

COLLABORATE

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Proponent PGA Show Offerings to Cover Wide Array of Topics to Grow Your Career

The 2014 PGA Merchandise Show is less than two months away and once again Proponent Group will host a very busy week of events for our members and – best of all – all Show week events are *FREE*. Here's the line-up with a few more presenters to be announced in the next couple of weeks.

Tuesday, January 21

Live Lessons, Demos and Cocktails

Mike Bender Golf Academy in Lake Mary, FL

Our afternoon at the academy will begin at 1pm and will feature the very popular Live Lessons format. Teachers participating in the Live Lessons include **Andrew Park** of the David Leadbetter Golf Academy and **Andrew Rice** of Berkeley Hall. An additional teacher will be announced shortly.

After the Live Lessons conclude at 4:30pm there will be a demo day along with a Happy Hour cocktail party on the academy patio until 6pm.



Andrew Park (left) and Andrew Rice

Wednesday, January 22

Room W109A at PGA Merchandise Show

9am-4pm

Once again Proponent Group will host a full day of presentations in Room W109A focused on a variety of topics that will grow your teaching skills and improve your business opportunities. These fast-paced 50 minute sessions will begin at the top of the hour starting at 9am and will continue all day. PGA and LPGA members will receive education credits for attending if you sign in during each presentation.

Speakers and Topics will include: **Bobby Clampett** on The Principles Behind Teaching Impact Zone Golf; **Jef Carr** and **Bernie Najar** explaining Balance and Weight Shift Data: Tour vs. Amateur; **Mike Bender**, **Cheryl Anderson** and **Peter Sanders** on How Statistical Analysis Can Create a Competitive Advantage (as seen in Golf World Magazine); **John Bryan** from U.S. Kids Golf talking about The Importance of Proper Clubfitting in Junior Golfers' Swing Development; **Trillium Sellers** dissecting A Framework for Teaching All Motor Skills Including the Golf Swing; and more to be announced shortly.

The complete hourly schedule will be published in the next couple of weeks.

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PROPONENT GROUP NEWS

All PGA Show Week Events Are FREE for Our Members

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Thursday, January 23rd

Room W109A at PGA Merchandise Show

9:00-11:00am

Marketing Workshop hosted by Retail Tribe

This session is for all Proponent members who are looking for a clear understanding of how to effectively market their services. Ian James, CEO of Retail Tribe, will conduct this session. You don't want to miss this opportunity to spend some time with one of the top worldwide marketers in the golf industry.

1:00-2:30pm

Taking the Next Step in Your Career

Associate Members Meeting

All Proponent Group Associate members are invited to attend this session which will focus on a variety of issues facing younger instructors who are working hard to understand all of their career options. The meeting will discuss job search issues, trends in the industry that are affecting younger instructors and keys to building an instructor's personal teaching brand.

3:00-4:30pm

Academy Owners and Managers Meeting

This session is designed to tackle those business and staffing issues unique to owning a full service academy and to identify areas where Proponent can be more helpful to your specific needs in the coming year. We will also provide information from select Proponent Partners who have specialized services that are geared to academy operations.

New Summit Videos Now Available

The newest release today is Ian James, CEO of Retail Tribe, discussing **Marketing: Golfers Don't Want to Buy Lessons**. Ian explains how to leverage your position as the on-site expert in instruction to market improvement, not lessons. This video can be found under Business Issues on the Video/Webinar Archive menu.

Previously added to the archive from the recent annual Summit in Scottsdale were Proponent Group President Lorin Anderson opening the Summit discussing what's new at Proponent and the **New Rules for Golf Instructors**. This presentation included a look at half a dozen key issues facing the instruction industry as we head into 2014. It can be found in the Career Issues category in the archive.

Lynn Marriott and Pia Nilsson's outdoor session called: **The Art of Performance: From Concept to Application** is also ready for viewing in the Coaching category.

We'll continue to release a new video each week until the all of the summit presentations have been added.



Pia Nilsson and Lynn Marriott at Summit 2013

Be On the Look Out for Two Critical Proponent Surveys Coming in December

Every couple of years, Proponent Group surveys our membership to find out which of our services you are using and how you feel about those services. In the next few days you should see an email with a link to this new **Member Satisfaction Survey**. Please take a few minutes to complete the survey so that we may pinpoint areas where you want expanded service and areas where we may need to improve to meet your current needs.

