropping level of ignorance of the arduous process that he himself had used to improve throughout his career working with Jimmy Ballard and others.

It's not just the technical information that matters, it's the entire process of coaching someone through the ups and downs of developing and maintaining a highly refined skill such as hitting a golf ball every day on the PGA or LPGA Tours.

And I can assure Rocco that if we took all the living major winners and lined them up to teach at a big driving range in, say, Chicago they would have a very hard time getting the quality results that dozens of professional instructors in the Windy City are able to achieve every day.

During my years as an editor at Golf Digest and Golf Magazine I interviewed hundreds of Tour professionals including dozens of major winners about their games and more often than not they couldn't explain how someone else could emulate what they do. They had a personal feel for what they were trying to do during their swing, but no idea how to convey that feeling or motion to someone else. Ninety percent of the time they told me to call their instructor for a better explanation.

That's the thing that Tour players like Rocco Mediate don't appreciate: Golf instruction is a big part science and a big part art of communication. Guys like Rocco don't do the golf world any favors by dumping on the people who are on the front lines every day creating both future Tour champions and engaging future 12 handicappers in the game of a lifetime.

By the way Rocco, how many majors did Jimmy Ballard win? That didn't seem to stop you from wanting his help with your game, did it? Next time I hope Rocco and the rest of the Touring pros realize how much time and effort top instructors put into this craft and how the game would be so much less for so many without their guidance.

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Proponent Member Exclusive: Dozens of Guides and Templates to Help Grow Your Business

Among the most popular and valuable benefits of Proponent Group membership are the guides and templates prepared for our members' exclusive use. There are nearly three dozen of these documents currently available, with more on the way in 2015. They cover a wide range of business and communications issues and they reflect the broad skill set a Proponent member must continually develop. The templates and guides are created based on member suggestions and their final versions represent significant member input.

The following business-related documents are currently available 24/7 as downloadable PDF files on the member-only website. Current lineup includes:

Business Guides

Golf Instructor's Guide to Employment Contracts

The very accomplished golf coach has particular need of a written contract because they have more to lose in the event of a fallout. Coaches have traditionally settled for a conversation and a handshake. They do so despite today's turbulent golf marketplace, which too often has produced unhappy endings for teaching professionals. In the profit-conscious world that golf has become, a written and signed agreement is crucial for safeguarding the instructor's livelihood.

Golf Instructor's Guide to YouTube

Short video is among the most attention-getting content online. We know that golf instruction lends itself to short-form video wonderfully. We also know that YouTube has an Internet monopoly, more or less, on archived short-form video. Conclusion: Golf coaches and teachers need YouTube. It's the direct pathway to a better relationship with existing clients and a proven builder of relationships with prospective clients—no matter where they may reside. Our "Golf Instructor's Guide to YouTube" is full of examples and ideas from Proponent Group members who have successfully leveraged the YouTube platform.



Instruction Marketing Guide [in progress]

Proponent Group is publishing instruction marketing ideas and best practices in small summaries on very specific marketing issues that will be combined later into one comprehensive Instruction Marketing Template. We realize that

maximizing your income is directly tied to your ability to tell your story effectively to as many potential students as possible. Proponent Group is making a concerted effort to deliver more practical, usable information for growing your personal teaching brand and generating more sales.

Instructor Guide to Employee vs. Independent Contractor Status

For golf instructors who are employed on a staff and paid a salary, the IRS audit is a very slight possibility. Those of you who operate as independent contractors are the ones likely to attract attention from fed auditors. There is an array of benefits as well as drawbacks to functioning (and being classified) as independent and self-employed. This guide is a must-read before you choose or change your employment status and covers the legal and accounting ramifications involved.

Teaching Building Survey and Guide

Proponent Group conducted a survey of our membership regarding teaching buildings. Thanks to dozens of responses, this document includes practical Dos and Don'ts from those who have already built an indoor teaching facility. The survey includes costs and specifications from buildings across North America.

Learning Center Photo Gallery

Proponent Group has collected exterior and interior photos from dozens of learning centers and teaching buildings located across North America and we've assembled them into one handy gallery.



Guide to Publishing an E-book

Publishing your instruction methodology and delivering it to an audience of potential and current students has never been easier. That's because technology now allows you to bypass the traditional publishing gatekeepers and significantly lower the costs. This comprehensive 60-plus page guide shows you step-by-step how to assemble and publish on your own terms.

Instructor Email and Online Marketing Guide

Email blasts are still the main workhorse of online marketing options for most golf instructors, yet many teachers don't do a very good job of creating memorable copy or immediate calls to action. This guide walks you through some important issues regarding outbound emails that will help you drive more business to your teaching practice.

Instructor Public Relations Guide

Most golf instructors operate their businesses on very thin marketing budgets. The good news is that consumers generally place higher value on editorial articles and media coverage than on the typical advertisement. Which means that any exposure of this type for your business will make a strong positive impression and, best of all, it will be FREE. Check out this guide to getting positive, business-building press for your instruction business. Sample press releases included.

