

THE GOLDEN AGE OF GOLF INSTRUCTION



When I started playing golf 40 years ago, golf instruction really didn't have much traction as a livelihood. There really weren't any Directors of Instruction and hardly anyone made a living just from teaching. Information about the golf swing was coming in at a slow drip and besides a few articles in the monthly golf magazines there wasn't a lot of

swing advice to pour over. Up until about the past 15-20 years, the situation was pretty stagnant with maybe a book or cover story being published each year that got golfers talking about a new swing concept. But beyond that, it was pretty quiet.

My, how things have changed, thanks to a confluence of factors including the rise of free and ever present instruction video on the internet and Golf Channel, the building of thousands of new courses in the 90s that all wanted more golfer amenities, the development of extraordinary data collection tools such as K-Vest, TrackMan and Swing Catalyst, the rise of the competitive player's entourage of fitness, mental and nutritional specialists and, finally, the advent of the modern teaching summit and you have what is today a fire hose of information and opportunity that simply did not exist at the turn of this century.

As we head into the New Year, I

couldn't be more excited about the unprecedented point that the golf instruction industry has now reached. I'm as sure as I have been about anything in this business, that we will look back on the past few years and note that this was the time when The Golden Age of Golf Instruction truly began.

The democratization and free-flow of information is always at the front end of any paradigm shift or significant growth opportunity for an industry. What we've seen happen in recent years to open the flood gates of information pertaining to how people play the game and how they can play it better is unprecedented and likely will never take such a big leap in such a short time ever again.

I hope that our members will continue to be the cream that rises to the top as you've shown very clearly that you are all learners who take your positions in the industry very seriously. It won't be

easy to keep up as you'll be constantly challenged to sort through the inevitable mis-information that flows out along with all the valuable data and discoveries. But think of the alternative: A stale, uninteresting teaching environment with minimal opportunity for growth that doesn't get you or your students nearly as excited to improve.

Simply put, this is an extraordinary time to be a golf instructor. I hope you embrace this opportunity because no other portion of the game is in as much flux and has as much potential to invigorate the game going forward as does high quality golf instruction. **PG**

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