

STRONGER THAN EVER AFTER 10 YEARS



By Lorin Anderson, President

Ask my wife if I'm big on anniversaries and she'll roll her eyes. But I have to admit I was a bit shocked, excited and amazed when I realized that next month begins Proponent Group's 10th anniversary year. For those of you who know me well, you know that this is a labor of love. I have a lifelong

passion for the game, a huge respect for your professional talents and a thirst for understanding the world of business. So, as you might guess, Proponent Group is pretty much my dream job.

Looking back it has been a very interesting ride from the very beginning when I launched this venture as AMF Golf Management's Instructor Division. After a partnership change we became Golf Business Network in year four and in year five I bought out my partners and settled on Proponent Group as our brand identifier. By the way, synonyms for "proponent" are "advocate," "champion," "promoter," and "cheerleader." All of us at Proponent Group will happily stand behind any and all of these descriptions of what we do.

While the name hasn't changed (and, trust me, I have no intention of ever changing it again) we did partner up with Golf Channel Academy a little over two years ago and that new partnership has helped us better manage our costs so that we will be able to keep our Full Member dues at the same rate now as when we started a decade ago! How's that for fiscal responsibility? The Golf Channel alignment will also provide an opportunity in 2017 to provide our members with some new business tools that could provide a nice turbo charge to your current teaching business. I can't wait to tell you more as the new year unfolds.

In the meantime, I took a look back at where we've already been and when you lump it all together it is pretty gratifying to those of us who chip away as your advocates one day at a time. Some of the highlights include more than 1,400 member requests for business consulting or information each year.

Members also access a treasure trove of business insights behind the wall on our members-only website. In a typical year the videos in our vast library of presentations are watched nearly 5,000 times. We also have more than two dozen business guides and business templates that are downloaded more than 500 times annually.

The Job Search portion of the website is one of the most popular and includes loads of information on cover letters, resumes and preparing for interviews. In the past year we also posted more than 50 open teaching positions, some exclusively found only on our job board.

The annual comp survey gets more valuable each year and we create personalized comp reviews more than 40 times a year for members to use when negotiating their contracts.

Simply put, there is no other repository like this for golf teachers and I hope you will use these resources more than ever in the coming year.

Over the past decade we've steadily grown from 119 members at the end of our first year to today's combined total of 678 Full, Associate and International members thanks to your unwavering support and referrals.

While anniversaries are just a number, I can tell you that your Proponent team of Lori Bombka, David Gould and myself are as fired up as ever to deliver to you the most valuable business and career-building tools for your teaching business that have ever been assembled for golf instructors.

Thank you for putting your faith in us. We plan to continue to earn your trust every day so that we can celebrate many more anniversaries with you in the years ahead. **PG**

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