

PROponent GROUP

THE BIG QUESTION:

You're an accomplished golf instructor, but you know your business is not where it could or should be. Where will you turn for the tools and resources to:

- Increase your bottom line?
- Protect you in your current position?
- Help you make important career moves?

THE ONLY ANSWER:

Proponent Group

Proponent Group is the only organization solely focused on helping the game's dedicated, full-time instructors grow their businesses and build their careers.

Founded in 2007, Proponent Group recognizes that even accomplished teaching professionals need a unique array of professional services. Membership in the group is a powerful tool, helping teachers flourish and build successful businesses despite a challenging environment.

Simply put, the facts are not working in your favor:

- New course openings and the job opportunities that came with them have dried up.
- Wages are being suppressed by a glut of teachers competing for the top-tier positions.
- Rounds played were flat or down 12 of the past 15 years and the game is showing few signs of growth.
- Credible information on instruction rates, job benefits and compensation is hard to find.
- Facilities often underestimate the value of a high-quality instruction program.

Proponent Group addresses your business needs in more ways than any other organization to maximize opportunities, job security and compensation.

To accomplish these goals, we have developed numerous unique concepts, strategies and services that help you stand out with concrete, practical solutions.

What our members are saying about being a part of The Premier Network of Golf Instructors:

"I recently accepted a new position as Director of Instruction. The resources and data provided by Proponent Group proved to be extremely valuable during the interview process and in developing a plan of action for the facility. I probably wouldn't have gotten the position without your great staff and their assistance."

– Brian Rogish, The Golf Club at Lansdowne, Lansdowne, VA

"So glad I had the opportunity to join this group. Especially enjoyed my consultation with your staff at the PGA Show. He didn't pull any punches and provided exactly the critical feedback I was hoping for from an expert in the field. Thanks."

– Corey Lundberg, Altus Performance Institute, Dallas, TX

"This is the best networking group in the golf business. So proud to be a member of Proponent Group."

– Claude Brousseau, Maui School of Golf, Wailuku, HI

So what is Proponent Group?

Proponent was founded in 2007 to find new ways to help golf instructors advance their careers. It is comprised of three membership classes:

- **Full Members** (Teachers with 10+ years full-time teaching experience)
- **International Members** (Overseas teachers with 10+ years of full-time teaching experience)
- **Associate Members** (Teachers with less than 10 years of full-time teaching experience)

So Who are Proponent Group Members?

- More than half of the GOLF Magazine Top 100 Teachers.
- Six of the past 12 National PGA Teachers of the Year.
- Nearly half have won teaching awards at the section level or higher.
- All share the desire to continue to learn from, and share ideas with, fellow dedicated instructors.

Who manages Proponent Group?

Lorin Anderson is our Founder.

- More than 30 years in the golf industry.
- Former GOLF Magazine Managing Editor for Instruction
- Creator of the original GOLF Magazine Top 100 Teachers list.
- He is also Vice President of Instruction for Golf Channel. Golf Channel purchased Proponent Group in 2017 and provides long-term stability for its mission of helping the game's dedicated instructors to thrive.

Andy Hilts is our Director.

- More than 25 years in the golf industry.
- Long-time GOLFTEC executive. Helped build world's largest teaching brand.
- PGA Master Professional who has given thousands of lessons and trained thousands of coaches.

What is the investment?

- Annual investment is \$595 (fully tax deductible) for a Full Membership. International Memberships for teachers based outside North America are US\$395. Associate Memberships for teachers with less than 10 years teaching experience are \$345.
- Memberships are active for 12 months beginning on the date Proponent Group receives your application.
- We maintain a small, personal service-oriented organization.
- Membership is by invitation only.

What is the typical value provided to active Full Members?

