

COLLABORATE

Proponent Group

The Premier Network of Golf Instructors

PROONENT GROUP NEWSLETTER

FEBRUARY 2016

BEEFING UP OUR MARKETING ADVICE TO MEMBERS

You've spoken, we've listened. You tell us all the time that you want more marketing ideas. We're going to provide them. Beginning next week we'll be adding a marketing idea to the members' Weekly Rundown every Tuesday. These tips will cover the gamut on ideas for social media, promotions, email marketing, your website, customer database management and much more.

Even better we will be loading all of the weekly tips into a Marketing Guide that will be added to the members' website later this year where you can download all of the marketing ideas and pick and choose the ones that will likely work best for your situation. Look for the first one next week.



URGENT: OUR MOST IMPORTANT SURVEY NEEDS YOUR DATA

Please keep an eye out for our annual Proponent Group Compensation and Operations Survey, which is heading your way this week. This is the crown jewel of our annual surveys and each year the results help dozens of our members as they renegotiate their contracts or negotiate with a new facility.

Our survey is the most in-depth, instructor-focused survey in the industry and if you have your past year's earnings information nearby, it should take no more than 10-15 minutes to complete.

Everyone benefits when pay and benefits go up within the industry so it is critical that you provide your data in the survey to make our report as robust as possible. *NOTE: Individual data is never identified or shared with anyone and no personal identification is included in the survey.*

To view the results of last year's survey, log on to the members' website and go to the Member Surveys menu.

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GAME GOLF NEWEST PG PARTNER

Game Golf has been named an official technology partner and exclusive supplier of on-course shot-tracking devices and services to Proponent Group and Golf Channel Academy.

“Wearable technologies keep consumers connected as they play in just about every sport,” said Game Golf CEO John McGuire. “Instantly, you can see how you are performing and share, compete and compare the data. Game Golf has led the wearable tech movement for golf. In a short 18 months, Game Golf has become the only company that puts the power of golf data onto every mobile device. And now, we are going to meaningfully work with leading coaches so they can use data to have greater impact on their students’ golf games.”

New GAME GOLF LIVE will be the basis of the program. The platform recently came on the market as the world’s first automatic, real-time shot tracker for iOS and Android phones. GAME GOLF LIVE is a small device that clips onto your belt and is accompanied by 18 red-hot data-capturing GPS sensors for the top of each club. The system is the most revolutionary way to capture all your stats over 18 holes so that you can instantly visualize and share your game in real-time, on your iOS or Android phone. GAME GOLF LIVE is integrated into Apple Watches and will be coming to Android and Pebble watches soon.



MARK YOUR CALENDAR: 2016 SUMMIT RETURNS TO TALKING STICK



Now that the PGA Show is behind us we are beginning the preparations for this year’s 9th annual Proponent Group summit. The event will be held at **Talking Stick Resort in Scottsdale, Arizona on October 23-25, 2016** (Sunday - Tuesday) We’re lining up a few new twists and unique sessions that can only be found at a Proponent Group Summit. Please mark your calendars now so you don’t miss out on the most valuable education event of the year for instructors.

HERTZ DISCOUNT

Proponent Group members have access



to our auto rental discount program, saving you up to an additional 15 percent by using our Hertz Discount CDP code:

The electronic code for Proponent members is **CDP# 2080332**. Wherever your travels take you, close to home or around the world, your CDP number is the key to extra savings. Be sure to use this number whenever you book an auto rental from Hertz.

LITTLE GOLF T.R.A.I.N. NOW ON TRACK

Little Golf T.R.A.I.N. is the brainchild of Proponent Group member **Nicole Weller** and **Patricia Donnelly**, PhD. For children ages 2-5 it provides a research-based, holistic, early-learning environment and introduces them to the fundamentals of golf plus accompanying life skills. The centerpiece is a developmentally appropriate curriculum rooted in evidence-based research.

Little Golf T.R.A.I.N. provides golf professionals with turnkey resources to help build a safe, fun and effective early-learning environment for children ages 2-5.

Most golf professionals working with or wanting to work with this age group have not received proper training in early-childhood development as it relates to golf, Little Golf T.R.A.I.N. represents a research-based program that is psychologically, physically, emotionally and socially developmentally “on track” and correct for children ages 2-5. Find more information at: www.littlegolfrain.com.

SAVING IS THE KEY TO CAREER SUCCESS



You spend a lot of long days in the hot sun pursuing a career that requires you to continually learn and invest in yourself and your craft. When you put in the time and effort – as nearly all of our members do – the result is the ability to earn a significant living. But, what scares me is how many of our members, many of which earn six figures annually, still live paycheck to paycheck.

Since Proponent Group is your business consultant, let's talk about the MOST important aspect of any successful career: Insulating yourself and your family from financial hardship or ruin.

Pay Yourself First

This is the Cardinal Rule to long-term financial success. When you get paid, take out your savings first.

Most golf instructors will need to save 15-20 percent of their gross pay during their careers to live at the same standard in retirement. Those with children should aim for 20 percent, given how braces, college costs and weddings will take a bite out of those savings over the years.

No matter who is elected our next president, it won't change the fact that, over the past generation much of the retirement safety net has been removed. Sure, savings instruments

such as 401(k)s and Roth IRAs have emerged, but few people use them to the extent that they should.