We are always striving to make your membership as valuable as possible and we are adding more staffing and benefits



in the coming year to better address your needs so please let us know what you want.

Also coming in December is our annual **Proponent Group Instructor Compensation Survey**. This is the most important data collection we undertake each year. The survey is *completely* confidential and no one's individual numbers are ever shown to any other member or facility management.

This survey is the most comprehensive in the industry and is used throughout the year to help our members renegotiate their pay packages and benefits. Your participation is vital to our being able to help you and your fellow members whenever someone needs this critical, unbiased data.

Time-Management Skills Start with a Knack for Saying “No”

By David Gould,
Staff Editor

According to the best-selling author Elizabeth G. Saunders, “People who violate your boundaries are thieves—they steal time that doesn’t belong to them.” That quote from a Saunders book on “time investment” (she prefers the phrase over “time management”) echoed a suggestion made by several Proponent Group members at the recent 2013 Summit. You could boil it down to this: “Part company with the highest-maintenance types in your life.”

That and similar words of wisdom were shared at a breakout session during day two of the annual gathering, held this year at Talking Stick Resort in Scottsdale. Brainstorming in groups of six to eight members each, participants took notes and had a spokesperson share session highlights with the group at large. By the time all recommendations were voiced, it was clear that those boundaries mentioned by Saunders would inspire many a New Year’s resolution for Proponent members.

And yet such resolutions could be difficult to stick to.

The popular golf instructor can be his or her own worst enemy when it comes to managing time. The tendency to overbook, overcommit or let others overstay their welcome is an occupational hazard. Discussing this problem, members seemed to realize they need every trick in the book to keep breathing space in their schedules and balance in their lives. One member used the com-



Brainstormers at the 2013 Proponent Group Summit Time Management Roundtable discussion kept coming back to the structure of the lesson time slot.

parison of high schools trying to save electricity and not being able to do it until they installed light switches with built-in timers. Likewise, to save water, big institutions had to install those faucets that automatically shut off after a few seconds.

Brainstormers’ comments kept coming back to the structure of the lesson time slot. “An hour lesson can’t mean the full hour,” one of them pointed out. “The students have to be trained that by a quarter to the hour the session is ended.” For that to be enforced, some teachers

will have to emulate the high school light switch and set an audible timer that signals the formal end of the lesson. In general it was noted that “the busier you get the more structure you need.” To enforce that structure you have to “practice saying ‘No’ without actually using the word ‘No.’”

For many Proponent members, time management is critical to fatigue prevention and the quality-of-life watchword that says we must balance work and play. It’s been observed that golf instructors tend to schedule personal break time then renege on that promise to themselves.

Many offerings from the breakout sessions involved tactics for sticking to the original intent.

The popular golf instructor can be his or her own worst enemy when it comes to managing time. The tendency to overbook, overcommit or let others overstay their welcome is an occupational hazard.

The concept of the “starter’s time” inserted into the teaching book drew lots of enthusiasm. For some members it was mentioned as a way to get back on schedule and thereby accommodate students, rather than forcing them to wait. For most of our would-be time-managers that empty block in the book was

described as “me time.” It was in there to provide the opportunity for record-keeping, correspondence and general problem-solving during the normal work day.

The relationship between time and money got lots of attention from the Summit roundtables.

Brian Rogish, a Proponent member from Farmington, Pa., noted that having “too many people on discounted programs” was an easily missed weakness in the teaching operation—one that silently forced more hours to be worked. That’s a logical move, but in a suggestion that seems to contradict it, one break-out group spoke of “collecting a small group of students into your remnant time—that way several no answers become a ‘Yes.’”

Devan Bonebrake, a staff instructor at the Dallas-Ft. Worth headquarters of Jim McLean Golf, framed the time-and-money question in a global manner. “Our group talked about the larger question of how much teaching is enough and how much is too much,” he reported. “It’s probably worth sitting down with a piece of paper and calculating that X hours per week is a good maximum. You could also figure this out on a per-month basis or even for a whole season.”

Some suggestions were extremely simple and practical. For example, having students set up their own stations along the lesson tee. This was seen as a good time-saver especially when teaching juniors. Making time for social-media communications was a hot button. Some members felt that a few blocks of lesson time might be worth trading each week for social media time. Others were wary of social media’s capacity to consume excessive hours in the work week, given the 24/7/365 nature of Facebook, Twitter, Instagram, etc.