BENEFIT	MARKET VALUE
Bobby Jones/Sunice Apparel Exclusive PUD Program (Purchase 6 shirts and 3 pair of pants annually)	\$300
Additional discounts from our corporate partners	\$100-\$2,000
Resume review and edit	\$250
Monthly members-only newsletter	\$240
Exclusive Business Templates and Guides	\$250
Free PGA Show Educational Seminars (attend one day)	\$200
Exclusive Video and Webinar archives	\$250
One-on-one business consultations with our staff (per hour)	\$250
Access to exclusive instructor job postings	\$100
Access to exclusive annual compensation survey data	\$250
Access to unique industry insider information and wisdom	Priceless
Typical member value received	\$2,190

"I have been a Proponent member for years and the networking opportunities have been tremendous. Proponent's events are always informative and productive. I feel I have a reliable resource to grow my teaching business."
– Kevin Sprecher, Sleepy Hollow C.C., Scarborough-on-Hudson, NY

"Thank you for putting on a world-class summit. I am thrilled to be a part of Proponent Group. Thank you for all you have done for me time and time again."
– Megan Padua, Bonita Bay, Bonita Springs, FL

"I feel bad for instructors who are out there trying to prosper without the help of Proponent Group."
– George Connor, Academy of Golf at Farmington Woods C.C., Avon, CT

"Without Proponent Group it may never have been possible for me to gain the tremendous exposure to the truly talented individuals you've put together."
– Jason Sedan, Orchid Island G. and Beach C., Vero Beach, FL

"Proponent has been an invaluable resource for me. I've already greatly benefitted from the information and support. The people involved are serious about furthering the professional development of all of Proponent's members. I definitely recommend Proponent to any instructor committed to being the best they can be."
– Kevin Rhoads, The Country Club, Brookline, MA

What Proponent Group Members Get:

Unique Education and Networking Opportunities

Members are invited to Proponent Group's annual Summit each fall and all Proponent regional education events held at top facilities around the country. These events offer members a unique opportunity to network with other premier teachers, gain access to teaching best practices and acquire new business and marketing strategies for growing your bottom line.

For members who are unable to attend, Proponent posts streaming video of the major presentations from each event on our members-only website for viewing at any time as part of your membership. Currently, we have more than 150 hours of exclusive videos on our members-only website.



Proponent Group's annual Summit is one of the instruction industry's top educational events.

Exclusive Job Announcements

Members have exclusive access to the Proponent Job Announcement Board including the ability to broadcast open positions on their staff exclusively to other Proponent members. Members also receive weekly emails alerting them to job openings that have just been added, including seasonal teaching positions at top facilities.

Live Consultations

For our Full and International members, whenever you have a question about your business or career, you may call or email Proponent's leadership to discuss your situation. If we don't have experience with your particular issue, we'll find the experts who do to help you quickly get the answers you need.

Webinars

Our members may participate in education events from any computer in the world, thanks to an investment in webinar technology that lets Proponent provide expert presentations online. The goal is to help our members fully understand the issues involved in growing their businesses and improving their teaching skills. All webinars are included in your membership and are recorded and posted to the members-only website for viewing at any time.

"Proponent Group has been instrumental to my teaching career and I'm proud to be apart of such an elite group of professionals."

– Joey Wuertemberger, Jim McLean Golf Center, Fort Worth, TX

"I joined Proponent Group because I needed fresh ideas, market insights and innovative strategies. It has, by far, been the best investment I have made for myself and my business in a long, long time."

– Dana Rader, Belfair and LPGA T&CP Past-President, Hilton Head Island, SC

"The knowledge you have and the service you provide for the instruction business is unparalleled."

– Larry Ward, High Performance G.A., Nicholasville, KY

"Proponent Group events always have a lot of energy and knowledge-sharing. I really enjoy all the camaraderie when the members get together. You guys are the best."

– Rod Cook, Four Seasons Resort - Orlando, FL

"When I arrived at the Summit in Chicago I was tired and burned out from the season. My two days there recharged my batteries and I am now ready to move forward and make myself a better instructor. I'm looking forward to learning more from Proponent and our members in the future."

– Ed Oldham, The Ranch CC, Westminster, CO

Private Facebook Group to Address Member Questions

Members can ask for and give advice on any subject to other members on our private Facebook group. More than 80 percent of our membership is on our private group and typically more than 30 threads are started each month, covering dozens of teaching and business-related topics.

