

Holly Anderson, PGA
PGA Teaching Professional
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Ranked #5 Best Teachers in State of Maryland, 2007, *Golf Digest*
Best Teachers in Your State
MAPGA Women's Player of the Year, 1997, 2001
MAPGA Assistant Professional of the Year, 2001



1. Briefly describe your teaching philosophy and how it has evolved.

As a teacher it is my responsibility to accommodate different learning styles. Getting a clear understanding of what the students goals are helps me understand what my purpose is to the student. I like to give my students an understanding of the cause and the effect in their swing so they have the ability to self correct so they can play and enjoy the game.

2. In the past 3 years, what are you doing to improve your skills as an instructor?

- December, 2010-Teachers Cracker Barrel, Baltimore Country Club
- November, 2010 -MAPGA Teaching Summit, Fredericksburg, VA
- March, 2010- Callaway Fitting and Trackman Training, Woodholme CC
- June 2009- LPGA Championship filming of swings, Bulle Rock
- April 2009-present, Disabled Sports/USA Military Golf Program Instructor
- March 2009- Disabled Golf Program Educational Seminar and Training
- April, 2009- Taylor Made Clubfitting and Teaching Seminar, Woodholme CC
- February, 2009- PGA Teaching Workshop *Fitness and Nutrition* with David Donatucci, Port St. Lucie, FL
- February, 2009- PGA Teaching Workshop Carol Mann, Port St. Lucie, FL
- December 2008- PGA Teaching and Coaching Summit, Port St. Lucie, FL
Attendee at four PGA Teaching and Coaching Summits 1996,1998,2000,2008
- December 2008- PGA Teaching and Coaching Summit PGA-USA Today Hotline Phone
- January 2008- PGA Player Development Seminar, Port St. Lucie, FL

3. What teachers have influenced how you teach and what you teach?

Bill “Coach” Strausbaugh- I was fortunate to start my career working for Bill Strausbaugh and was able to observe him on a daily basis. “Coach” had a great way of building long term relationships with his students and that is why he looked at himself more as a coach than a teacher. He felt his role was a motivator, communicator and a

coach. He ended each lesson by showing the student a picture and sent them on their way with a road map on his teaching chart.

Bob Dolan- I worked for Bob for 13 years as an Assistant Golf Professional. As a coach, mentor and friend Bob gave me a greater understanding of shaft plane. Bob also taught me the most about the “business of golf/teaching”, creating programs for the membership and maximizing participation.

Through the years I have taken lessons, observed lessons from the following instructors: Dr. Jim Suttie, Michael Hebron, Gael Peterson, Rick Martino, Peggy Kirk Bell. I am fortunate to have several friends of mine who are PGA/LPGA Golf Professionals and spend a great deal of time with in the winter months-some of the best learning experiences have been in the living room where the k-vest has been pulled out or rolling some putts on the carpet with the Tomi or just discussing the swing and experiences over dinner.

4. Since the Downturn of the economy, what steps have you taken?

I am constantly trying new clinic ideas for the membership that makes it a more affordable way to learn the game. I have created a website to gain more exposure outside of the membership. Email campaigns have been very successful in marketing clinics, schools and individual lessons. Recently I put a flyer in the member billing statements about two new player development programs which has been successful as the information gets to the “non golfing” population of the membership.

5. If you were starting off today in the golf business, what would you do differently?

I would try to get work experience at different golf facilities. It is easy to get comfortable at a place but the more you are out there testing the waters the easier it will be for you to discover the direction you want to take your career. As soon as you start in the business treat it as a career and not as a job..hit the road running.

6. How much time do you spend outside of lessons promoting your business?

I spend about 3-5 hours a week promoting my business by either updating my website, creating email campaigns. While I am at the club, if I am not teaching I am accessible to the membership. Being on the range offering someone a quick look on the video of their swing, walking the range and being near the scoreboard on a tournament day is some of the best exposure you could have.

7. What is your favorite area of the game to teach?

My favorite area would have to be short game. It teaches the student to be more creative and get them “seeing the shot” before they strike it. It is fun to watch a student learn how to control the trajectory of a shot.

8. What is your least favorite area of the game to teach?

I’m not sure that I have a least favorite area to teach.

9. **List the top Instruction books, video's and training aids you recommend.**

<u>Books</u>	<u>Video</u>	<u>Training Aids</u>
The Laws of the Golf Swing.	The Plane Truth for Golfers.	3 D impact bag
Not a book but will always have Bill Strausbaugh's teaching chart close by. Extraordinary golf	You have access to some of the best teachers through YouTube.	Balls of Steel for putting Alignment Rods

10. Share a student success story.

The past two years I have had the privilege to be involved with Jim Estes Salute Military Golf Association Program as an instructor. Teaching golf to the men and women who have been injured in the line of duty has shown me many different ways success can take form. A soldier who had been through numerous back surgeries with more scheduled for the future, constantly battling depression and pain told me the only time she didn't think about the pain and her struggles was when she was hitting golf balls or on the golf course.

A student of mine at Woodholme came to me at the beginning of the golf season with the goal of getting her handicap low enough to get her in the Women's Golf Association of Baltimore. Early on we did some work on the swing but most of the work we did was on the golf course learning how to play the game and score. It was great to watch her progress through the year, and learn to hit different shots around the green. After much hard work on her part she had her handicap low enough to join the WGA and is now playing in the weekly events.

MAPGA Instruction Mentor Questionnaire

General Information

- Name: Pat Bedingfield, PGA
- Title: Director of Instruction
- Facility: Bethesda Country Club
- Telephone: 301-674-0871
- Email: golfclubrepair@pga.com
- Website: NONE



1) Briefly describe your teaching philosophy and how it has evolved.

I began working at a golf club at a very young age and really enjoyed it. My ultimate goal for the longest time was to be a head professional at a private club. When I realized that I helping people enjoy the game of golf was better for me then working in a golf shop, is when I decided to change my goal and become a teacher. People enjoy the game by playing better.

For the past 6 years I have been striving to make myself the best teacher I can. I have been very lucky to spend time around some of the world's finest teachers and each one of them has treated me so well. The information I have learned is great. Some of the top teachers I have been around teach things I don't agree with and other teach things I do. In the end been a teacher, you get to choose and use what information makes sense to you and your students.

I have taken an interest in the bio-mechanics, golf swing physics and geometry. But, I have also spent time reading and researching about how people learn task, this is so very important. I am probably one of the worst listeners in everyday life. However, when teaching I pay very close attention to what my students feedbacks are. I am always trying to find out what will help my students the most and they often tell me that answer.

Nothing feels better to me then a students being successful and achieving goals. I have gone to great expense to provide my student the best in teaching and learning tool. I use lots of video and always my Trackman. For putting I have a TOMI Putt Lab and much more. Anything that helps my students learn more and helps me analyze better, I will use.

2) In the last 3-Years, what are you doing to improve your skills as an instructor?

- 2/11 Sean Foley Full Swing Lesson Observation, Orlando, Florida
- 1/11 David Orr Putting Instruction, Campbell University
- 1/11 Pierre Noizet Putting Instruction, Tysons Corner, Virginia
- 3/10 Sean Foley Full Swing Lesson Observation, Orlando, Florida
- 2/10 Sean Foley Full Swing Lesson Observation, Orlando, Florida
- 1/10 David Orr Putting Instruction, Campbell University
- 12/10 Sean Foley Full Swing Observation, Orlando, Florida
- 11/10 Sean Foley Full Swing Observation, Orlando, Florida
- 3/09 Bernie Najar Teaching Seminar, Baltimore, Maryland

3/08 Wayne DeFrancesco Teaching Seminar, Rockville, Maryland

I certainly enjoy observing these lessons and seminars. But, I find some of my best education has come from reading as much as I can. I have a vast list of books which I have read and studied from. Not only golf books, also philosophy, self help books or even books about being a school teacher. I get some of my best ideas on education from books.

3) What teachers have influenced how you teach and what you teach?

Jim Hardy, Rick Martino, Wayne DeFrancesco, Bernie Najjar, Sean Foley, Stan Utley, Mike Labueve, Rod Thompson, David Orr and Pierre Noizet. These are all teachers I have worked with either by observation or as a student. I am sure the list is more but, these come to my mind as being most helpful.

I had the great pleasure to have a few very long conversations on swing theory with Mac O'Grady. I think from all of teachers I have seen and been around, he interest me the most. His ideas were unique and I will be going to see him in the future.

4) Since the downturn in the economy, what steps have you taken?

Since the downturn in the economy, I have tried to offer my students better value, by purchasing better equipment, yet keeping my rates the same.

5) If you were starting off today in the golf business, what would do differently?

You know I have been a professional since my 18th birthday; I did not attend college and worked very hard for Mr., Folks, at Bethesda. I would not have changed that time at all. I would say that if I was starting over today, I would try to understand the physics and geometry of the golf swing a lot sooner then I did. Just how this really complex full swing works? I ignored it for too many years.

6) How much time do you spend outside of lessons promoting your business?

I am in a very unique situation here at Bethesda I have a full membership excited to learn the game and I do not spend time promoting my business. I just try to keep introducing exciting new programs and letting my membership know what I am doing to become a better teacher for them.

7) What is your favorite area of the game to teach?

Short Game is the most fun. I like to use my student imagination; also it is the best way to lower scores.

8) What is your least favorite area of the game to teach?

I struggle the juniors a lot. I enjoy teaching them, but struggle.

9) List the top-3 Instruction books, videos, and training aids you recommend.