Little tricks for efficient use of time were shared, one of the better ones being to type up and print out a set of



Diplomatically being able to say “no” is a critical part of taking control of your time.

“packing lists” to use for your various types of trips. It’s a tool designed to leave the mind mostly free instead of having to think about socks, sunscreen and sport-coats. On the subject of printed lists, it was also suggested that you print out and per-

haps even laminate “a to-do list that contains only the things you don’t like to-do.” The time-management sin of procrastination is usually a response to undesired tasks—having them on a list is a good reality check to set us in motion.

For the peace and quiet that provides optimal recharge of energy, members liked the idea of heading “off-campus” during the lunch period, getting to a quiet place, eating slowly, listening to music and otherwise lowering the stress factor. Turning off the telephone at bedtime was a similar “boundary” suggestion. Same with creating two versions of your calendar—one for you with all activities and empty blocks included and another version for colleagues or the public to see. Similarly, use your voicemail greeting as a guide to callers regarding the timetable for your call-back. Changing the greeting may be necessary more often than you realize, based on your schedule and whereabouts.

There is no end of tricks for operating more efficiently and bringing balance to your life, but it’s hard to predict which ones will work for a given professional. For that reason, the suggestion to “keep reading articles and books on time-management” was added to the suggestion box. By all means there is no shortage of commentary or quotable quotes on this age-old subject. One of the most resonant comes from the consultant and bestselling business author Peter Drucker. “Until we can manage time, we can manage nothing else,” Drucker observed. That’s a terse statement, and a true one—well worth remembering as a New Year approaches.

Proponent Group Compensation Survey Coming Soon

Help Us Help You: Please Complete the Survey When You Emailed the Survey Link

Proponent Group
The Proponent School of Instruction

2013 Instructor Operations and Compensation Survey

Results Summary

CONFIDENTIAL
For the exclusive use of Proponent Group members

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

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Business Plans * Job Search Assistance * Public Relations * General Career Advice
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Our Unique Members-only Website

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

Our Member Mentors ***NEW***

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

Our Private Facebook Group

Ask our Private Facebook group of nearly 300 Proponent members your questions and you'll get answers from your peers across North America.

Our One-on-One Consulting

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.

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

STATE OF THE INDUSTRY

The Dilemma: Security vs. Freedom to Prosper



By Lorin Anderson, President

I addressed this topic at our Summit in October and it's been discussed quite a bit on social media. The question is simple: What type of facility is the best to teach at? Well, at least it sounds simple until you start peeling back the layers on the onion. It may very well depend on the stage of your career, where you are located,

your comfort level for risk, and your level of desire to grow your business. Whatever your current situation, whether it be at a private club, a public driving range, a resort, a public golf course or an academy situated at any one of the above, the fact is that you can be very happy and make a nice living.

The big "but" in all of this is understanding a couple of variables that are changing the industry and are making some options more viable and lucrative in the future and you need to be aware of these shifts now.

First, nobody wants to carry any more employees on their books than they absolutely have to. We've seen our membership go from 60 percent employees five years ago to 60 percent independent contractors now and it looks like this trend is going to continue as it is pretty easy for most facilities to set up a Director of Instruction as an independent contractor. So, if you're going to lose the employee benefits anyway, why work someplace that doesn't really want you to prosper.

What do I mean? Well, sure, for a less experienced instructor, teaching at a private club can be a fantastic way to launch a teaching career, the problem is that there are built in ceilings on how much you can make. When

our members at private clubs start to approach what the head pro is making, it's amazing how many times they are told the club is making a change and their services are no longer needed.

The fact is for most high level teachers: You are very likely to outgrow the private club scene and that your best path is to go where you have freedom. I'm talking about a setting where you don't have restrictions on who you can teach, when you can teach, how much you can charge AND also allows you to hire additional instructors to work under you.

There is a very good reason that only six of the current Golf Digest Top 50 Teachers in America are working at private facilities. The reality is that if you are going to become one of the biggest teaching brands, you are probably not going to do it at a private club.

I'm not saying turn in your resignation to the club tomorrow and run down the street and build an academy at the nearest driving range. What I am saying is that you will be well served to pay attention to these changing economic dynamics so that your next move allows you to create as much financial upside as you would like.

