

# BEING “IN THE ROOM” STILL MATTERS



## By Lorin Anderson, President

The entire point of being a Proponent Group member is to sharpen your current teaching and business skills and be among the first in the industry gaining exposure to new trends and opportunities that can have a positive effect on your business. This all comes into sharp focus every mid-autumn when we convene our annual

Summit. This year's convocation takes place Oct. 23-25 at Talking Stick Resort in Scottsdale, AZ.

Sure, watching YouTube videos and reading Facebook forums can be helpful, but the power of attending a live conference, of actually being “in the room” immersing yourself in presentations and conversations, meeting peers from across the continent and trying the latest training aids and teaching technologies takes learning to a much higher level. Proponent Group believes in the power of live events so much that we take a significant financial loss on our annual summit each year. It's also why we include all of meals in our summit fee—we're aware that the long discussions over scrambled eggs or coffee and dessert are where so much of the value of being in the room comes from.

So if you're still on the fence about coming to Scottsdale next month, here are some important reasons you should be in the room.

First, it is critical to “sharpen the saw.” Stephen Covey, world-renowned business guru, lists this as his seventh fundamental for success in the bestselling book, “The 7 Habits of Highly Effective People.” The idea is that you sometimes have to take a break from the “work” to

sharpen your skills. As Covey points out, a dull axe won't cut a tree nearly as effectively as a sharp one. I doubt anyone has every returned home from a Proponent Group Summit without a notebook full of new ideas and approaches that made them more efficient and effective running their business and teaching their students.

Our Summit is where you can make personal contact with the leaders of the industry. Influencers such as Mark Sweeney, Dr. Rick Jensen and Matt Frelich were hanging out at our summits before most teachers knew much about Aimpoint, coaching programs and TrackMan.

Our Summit is where networking occurs that later turns into new jobs, new business opportunities and new sources of information. You just never know who you'll meet.

Our Summit is where you find the industry's newest tools of the trade. This year we expect to break a record for the most products and companies at our Teaching Technology and Training Aids Demo Day. As of now, more than 20 companies are planning to attend.

Our Summit forces you to break out of your comfort zone. The reason corporations have so many meetings off-site is to get people out of their ruts. Meeting people, hearing new ideas and just watching the amazing sunrises and sunsets in the desert for a couple of days will energize you.

And perhaps best of all, you will feed off the energy of being around like-minded professionals. Sad to say, a lot of folks working in the golf industry, including many instructors, don't have much interest in pushing themselves to stay on the cutting edge. By being an active member of Proponent Group you've already set yourself apart from the other 90 percent of full-time teachers. But to maximize your investment, you should mark your calendar to join us in Arizona in a few weeks ... because being “in the room” still matters a lot. **PG**

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