Books: Search for the Perfect Swing, Power Golf, the Physics of Golf, Teach Like a Champion

Video: The Next Generation, Ben Hogan in Pursuit of Perfection, Plane Truth DVD Series by Jim Hardy

Training Aids: Alignment Sticks, Vision Track, Mirror

10) Share a student success story

A few years ago a lady golfer here at club came to me with her golf game in disarray. She plays in Washington District and Maryland State Golf Association Tournaments. She is very competitive and at this point her game was awful. She needed help. We worked at it for about month. When we started she was a 7 handicap, who could not break 90. She had one goal to qualify for the first flight of the District Championship. Well, I was sure nervous the day of the qualifying, we had worked hard and I hoping for the best. She called that afternoon and said was really upset, she did not qualify for the first flight. She instead she qualified for the championship flight and had to play the longer tees. Wow, what a drag.

My second success story is a little bit more basic. An older member here at the club using a walker came up to me and asked if could get him out on the course. He had not played in 3 years and his life had been filled with poor health. I knew him when he played a responsible game and thought I could do this. Well, after figuring out how he was going to get around the course, he now plays twice a week, all from spending time together and learning that double bogey is okay, he is one of my happiest students.

I feel that most every student I have taught has been a success story. But, the students I remember most are the ones who remind me a project car that need restoration. I have had years when my students have made match play in the Maryland Amateur, qualified for USGA events, tryout and made the college golf team and won Junior tournaments. But the restoration job when completed properly means more to me.

List Any Awards You have Received: (Section Awards, Teacher Rankings, etc...)

2005 Assistant Professional of the Year MAPGA

MAPGA Instruction Mentor Questionnaire

General Information

- John Bierkan
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- Caves Valley G.C.
- 410-356-1073
- jbierkan@cavesvalley.net
- www.johnbierkan.com



1) Briefly describe your teaching philosophy and how it has evolved.

My teaching philosophy is to work with each student based on their own game. I don't teach a strict, rigid method. I believe every golfer has their own unique swing, body type, range of motion, and skill set. Much of my teaching is done through the use of video, teaching aids, and practice drills. Additionally, I focus on helping golfers manage all aspects of their game including club-fitting, course management and short game. My philosophy on teaching the individual hasn't changed much. I have always believed that we shouldn't teach every golfer the same swing. If the best players in the world have their own unique swing, than definitely club golfers should have their own as well. However, as my knowledge of the swing and swing technique has grown, my focus on true fundamentals (that is, what's really important) has changed.

2) In the last 3-Years, what are you doing to improve your skills as an instructor?

Over the past three years, I have attended several seminars and conferences. They include AMF Teaching Conferences, Titleist Clubfitting and Teaching Workshops, Trackman User Conference, PGA National Teaching & Coaching Summit, guest Speaker at South Florida PGA Education Seminar, guest Speaker at Jim McLean Golf School at Doral

3) What teachers have influenced how you teach and what you teach?

The biggest influences in my teaching career include:

Dick Bierkan, PGA

My father has been a PGA Professional in Connecticut for 40 years. My Dad taught me mostly about the basics of golf instruction. I observed his private lessons and clinics since I was a young boy spending countless hours at the club. He attended seminars over the years and taught members at his club. Most importantly, my father taught me the value of hard work, treating people with respect, and making the game fun.

Dr. T.J. Tomasi-Golf Magazine Top 100 Teacher

I spent three summers working with T.J. in Connecticut. Most important, T.J. taught me about lesson structure and communication. He has a Ph.D. in Learning Theory and he showed me the importance of clear communication by painting visual pictures through the use of analogies when communicating concepts. Concepts cue motor behavior, so giving students a clear picture of what needs to happen is vital to the improvement process.

Jim McLean- Golf Digest Top 50 Teacher

I was fortunate to work for Jim McLean for three years at The Doral Golf Resort & Spa in Miami, Florida. The training I received while working for Jim was second to none. We got trained on proper video technique, spent countless hours researching video swings of the best players in the world, learned how to organize and teach golf schools, and were on the cutting edge when it came to other technologies like clubfitting and Golf Biomechanics. To this day, I have Jim come back to Caves Valley every summer for a two-day golf school. We have sold out every year.

Christopher Toulson- Corporate Director of Instruction, Jim McLean Golf Schools: Golf Digest Top Teacher in Florida

Chris is widely respected in the industry as one of the very best teachers and players who competes at a high level. Chris was my immediate boss for three years while working for Jim McLean. Chris is the consummate golf professional who leads by example-especially while having a huge task of overseeing all of Jim McLean's Golf Schools. Chris' impressive resume is too long to list, but has been named teacher of the year several times in the South Florida Section and Chapters and was named the 2010 South Florida Section Golf Professional of the year. Chris is one of the best role models I've ever had, from teaching, playing, and how to be a gentleman.

Bill Davis, Director of Instruction at Jupiter Hills, Golf Magazine Top 100 Teacher

My time with Bill has always been educational. More than anything, Bill has taught me the importance of keeping instructional simple. Additionally, Bill is known for his short game and on-course instruction. He has taught dozens of tour players over the years. Bill always questions me to make sure I am pushing my students to get better...especially through course management and short game improvement. He is one of the best at making golfers score better.

4) Since the downturn in the economy, what steps have you taken?

Honestly, I have not done anything differently because of the economy. I seem to keep getting busier every year.

5) If you were starting off today in the golf business, what would do differently?

If I were starting off in the golf business today versus ten years ago, my career path would be identical. I would go work and learn from the best teachers in the country, research the golf swing, study what the best players do, read books, and attend seminars....what I have done to this point and what I plan on continuing to do.

6) How much time do you spend outside of lessons promoting your business?

My time spent outside of lessons promoting my business is minimal. I have always felt like my best advertising is giving one good lesson at a time. I do have a website that I spend some time on, have been on a few radio shows, and have done a video shoot for Golf Digest.

7) What is your favorite area of the game to teach?

I truly love teaching all aspects of the game, especially short game. I would have to say teaching the full swing is my favorite.

8) What is your least favorite area of the game to teach?

I'm not a big rules guy. I do understand the importance of the rules, but I don't teach this much. From strictly a teaching standpoint, the mental game is what I teach the least. This is because most club golfers need technique based instruction more than anything else.

9) List the top-3 Instruction books, videos, and training aids you recommend.

Books: 1. Jim McLean's Eight Step Swing, 2. Golf Digest's Ultimate Book of Drills (Jim McLean), 3. The 30 Second Golf Swing (T.J. Tomasi)

Videos: 1. Marius Filmater's Automatic Putting, 2. Jim McLean's Eight Step Swing, 3. The Ben Hogan Collection

Training Aids: 1. Putting Lazer (Kirk Currie), 2. The Spine Board (Ted Sheftic), 3. Bee Line Putting String

10) Share a student success story

Bill Doxanas

Bill and I have worked together for four years. He has always been a good player and great athlete. As he has aged, his flexibility and range of motion have decreased slightly. Additionally, Bill's chipping and pitching started to disintegrate with a bad case of the shanks. His handicap had traditionally been a 5 and was trending upwards a few years ago. We put Bill on a winter program to increase his lower body rotation (and increase his X-Factor Stretch). We also spent a large portion of our time together improving his short game. Last season, Bill's handicap was down to a 2 and remained there for several months.

List Any Awards You have Received: (Section Awards, Teacher Rankings, etc...)

Rated by Golf Digest as one of America's Best Young Teachers (Top 40 under age of 40), November 2010

MAPGA Instruction Mentor Questionnaire

General Information

- Name Steve Bosdosh, PGA
- Title Director of Instruction
- Facility Members Club at Four Streams
- Telephone 301-461-1520
- Email stevebosdosh@gmail.com
- Website stevebosdosh.com
- Awards GOLF Magazine TOP 100 Teacher 2001-2012; MAPGA Section Teacher of the Year 2009, 1993; MAPGA Section Horton Smith Award 2002; MAPGA Section Assistant of the Year 1987; PGA Certification in Instruction 2009; GOLF Digest Ranked as Top Teacher in the State.



1) Briefly describe your teaching philosophy and how it has evolved.

Simply put, I try to get the student to blend their arm swing with their body pivot back and fourth. It has evolved greatly from when I first started. I'm less concerned about positions in their swing, what it looks like on the video monitor and much more concerned with does it work for them? If it looks great on video but doesn't work for them, it's not what's best for the student. Love the student to try and feel the arms swinging the club in a tilted circle around their body back and through. Hopefully the ball gets in the way of it!

2) In the last 3-Years, what are you doing to improve your skills as an instructor?

(Please list dates and location of continuing education seminars, certifications, lessons taken or observed, and anything you are doing to improve your skills as an instructor)

Every year I try to attend at least one seminar on teaching. Always try and reach out to other top teachers around the country to discuss findings, ways to practice, drills, teaching stations, short game ideas etc....also, try to take a lesson from someone I haven't seen each year for my own game. Always looking to learn from others, not just in the golf industry either. Will often sit and watch my family take piano lessons to see what their teacher is doing, try and take lessons in other sports/activities to go through what my students go through. Utilize the TOP 100 Teacher club for information on what they are doing to further develop my skills/business.

Have 230 MSR hours out of required 54 this period.

Attend/speaker at the TOP 100 Teacher Summit every other year

Attend PGA National Coaching and Teaching Summit

PGA Certification in Instruction

3) What teachers have influenced how you teach and what you teach?

Jim Flick; Bill Strasbaugh; Kent Caycee; Ben Doyle; Hank Johnson; Paul Runyan; Dick Altman; Hank Haney; Bob Toski; David Ledbetter; Mac O'Grady; Fred Griffin, Dr Ralph Mann; Dr Craig Farnsworth; Dr Bob Rotella; Martin Hall; Left Kreh (fly fishing); Dick Brewer (piano teacher); Mike Adams; TJ Tomassi.