If you're not saving at least 20 percent of your paycheck, make it a priority to get there as soon as possible. Even if it's just 2-3 percent to get started this year. The trick is making paying yourself first a habit that, once started, gets easier and easier to continue.

Next year bump it another 2-3 percent and over a few years you'll get to 20 percent. What I'm talking about here is not a luxury, it is your future economic health, your retirement, your kids' future. Everyone can find a way to trim a few expenses here and there to carve out a few percent for savings.

Get Professional Help

Another smart move is to use a "fee-only" financial advisor who is not beholden to trying to sell you anything. A good place to find one is at The National Association of Personal Financial Advisors (NAPFA). Their website has a lot of helpful information if you are looking for professional guidance. These planners won't have conflicts of interest when working with you. Have him or her review your finances and help you map out a savings strategy that minimizes taxes and creates a portfolio that will weather market downturns.

All of the teacher certifications, Proponent business templates and instructor summits don't create long-term financial success if you don't learn how to save your money. **PG**

“ All of the teacher certifications, Proponent business templates and instructor summits don't create long-term financial success if you don't learn how to save your money.”

PROONENT GROUP PARTNERS



PRESENTATIONS AND SEMINARS HIGHLIGHT SHOW WEEK FOR MEMBERS

More than 200 Proponent Group Members Took in a Dozen Presentations and Meetings in the Proponent Group Room During Last Month's PGA Show

by David Gould Staff Editor

Room W109B of the Orange County Convention Center is a 100-by-50-foot meeting space no different from most others in the complex. Yet over time it's become a forum for new ideas and practices transforming the golf-instruction market. The room is Proponent Group's home base and haven during PGA Show week each year—and thus a venue for enlightening, challenging discussions that address the field's many issues, trends and opportunities.

Pairing a full day of learning that was programmed by Proponent with a second day that was gift-wrapped for the group by members **Dr. Rob Neal** and **Karen Harrison**, attendees leaned in to absorb cutting-edge material. There were too many speakers and subjects to delve into in this brief wrap-up of our 2016 show (*Note: videos of the many presentations will be posted in the website archive*), so, on a selective basis, we offer the following summaries of program elements.

The discoveries **Mark Broadie** has accumulated in his study of golf performance could scarcely be listed in a one-hour talk—Broadie's celebrated book on the subject doesn't even contain them all. In his presentation before Proponent members, the author and consultant chose to focus on one sub-topic, stat-based course management. Broadie, a Stanford Ph.D who wrote "Every Shot Counts: Data and Analytics to Improve Golf Performance and Strategy," had his audience nodding and note-taking as he laid out his findings.

On the screen during much of his presentation were schematics of golf holes loaded up with dots that showed where a large sampling of one player's shots had come to rest, plus circles and ovals surrounding those dispersion patterns. Armed with these scattergraphs, Broadie could credibly maintain that aiming points—be they for professionals, mid-handicappers or high-handicappers—ought to be adjusted, sometimes dramatically, from the classic

Dr. Mark Broadie's day job is researching arcane Wall Street analytics as a professor at Columbia University, but the golf world knows him as the bestselling author of "Every Shot Counts: Data and Analytics to Improve Golf Performance and Strategy."



down-the-middle spots most people shoot for. In one case it was made clear that a right-side bunker (on a hole with water left) was, statistically speaking, the proper target for a 90-shooter playing from 150 yards.

Earlier in Broadie's presentation came a video clip of Jordan Spieth talking to reporters about his training regimen in 2015. Discussing how he and coach Cameron McCormick had, with Broadie's guidance, reviewed 2014's performance, Spieth cited "wedge play and certain putting distances" as the key areas for improvement. Those were the aspects of Spieth's game where the holy grail of Strokes Gained against the field weren't being generated.

"Strokes Gained," Broadie said, cutting to the nub of his work in this area, "tells you not only what skill category to focus on, it also tells you just *how much* of your problem stems from weakness in that skill area."

But there's also much to be learned about strengths, he was quick to note, using Justin Rose's approach-shot analytics as an example. Rose's coach, Sean Foley, actually had to use the numbers to point of mastery—not weakness—in the Englishman's iron play, showing him Strokes Gained data that identified him as No. 1 in approach-shot play from the fairway. "In this case," said Broadie, "the player needed to be told: 'You are tops at this facet of the game, so always attack when you're in this spot on the golf course.' Sports psychology is fine," Broadie added, "but sometimes real numbers will do more to convince the player."



John Weir's work into personality types—and how each approaches learning and playing the game differently—has caught the attention of multiple top instructors.

There were frequent questions for the audience to ponder. For example, when a pro has a season that gets him talked about as "most improved" on tour for a given year, how does that happen—has he gotten stronger in his areas of strength or has he maintained his areas of strength and shored up areas of weakness?



