

STATE OF THE INDUSTRY

Thank You for Sharing!



My New Year's Resolution is simple: Remember to say "Thanks" a bit more often in 2015. The past year has been busier than usual at Proponent Group as we put together our merger with Golf Channel Academy. Now that the dust is settling, I want to make sure to always remember to thank the many people who make Proponent Group's success possible.

From the very beginning eight years ago, Proponent Group has always been built on a foundation of sharing ideas, information and enthusiasm for teaching the great game of golf. I knew I would *never* have all the answers for the questions you would ask, but I was pretty sure that if we put together a network of the game's most passionate and knowledgeable instructors, we – as a group – could figure out a solution for just about any issue our members face. So as we head into 2015, let me say thank you for your continued and generous sharing with me, our staff and your fellow members.

One of the key areas where we need you to share has been in our annual compensation survey. (This year's survey will be sent out later this month.) This confidential breakdown of financial and operations information has been extremely valuable for dozens of our members each year who are renegotiating their contracts or negotiating with a new facility. Typically more than half of our members have voluntarily contributed their data to this very important member benefit. Thank you very much!

Another critical area where we have taken member-to-member sharing to a new level the past couple of years is with our Member Mentors section of the members website. Nearly 50 instruction and business related topics are

listed along with contacts to members who have identified themselves as having a high level of experience in that subject. This program has directly connected member questions with member answers hundreds of times and continues to grow each year. Thank you very much!

Our Proponent Preferred program identifies a group of nearly 20 "friends of Proponent" who have specialized knowledge in areas that are normally outside the scope of our members' daily business. This may include insurance, publishing, legal, teaching building construction and other areas where someone with narrow, but deep knowledge is required. Our Proponent Preferred professionals have given hundreds of hours of their time to consult our members in their areas of expertise. Again, thank you very much!

Another way in which our members have "paid it forward" has been the generosity of our Full Members in sharing their knowledge of building a teaching business with our younger Associate Members. Many unique and valuable mentor relationships have been formed between our more experienced members and those just launching their careers. Thank you very much!

In 2015 a major reason for our new partnership with Golf Channel Academy will begin to unfold as we start to test a variety of promotional methods and collect data on marketing golf instruction that will only be shared with our Proponent Group members and Golf Channel Academy coaches. To everyone at Golf Channel who saw the vast potential to include Proponent Group in their plans to promote and elevate high quality golf instruction. Thank you very much!

So let's raise a glass to even more sharing in 2015 to ensure an outstanding year for your teaching business.

Proponent Group Partners