4) Since the downturn in the economy, what steps have you taken?

Being much more pro active with relationship building. More involved with answering emails, phones calls, texts, checking in with my current students/juniors to give them a reason to keep coming back. Developed a new website that's more up to date with info, pictures etc....playing more golf with members, marketing golf instructional trips down south.

5) If you were starting off today in the golf business, what would do differently?

I would go sit and watch the very best teachers I could, I'd pay them to let me work for them picking balls, trash etc...anything to be around the best. Watch how they teach, set up stations, drills, how they communicate. I'd also get involved in the physical training side of things, maybe with a local trainer. Put together a team of trained professionals that work as one unit to help your students get better. Club Fitter, sport psychologist, trainer, nutritionist, etc....get involved with the Internet, know how it can help market you as a teacher. Attend PGA Tour events, sit and watch, listen to what they are working on, film them....

6) How much time do you spend outside of lessons promoting your business?

Constantly, I feel like I'm never "off the job", always carry business cards with you, ready to hand out one new one each day. Writing articles for Sports Illustrated, GOLF Magazine, Internet articles for golfoonline, web site updating, making phone calls, emails, texts etc....don't let little blocks of time go by unused. I typically save all day Monday or Tuesday for office work. One full day each week for nothing but office stuff; that's at least 6-8 hours that day.

7) What is your favorite area of the game to teach?

Full swings to mid level handicaps. Teaching them to hit crisp ball turf contact with mid to short irons. Love the smile on their face when they do it properly!

8) What is your least favorite area of the game to teach?

Putting---boring to me!

9) List the top-3 Instruction books, videos, and training aids you recommend.

Books: Ben Hogans Five Fundamentals; the Model Swing by Ralph Mann and Fred Griffin; Nick Faldos A Swing For Life.

Training Aids: Card board club box; PVC poles; swim noodles

Videos: any thing on the Internet; youtube, limitless!!

10) Share a student success story

My wife Debbie has gone from never having played the game to being a mid single digit handicap. Having twice in consecutive years been awarded the most improved player at the club at Holly Hills CC. Not too long ago Debbie was a 90 shooter, now she has come close to shooting par golf and regularly breaks 80. Now she is trying to compete at the State level, her goal is to play in a National Championship of some kind. All of this while raising four children that all enjoyed playing the game.

General Information

- Name: Owen Dawson PGA
- Title: PGA Teaching Professional, CC of Maryland
- Facility: Country Club of Maryland
- Telephone: 410-215-9868
- Email : owenpga@comcast.net
- Website: www.owendawsonpga.com



1) Briefly describe your teaching philosophy and how it has evolved.

Early on in my instruction I gained insight about teaching like probably most other Assistants and that was through Head Golf Professionals and other Assistants who were teaching. As a new teacher I had moderate success doing it this way. It wasn't until I started watching and video taping other top instructors that I started to better understand the teaching process. The turning point for me with instruction started when I took my first trip to Naples Florida to watch Dr. Jim Suttie at Twin Eagles. I spent a week there videotaping and taking notes. I learned more in that week than I had learned in my first 6 years of teaching. I teach a student to swing based mainly on their body type and flexibility. I try to get student to buy into the fact that learning to change a swing is a process and it requires getting out of the comfort zone to do it. The most important thing I teach is the individual, not a textbook swing. My teaching continues to evolve as I learn more about it. Learning better ways to teach is a never-ending process.

2) In the last 3-Years, what are you doing to improve your skills as an instructor?

6/2/2008	Filming players at McDonalds LPGA Championship
7/2/2008	Filming players at AT&T National
3/4/2009	TaylorMade and Teacher Seminar 2 days
3/23/2009	Bernie Najjar Short Game Seminar
3/29/09	Spend time with Bernie Najjar watching him teach

04/20/2009	Career Specific Education Teaching Short Game
11/17/09	MAPGA Teaching Summit 2 days

3) What teachers have influenced how you teach and what you teach?

Dr. Jim Suttie
 Jack Lumpkin
 Mike Adams
 Mike Shannon
 Instructors at Rick Smith Golf Academies

4) Since the downturn in the economy, what steps have you taken?

The last two years have been my most lucrative years to date. I built a website a year and a half ago and this has been an invaluable addition to my business. It allows me to reach an entirely different audience and to better inform my current students. My biggest business booster has been my monthly clinics email to membership. When members open my email it brings them directly into my website under the clinic page. They can send an email directly from the page to sign up for any or all of the clinics. This has been a home run. Usually within three days of the email my clinic schedule for the month is full. No joke!! I usually give 8+ clinics a month in addition to my private lessons.

5) If you were starting off today in the golf business, what would do differently?

I would have stayed at PGA National in Florida a little longer and worked for the golf academy. I would have spent a lot of time traveling around visiting the top teachers in Florida, as many seem to be in this state.

6) How much time do you spend outside of lessons promoting your business? 5+ hours a week

7) What is your favorite area of the game to teach?

I enjoy teaching all parts of the game. Short game is fun for me because you can often times make great improvement in a short amount of time.

8) What is your least favorite area of the game to teach?

I don't have a least favorite part to teach.

9) List the top-3 Instruction books, videos, and training aids you recommend.

Jim Suttie - Book - The Laws of Golf

Jim Suttie –Book - The Perfect Swing

Phil Mickelson – Video - “Secrets of The Short Game

Geoff Mangum's – Book – Optimal Putting

Mirror's – Training aids

Fiberglass sticks from Home Depot – Training aids

10) Share a student success story

Vince Biser – 2x North American One-Arm Golfers Association Champion
Participant in the Fightmaster Cup –Wales

I've had the pleasure of working with Vince since he was about 14. Teaching a kid who has Cerebral Palsy and limited use of right side (swings left handed) is challenging. Controlling his body as a small kid was tough for him but as he's grown he has gotten much stronger and can now better support his swing. There are many things a one-armed player does in the swing that are instinctive, so messing around with it too much could be harmful. There is some trial and error that goes into teaching Vince. What might be basic setup, grip etc. for your everyday golfer is not so basic for Vince. Video is essential. His ability to hit a golf ball has been an inspiration to anyone who watches him. Vince is now a 6 handicap.

Bill Smillie – Most improved player (Country Club of Maryland)

I started working with Bill Smillie several years ago. When we started working together he was a 15 hdcp. He's currently playing to a 7. Bill is very much a student of the game, always asking questions during lessons. Every year he comes to me with goals and we plan the playing season around those goals.

Sam Young – Men Club Champion (Country Club of Maryland)

Sam and I have been working together for 8 years now. We have become good friends and he trusts me exclusively. It's been steady progress as we continue to work on the weakness. In recent lessons we tend to gravitate to short game and spend a good deal of time on the 50yds and in shots. Sam's goal was to someday win the Club Championship. Now I need to get him motivated again to reach his next level.

General Information

- Name Wayne DeFrancesco, PGA
- Title Director of Instruction
- Facility Woodmont CC
- Telephone 443-831-1388
- Email wdefrancesco@verizon.net
- Website waynedefrancesco.com
- Awards (Section, Teacher Listing In Magazines, etc...Teacher of the Year, MAPGA 1994, Horton Smith Award 1999, Golf Magazine Top 100 2003, Golf Digest 50 Greatest 2000, MAPGA Player of the Year 1994, 1995, 1997. 2001



1) Briefly describe your teaching philosophy and how it has evolved.

I take each swing and each student as it comes and start with what's in front of me. I use video in most every lesson and constantly try to assess how to best get the student to improve, using everything at my disposal.

2) In the last 3-Years, what are you doing to improve your skills as an instructor?

(Please list dates and location of continuing education seminars, certifications, lessons taken or observed, and anything you are doing to improve your skills as an instructor)

The same things I have been doing since I started teaching in 1986. I constantly strive to improve my own game through study, practice, and competition, and I incorporate that experience into my teaching.

3) What teachers have influenced how you teach and what you teach?

Percy Boomer, Arnold Haultain, David Leadbetter, Mac OGrady, Ben Doyle, Ben Hogan,

4) Since the downturn in the economy, what steps have you taken?

I have spent the last 15 months working on my website, making swing analysis videos, instructional videos, and commentary videos, while also offering online lessons to a worldwide audience.

5) If you were starting off today in the golf business, what would do differently?

I would definitely learn to use the internet immediately. Also, I might seek out a few of the best and brightest instructors and take a lesson to see what they had to offer.

6) How much time do you spend outside of lessons promoting your business?

I probably spend 20 hours a week working on the content of the website and giving online lessons.

7) What is your favorite area of the game to teach?

I pretty much enjoy every part of the game that involves mechanics. I find lecturing about the mental side of the game to be less interesting.

8) What is your least favorite area of the game to teach?

Like I said, cheerleading is not my favorite thing. It's a hard game. Suck it up and get on with the work.

9) List the top-3 Instruction books, videos, and training aids you recommend.

Books: Arnold Haultain "The Mystery of Golf", Ben Hogan "Power Golf", Ben Hogan "Five Lessons: The Modern Fundamentals of Golf".

Training Aids: The Plane Stick, A video camera, a mirror

Videos: Any swings of any of the great players in the history of the game, especially Ben Hogan, Tiger Woods, and Jack Nicklaus.

10) Share a student success

I taught Stacy Kress, the daughter of Woodholme member Richard Kress, from the time she was 12 years old and couldn't get the ball off the ground. She eventually won the club championship, beating an 8 time Metropolitan Amateur champion in the process, and went to Penn University where she was awarded the title of Ivy League Freshman of the Year. Not in anyone's wildest dreams was her success expected. She now plays amateur golf in Florida and uses her still strong game for business.