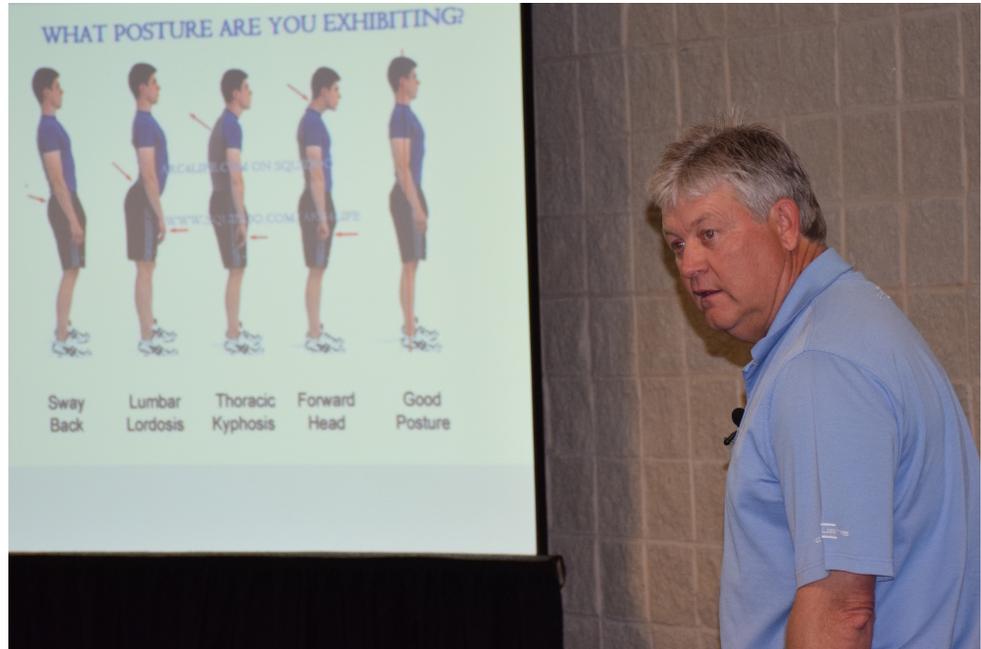
More than 200 Proponent Group members made the annual pilgrimage to Room W109B for two full days of world-class presentations from experts in business and teaching.

Crunching ShotLink data from the PGA Tour through the Strokes Gained formula, Broadie has discovered that it is always the latter, never the former. “Interestingly, if the weakness of a particular tour pro is driving distance, that’s quite relevant, because it’s very difficult for tour players to improve in that area,” Broadie noted. We might think otherwise from watching TV ads for the latest high-tech driver, but stats experts know different.

Glenn Deck’s talk ended the way any presenter would want: A hand went up in the audience and the question was asked: “How can we learn more?” The content Deck presented, under the title, “Genetic Golf: A Shift in How We Teach,” jumped off from a number of teachings the profession has embraced, including Homer Kelley’s physics-based manifesto, “The Golfing Machine” and the widely praised “LAWs of the Golf Swing,” by Adams, Suttie, and Tomasi. Proponent member Deck, a GOLF Magazine Top 100 Teacher based at Pelican Hill and Oak Creek G.C. in Newport Beach, Calif., dug deeper still into the question of what a golfer brings—physically and psychologically—to the lesson tee, and what that all means for the instructor.

Displaying down-the-line photos of Ben Hogan and Jack Nicklaus at top-of-backswing, Deck gave audience members a chance to rewrite golf history—dramatically for the worse—by having them imagine these two players showing up and asking for professional advice. “Nicklaus had only so much range of shoulder motion, that’s why his right elbow flew out. He could make a powerful, functional forward swing from there, a swing that allowed him to dominate his era,” said Deck. “But still, would a normal teaching pro try to get that elbow tucked in?” It was likewise with potential critiques of Hogan’s notably flat, horizontal swing—there would seemingly be many a coach would try to put it on a more neutral plane.

His talk went on from this object lesson into the gamut of traits and characteristics that appear with each new student. At the risk of oversimplifying, these snippets of



Glenn Deck spoke about his research for Genetic Golf: A Shift in How We Teach

Glenn’s presentation jump out as immediately useful, each by each:

- Various “looks” go together, for example open shoulders at impact match well with either the “short thumb” on the handle or low hands at address.
- Left-eye dominance and an address position that starts with feet together are a good fit, while right-eye dominance accords with a stance that begins slightly open, with feet apart.
- Flexible hips go with square feet at address, tight hips make a tendency to flare the feet at address very appropriate. “What you’re looking for is the best neurokinetic connection between feet and hands,” is how Deck encapsulated this part of his presentation.

As for that question about how more of this material could be learned, the speaker threw out a promising possibility. “There’s an e-book in the making,” was Glenn’s answer.

“The idea that our attention and focus at address should be strongly directed to the target, and away from our body motion, doesn’t work for 75 percent of the population.”

— John Weir

Golf instructors were taught years ago the difference between visual learners, auditory learners and the like, finding out, for example, that some students react well to having the pro’s hands on their shoulders or hips to guide their motion and others do not. Turns out this was merely the tip of the learning-styles iceberg, and that deeper mind-body research by people like **John Weir** would continue casting light on this vital topic.

A skilled and energetic speaker, Weir is director of the Orlando-based Mental Golf Academy and works as a self-

styled Peak Performance Coach, at times called in to handle difficult cases that even the best instructors can't decode. His research, on "Teaching to Your Student's Personality Profile to Speed Improvement," honors the complex and quirky variations in how humans approach any learning experience, providing an almost Trackman-like tool for understanding a student's head and heart.