Don't be afraid of some risk. Sure, it sounds scary taking on more responsibility, but if you look at the best known teaching brands they have shown there is tremendous upside available in return for taking off the employee handcuffs. It may be time to meet with your CPA and/or attorney to discuss the pros and cons of setting up your business to run independently. The industry is pushing more of our members this way anyway, so make sure you know all of your options before your next move. Over the life of your career, making the right move could be worth hundreds of thousands of dollars for you.

Our Proponent Group Partners:



PARTNER SPOTLIGHT: USCHEDULE

Gift Certificates Online Right Through Your Website or Scheduler

Offering Gift Certificates is a perfect gift opportunity for your students this holiday season, and a great



revenue builder for you. Students can purchase certificates for themselves, other students, and even family and friends can purchase for one of your students. If you do not accept payments online, you can still take advantage of online gift certificates by selling e-Certificates at your facility.

USchedule automatically tracks the purchase and balance of the e-Gift Certificate. As the Certificate is used, the purchases are automatically deducted from the original balance, and you or the student can go online and view the remaining balance. As the administrator you can view outstanding gift certificates and balances.

Benefits -

- e-Gift Certificates are purchased online or in person and sent by email for easy redemption.
- Anyone can purchase online for a gift for one of your students without being a registered user
- Students can check e-Gift Certificate balance online
- Instructors can track purchases and usage for the e-Gift Certificate
- Custom Gift Certificates can be branded
- Can be used whether or not you take payments online
- Sell in any denomination

Memberships

Offering Memberships builds loyalty and creates a predictable revenue stream. You can offer one or multiple Membership types and durations. Set the price of the Membership, and assign the benefits to the Membership, such as discounted services, included lessons, camps/clinics, and preferred booking for students. Memberships can also include a set number of services that expire or roll-over at the end of each period. USchedule tracks the benefits, and the Membership auto renews until it expires. Memberships can be pre-paid, or the student's credit card is automatically charged each period until it expires. Reporting is available that shows active Member-

ships, revenue, expiring Memberships, etc.

Benefits -

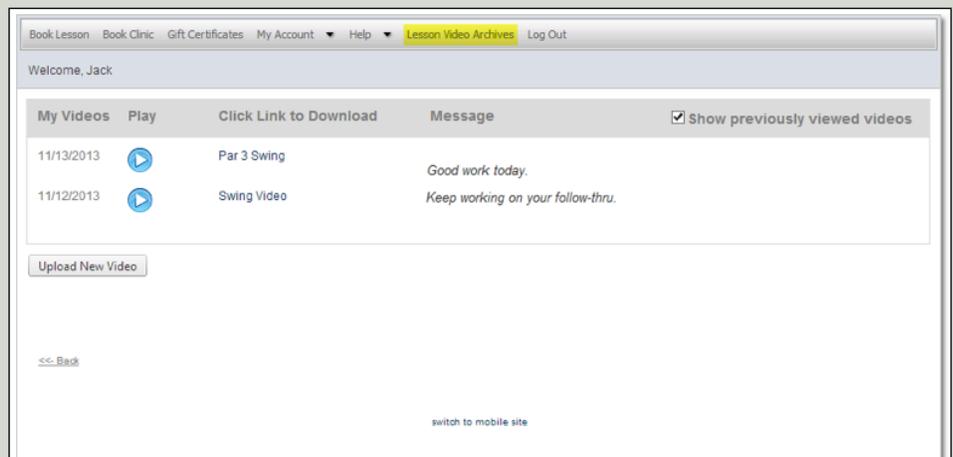
- Memberships can be purchased online or sold to students at your facility
- Offer discounted services or camps/clinics for students in Memberships
- Create Memberships that include lessons or simulator time
- Membership benefits can expire at the end of each period, or roll-over
- Build recurring dependable stream of revenue for your business
- All the financial and benefits are tracked
- Automatically charges students credit card

Video Lockers

Most instructors offer lesson video analysis. Once a lesson is completed and the video has been analyzed, simply click the lesson block on USchedule and upload the video. Your branded email is automatically sent to the student with a link that when clicked, plays the video you just uploaded through USchedule. With a single click the student is back to the scheduler to view the video. If you offer online lessons, the student can upload their own video to you. An email is sent to you for notification that a video is ready to be analyzed. Any video analysis software or format will work.