MAPGA Instructor Mentor

General Information

- Bob Dolan, PGA
- Head Golf Professional
- Columbia Country Club
- 301 951 5050
- rdolan@pga.com



1) Briefly describe your teaching philosophy and how it has evolved.

GAPP Grip, Aim, Posture, Plane. To have success in golf you have to be proficient in these areas. This philosophy evolved through trial and error.

2) In the last 3-Years, what are you doing to improve your skills as an instructor?

(Please list continuing education seminars, certifications, lessons taken or observed, and anything else you are doing to improve your skills as an instructor) *Please include date(s) event name and location

The last 3 years I have taken lessons from Mike Malaska, Jim Flick, Wayne Defrancesco, John Scott Ratan, Ed Dolan, Rick Schuller, Jerry Heard, Gary Hardin. These are all instructors who have been an invaluable resource in my game and my teaching philosophy.

3) What teachers have influenced how you teach and what you teach?

David Leadbetter, Hank Haney, Sean Foley, Mike Malaska, Bill Straugsbaugh, Jim Flick, Jerry Heard, Bernie Najar, Wayne Defrancesco, Jim Fitzgerald and Ed Dolan.

4) Since the downturn in the economy, what steps have you taken?

At Columbia, we have offered more clinics that ever before. This helps keep the lesson books of the assistant professional full.

5) If you were starting off today in the golf business, what would do differently?

I had about a 15 year stretch where I had so many irons in the fire that I was forced to neglect my own game. Reflecting back I would have taken on less projects and spent more time on my own game.

6) How much time do you spend outside of lessons promoting your business?

Promoting my business is a constant effort. If I am not promoting my own lessons I'm promoting lessons for my assistants, sales in our pro shop, participation in our tournament events, and promoting the game of golf.

7) What is your favorite area of the game to teach?

Wedge play.

8) What is your least favorite area of the game to teach?

Don't have one.

9) List the top-3 Instruction books, videos, and training aids you recommend.

Three books that I recommend would be Ben Hogan's *Five lessons The modern Fundamentals of Golf*. Nick Faldo *A Swing for Life*. Hank Haney *The Only Golf Lesson You Will Ever Need*. I continually use alignment sticks, as well as the Orange Whip and the Perfect Form Swing Trainer. Stan Utley's Short Game Secrets video, Hank Haney has several videos as well. I enjoy Wayne DeFrancesco's videos that are posted on his website. One of my favorite activities is to watch PGA Tour golf tournaments with no audio, this helps me concentrate on viewing swings without interference.

10)Share a student success story

I do not have one story in particular. However, I have been blessed to teach and coach many great players. Many have won local and regional championships. I in turn have learned from them the importance of keeping the information simple and the role confidence plays when a premier player is competing. These experiences have made me a better teacher.

Awards:

Annually listed in the Top 10 of instructors in the state of Maryland

1996 MAPGA Presidents Award

1997 MAPGA Professional of the Year

1998 MAPGA Junior Golf Leader

1999 MAPGA Bill Strausbaugh

2004 MAPGA Horton Smith Award

2010 MAPGA Bill Strausbaugh Award

2011 MAPGA Merchandiser of the Year

2000 PGA National Junior Golf Leader

General Information

Name Jim Estes, PGA
Title: Director of Instruction
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Website: www.olneygolfpark.com



1) Briefly describe your teaching philosophy and how it has evolved.

Jim Estes, PGA Director of Instruction at Olney Golf Park, has played and taught golf professionally since 1988 and earned Class A membership in the PGA of America in 1993. In pursuing his fullest potential as a player and instructor, Jim has been coached by some of the most accomplished instructors in the game - teachers such as David Leadbetter, Jim Suttie, Jim Flick, and Mike Adams - as well as working alongside them as a teaching professional. Jim's playing accomplishments include earning exempt status on the PGA Tour (with two top-15 finishes in 1998), playing in four U.S. Open Championships and one PGA Championship, and winning on the Nationwide Tour.

Jim has demonstrated outstanding proficiency at the highest level utilizing a holistic multi-disciplinary approach encompassing a golf specific conditioning program, mental training strategies, a specific swing model based on physical attributes, along with equipment fitting and course management. Jim's teaching approach has evolved from a more mechanical approach swing focused to score focused approach through building proficiency in putting chipping, and wedge play. The swing mechanics taught are geared toward attaining a good impact condition.

2) In the last 3-Years, what are you doing to improve your skills as an instructor?

Jim has gone to the World Golf Fitness Summit in 2007 and 2008, and has become PGA Certified in Instruction. Jim has attended the last 5 PGA Teaching and Coaching Summit and has been a presenter in the 2008 and 2011. Jim has attended seminars on Aim Point technology, and has become a member of AMF Consulting instructor Division. AMF offers seminars, webinars on teaching and resume writing.

3) What teachers have influenced how you teach and what you teach?

In pursuing his fullest potential as a player and instructor, Jim has been coached by some of the most accomplished instructors in the game - teachers such as David Leadbetter, Jim Suttie, Jim Flick, and Mike Adams - as well as working alongside them as a teaching professional. Jim while playing on the PGA Tour worked with Todd Anderson as well.

4) Since the downturn in the economy, what steps have you taken? The Get Golf Ready Clinics have increased the lesson revenue as new students are like the social aspect of the clinics and the price of 99.00 has made it affordable. I have a website in development that will brand me as the teacher who can handle any physical disability. I have also put video's on my You Tube Channel that have displayed Wounded Warriors learning to golf.

5) If you were starting off today in the golf business, what would do differently? If I were starting off today in the golf business I would develop a unique brand that separates me from other instructors.

6) How much time do you spend outside of lessons promoting your business? I spend 20 hrs per week promoting and working my non-profit corp.

7) What is your favorite area of the game to teach? My favorite area to teach is short game, fitness, and the mental game.

8) What is your least favorite area of the game to teach?

My least favorite area to teach is too much emphasis on swing mechanics.

9) List the top-3 Instruction books, videos, and training aids you recommend.

The book on the Mental Game by Ric Jensen, IT IS EASIER SAID THAN DONE is excellent. Golf Swing Books I recommend are Bobby Jones How I Play Golf. Videos I recommend How To Become a Complete Golfer by Bob Toski and Jim Flick. The video Bobby Jones How I Play Golf. Ernest Jones Swing The Club-head.

10) Share a student success story

Tim Lang took up golf two short years ago after an injury in Iraq left him without a right leg. Tim suffered through 51 surgeries on his leg, and despite the pain he has gone from a 25 handicap to a six handicap. Here is an excerpt from an article that appeared in USA Today. PGA professional Jim Estes, who convinced Lang, who had never played golf in his life, to stop by a clinic Estes was headlining. Estes, the PGA director of instruction at Olney Golf Park in Olney, Md., co-founded the innovative Salute Military Golf Association in 2007, which has served the needs of hundreds of the nation's wounded members of the armed services through golf, the majority of whom are patients at Walter Reed Medical Center. Estes, one of the country's foremost adaptive golf instructors, received the 2010 Patriot Award, given by the PGA of America to PGA professionals who personify patriotism through golf.

"That's when the tables turned," said Lang, who now can consistently break 80 on the golf course. "That's when I realized I could grow old and do something that I enjoy and would let me be competitive.

"Once I got a hold of the concept of golf, I really started loving the fact I could rely on myself and work really hard and results would come. With my injury I could still play a sport I love and be competitive.

"I instantly fell in love with the challenge."

Lang and Estes want to share this story and spread the message throughout the country and the world that a physical disability does not end one's ability to play golf. The two, along with former [PGA Tour](#) star [Ken Green](#), who lost a right leg following a June 2009 automobile accident, presented "Challenges in Coaching," as part of the 12th PGA Teaching & Coaching Summit in Orlando in early 2011.

GENERAL INFORMATION

- NAME: Mark Evenson, PGA
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- EMAIL: mevensonpga@verizon.net
- WEBSITE: www.markevsonpga.com
- AWARDS: 1999 MAPGA Junior Golf Leader Award
- PLAYER ACHIEVEMENTS: Won 1999 & 2005 Middle Atlantic PGA Professional Championship,
Played in the 2004 PGA Championship (Whistling Straits G.C., Kohler, Wisconsin)



Briefly describe your teaching philosophy and how it has evolved.

I have studied the golf swing for 19 years. I obsess over swing mechanics and proven teaching techniques. I need – and have – the technical background to teach (the PGA certification attests to that). But having these tools is only part of what makes me an effective teacher. My teaching consists of:

- Listening – it sounds basic, but I won't assume I know what you want.
- Assessment – of your physical build, your athletic abilities, your attitude
- Initial Swing Analysis – the benchmark
- A Roadmap – with interim goals that lead to the ultimate objective
- Playing Lessons – Huge help in getting students past their fear of change
- Ongoing Video Swing Analysis – posted, in series, online for 24\7 review
- Access to me – via phone or email

In the last three years, what are you doing to improve yourself as a teacher?

It would be a disservice to my students if I was not continually learning and growing as a Teacher and Coach. I have attended Teaching and coaching summits through the PGA on a regular basis for the past 12 years. Group atmosphere learning has always helped me, but nothing has helped my teaching more than watching the best teachers in world teach. The past three years I have dedicated a considerable amount of time and expense to seek out the best teachers in our section as well as the best teachers in the country for the sole purpose of watching them teach.

