

Video and Webinar Archive Continues to Grow

VIDEO PRESENTATIONS PASS 25,000 MEMBER VIEWINGS

After nine years of building our archive of presentations on dozens of topics including career building, marketing, teaching concepts, player development and general instructor business issues, we recently passed the 25,000 video viewings milestone on the members' website.

Members can always access more than 100 hours of educational information from the sharpest minds in the industry, whenever they are logged onto the Proponent Group website. These presentation archives can be found under Videos/Webinars on the left-hand column Members Only menu.

The current archive includes the following topics and presenters:

Associate Members – Career Building

- Lorin Anderson – Building Your Teaching Career – 2016 PGA Show Associate Members Meeting
- Lorin Anderson – Introduction for the 2015 Summit Associate Members Session
- Cheryl Anderson and Brandon Stooksbury – Climbing the Next Rung on the Career Ladder – 2015 Summit Associate Members Meeting
- Corey Lundberg and Matt Wilson – Finding Your Niche and Growing Your Business – 2015 Summit Associate Members Meeting
- Lorin Anderson and David Gould – Career Issues Session – 2014 Associate Members Meeting
- Kevin Sprecher – Developing Your Teaching Business

Business Issues

- Lorin Anderson – How to Protect Your Teaching Business in a Changing Market
- Lorin Anderson – Instructor Marketing and Branding
- Lorin Anderson – Public Relations and Free Publicity for Golf Instructors
- Lorin Anderson – The State of Instruction: 5 Trends to Watch
- Steve Bauerle and Jon

- Tattersall – Non-Traditional Teaching Facilities
- Jackie Beck – Secret Shopper: Customer Service Mistakes by Teachers and How to Fix Them
- Mike Bender – Building a Teaching Business
- Jeff Boulton – The Formula for Success for Any Business
- Kevin Burdick – Growing Your Business Quickly with Twitter
- Kevin Burdick – How YouTube Can Take Your Branding to New Heights
- Kevin Burdick – Unlocking the Secrets of Facebook Marketing
- Dom DiJulia – Why You Need an Advisory Board
- Elizabeth Granahan and Michele Gajderowicz – Valuing a Great Teaching Program
- Lou Guzzi and Brian Mogg – How to Create Professional Quality Video Tips
- Jim Hackenberg – Training Aids: From Idea to Market
- Peter Hart and Ricky Potts – How to Grow Your Business Using Social Media
- Virgil Herring – How to Dominate Your Market
- Andy Hilts – Increasing Student Referrals and Retention
- Ian James – Marketing: Golfers Don't Want to Buy Lessons
- Ian James – Marketing Workshop
- Dr. Rick Jensen – It's Not Impossible: Managing Work/Life Balance of a Golf Professional
- Dr. Rick Jensen – Taking Your Teaching Business to a Higher Level
- Charlie King and Lorin Anderson – Instructor Marketing Ideas
- David Leadbetter – How I Built My Teaching Business
- Susie Lokey – Social Media 2016: The Latest Tricks of the Trade
- Marketing Workshop: Creating Emails and Collateral that Really Sell Your Services
 - Marketing Workshop: How to Drive Business with Social Media
 - Zach Miller – Trends in Websites and Mobile
 - Zach Miller and Ricky Potts – Website Design

This is the largest collection of presentations ever archived for golf instructors to hone their teaching skills and improve their business acumen. And it's only available to Proponent Group members.

Business Issues (Cont.)