Benefits -

- Easy to upload videos that automatically attach to the student profile and sends email to the student
- Videos are archived on USchedule with easy one click viewing
- Offer online video analysis with your students uploading videos to you
- Use any video lesson analysis software
- Charge a premium rate for offering video lessons



With USchedule, your branded email is automatically sent to the student with a link that when clicked, plays the video you just uploaded through USchedule.

What I've Learned: Eric Alpenfels

Pinehurst Resort, Pinehurst, NC

Interview by Paul Ramee, Jr.



Making the GOLF Magazine Top 100 Teachers ranking or Golf Digest's list of America's 50 Greatest Teachers--those aren't popularity contests. But Eric Alpenfels—yes, you'll find his name on both lists—is the sort of guy who can win popularity contests, too. The longtime director of the Pinehurst Golf Academy has an ease and humility that makes it a cinch for industry folks to accord him the professional standing he's earned.

A baseball player-turned-golfer during his youth in Colorado, Alpenfels took his first golf lesson at age 15 and was soon spending all his free time on the fairways. In his sophomore year of high school, constant practice and a few lessons led to a handicap drop from 10 down to 2 which allowed Eric to compete for Stephen F. Austin State University in the East Texas town of Nacogdoches.

It so happened he had taken one lesson during his high school years with Jim Hardy, an experience that stayed with Alpenfels throughout his college days. By his own admission, he hounded Hardy with phone calls in an attempt to begin a teaching career under Jim's mentorship.

The connection was eventually made, leading to a two-year gig working under Hardy in Palm Springs. Out of that came an internship offer from a former Hardy assistant, Hank Haney, who was then running the instruction program at Pinehurst. Alpenfels took the offer and went east to Southern Pines in 1985. In the 28 years since, he has grown with the resort, the golf industry and with the instruction business in particular. Proponent Group member and interview specialist Paul Ramee recently got some interview time with Eric and filed this transcript.

I'm remembering a long conversation we had back in 2008, which seems like only yesterday although five years have gone by. Can you catch me up on what you've been doing?

It's funny you should refer back to 2008, because it's really now that we've made our way back to the

sales levels we enjoyed at that point. Through the first 10 months of this year the Pinehurst Golf Academy has surpassed its 2013 budgets and we're returning to where business was in 2008.

That's great news. No doubt it's a testament to a lot of hard work by your team.

We've been very lucky over the past five years. We've been able to retain our core teaching staff and our operations staff, whom we continually train to keep them fresh so they can provide the customer service that our Pinehurst members and guests expect. We have continued to excel when it comes to research, which is very exciting to me and to our instructors. On the business side we've managed to keep expenses down while increasing revenues.

Eric, you've been working with Dr. Bob Christina for many years now on researching the effectiveness of various drills and various training methods. Could you tell us why you started doing this?

Bob and I were both of the opinion that doing research on human performance in golf was an interesting challenge and we partnered up with that goal in mind. Since then we have concluded that the research is valuable to our students, to our



For nearly 30 years Eric Alpenfels has been a fixture at Pinehurst Resort. During that time he has become one of the game's most influential instructors through his research projects and leadership in PGA education.

staff, to Pinehurst, but also to the industry. No matter what program or approach we're looking at, we always come back to one simple question: Does it have value? If it does, we put it to use. If not, we move on.

What have been some of the biggest surprises as you've done these projects?

We did research on looking at the hole while practice putting, we did research on creating clubhead speed and do people hit it further, but most recently we did research on internal and external cues for the PGA of America which was very interesting. Internal cues include cues like turn your shoulders or shift your weight. External cues might focus on the clubhead, the club-

“My belief is that if we had a manual that highlighted effective teaching and communication skills it could greatly reduce the 20 years of time that it seems to take for someone to become an effective teacher and communicator.” -Eric Alpenfels

face or the ball. We concluded that, as in other sports, the external cues are more effective for the student.

You've been contributing to what is now a bona fide scientific study of how golf is taught and learned. Where should that effort be focused, in your view?