- **Jim Suttie – January 2011**
- **Sean Foley – October 2010**
- **Bernie Najar – Seminar – March 2008**
- **Wayne Defrancesco – Taken individual lessons and watched teach – 1998 to present; Teaching Seminar – April 2008**
- **Rick Martino – September 2007**
- **Mike Romatowski – Golf Strengthening and Conditioning Coach – 2006 to present**
- **PGA Teaching Summit – PGA Village – Port St. Lucie, FL – December 2007**
- **Joe Plecker – Teachers Town Hall Meeting – January 2**

What teachers have influenced how you teach and what you teach?

Wayne Defrancesco – 1998 to present – “If you can’t beat him, then join him” That was my philosophy when I went to Wayne for a lesson back in 1998. It was one of the best career moves I ever made. Yes, he made me a better player but more importantly he made me a better teacher. Wayne gave me a better understanding of proper body movement needed to change swing plane and create better impact position. I learned a great deal about swing analysis and the difference between cause and effect in the golf swing.

Sean Foley- October 2010 – I had the privilege of watching Sean teach for two day in Florida last October. Sean may be the smartest teaching professional I ever met. That didn’t surprise me considering the company he keeps these days. Sean is well versed in Biomechanics of human movement, physics, and geometry. He has this insatiable appetite for reading and learning. I watched him teach a number of top amateurs and tour players during my time with him. He is not a method teacher; however, he does have two common ideas that work through all his students. 1) Staying centered 2) Power in the swing is generated from the ground up. Sean studies religion and reads about leaders in the world. This information gives him perspective when teaching/coaching his students. Sean works countless hours on the golf course preparing his students for success.

Jim Hardy – Two plane Swing vs One Plane Swing – I had the pleasure of learning from Jim at the PGA Teaching Summit a few years back. I love taking information from teachers who have worked hard at simplifying the golf swing. Jim has made it his life’s work to do just that. “The Plane Truth” is one of the best books I ever read. I know can identify better the swing that works best for my students based on their build, flexibility, strength, and overall swing objectives. Jim taught me that not every student fits the same mold of swing. The important thing is we find a swing that our students can 1) Repeat 2) Create a consistent impact position 3) Control ball flight.

Ben Hogan – “Five Lessons” – This book should be required reading for every PGA Club Professional who thinks they will ever give a golf lesson. The fundamentals of grip, stance, posture, ball position, and alignment I still use in every lesson today. Mr. Hogan gave us a very simple, in laymen’s terms, explanation of the golf swing. The thoughts and illustrations he uses to explain the golf swing I use every day with my students.

Joe Plecker & Bernie Najjar – Marketing You – I hate marketing! However, I do realize the importance of it. Bernie Najjar & Joe Plecker are great teachers but they are even better at marketing their product. (Themselves) These two are the best at getting people to know who they are, where they are, and what services they provide. Because of them I have created my own website, upgraded my teaching technology, and have created more teaching programs for my students. Bernie and Joe also work countless hours to help other Teaching Professionals improve their own product. I can’t thank them enough for what they do for our profession.

Jim Flick & Mike Malaska – My relationship with TaylorMade Adidas golf has enabled me the opportunity to work with both Jim and Mike once a year during a tournament called the TaylorMade Invitational. It is a Pro Am event in Mexico and both are there to help both golf professionals and amateurs with any swing problems during the tournament. Jim and Mike are fantastic at creating a fun learning experience for their students. My attitude and communication skills have definitely improved every year because of my time with Jim Flick and Mike Malaska.

Since the downturn in the economy, what steps have you taken?

Upgrade My Technology – People love bells and whistles during a golf lesson. The key is to make sure the technology doesn’t get in the way of the students learning curve. I upgraded my computer and video analysis systems so the student and I would spend less time in front of the computer and more time learning physically what they need to know. (I now use the V1 Branded Academy)

Marketing- I use a number of marketing tools to help get my message across to a large number of potential students. 1) The V1 Branded Academy allows me to reach, not only my students, but also their friends. Every lesson review I give to a student is now on my website. 2) I created my own website: MarkEvensonPGA.com. Whether you like it or not, the World Wide Web is here to stay. A student still may hear about you through word of mouth, but if you don’t have a website, they probably won’t make that appointment. 3) Facebook is a great way to communicate with your students as well as other golf professionals. I even created my own business account designed specifically for my teaching business. Every time I blog on my home page it automatically will show on my website.

Bottom Line is communication has drastically changed over the last 5 years. People want to know that you care enough about your own business to keep up with it.

If you were starting off in the golf business today, what would you do different?

I would have looked into working at a golf school with one of the top teachers in the country. My passion has always been to play golf but I would have put that on hold for the opportunity to learn the golf swing from the best. It wouldn't pay much but at the time I was young with no wife and kids. That being said, I would never have met my wife and had two beautiful children if chose that path. So, no real regrets.

How much time do you spend outside of your lessons promoting your business?

Approximately 5 hours\week – I need to do more

What is your favorite part of the game to teach?

I enjoy giving Playing lessons. It is the moment when my students find the difference between Clinical application (driving range work) and Practical application (Golf Course). Seeing the smile on my students face when they finally put the two together is priceless.

What is your least favorite part of the game to teach?

PUTTING! Only because most of my students think of putting as an afterthought. They know it's important but they all rather work on the full swing first. Putting accounts for over 1/3rd of your strokes and can affect the score faster than any other part of the game. I love teaching the putting stroke. Bottom line is my students need to practice it more often if they're going to improve.

List your top 3 instruction books, videos, and teaching aids you recommend.

Instruction Books – Ben Hogan's Five Lessons, Every Shot Must Have A Purpose by Pia Nilsson & Lynn Marriott, The Plane Truth for Golfers by Jim Hardy

Videos – The Plane Truth, Practice Like a Pro, Jim McLean The Building Block Approach

Training Aids – Orange Whip Trainer, The Impact Bag, Eye Line Putting Plane Alignment System

Share a student success story!

Tim Krug – Tim came to me with a 26 handicap. We discussed his goals of someday soon being able to break 90 and compete in the B flight of his Club Championship at Rolling Road GC. Tim was 26 years old and came from an athletic background. Within weeks we were able to change a 25 yard slice into a slight draw. He was able swing a club on plane and began gaining close to 50 yards in distance. Tim was a sponge when it came to muscle memory. His short game work developed almost as fast as his full swing. By summer's end Tim cut his handicap in half and won his flight in the Club Championship. The next year we adjusted his goals. We now had our sights set on getting to a single digit handicap and a chance to compete for the Club Championship. Well, he didn't win the Club Championship but he did make it to the second round match. He once again cut his handicap in half.

Tim now has a 6 handicap at Rolling Road GC. His job and family are now his priority but he still comes to me for tune ups every now and then.

MAPGA Instruction Mentor Questionnaire

General Information

- Name: Chris George, P.G.A.
- Title: Head of Instruction
- Facility: Kingsmill Resort
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1) Briefly describe your teaching philosophy and how it has evolved.

My teaching/coaching philosophy is centered on the concept that there is not one perfect golf swing. However, there are good positions in the golf swing that each player should strive to achieve in order to be efficient. These good positions are specific to that player and his or her body style, strength, flexibility, mobility, stability, balance, and athleticism. For a player to truly reach their potential as a player and ball striker these items must be noted and taken into consideration when developing players. I honestly am not concerned with how the golf swing looks. My main focus with each player is I want to create a motion that is repeatable, breeds consistency, and exudes confidence in every aspect of the players' game. The main ingredient for success is focusing on the root cause of the swing issue. I complete an individual skills assessment in each area of the game. This skills assessment in addition to on course playing statistics allows me to identify player deficiencies in skill development and implement a plan for improvement. Identifying the players' tendencies and finding the root cause of these tendencies allows me to keep the players strengths current and make their weaknesses strengths. This system creates an environment in which the player can stay focused on the task. In doing this, I allow the player to focus on playing and ball striking versus the techniques of how to hit the ball or swing the club. This process has evolved through hands on teaching experience, advancements in technology, and learning from the worlds most experienced teachers within the golf industry and most important those outside of the golf industry.

2) In the last 3-Years, what are you doing to improve your skills as an instructor?

DATE	EVENT	LOCATION
November 2010	MAPGA Teaching Summit	Fredericksburg, VA
September 2010	AMF Teaching Summit	Dallas, TX
March 2010	Golf Magazine Teaching	Pinehurst, NC

	Summit	
January – December 2010	AMF Webinars	Instruction Online
December 2009	MAPGA Summit	Teaching Rockville, MD
December 2007	TPI Level 1 Certification	Orlando, FL
* These are the highlights of at least a hundred educational events I have participated in over the past 3 years.		

3) What teachers have influenced how you teach and what you teach?

- Martin Hall
- Mike Malaska
- Steve Bosdosh
- Brian Manzella
- Todd Sones
- Stan Utley
- Rick Jensen
- Bob Winters
- Trent Wearer
- Stan Sayers
- Mike McGetrick
- Mark Sweeney

4) Since the downturn in the economy, what steps have you taken?

I have spent more time in marketing through social media and our website. Most important I have become more present in the community and region speaking to corporate groups and civic organizations. These speaking engagements have made a huge impact in my branding and as a result increased my exposure and credibility as a leader in the golf instruction industry.

5) If you were starting off today in the golf business, what would do differently?

First, I would immerse myself in learning about golf fitness, biomechanics, and the physics behind the golf swing. Second, I would focus on communication skills, learning styles, and cognitive development.

6) How much time do you spend outside of lessons promoting your business?

I spend at least 15 hours a week promoting my business outside of lessons.

7) What is your favorite area of the game to teach?

Short Game, specifically putting.

8) What is your least favorite area of the game to teach?