Interweaving his expertise in self-hypnosis with source material from the Myers-Briggs Type Indicator—and the personality studies of Carl Jung that underlie them—Weir stresses the importance of helping a player avoid "inferior mental function" due to a stress-induced shift of brain activity from the sophistication of the neo-cortex to the reptilian, survivalist activity that occurs in the limbic system. "Jung related this to dominant-handedness," said Weir. "Yes, a right-hander can do things lefty, but never as naturally and never quite as well—we can prevent our golfers from processing the events of a round with 'their mental left hand,' and help them greatly in the process."

Weir brought some extra energy to his talk, because the material he brought with him has been five years in the making and this Proponent gathering represented his first public presentation of it—another little landmark moment down in Room W109B. He made a sharp distinction between Sensing and Intuition as modes of information processing, revealing an array of behavioral details and patterns that flow from each of the two styles. "The idea that our attention and focus at address should be strongly directed to the target, and away from our body motion," said Weir, quoting from conventional golf-pro wisdom, "doesn't work for 75 percent of the population."

Another dichotomy Weir employs is between the Fixer and Builder mindset. Some people are, by nature, "detailed and realistic," while the rest are "general and visionary" in their everyday approaches to the world. As it turns out, 75 percent of men are Fixers and 75 percent of women are Builders. "Thinkers are fixers, and relate to fixing. Feelers are builders and want to take their present condition and build from it," he explained, adding another layer of duality. One area of performance that can be

immediately upgraded using these understandings, he believes, is the post-shot routine—the coach identifies what sort of mind-body patterns dominate with a particular student and honors those traits in designing a truly effective post-shot phase.

Stress, according to **Dr. Harry Van der Lei**, "is triggered by change, especially sudden change, and it is normal and healthy, unless it's triggered inappropriately, or not regulated" through proven coping techniques. One of Van der Lei's go-to regulators involves a breathing technique that separates the activity of the sympathetic and the parasympathetic nervous systems—the former is activated when you inhale, the latter during exhalation.



Dr. Rob Neal took another deep dive for our members into forces and torques this year. His focus this time was on what happens when they are applied to the handle of the club.

Appearing on Thursday at the Proponent education forum from his base at the Hourglass Performance Institute in Tallahassee, where he serves as a Mental Performance Expert, Van der Lei taught his audience about golf performance patterns like the "Trust Phase" in a golfer's pre-stroke routine for putting.

Showing painful video of tour pro Jason Dufner during a streak of almost yip-like incompetence on putts inside six feet—contrasted with another period in which Dufner was handling those putts much more successfully, the Holland-born sport psychologist alerted his audience to the moment when Dufner ceased looking at the hole and his target line and dropped his gaze down to the ball. Trust Phase is the period between when that happens and when the stroke begins. The duration of it was strangely long when Dufner was missing badly and much shorter

when he was rolling the ball well and sinking putts.

Indeed, “Do We Trust What We Do In Golf?” was the title of this presentation, which shared training techniques Van der Lei uses with golfers on the Florida State University men’s and women’s teams, among other golf clients. He began his talk with a live experiment, attaching various monitors to a volunteer and using a breathing exercise to produce various physiological effects, shown on screen, that Van der Lei predicted would happen.

The metaphor of the hourglass that gives his institute its name is particularly appropriate to golf swings and strokes, representing the relatively long-duration periods of pre- and post-shot, versus the short period when a swing or stroke is actually occurring. “Pre-shot routines are pretty bad, in general,” he advised his audience, most of them being cookie-cutter in style. This tends to be the case because few players or instructors have been taught how to design them so they produce an optimal feeling of trust about execution.

Outside experts are the norm in the Room W109B think-tank, but this year’s program also included an “inside” expert, Proponent member **Jon Sinclair** of Sinclair’s Golf Training Center in Euless, Tex., who spoke on “Discovering the Differences Between 2D Video and 3D Motion Capture.” Sinclair, whose academy is equipped to the rafters with teaching-tech gear, distilled his message of the afternoon to this observation: “We live and play in a 3D world and we should probably teach in one, too—video is good for what it’s good for, but it’s limited in what it can tell us.”

As 50-plus Proponent members looked on, Sinclair presented a long series of what he calls “kinematic sequence” charts, generated by 3D motion capture. In his view, they charts “provide some new information about transition at the top of the swing on pitch shots, and deceleration through impact.” A quite intensely specific area of golf swing-ology, to be sure, but that’s what the profession is getting to be all about.

That transition, by the way, happens for tour-level players in a pelvis-thorax-arm-club sequence. “Exactly zero percent have the club club going first,” said Sinclair. “That may be a great ‘feel thing’ for a player, but very good players don’t actually do that, except in rare cases. In fact, non-pelvis-first transition and sub-standard pitching stats correlate with each other.”

From these charts it was learned definitively that, on 30-yard pitch shots, all tour players decelerate in a sequence of arm first, thorax (or chest) second, pelvis third and club fourth. On these shots, the world’s best players also



Jon Sinclair showed examples of the benefits of having 3D data.

produce a launch angle of 27 to 30 degrees, basically without exception. Jon moved from the science of instruction to the art of it when he shared with the audience his need for word or phrase he could use to try and encourage optimum kinematic sequence through the ball, for players who couldn’t trigger it.