Instructor Logo Design Guide

It's the regular practice of Proponent Group to acquire, store and study the logos our members have created to promote themselves. Our goal is to learn about current trends and best practices. To help as you strategize about your logo's look and message, we've pulled together ideas from experts, along with some common-sense principles that will help you create a logo that conveys your brand in the manner you are striving to achieve. Included in this guide are more than 100 logo samples from Proponent Group members.



Instructor Insurance Guide

Nobody particularly enjoys thinking about business insurance. It's a topic that most of us either unconsciously ignore or else treat with the classic "It won't happen to me" attitude. Do yourself and your business a favor and review the information in this Instructor Insurance Guide. Insurance claims in the golf business are more common than you probably realize, so don't jeopardize all of your hard work – and possibly your career – by not having adequate protections.

Guide to Google+ and Google Local Search

A new wrinkle that you should be familiar with in the continuing surge of social media options is Google+, (*pronounced "Google Plus"*). It's been making lots of noise lately in the social media space. For a golf instructor or academy, the marketing implications are significant.

Golf Club and Instructor Websites 101

This Guide contains all the basics a teacher or coach needs to know about websites and internet marketing. It's been designed to make it easy for you to understand the keys to creating a website that communicates with your

members or students in a professional and efficient manner. The accompanying template markets your club or instruction programs using well-designed pages and menus while making your site as visible as possible to search engines and potential members and clients.

Social Media for Golf Professionals and Instructors

Social Media for Golf Professionals and Instructors is a primer that explains what golf professionals and instructors need to know about engaging in social media as part of their business. This template shows you some of the best ways to leverage these new communication choices to attract new customers and to increase your business with your current customers and members.



Job Search Guides and Templates

Instructor Resume Evaluation

This template and guide is a set of tools to help you evaluate or develop your professional career readiness for the next level. It will assist you in determining whether your resume incorporates the necessary information in each area of administering a teaching operation as a Director of Instruction. Proponent Group has helped many high-level golf professionals recruit teaching professionals and we likewise have consulted with a number of golf clubs in the selection of their Directors of Instruction. This experience provides us with a unique perspective on the proper ingredients for writing an effective resume that will present your skills in the best possible manner.

Instructor Guide to Cover Letters

This guide shows you the steps for taking a blank sheet of paper and transforming it into a persuasive, attention-getting cover letter. This document walks you through critical issues including: The five basics of letter writing, doing your due diligence on the open position and infusing the letter with the "voice" that will best represent you and communicate your qualities.

Instructor Interview Preparation Guide

Interviewing for a new position can be one of the most exhilarating experiences of your career. It's a time for surveying your past accomplishments and taking some pride in how far you've come. It also represents a critical moment—a time when you see that next career plateau within reach. This guide will help you present your best self the next time you have an interview. We've included a list of questions that our Proponent Members who do lots of hiring tell us they use during interviews. Follow the step-by-step plan in this unique guide and you'll ace your next interview.

Business Templates

Instructor Business Proposal Template

If you are planning to approach a golf facility about relocating your instruction business there or you are proposing to a private club to become their Director of Instruction, you will improve your chances greatly by presenting a detailed business proposal. The idea is to demonstrate exactly how the facility will benefit by having you on their property. This Instructor Business Proposal Template is the tool for doing that.

Instructor Economic Impact Calculator

In the current economy everyone must do a better job of defining and defending the full value that they produce in their position. This has forced golf instructors to find clear and concise ways to illustrate their full value and the wide scope of services they provide to their facility. The Instructor Economic Impact Calculator is designed to take you step-by-step through all the areas where you provide direct and indirect financial benefits to your club or facility.

Instructor Economic Impact Study Results

This document represents the first significant study ever done in the golf industry to determine the typical economic value created by a dedicated instructor or multiple instructors at both Public and Private golf facilities. Proponent Group is offering this information to our members to help you better quantify what you and your instruction programs provide in increased revenues for your facilities, usually at minimal cost to the facility they serve.

The Business Value of Golf Instruction Report

This report reveals the significant value created by high-quality instruction programs for the facilities where they are located. The day has arrived when skill-development through quality teaching can be built into the business plan of a facility and leveraged for revenue-building, market share and profitability. The report should be shared with facility management to help make the case for more resources being put against improving and growing instruction at the facility.

Annual Report Template

This template has been designed to make it easy for you to create an annual report for your facility management and leadership that exemplifies your expertise and accomplishments in a clear and concise manner. It is recommended that this template be used at the end of each season for seasonal instructor positions and at the end of the calendar year for all full-time positions.

Instructor Commission Structure

This template may be used to motivate your staff instructors by creating a sliding scale so that if they teach more lessons during a specific time frame, their revenue percentage would increase as they teach more. This compensation system is common in most sales-driven indus-

tries and can provide higher incentive and engagement from staff instructors to grow their business.