Definitely Rules, quite bland but it is an integral part of the game.

9) List the top-3 Instruction books, videos, and training aids you recommend.

BOOKS	VIDEOS	TRAINING AIDS
Dr. Richard Keefe's On the Sweet Spot	TPI Golf Fitness Academy DVD Series	The Rail
Cohn & Winters The Mental Art of Putting	Brian Manzella's NSA 2.0	Esoteric Golf's Putting Guide
Trent Wearner's Golf Scrimmages	Jim Hardy's "The Plane Truth for Golfers"	Impact Bag

10) Share a student success story

There are many success stories in my 17 year coaching career. The one that is my favorite is when a junior player came to me after an evening nine-hole round and said, "I want to become more consistent and I am willing to work on my game to make the high school team and eventually play in college." We spent time developing her game and working toward achieving the goals she had set. Several months after our instruction she sent me the following note:

Excerpt from a thank you note from a previous student...

"Yes I want to play Division I golf. I love the University of Richmond and the golf coach (you may know her too). I also am looking at William and Mary, Georgetown, Lehigh, Elon, Penn, and Wake Forest. I can't play on their golf team TODAY but maybe in a year or two. I also want to major in communications and they have a great program and a television station on campus. I anchor a program on a local cable television program here for my high school. I LOVE golf and I can't think of a better way to spend my time!!! I have been playing the IJGT tournaments and I am going to try and qualify for 3 AJGA tournaments this summer (can you believe begging to break 50 and now AJGA!!!) I am going to

qualify for the AJGA in Richmond, French Creek PA, and Lessings, NY. I am also playing the Pennsylvania state girls junior championship and the Philadelphia girls' junior championship.

This is just one note of many that reflect the same message. There is no doubt that the relationships I build with junior players and their parents leave a lasting impression. Messages and notes like these are what drive me to continue growing the game through junior golf and bring back all of the wonderful memories I had during my junior golf days.

List Any Awards You have Received: (Section Awards, Teacher Rankings, etc...)

<u>YEAR RECEIVED</u>	<u>NAME & SPONSOR OF AWARD</u>	<u>LEVEL OF AWARD</u>
1. 2010	Middle Atlantic PGA Teacher of the Year	Sectional
2. 2010	Eastern Golf T.V. Top 50 Instructors	National
3. 2010	U.S. Kids Golf Top 50 Instructors (honorable mention)	National
4. 2010	P.G.A. Presidents Council Grow the Game	National
3. 2009	U.S. Kids Golf Top 50 Instructors (honorable mention)	National
4. 2009	P.G.A. Presidents Council Grow the Game	National
4. 2008	U.S. Kids Golf Top 50 Instructors	National
5. 2008	Golf Magazine Top 25 Golf Schools in America	National

General Information

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1) Briefly describe your teaching philosophy and how it has evolved.

I believe communication is the most important part of teaching. I strive to get to know my students needs, tendencies, goals and limitations as well as learning styles before I decide how to teach them. I always look at what the golf club is doing first, then I see what the body is doing to make the club perform incorrectly.

2) In the last 3-Years, what are you doing to improve your skills as an instructor?

(Please list continuing education seminars, certifications, lessons taken or observed, and anything else you are doing to improve your skills as an instructor)

*Please include date(s) event name and location.

I have attended every teaching and coaching summit in the MAPGA since it's inception (guest speaker at all but two). Geoff Mangum (putting zone).. 4hour putting lesson.. Guest Speaker at Dulles Golf Show past three years. Bob Winters sport psychology seminar (Salisbury CC). Golf Channel Instructor Search "contestant". Taylor Made seminar on product development. Many more seminars and clinics. Total MSR requirements 54 actual points attained to date 136. Education requirements 12/ attained to date 39.

3)What teachers have influenced how you teach and what you teach?

Bill Strausbaugh, Jr., Phil Ritson, Hank Haney, Chuck Hogan, Rick Smith, David Leadbetter, Manuel De La Torre, Dave Pelz, Marius Filmalter and many more.

4) Since the downturn in the economy, what steps have you taken?

Made a Golf DVD, developed consulting business to design and build practice facilities. Increase visibility by accepting any and all offers to be a presenter at golf shows. I am currently developing a series of golf tips for my website. I am also developing a "members only" associate club for members to have special access to over 120 published articles as well as a private video library on selected golf tips.

5) If you were starting off today in the golf business, what would do differently?

I would definitely direct my career toward specializing in teaching and promoting golf through Instructional programs geared toward growing the game.

6) How much time do you spend outside of lessons promoting your business?

Probably 5-10 hours a week

7) What is your favorite area of the game to teach?

I love teaching all areas but shortgame is where I see the biggest transformations in scoring abilities. I also love the mental side of the game.

8) What is your least favorite area of the game to teach?

I don't have one.

9) List the top-3 Instruction books, videos, and training aids you recommend.

Videos: Phil Mickelson's Shortgame video. Anything with Rick Smith. Chuck Hogan's "Nice Shot".

Books: Rethinking Golf by Chuck Hogan, Harvey Penick's "Little Red Book", Jack Nicklaus, Golf My Way.

Training aids: Path Pro, impact bag, armaster.

10) Share a student success story

This story is about my wife Leslie who decided to join me a Teaching Professional with the LPGA. In 1988, Leslie's stroke avg. was 115. In less than a year she shot 85 and passed her playing ability test with flying colors.

Billy Hurley came to me in 1992 as a low 80's to high to mid 70's. He led 2011 second stage Q school shooting 20 under par and has conditional status on the Nationwide Tour.

List Any Awards You have Received:

1990 MAPGA Teacher of the Year (4 time nominee),
Ranked by Golf Digest Magazine as #1 Teacher from 2003-present,
Rated by Golf Magazine as a Top Teacher in Middle Atlantic from 1996-present .
Served on PGA National Teaching Committee 1991-1992,
Staff writer for ProsNHackers magazine for 11 years.
Co host of "Local Golf" Cable golf show (FCAC) for 12 years.
Co hosted radio show "Tee Time Golf" (Washington business radio network),
Featured Trick shot artist at MAPGA Play Golf America Day.

General Information

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Website: none yet



1) Briefly describe your teaching philosophy and how it has evolved.

I would say my teaching philosophy was greatly influenced first by my educational background. Earning my Bachelor of Science degree in physical education was integral in my understanding how my students learn. Finding the appropriate way to communicate to them whether they are visual, auditory, or kinesthetic learners is crucial in their development as a player, and my effectiveness as an instructor. You cannot create a learning environment without effective communication between teacher and student. One of the first things I will ask a new student at the beginning of a lesson is, "What are your goals?" This is critical in determining what the student wants out of a lesson and how you are going to help them achieve those goals. Since beginning my career in the golf industry I have had the good fortune to work alongside some very talented teachers as well as take instruction from many others. I also have attended seminars to increase my knowledge of the golf swing as well as how the body works to produce an effective swing. Through these lessons, and trial and error, I have formed a belief that the golf swing must conform to laws of physics and physiology. I believe in a swing that can reduce stress on the body and at the same time create extremely consistent and powerful ball striking. I feel that a combination of a sound method and effective communication can and will produce positive results.

2) In the last 3-Years, what are you doing to improve your skills as an instructor?

January 2011 Attended 2011 Titleist Instructors Forum with Butch Harmon, Todd Anderson and Stan Utlej

January 2011 Attended 2011 Titleist 910 Metals Workshop and Fitting Seminar

January 2011 Attended 2011 Titleist Wedge Design Workshop with Bob Vokey

July 2010 Travelled to Titleist's Manchester Lane Testing facility to be fit for and learn how to fit for their new 910D driver models.

August 2010 Spent a day working on my game with PGA Master Professional Don Trahan in preparation for the PGA Championship.

August 2010 Played in the 2010 PGA Championship. While there observed numerous players practice habits, routines, and swing types.

November 2009 MAPGA Teaching Summit

March 2008 Titleist Club Fitting Certification

3) What teachers have influenced how you teach and what you teach?

I would have to say that PGA Master Professional Don Trahan has influenced me the most in what I teach today. I took my first golf lesson with Don in 1995 at Harbour Town Golf Links. I think what struck me most about Don when we first met was his passion for teaching and the game of golf. He impressed me with his knowledge of the golf swing and how hard he worked to develop his own theory. Don studied with physicists and physiologists to better understand how the body works during the swing and how the body influences the club. His goal was to create a swing that is less stressful on the body. It has truly been a rewarding experience working with Don over the years. I owe a great deal to him for the success I have had as both an instructor and a player.

I have also had the pleasure of attending seminars with many other great instructors including Martin Hall, Dr. Gary Wiren, Carl Lohren, Mike McGetrick, Rick Martino, and Michael Hebron. I feel there is something to be learned from all great teachers no matter if you completely agree with their style or not.

4) Since the downturn in the economy, what steps have you taken?

One step I have taken is increasing the number of programs available, especially clinics. If I can gain someone's attention and trust in a group environment and for a lesser fee, I feel it can easily translate into future individual lessons.

5) If you were starting off today in the golf business, what would you do differently?

I'm not sure I would do things much differently. I think it is important to find a work environment that challenges you, but at the same time rewards you appropriately for your efforts. There are pros and cons to every place you work, but I think you must make sure you surround yourself with people you can learn from.

6) How much time do you spend outside of lessons promoting your business?

I spend about 4-5 hours per week.

7) What is your favorite area of the game to teach?

My favorite area of the game to teach is probably course management. I think that playing lessons are not done often enough. Helping a student understand their strengths and weaknesses is extremely important to their overall development. The bottom line in golf is the score on the scorecard and getting the ball in the hole. You don't always get the whole story from your students when they describe their round to you. You can better assess what needs attention on the practice tee by first observing it on the golf course.