“I had certainty about the outcome I needed, but I was not sure how to coach that,” he admitted. “I told my guys ‘I need a word’ and someone suggested ‘coasting,’ which turns out be perfect.”

Also valuable in teaching and training this technique, he reports, is one-handed pitch shots with the trail hand off, followed by pitch-sized swings with an Orange Whip, then back to the real club, with both hands, and go. A video of a 70-something golfer of average ability going through this routine showed dramatic improvement in the swing, in his contact and particularly in the crisp, well-lofted trajectory of the shot.

“I had certainty about the outcome I needed, but I was not sure how to coach that. I told my guys ‘I need a word’ and someone suggested ‘coasting.’”

— Jon Sinclair

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


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KEVIN SMELTZ

BISHOPS GATE G.A., HOWEY-IN-THE-HILLS, FL

INTERVIEW BY PAUL RAMEE, JR.

Kids who grow up to become electrical engineers are the ones you see taking old radios and lawnmowers apart to figure out how they work. In the world of tournament golf there's a similar type—the junior or collegiate player who likes to compete but is pulled toward a continual study of the technical elements of the golf swing.

This month's featured professional, Kevin Smeltz, displayed that questioning, tinkering nature as a junior player and especially during his NCAA career at the University of North Florida, where he received All-American honors. He's had that trait confirmed for him years later, by teammates who insist they knew all along Kevin would become a golf instructor.

They surely suspected he would excel in the profession, which Smeltz indeed has. Under his guidance, Kevin's players have won 19 tournaments on the PGA Tour, Champions Tour and LPGA Tour. He has coached two U.S. Walker Cup team members, two No. 1-ranked NCAA player, a No. 2-ranked college player and many top-ranked juniors.

You'll find him listed by GOLF Magazine as one of America's Top 100 Teachers and on the Golf Digest list of Best Teachers in Florida. This month marks the end of his first year at Bishops Gate Golf Academy in central Florida, where he is director of golf, so it seemed a good time to engage in some Q-and-A

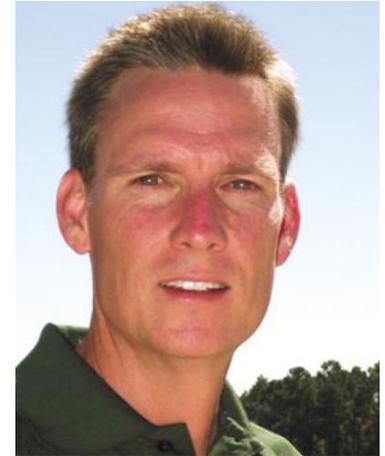
with Smeltz for the benefit of his fellow Proponent members.

Kevin, could you give us a little background on how you got to where you are in the golf business?

I took some lessons from David Leadbetter and some of his coaches growing up and had the good fortune to become David's assistant on the tee, which meant I was with him for every lesson he gave. That was a phenomenal learning experience. I got to watch and listen as David worked with players like Nick Faldo, Nick Price, Ernie Els, David Frost—it was a rare opportunity.

What was your role, in that process?

I was responsible for taking all the video. And keep in mind, this was in the days before V1 or other video technology for teaching. So, we were drawing lines on the monitor screen. We didn't have computer files to log the lessons and store all that information, so I was there with my pen writing down all the faults, fixes and drills by hand. Today you hit 'save' on your computer



Smeltz with Yanis Tseng (left) and Na Yeon Choi. He has taught multiple LPGA Tour winners.



Smeltz has spent significant time in Asia, where he studied the intense work ethic of Asian cultures.

but back then I stored it all in a manila file folder. But we didn't know any different—we were paving the way.

So, you earned your stripes, doing all this support work?

Apparently, because one day I found myself on a flight to Japan, with the assignment to run one of David's academies over there.

After your time in Japan, did you stay with the Leadbetter organization?

I did. I came back to the U.S. and went to ChampionsGate, where I ran the company's World Wide Training and Certification. Then, in 2013, I moved to Hilton Head to run the International Junior Golf Academy there. I stayed in that position for two years and now I am running the Bishops Gate Golf Academy.

How are you liking it?

For my family and me it's been great, Before this I was traveling back and forth between Hilton Head and Orlando. On the work side, we are building a coaching model, and moving away from the teaching model, so that is exciting. We are really focusing on developing

players with a more holistic view, teaching them how to practice, how to prepare to play.

How much of a challenge is that—to move a player from the teaching model to the coaching model? Do you encounter resistance?

None at all. Hey, we've all known the mini-tour player who never misses a shot but somehow shoots 75 every time. That is the classic case of someone who needs to practice and prepare better. What the profession has believed about learning is backwards. In other words, the idea of hitting 400 7-irons on the range is very limiting. There's a place for repetition if you are learning a new skill, but, if you put someone in a random practice environment it will benefit them on the golf course.

You've worked extensively with male as well as female tour professionals. How does that coaching experience differ?

For the LPGA Player it is more about the relationship. Women are better listeners and are more interested in going over their round with you. I find that the young Asian women really want direction, and they'll follow it to the letter. I find with the men on tour it's not a relationship thing. A guy will ask, "Why is the ball going left?" You'll tell him the answer and he'll say, "Thanks, see you next time."

Smeltz is now in charge of all instruction at Bishops Gate Golf Academy outside Orlando.