Exclusive Compensation Data

Proponent annually conducts the most comprehensive instructor compensation survey in the industry. Members who are considering a new job – or renewing a contract – are able to use this information for more effective negotiations. Full members will receive both a full summary report and also a personalized report that matches their specific job parameters. All compensation information is protected by a strict confidentiality agreement to protect our members. (For Full Members only.)



Teaching and Academy Operations Surveys

Proponent annually conducts the most comprehensive instructor operations survey in the industry. This research allows members to make valuable comparisons between their operation and those run by high-quality teachers at similar facilities. We conduct a separate survey of our nearly 75 golf academy owners each year to provide additional information on the operations of these multi-teacher facilities.

Contract Review

Our staff has reviewed dozens of Director of Instruction and Teaching Professional contracts. When a member's contract comes up for review or they are considering a new job offer, Proponent has the resources in place to help create the proper incentives and protections to create a contract that works for both instructor and employer. (For Full Members only.)

Proponent Members-Only Newsletter

Members receive Proponent's very popular monthly member newsletter COLLABORATE, filled with money-making tips, insight into the state of the golf instruction industry, cutting-edge business strategies, information about our corporate partners, marketing ideas that will bring in new students, strategies for growing your bottom line, and, of course, comprehensive news on all upcoming Proponent events.



Exclusive Business Templates and Guides

Proponent is constantly developing member-only business templates and guides that include cutting-edge information and strategies for a growing variety of topics and issues. Some of the current offerings which are available for download at any time from the members-only website include:

- Instructor Business Proposal Template**
- Instructor Economic Impact Calculator**
- Instructor Economic Impact Study Results**
- The Business Value of Golf Instruction Report**
- Instructor Commission Structure**
- Monthly Golf Chairman Instructor Report**
- Action Plan & Director of Instruction Job Description**
- Annual Report Template**
- Independent Contractor Contract Template**
- Personal Services Contract**
- Credit Card Authorization Letter Templates**
- Photo - Video Model Release Form**
- Parental Release - Medical Waiver Form**

"I joined Proponent Group for the opportunities it offers to learn from the game's top teachers and experts in a variety of fields. The support I get from Proponent absolutely has improved my business and it keeps me on the cutting edge of the industry."
– Mike Davis, Dragon Ridge G&CC, Henderson, NV

"I am excited to renew my membership with Proponent Group. You won't believe the value I get out of your webinars and videos. I truly believe golf instructors who are not members of Proponent Group are completely missing out."
– Chad Johansen, Chad Johansen G.A., Bristol, IL

"Proponent Group continues to raise the bar, increasing our knowledge and strengthening our professional relationships."
– Dylan Ross, Club de Golf Los Encinos, Mexico City, Mexico

"I am very grateful for all of the leads and ideas Proponent has offered me to help me reach my career goals."
– Virgil Herring, Ensworth School and Performance Center, Nashville, TN

Just wanted to say thanks for another great seminar program at this year's PGA Show. It never disappoints."
– Brandon Stooksbury, Idle Hour C.C., Macon, GA

Photo - Video Model Release Form
Parental Release - Medical Waiver Form
Adult Student Release - Medical Waiver Form
Golf Instructor's Guide to Becoming an Independent Contractor
Golf Instructor's Guide to Pricing Services
Guide to Negotiating a Raise
Social Media Quick Guides
Golf Instructor's Tax Return Guide
Golf Instructor's Guide to Employment Contracts
Golf Instructor's Guide to YouTube
Instruction Marketing Guide
Instructor Guide to Employee vs. Independent Contractor Status
Guide to Publishing an E-Book
Instructor Email and Online Marketing Guide
Instructor Public Relations Guide
Instructor Insurance Guide
Instructor Logo Design Guide
Teaching Building Survey and Guide
Social Media for Golf Professionals and Instructors
Golf Club and Instructor Websites 101

Exclusive Discounts

Members receive exclusive benefits and discounts from our partner organizations for key business needs including the following:

Special Member-only Discounts From Our Partners

More than a dozen companies sponsor Proponent Group and many offer our member exclusive discounts including Bobby Jones/Sunice, TrackMan, K-MOTION, Club Champion, Operation 36, GolPhin, Blast Motion, DISC Mental Profile, ThirvSports, Hertz auto rental and more. Many of our members have saved thousands of dollars in a single year by accessing these exclusive discounts.