- Zach Miller, Ricky Potts and John Graham – Facebook and Twitter
- Karen Moraghan – Inexpensive Public Relations and Brand Building
- Liam Mucklow – Against the Grain: A Non-traditional Approach to Building a Teaching Business
- Bernie Najjar – Creating the Perfect Lesson Experience
- Scott Novell and Todd Wilson – A New Business Model for Golf Instruction
- Panel Discussion – Compensation Consternation: Why It's So Hard to Get Instructors & Facilities to Agree on Pay (Cathy Harbin, Don Parsons, Kenny Nairn and Brandon Stooksbury)
- Panel Discussion – How to Engage More Golfers in Instruction (Patrick Leahy and Ed Oldham)
- Panel Discussion – How to Get a Staff Contract (Rod Cook, Dave Stockton, Sr, and Trent Wearer)
- Jeff Penson – Turbo Charge Your Business Through Improved Customer Service Relationship Management
- Todd Sones – Salesmanship for Golf Professionals

Career Issues

- Lorin Anderson – Making Your Next Career Move
- Lorin Anderson – New Rules for Golf Instruction
- Lorin Anderson – The Instructor Job Search: How it is Evolving
- Lorin Anderson – The Secrets to Getting on the Top Teachers List
- Lorin Anderson and David Gould – Tips for a Successful Job Search (Including How to Polish Your Resume)
- John Bierkan – The Components to Starting a Successful Teaching Career
- Martin Hall – Avoid the Red Lights for a Successful Teaching Career
- Mike Malizia – Effective Communications Skills for Instructing
- Andrew Rice – Things I've Learned So Far
- Paul Schempp – How the Best Teachers Became the Best
- Paul Schempp – The Keys to Developing Expert Teaching Skills

Coaching

- Mike Bender – Teaching Competitive Players
- Henry Brunton – The Movement Towards a Coaching Model
- Bill Davis – Prescriptions for Motor Learning
- Bill Davis – The Wave of the Future for Coaching Golf
- Spencer Dennis – The Evolution of Athlete Development
- Joseph DiChiara – The Paradigm Shift in Golf Instruction

- Dr. Rick Jensen – Coaching Golf: Easier Said Than Done
- Dr. Rick Jensen – The New Coaching Model
- Matt Kluck and Dr. Dennis Sweeney – Use Games to Speed Learning
- Lynn Marriott and Pia Nilsson – The Art of Performance: From Concept to Application
- Lynn Marriott and Pia Nilsson – Game Changers for the Future
- Lynn Marriott and Pia Nilsson – Golf Instruction's Missing Ingredient: Enhance Your Coaching Skills to Complement Your Technical Knowledge
- Cameron McCormick – The Journey to High Performance
- Gale Peterson – "Achieve and Leave" Practice Plans
- Justin Poynter – The Business of Coaching and Managing People
- Will Robins – Why NOT Giving Your Customers What They Want Can Double and Even Triple Your Income
- Peter Sanders with Cheryl Anderson and Mike Bender – How Statistical Analysis Can Create a Competitive Advantage
- Peter Sanders – Statistics vs. Analysis
- Dr. Gio Valiente – Fearless Golf
- Steven Yellin – The Fluid Motion Factor

Clubfitting

- Bill Price – Clubfitting with Mizuno's Bill Price
- Terry Koehler – Equipment: Solving Students' Set Make Up Issues
- Darren May – Clubfitting

Full Swing

- Mike Adams – What TrackMan has learned from the World's Greatest Golfers
- Mike Adams and Mike Malaska – Full Swing
- Todd Anderson and Randy Myers – Live Lessons
- Steve Atherton – Learning Styles, Most Difficult Move and Power Production
- Mike Bender, Martin Hall and Gale Peterson – Faults and Fixes Panel
- Jef Carr and Bernie Najjar – Balance Weight Shift Data: Tour Players vs. Amateurs
- Bobby Clampett – The Ideas Behind Impact Zone Golf
- Dom DiJulia – Live Lesson Full Swing
- Dr. Mike Duffey and Eric Handley – Opening the Front Door to Ground Forces: How We Create Velocity in the Golf Swing
- Dr. Mike Duffey and Eric Handley – Assessing and Teaching with Ground Forces
- Matt Frelich – Using TrackMan for Player Development
- Brian Manzella – How TrackMan and 3D Data are Refining 21st Century Teaching

Full Swing (Cont.)