How about with respect to training?

One new development we've seen is the LPGA player catching up to her PGA Tour counterpart with respect to the importance of distance. The women now emphasize fitness and strength conditioning. You see the results with players like Michelle Wie and Lexi Thompson. And that trend has worked its way down to the elite junior ranks, as we see at Bishops Gate.

You mention Asian players, who seem to develop their golf games at such an impressive rate. What is the cause of that?

Work ethic, basically. They have a stronger sense of duty when it comes to training. If they are sick, they will still practice. If it is cold out, they will still practice. When they feel like they want to quit, they will hit another bucket of balls. Our society here in the U.S. is soft, by comparison.

Describe what a typical day is like for the students at your academy.

It starts with 6 a.m. wakeup and by 7 a.m. they're on their bus headed to Montverde Academy, where classes start at 8:00 a.m. They finish at 12:30 p.m. then head back here to Bishop's Gate. They eat lunch,

change, and take part in either the early workout or a later workout. They practice for three hours, eat dinner then do their academic homework. That's the Monday-Friday schedule, and there is optional practice on Saturday and Sunday.

How many take advantage of the optional practice?

In the beginning of the semester about 90 percent of them do. By the end of the semester it's down to 30 percent.

For the Bishops Gate program in general, what is your dropout rate?

Zero percent.

What are the pros and cons of a kid going this route for golf training?

For the kid who is driven it is ideal. It puts him or her on a path to play college golf and it helps accelerate that process for them. But it's also great for the kid who is a late bloomer, because it gives that player all the tools they'll need to get good quick. The cons are that it is not a great path for an individual who does not have the passion.



Smeltz is often found at LPGA Tour events with his stable of talented players including Na Yeon Choi.

facility. For example, we have trees in the range to represent fairways. We've got a great uneven lie area and a nine-hole course for the kids to play. Charles Howell III said the greens on that course are the best greens in Orlando.

How many kids can you handle at one time?

The maximum is 70 with our current school schedule. We've discussed a split schedule with the school to see if we could accommodate more, but right now our priority is quality over quantity.

As a young pro you were drawing lines on a video monitor. What is your current array of teaching technology?

We have 3D Golf BioDynamics, Trackman, SAM PuttLab and we've also got force plates.

What is a typical tournament schedule like for your students?

There are obviously national tournaments on the AJGA and IJGT level, but some of our developmental kids don't play as many tournaments as you might imagine.

Interesting. How do their parents feel about that?

They're okay with it. We communicate extensively with the parents. They deserve to be kept in the loop and know what is going on. We give them monthly reports so everyone is on the same page. This makes it easier for all concerned, with respect to expectations and progress.

What makes Bishops Gate unique?

First, we created an Advisory Board to help us keep our product moving forward. Second, we have an amazing

"They have a stronger sense of duty when it comes to training. If they are sick, they still practice. If it is cold out, they still practice. When they feel like they want to quit, they will hit another bucket."

— KEVIN SMELTZ

How quickly do you introduce all this technology to the students?

Right away. We do testing as soon as they get here. That principally involves 3D work and Trackman Combine. We also take them on the course and evaluate their ability from different lies and so forth. We also assess their mental skills and fitness. At that point the student, the coach who is assigned to them and I will sit down and create a development plan for them. It will be precise without being overly complicated.

Do they ever deviate from these plans?

Sure, they get on the range with their buddies or they see something on YouTube and it can get them off the rails, but if we do our job educating them about the value of the plan then we should be fine.

Facebook Remarketing: It's more than just a social network

If you think Facebook is just a place to post pictures of events or see pictures of children that your friends posted, you are sorely mistaken. Facebook is one of the ripest areas for marketing to your clients. Facebook Remarketing is a great opportunity to showcase your product to clients who have visited your website or business page.

What is Remarketing?

For those of you unfamiliar, remarketing works by following your target audience around the web with related offers. For example, someone visits your website after doing a search for golf instruction, but they leave without contacting you or making a purchase. The next time they are on Facebook, your ad is seamlessly displayed in their newsfeed or in the right-hand column to help reconnect them back with you. Google is the biggest player in the Remarketing space, but Facebook offers a fantastic opportunity for instructors, with less cost.

Why Facebook?

968 million people log onto Facebook daily, which represents a 17% increase year over year



(Source: Facebook, 4/22/2015). A huge and vastly growing number of Facebook users are active and consistent in their visits to the site, making them a promising audience for your remarketing efforts.

- Impressions: Almost 30% of U.S. ad impressions occur on Facebook
- Optimal Targeting: Leverage your own branding and marketing message
- Placements: Right-hand side and in the news feed. With Facebook's ability to narrow into a specific demographic and showcase in a social setting, the ads can be seen as seamless to users.

Can Facebook Remarketing work for you?

The quick answer is YES! Imavex offers professionally managed Facebook remarketing (or retargeting) services that show custom branded ads to users who have previously visited your website as well as people who are similar to your website visitors.

If you would like to learn more about Facebook Remarketing and how we can help deliver a positive ROI and drive profits your way, please contact Zach Miller at **317.201.0942** or **zach@imavex.com**.



COULD A KEY LIME PIE UNLOCK COACHING REVENUES?