Teacher Training and Certification Discounts

A variety of well-known teaching methodologies and certification programs offer exclusive Proponent member pricing to attend their seminars and certification programs designed just for instructors. Discounts have ranged from 10-30% off their professional rates.

Member Mentors

Proponent Group's Member Mentors network is a database of highly qualified members who have offered to help when you have a question or two in an area in which the "mentor member" has significant expertise. More than 50 topics including everything from Designing Teaching Buildings to Contract Negotiations to Social Media Marketing to Teaching Putting are included.

Proponent Preferred Providers

Proponent Preferred is a list we provide for our membership when you are looking for highly-qualified services and products commonly used by golf instructors including: Book Publishing, Graphic Design, Social Media Marketing, Website Design, Video Editing, Teaching Building Design, Golf-specific Business Insurance and many more. These preferred providers are chosen by our staff and do not pay for the privilege of being on the list. All have proven track records working with golf instructors and are well positioned to help our members. This list will make it much easier for you to find and contract the services you need to continue to grow your business.

"Proponent really understands the unique niche instructors occupy in our industry. The educational programs I have attended have given me solid plans and concepts for running my business more effectively. This is an organization led by those who care about helping us protect and grow our positions in the golf business."

- Jamie Fischer, Conway Farms G.C., Lake Forest, IL

"It's impossible to leave the Summit without being inspired. I believe every member in the room felt fortunate to be there and be part of Proponent Group."

- Paul McQuade, Highland Meadows G.C., Windsor, CO

"WOW...what an experience! The Proponent Group summit was the finest educational event I have attended in 22 years in the golf business. From the quality of the speakers, the host facility and the passion of every attendee, it was over the top!"

- Jim Irvin
Belfair G.C.,
Bluffton, SC

"Thanks again for another great Proponent summit. Can't wait to see what you have planned for PGA Show week."

- Jason Birnbaum,
Manhattan Woods Golf Club, West Nyack, NY

Now it's Up to You...

Join today and add your name to the world's premier network of dedicated, full-time instructors who help each other address common issues by openly sharing ideas and work experiences. This is the organization that is moving the industry forward and enhancing its members' professional value by upgrading their business and teaching skills. Simply return the attached membership application and we'll help you jump-start your career today.

If you have questions, don't hesitate to call Proponent Group at 407-248-3311. We'll be happy to provide more details on how we can help you reach your business and professional goals.

"It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change."

– Charles Darwin, scientist (1809-1882)

www.proponent-group.com

"I can't thank you enough for your tremendous support and service. Proponent Group makes uncertain times much easier with giving us the best resources in the business."

– Bill Abrams, Balmoral Woods CC, Crete, IL

"The newsletters are awesome. Love it."

– Derek Ingram, Golf Canada Head Men's Team Coach

"The Action Plan/Job Description presentation and compensation data that the Proponent Group team prepared for me was exactly what I needed to present to my management team in order to make sure I was being compensated fairly. Proponent knows the industry better than anyone and they know what it takes to get everything a golf professional deserves."

– Sheldon Buytenhuys, Trump National, Sterling, VA

"I am a few weeks into my membership and I have to congratulate you on a fantastic product and service you are providing for us. There is a huge amount of information and examples. Well done to everyone on the Proponent team."

– John Howells, Butch Harmon School of Golf, Dubai

"I wanted to thank you for all of your help. I got the position! I'm so glad I made the decision to join Proponent Group. Looking forward to being a member for years to come."

– Keith Jarvis, Golfology, Waldwick, NJ