

## MEMBER MILESTONES

### Please Welcome August's New Members

**Jonathan Buchanan**, Dallas Country Club, Dallas, TX - Full Member.

**Rita Schuenemann**, Star Putter Golf, San Antonio, TX - Full Member.

**Megan Chapman**, The Academy at The Georgian Bay Club, Clarksburg, Ontario - Full Member

### Suttie Moves to Mistwood

**Dr. Jim Suttie**, 2000 PGA National Teacher of the Year, has moved his summer operations to Mistwood Performance Center in Romeoville, IL. The multi-million dollar teaching facility opened earlier this summer and is one of the finest game-improvement facilities in the country.



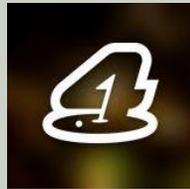
### Vangellow Now at Riverbend

Deb Vangellow, LPGA T&CP National Vice-President and current LPGA National Teacher of the Year, has taken a new position at Riverbend C.C. in Sweetwater, TX. She is also a member of our Proponent Advisory Board.



### Foursum Launches

Louis Melanson of the Louis Melanson Golf Academy in Moncton, New Brunswick, is on the team that produced a new golf app called Foursum ([www.foursum.com](http://www.foursum.com)). The app contains a variety of features to enhance a golfer's enjoyment of the game.



### Rinker Publishes Ebook for Women

Larry Rinker has a new ebook out called: *Rinker Five Fundamentals of Being a Great Player For Women* with eight hyperlinks to video lessons. For a copy, go to [www.larryrinker.com](http://www.larryrinker.com).

## Business Cards (Continued from p. 10)

Information on the small paper rectangles you collect gets vacuumed into a digital database by apps like CardMunch. The result is capture, categorization and a new prospect whose particulars your email database can scoop up and target for an offer or promotion.

Another digitizing process for paper business-card data is provided by Bump Technologies. The company's software makes name, title, address and so forth instantly transferable on iPhone or Android platforms through a simple tap of devices. The contact info jumps into the smartphone's data storage rather than getting lost amid office clutter. Interestingly, Bump's re-

search showed that its early adapters, who tend to be the youngest of business folk, have used it mainly as an after-hours social tool.

But hey, to do that these

newcomers to commerce had to have printed business cards in the first place.

The ritual of handing cards back and forth can carry a bit of meaning and certainly a sense of hope. We've all seen Japanese business people exchange cards in what tends to be a formal, respect-filled ritual. Probably the best way you know that there is still a solid need for business cards is when you get that sinking feeling—as someone interesting just gave you theirs and asked for yours—that you don't have any with you. "Just ran out of them," is a classic, and we've all heard it on day one or two of a four-day convention. Not an answer you want to give—not when there is business to develop and new opportunities to pursue.



**A QR code on a business card can send a prospective client directly to your website.**

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