

## STATE OF THE INDUSTRY

# Proponent Celebrates Eight Very Interesting Years



Eight years ago this month we launched what is now Proponent Group originally as AMF Golf Management's Instructor Division. After a name change, an ownership change and a buyout over the first five years, we have progressed to what is today Proponent Group. It's never easy starting a business and there's no end to an entrepreneur's to-do list. Learning that first-hand has helped me see the world from the point of view of our members.

Toss in my consulting time helping my wife and Mike Bender build their new teaching facility and Proponent Group's involvement in launching Golf Channel Academy over the past year and it has truly been an exhilarating, exciting, exhausting and emotional roller coaster. And there is nothing I'd rather have been a part of for what is now already nearing a decade.

Looking back, you could say "timing is everything." Certainly part of our success has been due to golf instruction becoming the most dynamic sector of the golf industry in recent years. Think about it: Since Proponent Group launched, golf course construction has been at a virtual standstill, play has been flat at best, PGA Tour purses have leveled off and most of the major equipment companies have taken significant write offs on unsold inventory.

Yet, during this time we have seen the most innovative and useful teaching technologies ever created hit the market. We've seen an unprecedented growth in instructor education opportunities covering everything from long-term player development, to fitness, to green reading to swing technique. We've seen an explosion in the construction of teaching buildings and expanded practice areas at facilities across North America. And we've seen steady growth in the

demand for Proponent Group's instruction-related business services.

After eight years I think it's safe to say that no other organization is more focused on elevating the game's top teachers. For example, this year we will do more than 1,000 phone consults with our members on everything from building a teaching building to creating opportunities in the media to helping renegotiate an employment contract.

We'll publish nearly 250 pages of all original monthly newsletter content laser-focused on helping you grow your business and improve your teaching skills.

We'll have listings for more than 25 instruction positions that won't be posted anywhere else.

We'll host more than two dozen presentations at our annual summit and during the PGA Show exclusively for our members and then archive all of these presentations for you to access 24/7 whenever you may need the information.

We also believe our close alliance with Golf Channel Academy will create additional cost savings and business opportunities for our Proponent Group members starting in 2016 and we'll look forward to making those announcements as soon as they are ready to roll. We're also very pleased that nearly 90 percent of the Lead Coaches signed on with Golf Channel Academy so far came directly from Proponent's membership.

Yet, even with what we've been able to provide to this point, we know that there is much more to be done to make sure that you always have access to the best practice and business information you need to make wise choices as you continue to grow your career. In year nine, our goal is to help our members in more ways than ever before and we're confident we'll deliver. Thank you for allowing Proponent to be a critical and trusted resource. See you in Dallas! – Lorin

## Proponent Group Partners