There are some really brilliant instructors and from a communications standpoint we as a profession are

definitely evolving. But it takes a long time for a new instructor to get to the point where they are an effective communicator. My belief is that if we had a manual that highlighted effective teaching and communication skills it could greatly reduce the 20 years of time that it seems to take for someone to become

an effective teacher and communicator. The PGA's new PGM 2.0 program is making headway in this direction and I would love to do a study on how long it took for a Top 100 Instructor to get to that point—and figure out how that time span could be shortened.

Do you believe that teaching will always be part science and part art? How do you train your instructors with this question in mind?

When developing my staff I look for someone who enjoys teaching and gets frustrated when they do not achieve results. I can teach people and they can learn about swing plane and how to use video, but the love of teaching is an innate characteristic. Not everyone possesses that. New instructors have so much more material to learn now. They need to grasp the process of motor learning, which is so complex. They need to develop that craft of communicating, as well. At our academy it's my job to expedite this learning.

Do you think golf schools are coming back, after a series of down years? If not, would you say we in a scenario where only a few schools do well while others struggle or are forced to shut down?

My observation from what we are doing at Pinehurst is that the multi-day schools are going full blast. In addition we are having success with individual lessons. With respect to golf schools it is always about “heads in beds” for us. That remains the bottom-line economics of it.

Being at Pinehurst drives a lot of traffic to your doorstep, but other schools at top resorts have not been seeing results similar to yours. What are the major contributors to your success in such a tough marketplace?

The key ingredient is our people. We have a great staff, all the way from the front desk to the golf schools. We also have the support of our bosses which is integral to what we do on a daily basis. In addition we have the advantage



At a time when many golf school operations saw significant decreases in enrollment or simply went out of business, Pinehurst's golf schools have thrived.

of our research, which supports our teaching and coaching and allows our schools to live up to the reputation of the facility. It all adds up to return bookings and the word of mouth referrals that generate 70 percent of our business.

How many instructors are there in your group?

We have three lead instructors who have been with us for 27, 18 and 20 years, respectively. Our golf operations staff is led by three head professionals who have been with us for six, seven and eight years, respectively. Supporting them are some very skilled assistant professionals. We utilize the head professionals to teach in our schools when time permits and we are training the assistant professionals to replace the head professionals if they should move on.

What is your focus in training your teaching staff?

There are three categories we focus on. First is learning how to communicate, second is determining what are the best ways to teach and thirdly we focus on how to play the game. I also identify what level of instructor a person is. In our system there are four levels—beginner, intermediate, advanced and expert. It is my responsibility to figure out what a teacher may lack and then focus on helping them develop that area.

What do you do to help instructors improve their communication skills?

We do a lot of mock scenarios and situations. The bulk of our training happens in January and February, when traffic is down. We will also do a pre- and post-lesson analysis of the teacher's technique and presentation. That's our opportunity to focus on communication skills, how they deliver the information obtained from video analysis or how they create a practice plan. We record their interaction and make an assessment. From there we put together a set of training guidelines, let them execute that, then do a follow-up assessment.

You're very active in the PGA on the education side. Where do you see the biggest opportunities to better train the next generation?

I mentioned producing an appropriate teaching manual that could reduce the time it takes for someone to go from a new recruit to an advanced teacher. I would start there. I also believe mentoring is an activity we

should pay attention to. I know how hard it is with all of our duties to take the extra time, but I was so fortunate to have great mentors like Jim Hardy, Mike Adams and Mike LaBaue. They guided me every step of the way.

What sort of patterns are you seeing in terms of group business and corporate bookings?

We don't do a lot of corporate business. In general, as people start to travel more the hotel is staying busy and those are the factors that allow our business to keep thriving. We typically see smaller groups now. Companies are more cautious with their spending and the smaller groups allow us to provide a more specialized experience.

You've accomplished so much in so many areas of the industry, what's left that you've always wanted to do, but maybe haven't gotten to?

What I keep coming back to is the continuing need for original research. I believe this is the most impactful for the teacher, for our students and for the industry. At this point I am looking ahead with the goal of identifying more critical research concepts and projects that will bring progress and make a difference for golfers.



One of the advantages of hosting major championships such as the Men's and Women's U.S. Opens is the opportunity to upgrade infrastructure such as this teaching building which is one of the largest anywhere in the world.

PARTNER SPOTLIGHT: SHOT BY SHOT

ShotByShot.com's Complete Game Analysis (www.shotbyshot.com) was designed to be simple enough for golfers at every level, yet offer enough unusual intelligence to engage top competitive golfers.