- Brian Manzella – How to Utilize New Ball Flight and Golf Swing Science to Improve Your Teaching
- Tony Morgan and Ryan Lumsden – Identifying Correlations to Define Coaching Priorities for Your Student
- Dr. Robert Neal – Forces and Torques Applied to the Handle of the Golf Club
- Chris O’Connell – Why So Many Golfers are Scared to Take Lessons and What to Do About It
- Andrew Park – Live Lesson Full Swing
- Dana Rader and Dr. Jim Suttie – Live Lessons
- Andrew Rice – Live Lesson Short Game
- Kevin Smeltz – “Shift & Lift”: A Study in Pressure and 3D
- Dr. Jim Suttie – The Art of Teaching

Golf Fitness

- Mark Blackburn and Jon Tattersall – Understanding Functional Movement in Golf Skills
- Rod Cook and Dr. Troy Van Biezen – Injury Prevention/Performance Improvement
- David Donatucci and John Scheffler – Bridging the Body/Swing Gap
- Mike Malaska – Adding Fitness to Your Teaching

Junior Instruction

- John Bryan and John Godwin – The Importance of Club Fitting in Junior Golfers’ Swing Development
- Henry Brunton – The New Competitive Golfer
- Patricia Donnelly, PhD. – Teaching Junior Golfers
- Brendan Elliott, Kate Tempesta, and Nicole Weller – The Power of 6 and Under
- Iain Highfield – What a Junior Golfer Needs to Evolve as a Player and Person
- Brandi Jackson – Helping Your Juniors Navigate the Path to College
- Mic Potter – Succeeding in Collegiate Golf: How to Help Competitive Juniors Prepare for the Next Level
- Kate Tempesta – How I Teach Very Young Golfers

Player Development

- Cheryl Anderson, Eden Foster, Travis Fulton, Rick Grayson and Mike Scully – Player Development Panel
- Ralph Landrum – How to Grow Your Business Through Player Development
- David Ogrin – Lessons We Can Learn From TopGolf’s Success
- Panel Discussion: Player Development (Cheryl Anderson, Eden Foster, Travis Fulton, Rick Grayson and Mike Scully)

Short Game/Putting

- Fred Griffin – How I Teach the Short Game
- Martin Hall – How I Teach the Short Game
- Don Hurter – Teaching the Short Game
- Dr. Robert Neal – 3D Putting: The New Frontier
- David Orr – 5 Common Putting Problems and Some Cures
- David Orr – Putting: Coaching the Tour Player
- Nancy Quarcelino – Beyond the Basics: Wedge Play
- Todd Sones – Using and Fitting the Belly Putter
- Mark Sweeney – Greenreading Through Aimpoint Technology
- Stan Utley – How I Teach Putting
- Kevin Weeks – How I Teach Putting

Teaching Buildings

- Mike Bender – Leasing and Building an Academy
- Kenny Nairn – The Ups and Downs of Building a Teaching Building

Teaching Concepts

- Dr. Debbie Crews and Tim Suzor – Game Your Brain: The Science Behind Cognitive Training
- Bill Davis and Darren May – Every Ball Counts: Merging Elite Coaching and Golf Intelligence
- Glenn Deck – Genetic Golf: A Shift in How We Teach
- Martin Hall – Teachers Can’t Be Too Creative
- Martin Hall and Vicki Vanderpool – How to Give a Great Lesson on the Internet
- Virgil Herring – How to Use Doppler Radar with Your Students
- Dr. Tim Lee – The Science of Acquiring and Retaining Golf Skills
- Tim Mahoney – Secrets for Great Group Instruction
- Theresa McKeon – TAG Teach
- Ed Oldham – Flip Your Classroom
- Gale Peterson – How to Conduct World Class Clinics
- Greg Schulze – Lesson Language: Why It Matters
- Trillium Sellers Rose – A Framework for Teaching All Motor Skills Including the Golf Swing
- Trillium Sellers Rose – “Being Uncomfortable”: The Challenge in Learning
- Jon Sinclair – Discovering the Differences Between 2D and 3D Video Capture
- Fred Shoemaker – Unlocking Your Students’ Potential
- John Weir – Teach to Your Student’s Personality **PG**