8) What is your least favorite area of the game to teach?

My least favorite area of the game to teach would be rules and etiquette. It is definitely an important part of the game, but one I find students are not always the most interested in.

9) List the top 3 instruction books, videos, and training aids you recommend.

Books	Videos	Training
Aids		

Golf, Plain and Simple	Bobby Jones Series "How I Play Golf"	Alignment Sticks(any kind)
The Little Red Book	Nick Faldo's Golf Course	Momentum
Golf is Not a Game of Perfect	The Plane Truth for Golfers	Impact Bag

10) Share a student success story:

I have a student by the name of Marlowe Boukis who is currently playing on the Duramed Futures Tour. Marlowe came to me three years ago as a senior on the Princeton women's golf team. She had an okay fall season playing but was not satisfied with her play. She told me of her aspirations to play the LPGA tour in the future and asked me if I could help her get there. After we started working together she immediately understood how I felt she could change her swing for the better. She played a limited number of events on the Futures tour in 2009 after graduating and had limited success. She had to re-qualify for a position for the 2010 season and was successful in doing so. She went on to play a full season of events and lowered her stroke average by two and a half shots. She also shot her career low round in competition (67) and finished 15th in the event. We are continuing to work hard together to help her try to achieve her goals.

Awards:

2010 MAPGA Section Player of the Year

5th Place 2010 National PGA Player of the Year

General Information:

Rick Krebs, PGA
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Awards: 2001 MAPGA Teacher of the Year
Golf Digest Best Teachers in State 2003-2008
Golf Magazine Top Teachers in Region 2007-Present

1. Briefly describe your teaching philosophy and how it has evolved.

I believe that every golfer can improve. Golf is challenging and for those who desire to be the best they can be, finding the time to practice, learn and play the game can be difficult. I assess the student's skills off and on the course, evaluate their physical capabilities related to their goals and develop a plan for their improvement. Learning is a progression, however with the use of training aids geared to their learning style, the student gets feedback while practicing. With follow ups and coaching, success is assured. I have been very fortunate, even in my early years as a teacher, to have observed, taken lessons, and learned from some of the best teachers in the world. Teaching is my career passion and I will continue to learn and evolve by studying what the best players do, read books, look at videos, attend teaching educational seminars and keep up with new technology.

2. In the last 3 years what are you doing to improve your skills as an instructor?

<u>Date</u>	<u>Event</u>	<u>Location</u>
Nov. 2010	MAPGA Teaching Summit	Rockville, MD
Sept. 2010	AMF Teaching Summit	Dallas, TX
July 2010	Fitting Through Instruction and Short Game – Todd Sones	Chicago, IL
May 2010	Teaching with Trackman – Ben Pellicani	Ellicott, MD
Nov. 2009	MAPGA Teaching Summit	Rockville, MD
Feb. 2009	Lessons with Mike Peterson	Port St. Lucie, FL

Dec. 2008	National PGA Teaching & Coaching Summit	Port St. Lucie, FL
Apr. 2008	MAPGA Teaching Seminar Wayne DeFrancesco, PGA	Rockville, MD

3. What teachers have influenced how you teach and what you teach?

Bill Strausbaugh

I met Bill in the early 70's as a young teaching pro trying to develop my skills. It was then that Bill and I established a relationship which lasted many years. I took many lessons and observed him teach over the years. What I learned from Bill was the importance of developing a consistent golf swing for the student by creating the building blocks of the basic fundamentals common to all good golf swings. He was very organized and really cared about his students. He used instructional books to show pictures of what he was teaching and at the end of his lessons he gave you a few notes on his teaching sheet to help you practice. This is what was referred to as "Your Personal Road Map".

John Jacobs

I met John in the early 80's in Phoenix, Arizona where he was conducting a Teaching Seminar. What I learned from John was mainly 3 things.

1. The only purpose of the golf swing is to move the club through the ball square to the target at maximum speed.
2. How you get to impact is of no significance at all as long as the method employed enables it to be done repetitively.
3. John gave me a better understanding of the ball flight laws.

Hank Haney

I attended a teaching workshop at the PGA National in 1993. It was then that I heard Hank speak for the first time. I was really interested in his style and his approach to teaching. I made an appointment with him and spent three days at his facility in McKinney, TX. Those three days were invaluable to my teaching. I attained a much better understanding of what the swing plane was and also how your hands and arms and/or your body affect impact and the ball flight. So when I teach the swing to this day, I look at the ball flight first, impact second, and the swing plane third. By doing this, I also learn more about cause and effect in the golf swing.

4. Since the downturn in the economy, what steps have you taken?

Through out this difficult economy, I have found that parents may not spend money on themselves for golf lessons but they will on their kids. I offer a "Master's Package for Competitive Juniors". It consists of 20 sessions which includes work on the swing, short game, putting, club and putter fitting, fitness, mental game and on course playing lessons. I have several Juniors on this program today.

5. If you were starting off today in the golf business, what would you do differently?

I would learn more about how physical limitations affect the body and the ball flight, the new ball flight laws, and performance coaching.

6. How much time do you spend outside lessons promoting your business?

About 5 hours per week.

7. What is your favorite area of the game to teach?

The short game because it's easier to improve the student's motion and plane in a smaller swing with less speed. It gives the student a better feel for what their body and club are doing. It also improves their scores the fastest.

8. What is the least favorite area of the game to teach?

The rules and etiquette.

9. List the top 3 instruction books, videos and training aids you recommend.

Books

1. On Learning Golf by Percy Boomer
2. The Art of Scoring by Stan Utlej
3. Extraordinary Golf by Fred Shoemaker

Videos

1. Bobby Jones "How I Play Golf"
2. Bob Rotella "Private Lesson Series"
3. Sean Foley "The Next Generation"

Training Aids

1. Plane Board
2. Mirrors
3. Chip and Pitch Extender

10. Share a success.

Mark Russo – Head PGA Professional, CC of Woodmore, Mitchellville, MD

Mark and I started working together in the spring of 2003. He came to me because he was struggling with his playing ability test. His driving and iron play was the worst part of his game. His short game and putting were a little above average and his decision-making and self-management skills were average. Our goal was to pass the PAT, not to qualify for Q School. So we worked on his ball skills. In his swing technique, we worked on plane, his top of swing position and getting his lower body and upper body to match up better at impact. We also worked quite a bit on his 40 to 50 yard wedge shots to better control his trajectory and distance.

Mark's a good student and he was very patient and committed through the process. He passed his PAT in October of 2004 and in May 2005 became a member of the PGA of America.

11. Share a student success story.

Matt Philie – 2008 Turf Valley Country Club Men's Club Champion

Matt is a great kid to work with. He has a tremendous work ethic and is very disciplined. Our student/teacher relationship started when he was a sophomore at Glenelg High School in Glenelg, MD. Through our time together, we worked on all aspects of the game. Matt was the youngest ever to win the club championship at age 17. Today Matt is a cadet at West Point and is playing on the golf team. In 2010, Matt was Army's first ever to win the Patriot League Rookie of the Year Award.

B.J. Frankel – Voted Freshman Golfer of the Year in Carroll County, MD

B.J. was 12 years old when we first met. He said his goal in golf at that time was to make his high school golf team. B.J. was small for his age and he's not that much bigger today. We worked on his swing to get him some distance. Today B.J. hits a little draw but is still not very long considering how for some kids hit it. He doesn't hit many greens in regulation because of his distance so we spent a lot of time on his short game and putting. We also spent time on the golf course developing his game through his strengths. B.J. and I have a great relationship and he's a fun kid to be with. I am really looking forward to his development in the next 3 years in High School and beyond. B.J. not only made his high school team, he played number 1.

General Information

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1) Briefly describe your teaching philosophy and how it has evolved.

I think there is a difference between “swing philosophy” and “teaching approach”, so I am going to describe both to give a better idea of how I teach as a whole.

Swing Philosophy:

My swing philosophy is simple- teach the golf swing in small bites, from small to big. Master small skills first (ex.-keeping the clubface square in putting) and progress through a pattern of drills and ideas (ex. – hitting down through impact on a chip shot) to help students better understand how all of the skills build on each other and breed confidence and consistency in a full swing. This process- is what I would say and how I would teach a brand new golfer. I will apply this to an experienced player too, but how and when depends on a lot of other factors which is where my teaching “approach” comes in.

Teaching Approach:

I believe that it’s so important to be a well-rounded “coach” not just a *swing* coach. A student may come to a me to work just on their driver swing...I think it’s okay to meet the specific requests of a student- that’s what they are paying you for, BUT they often don’t know what would best help them improve as a whole golfer or how the skills they are missing (that may be affecting their driver swing) are affecting the rest of their game. So with this in mind, I look at a student’s whole game by using a variety of tools to really assess where and how someone can improve the most and educate the student on the process and what it will take to get there.

My evaluation includes fitness screens (TPI), swing video analysis, mental profiles, equipment evaluations, tracking rounds stats, goal questionnaires and short game tests. The “art” of what I do is less about diagnosing swing faults and more about prioritizing what to work on and creating a plan appropriate for that person of how to work on it. I still go back to my philosophy of “small to big” but one size certainly does not fit all. One person’s first small step is different than the next person’s. But keeping it simple and breaking down the learning process into manageable bites for students, having a plan and building that trust with them is the most important part. Moreover I genuinely

believe that every student has the ability to be good and I truly care about every student. That goes a long way and matters more than any swing tip I can give.