Monthly Golf Chairman Instructor Report

This template is designed to help you create a clear and concise monthly report for management meetings. This document makes it easy for you to chart progress on all instruction-related programs in a timely manner. One of Proponent Group's core beliefs is that coaches need to be proactive about keeping management informed on all substantial areas of the golf programs they oversee.

Action Plan & Director of Instruction Job Description

The bottom-line focus in golf operations has forced instructors to find clear and concise ways to illustrate their full value and the wide scope of services they provide to their facility. The Action Plan Template is a tool to develop and convey your vision to the leaders of your facility. Proponent Group has also included a template for your own comprehensive job description that properly and fully illustrates your diverse job responsibilities.

Independent Contractor Contract Template

These templates provide a basic shell that you may use to construct an Independent Contractor contract between a municipality, privately-owned facility or an academy and an instructor.

Personal Services Contract Template

This template provides a basic shell that you may use to construct a Personal Services contract between a facility or corporation and an instructor for a specific project or event.

Credit Card Authorization Letter Templates

This template provides a basic shell that you may use to construct a credit card authorization letter for both one time payments and recurring payments for programs you offer. There are three different sample letters in this file to choose from depending upon your individual needs.

Photo - Video Model Release Form

This single-page template provides a basic model release form for anyone who appears in photographs or video that you may plan to use on your website, in marketing collateral or in a publication of any type. Legally you do need a Model Release for anyone other than your employees or family who appear in advertising, marketing materials or editorial content.

Parental Release - Medical Waiver Form

This template provides a basic parental consent and medical waiver/information form for anyone who participates in a junior golf instruction program at your facility.

Adult Student Release - Medical Waiver Form

This template provides a basic student consent and medical waiver/information form for anyone who participates in a golf instruction program at your facility.

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MEMBER MILESTONES

Please Welcome Proponent Group's January New Members

Ben Blalock, Long Cove Club, Hilton Head Island, SC - Full member.

Manuel Bermudez, Bishops Gate Golf Academy, Howie-in-the-Hills, FL - Associate member.

James Chojnowski, Framingham Country Club, Framingham, MA - Associate member.

Alejandro Duque Echeverri, Alejandro Duque Golf Academy, Costa Rica - International member.

Chris Green, Indian Hill Club, Winnetka, IL - Associate member.

Todd Harris, Delaware Country Club, Muncie, IN - Full member.

Marshall Hoiness, The Minikahda Club, Minneapolis, MN - Full member.

R. Michael Howes, Carter Plantation, Springfield, LA - Full member.

Jeff Kringen, Spring Hill Golf Club, Wayzata, MN - Full member.

Meredith Loosse, Glenmore Country Club, Keswick, VA - Full member.

Amanda McCurdy, Tierra Verde Golf Club, Arlington, TX - Associate member.

Rob Stocke, The Golf Club of Georgia, Alpharetta, GA - Full member.

Rob Strano, Strano Golf Academy, Niceville, FL - Full member.

Marc Surette, The Crosby Club at Rancho Santa Fe, San Diego, CA - Associate member.

Andy Traynor, Chingford Golf Course, London, England - International member.

Steve Wagner, Penn State Golf Courses, State College, PA - Associate member.

Michael Zedrick III, Smock Golf Course, Indianapolis, IN and Gray Eagle Golf Club, Fishers, IN - Associate member.

Redding Named to PGA of America's Teaching and Coaching Committee

Brad Redding, who teaches at The International Club in Murrells Inlet, SC, has been chosen to be on the PGA of America's National Teaching and Coaching Committee.

Golf Magazine Names New 2015-16 Top 100 Teachers List

Golf Magazine is now in year 20 of publishing its list of America's Top 100 Teachers. The new edition includes 11 new instructors, six of which are Proponent Group members: **Lynn Marriott** and **Pia Nilsson** of Talking Stick G.C. in Scottsdale, AZ, who return to the list after an inexplicable absence from the last published list, and first timers **Sean Hogan**, David Leadbetter Golf Academy, Orlando, FL; **Cameron McCormick** of Brook Hollow G.C. in Dallas,

TX; **Bernie Najar** of Caves Valley G.C. in Owings Mills, MD; and **Rob Noel** of the **Rob Noel Golf Academy** in Abita Springs, LA.

As a group, the Top 100 Teachers have given more than 4 million les-

sons. The Top 100 average 27 years of full time teaching experience and their average hourly rate is \$200.

Other new members included **Scott Hamilton** of Cartersville C.C. (GA), **Claude Harmon III**, The Floridian, Palm City, FL; **Jamie Mulligan**, The Virginia C.C. in Long Beach, CA; **E.A. Tischler**, Inverness Club, Toledo, OH; and **V.J. Trolio**, Old Waverly G.C., West Point, MS.



Cameron McCormick



Bernie Najar



Rob Noel



Sean Hogan

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