By Ian James, RetailTribe CEO

The golf industry is bedeviled by a “heroes-and-celebrities” approach to marketing. Images and stories of great people and great golf courses fill magazine pages, dominate hours of television and now they populate Facebook feeds.

So how’s that working for us? Did we attract a million golfers in 2015? Did we encourage the 50 million-plus Americans who have tried the game then dropped it to return? Did our star-power fixation fill tee sheets and coaching programs?

Recently I sat with the CEO of a prestigious golf community. He was concerned that his restaurant was underutilized by the homeowners. This despite the fact that, in the CEO’s words, “We’ve got a 3-star Michelin chef!” But he waxed enthusiastic about a solution he’d hit upon, involving a recent hire. “We recruited a 20-year-old who knows all about social media,” he said with assurance. “She’s been posting pictures of Chef Francois on our Facebook and Twitter feeds.”

How wonderful, I thought. Back to the same well, using star power to try and dazzle our audience.

That’s not the mindset you’ll discover from Mike Leemhuis, president of the Ocean Reef Club in the Florida Keys. Mike is well known for his ability to deliver a world-class operation and service. That challenge kept him going full tilt at Congressional Country Club and it keeps him extremely busy at Ocean Reef, as well. But despite the man’s heavy operational duties, Mike still shows himself to be one of the best marketers of golf you’ll find anywhere.

First, of course, he covers the basics, understanding that the skill and motivation of his staff is key to delivering a world-class operation. He knows he needs a great director of golf and head professional, supported by quality up and down the personnel chart. He knows he needs a great director of instruction and a team of top-notch coaches. And yes, he knows he needs a 3-star Michelin chef, or the equivalent.

As a marketer though, Mike knows that the quality of the personnel is just a starting point. He is constantly making sure that it translates to a customer experience and level of enjoyment people will rave about. Customer experience is something he markets very well and, in fact, very simply.



Would this image inspire you to visit a restaurant?



Better looking than any chef, if you're interested in eating.

Filling all the tables in the restaurant? That certainly is a constant goal at Ocean Reef. But rather than expend resources making a celebrity of his chef, Mike chooses to show the result of what culinary skill provides. In other words, what you, the customer, can and will experience.

As a resident of Ocean Reef you will find that the marketing of the culinary program is about you and about your dining pleasure. Being that you live in the Keys, it’s very possible you enjoy Key Lime pie.

Check out RetailTribe's web page <http://www.retailtribe.com/features/caradverts> with a number of great car advertisements. The page includes marketing insights as to why the car ads are so effective in driving sales.



Well, Mike has laid down the challenge. Is the Key Lime pie at Ocean Reef the absolute best? Come and try it.

The following week he'll showcase an Asian Fusion dish and the week after a simple steak. After a couple of months you'll have seen something that's a

personal favorite and there's your excuse to visit the Ocean Reef restaurants.

We can translate this to the car business, as well. It's a tough trick, marketing-wise, to promote Audi or Lexus or whichever brand. The car makers know you can find out everything you need to know about the specifications and performance of their cars on their website and on any number of review sites. They know that in any marketing they're doing, they need to appeal to the customer's values or interests.

RetailTribe has created a web page with a number of great car advertisements - <http://www.retailtribe.com/features/caradverts> - together with some commentary about why they are so successful in driving sales. If you read last month's article on the different markers the different generations have, you'll find this relates well to it.

Dee Forsberg, with her two-site instruction facility west of Minneapolis, is fast becoming the Mike Leemhuis of the coaching world. Understated. Good at her job. With marketing that shines a light on her golfers and their experience.

There's nothing complicated. It's very simple. Many of you may wonder if it's too simple, as you strive to be become celebrities and heroes. But, as it turns out, a post or two a week that shows Dee's golfers having fun encourages those who see the posts to want to join in.

Dee Forsberg McCullagh shared **Dee Forsberg Golf Instruction's** video.

9 January at 17:11 · 🌐

133 Views

Dee Forsberg Golf Instruction added a new video **Jada's video for the Best Pee Wee Golf Swing**.

9 January at 17:09 · Minneapolis, MN, United States · 🌐

Like Page

Jada makes learning golf look EASY.

Like Comment Share

Dee Forsberg, Proponent Group member, pushes all of her marketing levers to shine a light on her golfers and their experiences.

A semi-private club in California moaned that “despite having the best social media team in the industry” they had failed to get their members and local golfers to embrace their ‘Dawn Patrol’ in the summer months. They had hammered away with a series of ads for cheap golf, breakfast included, for those willing to tee off between 6 and 7 a.m.

We turned their thinking around (with the same social media team) and got them to stop advertising the deal and to start posting pictures of foursomes teeing off in the Dawn Patrol time slot, and enjoying

There’s nothing complicated. It’s very simple. Many of you may wonder if it’s too simple, as you strive to become celebrities and heroes. But, as it turns out, a post or two a week that shows Dee’s golfers having fun encourages those who see the posts to want to join in.

— *Ian James, RetailTribe*

their breakfast afterwards. ‘Dawn Patrol’ now doesn’t need a discount.

Your ultimate Key Lime pie is a golfer playing a particular golf shot you’ve coached them to play successfully. So why is the Internet full of videos of our 3-star chefs (the coaches) telling us how to bake the Key Lime pie? There should be more videos of the student as they learn to master a challenge.

