

PROPONENT
GROUP

Proponent Group

Where Golf Coaches
Optimize Their Careers



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"It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change." –Charles Darwin

Proponent Group is the only organization solely focused on helping the game's dedicated, full-time instructors grow their businesses and build their careers.

Founded in 2007, Proponent Group recognizes that even accomplished teaching professionals need a unique array of professional services. Membership in the group is a powerful tool, helping teachers flourish and build successful businesses despite an ever changing and challenging environment.

Proponent Group addresses your business needs in more ways than any other organization to maximize opportunities, job security and compensation.

To accomplish these goals, we have developed numerous unique concepts, strategies and services that help you stand out with concrete, practical solutions.



**Proponent
provides a
wide array
of business
services
including
our very
popular:**

Member's Minute Updates

Members receive Proponent's popular weekly email and video of money-making tips, insight into the state of golf instruction and cutting-edge business strategies for growing your bottom line. Thanks to our Member's Minutes no one is more informed on the golf instruction industry than our members.

Exclusive Education

Our live events offer members a unique opportunity to network with other premier teachers, gain access to teaching best practices and acquire new business strategies. Proponent also posts presentations from events on our members-only website for viewing at any time. More than 150 hours of exclusive videos are currently available.

Live Consultations

Whenever you have a question about your business or career, you may call or email Proponent's leadership to discuss your situation. If we don't have experience with your particular issue, we'll find the experts who do to help you quickly get the answers you need.

Exclusive Compensation Data

We conduct the most comprehensive instructor compensation survey in the industry. If you are considering a new job – or renewing a contract – this information will assist in the negotiations. Members can get a personalized report that matches their specific job parameters.

Business Templates and Guides

Proponent is constantly developing member-only business templates and guides that include cutting-edge information and strategies for a growing variety of topics and issues. More than three dozen offerings are currently available for download at any time from the members-only website.

Proponent Preferred

In a specialized world like golf instruction, it's a challenge to find vendors, contractors and consultants who can solve coaches' problems and open them up to new forms of career progress. Proponent Preferred is a directory of just those resources at exactly the time when you need them.

The Punchlist

It's no small challenge to take care of your students and continually hone your coaching skills even as you work to grow your business and income. The Proponent PunchList is a vital tool for instructors seeking to manage their business activities year-round in a highly efficient manner that keeps them ahead of virtually all business challenges.

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What Our Members Say About Us:

"So glad I had the opportunity to join this group. Especially enjoyed my consultation with your expert at the PGA Show. He didn't pull any punches and provided exactly the critical feedback I was hoping for from an expert in the field. Thanks."

– **Corey Lundberg**, *Altus Performance Institute, Dallas, TX*

"I joined Proponent Group because I needed fresh ideas, market insights and innovative strategies. It has, by far, been the best investment I have made for myself and my business in a long, long time."

– **Dana Rader**, *Belfair and LPGA T&CP Past-President, Hilton Head Island, SC*

"I am a few weeks into my membership and I have to congratulate you on a fantastic product and service you are providing for us. There is a huge amount of information and examples. Well done to everyone on the Proponent team."

– **John Howells**, *Butch Harmon School of Golf, Dubai*

"Proponent has been an invaluable resource for me. I've already greatly benefitted from the information and support. The people involved are serious about furthering the professional development of all of Proponent's members. I definitely recommend Proponent to any instructor committed to being the best they can be."

– **Kevin Rhoads**,
The Country Club, Brookline, MA

"Thank you for putting on a world-class summit. I am thrilled to be a part of Proponent Group. Thank you for all you have done for me time and time again."

– **Megan Padua**, *The Maidstone Club, East Hampton, NY*

"I feel bad for instructors who are out there trying to prosper without the help of Proponent Group."

– **George Connor**, *Academy of Golf at Farmington Woods C.C., Avon, CT*

"The knowledge you have and the service you provide for the instruction business is unparalleled."

– **Larry Ward**, *High Performance G.A., Nicholasville, KY*

"The Action Plan/Job Description presentation and compensation data that the Proponent Group team prepared for me was exactly what I needed to present to my management team in order to make sure I was being compensated fairly. Proponent knows the industry better than anyone and they know what it takes to get everything a golf professional deserves."

– **Sheldon Buytenhuys**, *Trump National, Sterling, VA*



Now It's Up to You...

Join today and add your name to the world's premier network of dedicated golf instructors who help each other by openly sharing ideas and work experiences. This is the organization that is moving the instruction industry forward and enhancing its members' value by upgrading business skills and career opportunities. Simply click on the link below to apply for membership and we'll help you jump-start your career today.

If you have questions, don't hesitate to call 203-219-2241. We'll be happy to provide more details on how we can help you reach your professional goals.

[Click Here to Apply](#)

**The Investment (tax-deductible):
\$495 Annual Fee**

**\$395 Annual Reduced Fee for PGA
of America and LPGA Members**



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