Real Comparative Data – We now have over 190,000 rounds of data that is growing at more than 100 rounds entered and analyzed each day. This data helps to pinpoint the exact nature of strengths and weaknesses and set realistic improvement goals.

Call 203-968-1608 or email psanders@shotbyshot.com for more information or to sign up your students. Ask about our Proponent Group Special rate.

Here's what separates ShotByShot.com from other "stat" programs:

Intelligent Analysis – Our competitors just regurgitate numbers. We identify strengths and weaknesses and point out why.

Analyze Putting by Distance – We were the first to do this beginning in 1989. The new Strokes Gained Putting method used on the PGA Tour has been the foundation of our Putting analysis for over 20 years.

Analyze Short Game by Distance & Errors – "Saves" are nice but also involve putting. Our analysis is based upon a combination of how close one hits shots to the hole and errors (shots that miss the green).

Recognition of Errors – We were the first to build the dramatic impact that errors have on score into our analysis. No other stat program includes this important piece of the puzzle.

Unique Driving Analysis – While others simply track "Fairways Hit or Missed," our players categorize the relative severity of each missed fairway and receive real analysis as to the cost of their missed fairways - with specific hole-by-hole course analysis.

Long Game Analysis - Our patented Long Game Efficiency Index and Handicap is simple but remarkably accurate. This feedback is further adjusted to account for the relative difficulty of the courses played.



At the Mike Bender Golf Academy Shot By Shot's Analysis is Critical to Their Success

"I'm not able to be on the course with all of my students when they compete. Shot By Shot effectively and efficiently provides me with the insights into how my students played so I'm armed with the information I would have learned by being there."

- Mike Bender, "One of America's Top 5 Greatest Teachers" -Golf Digest.

"I've used Shot By Shot for 15 years and I absolutely insist that all of my serious students use the program. When they see how it streamlines our training and focuses their lessons and practice time they love it!"

- Cheryl Anderson, Director of Instruction and "One of the Top 100 Teachers in America" -Golf Magazine.

MEMBER MILESTONES

Please Welcome November's New Members

Ben Bockin, Western G.&C.C., Redford, MI

- Full Member

Bobby Clampett, Impact Zone Golf, Bonita Springs, FL

- Full Member

Susan M. Claycomb-Crowley, Unaffiliated, Danville, CA

- Full Member

Jared Danford, Palm Valley G.C., Goodyear, AZ - Associate Member

Eric "Michael" Dickson, Congressional C.C., Bethesda, MD - Full Member

Rudy Duran, Vision54, Scottsdale, AZ - Full Member

Peter Egazarian, New England Performance Academy, Georgetown, MA - Associate Member

Matt Erdmann, Stonewater C.C., Caledonia, MI - Associate Member

Tiffany Faucette, 1757 Golf Club, Dulles, VA - Full Member

Ann Marie Gildersleeve, Austin C.C., Austin, TX - Full Member

Jon Horner, Cordeville G.C., San Martin, CA - Associate Member

Thomas Kearnert, Caruso Golf Center, San Antonio, TX - Associate Member

Eric Kulinna, Lone Tree G.C., Chandler, AZ - Full Member

Eddie Lemmens, Saddlebrook Resort/BannLynch Golf, Wesley Chapel, FL - Associate Member

Khan Pullen, Jack Newton Junior Golf, Holsworthy, NSW, Australia - International Member

Gerard Scheer, Jr., Aspetuck Valley C.C./GMTN-Golf, Bridgeport, CT - Full Member

Chris Smeal, Future Champions Golf @ Stadium Golf Center, San Diego, CA - Full Member

Gary Wilson-Graveline, The Landings Golf Course & Learning Centre, Kingston, Ontario - Associate Member

Little Linksters Annual World "Pee Wee" Swing Contest Underway

The Little Linksters Association for Junior Golf Development is looking for the best pee-wee golf swings from

kids 3-8 years old. The contest is open to children from around the world. The instructor with the most students entering the contest will win a free website design and hosting for one year and a free Swingbyte. If you have youngsters who might want to participate you can send them to www.littlelinksters.com for full instructions. Entries must be in by January 15, 2014. Winners will be announced during the PGA Show in January. Winners will be chosen in four age categories and each winner will receive a package of prizes.



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