Let’s see if 2016 can be a year where we showcase the Key Lime pie. Let’s flood the Internet with posts and pins and

pictures of our students playing golf shots you’ve taught them to play.

PG

Do much less selling in your Marketing



We create Campaigns and Content that inspire golfers to engage with their expert.

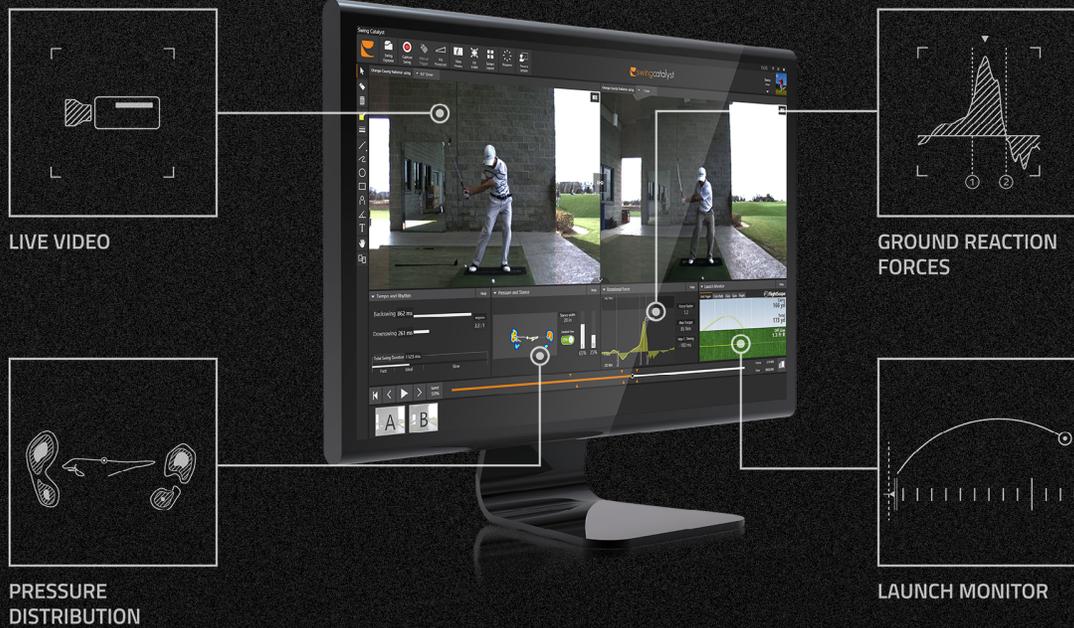
For world class marketing designed to drive more customers, contact Rick Williams on 215-622-6324 or rickwilliams@retailtribe.com.

Coaching works

Big reasons to swing on plane



**And golfers will buy a whole lot more from you,
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WELCOME PROPONENT GROUP'S JANUARY NEW MEMBERS

JOHN KENNADAY, San Jose State University, San Jose, CA - *Full Member*

NICKY LUMB, Bristol Golf Course, Bristol, UK - *International Member*

ANDREW THOMAS, Wembley Golf Course, Shelley, Australia - *International Member*

MICHAEL WHEELER, Berkshire Country Club, Reading, PA - *Full Member*

JIM ENDICOTT, Unaffiliated, St. Cloud, FL - *Full Member*

COLM HANLEY, Randall's Island Golf Center, Manhattan, NY - *Associate Member*

Future Champions Golf Puts out its Elite Junior Coach List

Future Champions Golf has published its list of the Top 25 Elite coaches who specialize in competitive players ages 13-18. Competitive results were the major criteria in choosing these teachers. This is the first time the list has been compiled—11 Proponent members are included:



Cheryl Anderson, Henry Brunton, Virgil Herring, Elena King, Cameron McCormick, Brett Packee, John Perna, Chris Smeal, Larry Ward, Trent Wearner and Joey Wuertemberg.

U.S. Kids Golf Names the Top 50 Kids Teachers - Class of 2015

Proponent Group members took 11 of the 50 slots in this year's U.S. Kids Golf Top 50 Kids Teachers list. Another six members were upgraded to the Masters Kids Teachers - Class of 2015 which honors instructors for having been on the Top 50 Kids Teachers list three times. Dozens of additional Proponent members are included in the Master Kids Teachers list after being added in earlier years. Congratulations to all of our members on this year's lists:



Top 50 Kids Teachers 2015

Leighann Albaugh, Midlothian, VA; **Peter Bakker**, Lake Mary, FL; **Sean Bolduc**, Carmel, IN; **Mike Dickson**, Bethesda, MD; **Carlton Dove**, Virginia Beach, VA; **Marshall Hoiness**, Minneapolis, MN; **Sean Lanyi**, Yorba Linda, CA; **Christy Longfield**, Bee Cave, TX; **Sheryl Maize**, Lakeville, MN; **Matt Walter**, Franklin, TN; **Matthew Wilson**, Los Gatos, CA.

Master Kids Teachers 2015

Michael Bulger, Fairfield, CT; **Alejandro Duque**, San Jose, Costa Rica; **Mike Fay**, Boyne Falls, MI; **Chris Holmes**, The Villages, FL; **Ralph Landrum**, Florence, KY; **Dylan Ross**, Lerma, Mexico.

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