I give a lot of individual private lessons, but also give group lessons to newer golfers and juniors. In between lessons for any student I think that there is a lot of value to provide support and a “community” feel for students to belong to. I offer group supervised practice sessions and clinics to help students connect with other students and provide outlets to help them improve so they don’t ever feel like they are on their own in the process.

2) In the last 3-Years, what are you doing to improve your skills as an instructor?

(Please list continuing education seminars, certifications, lessons taken or observed, and anything else you are doing to improve your skills as an instructor) *Please include date(s) event name and location

Date/Location	Event	Presenters /Experts
Dec. 2008, Pt. St. Lucie, FL	National PGA Teaching and Coaching Summit	Jim Hardy, Martin Hall, Bill Forrest, Errie Ball, Dave Phillips & Dr. Greg Rose, David Donatucci, Michael Hebron, Judy Alvarez, Laird Small, Henry Brunton, Mike Bender
Jan. 2009, Orlando, FL	PGA Merchandise Show: LPGA Teaching Seminar	Karen Jansen
Jan. 2009, Dulles VA	North Coast Golf Shows	Hank Haney
Nov. 2009, Woodmont CC, MD	MAPGA Teaching and Coaching Summit	Mike McGetrick
Sept. 2009, Medinah CC, IL	AMF Teaching Summit	Dr. Suttie, Mike Adams, Todd Sones, Marius Filmater, Charlie King, Dana Rader
Jan. 2010 Orlando, FL	PGA Merchandise Show	Martin Hall
Sept. 2010, Dallas, TX	AMF Teaching Summit	Dr. Gio Valiente, Mark Sweeney, Dr. Rick Jensen,
Jan. 2011	PGA Merchandise Show, AMF Teaching Seminar	Jim Mclean
Jan. 2011, Orlando, FL	National PGA Teaching and Coaching Summit	Mark Sweeney, Pia Nilsson & Lynn Mariott, Bob Toski, Dr. Gary Wiren, Matt Frelich, Michael Breed, Todd Anderson, Bobby Clampett, Lou Holtz, Lynn Blake

3) What teachers have influenced how you teach and what you teach?

I had two instructors growing up. One (who will remain nameless) was a great example of how NOT to teach. He would stand there and bark instruction at me with his eyes closed and arms crossed. The other teacher was a better example of a “coach”, Frank Darby, PGA. He is now the St. John’s University Golf Coach (NY). He showed me how important it is to care about your students. He spent time with me on the course, gave me advice about playing tournament golf, applying to college, etc. He took a genuine interest in my success and to me that was flattering and motivating. I wouldn’t have pursued golf to the level I did if it wasn’t for him. I have aspired to be that type of coach to golfers I teach. He didn’t give me much technical swing advice, but he did introduce me to a few golf books including *Swing the Clubhead* by Ernest Jones which is still one of my favorites and has influenced my playing and teaching.

Honestly, I’ve never studied/apprenticed directly under a “top Instructor. Through self-education (reading and researching, trial and error, sharing best-practices, attending seminars), I’ve been able to create my own personal philosophy and approach without being overly-influenced by one school of thought, method or mentor. However, here are a few experiences that were turning points in my career thus far:

A turning point in my golf knowledge base was certainly my TPI Golf Fitness education/certification (Dave Philips and Dr. Greg Rose). I still feel like I have a lot to learn, but even what I do know after just one Level has made me feel like I can really understand people and help them better because I’m able to evaluate the golfer not just the golf swing. I don’t always share all the information I gather about someone, but it helps me prioritize how to help them and be realistic as to how they can and will improve.

The opportunity I had to work with Jim Estes’ program in 2006 when it was first starting (Wounded Warriors Golf) was really eye opening. It just made me realize how important it is to stay creative when you teach and that you cannot pass judgment on anyone or their talent at first glance. Every student has talent and potential- it’s my job as the instructor to find that and show it to the student so they can believe in their ability to improve as much as I do. After helping with this program I felt like I could teach anyone, able-bodied people were easy!

At two recent seminars, I saw Mark Sweeny present about AimPoint Green Reading. The little I have already learned and seen about this approach has changed my perspective about reading greens and I will be hosting a clinic in June to learn more and become certified. I think this will revolutionize the way putting can be taught.

4) Since the downturn in the economy, what steps have you taken?

I changed facilities at the start of 2010 from working at a Member-only private club (International CC) to a Daily Fee Public Facility (Stonewall Golf Club). The exposure and access I have to the general public has made it easier for me to reach a larger base of people. In addition I started to do a lot more local networking through my Chamber of Commerce, Women's Groups, BNI Groups, etc. to meet more people in the community and build connections. I started utilizing local community bulletin boards to post information, on-line event listings to promote events (insidenova.com) and sent out press releases on a regular basis. I write/blog on a regular basis and submit content to local and online publications which helps get new exposure and grow my brand/name/credibility. I have made an effort to grow my own "prospect" database to send monthly e-newsletters to by collecting contact information from people I meet, interest cards at the proshop, and cross-marketing with some local businesses (offering coupons to their customers, etc.)

5) If you were starting off today in the golf business, what would do differently?

Every lesson I gave my first few years teaching, I was always concerned I was going to be stumped somehow by my student or colleagues, so I was always trying to read and learn more avoid any embarrassment. It took me about 3 years of teaching part time, talking with other teachers and reading books to start trusting my own process and instincts to truly feel credible. But if I could go back and do it over again, I would have saved some money early on and spent free time traveling and observing as many live lessons as I could and asking lots of questions. I would have liked to be observed more often while teaching- this takes guts, but is worth it. Also, I would have also spent more of my free time walking the range and playing with members/students (for free) to generate new business.

6) How much time do you spend outside of lessons promoting your business?

I probably spend an hour a day during the season doing something that relates to marketing/social media/networking. In the off season, it's more like 10+ hours a week.

7) What is your favorite area of the game to teach?

I really enjoy teaching chipping and pitching. For me it's a nice diversion away from full swing lessons and I think the average student gets 3x the value out of the tips, info and strategy they learn from a short game lesson. It makes more of direct impact on their score and it's very rewarding to see these results for both the student and teacher. I enjoy creating realistic situations around the practice green and playing games with/against students- it's fun for us both and a great learning tool.

8) What is your least favorite area of the game to teach?

I don't really enjoy club fitting- I understand it, and know enough to be dangerous- and certainly can tell when a person's equipment does not fit them or is actually a detriment to their game/ball flight. But that's about where it ends right now. I'd rather refer a student to a club fitting "expert" when appropriate. I don't have the tools (launch monitor, bending machine) to feel like I can give as good of a fit as someone who does. Also, the equipment changes so frequently, I don't have the time to keep

up with all the new models, shafts, grips, etc to make the best recommendation. I think it's an area of expertise that I'll let someone else be an expert in for now😊

9) List the top-3 Instruction books, videos, and training aids you recommend.

Books	Videos	Training Aids
Swing the Clubhead, Ernest Jones	Wally Armstrong's, The First Tee Shot DVD (comes with the book)	The Orange Whip
Impact Zone, Bobby Clampett	Gravity Golf, David C. Lee	String, tees and alignment sticks- these are so versatile and inexpensive
Extraordinary Golf, Fred Shoemaker		
The Game before the game, Pia Nilsson and Lynne Marriott		

10) Share a student success story (This can be anything from a student breaking 100, making the ladies 18-hole group, winning their club championship, making their high school team, winning a state championship, etc...) With these success stories, we will be providing a tremendous ongoing resource to our section on how you are helping students improve, and enjoy the game.

Amanda Steinhagen: I met Amanda when she 12 years old and coached her for 6 years. She became a champion on a local and regional level and had some success on the national stage as well. Amanda was the MAPGA Titleist Junior Tour Winner for her age group 2006, 2007, 2008. She was a two-time medalist at the Bobby Bowers and finished second overall in match play each time (2006 & 2007). At 16 years old, her low round in a tournament was 69 and her stroke average was 75. At Oakton High School she was the #1 player for her team, and won the VHSL Girls State Championship in 2007 and 2009 and finished 15th in the overall Virginia State HS Championships (co-ed) as an individual 2009. In 2010 she was the first woman in 30 years to hold the Virginia Girls and Women's Champ titles at the same time and was highlighted in Sports Illustrated for this accomplishment. She earned a full golf scholarship to D-1 Longwood University where she is having a successful Freshman year.

Jay Birch: Jay is a 65 yr. old blind man who also suffers from early stages of Parkinson's. He's an amazing man; he still works full time as a Principal for Booz Allen, travels weekly for work with his dog Cato, and on the weekends he took golf lessons with me for over a year. Before he went blind, in his youth he was a golfer and an athlete. But he got the bug again after a company function where

he had the opportunity to hit balls. He managed to connect a few times and as soon as he got home, his wife Diane looked up local instructors that teach handicapped people. My name came up, they called and the lessons began. Jay's goal was to play in a company golf outing. That Fall he played in a fundraiser/ scramble at River Creek Club in Leesburg, VA. Erika was his coach and they played and helped the team for 9 holes! His teammates went from skeptical to stunned after they saw him drive the ball, lip out putts and chip it close. He said it was "awesome" to be out there. I helped train other volunteers that help "coach" Jay when he plays now and he recently invited me to join him for a round of golf at Chantilly CC where he recently joined as a member!

Myla Brown: I met Myla (a shy 9th grader) in the Spring of 2010 and her parents asked me to give her a lesson or two to see if I could re-ignite some interest in golf again after she hadn't played in several years since their move from Hawaii to Northern Virginia. She clearly had some natural talent but was very leery of doing anything competitive with it. With a little encouragement she agreed to do a series of lessons with me. We got her confidence back up and she agreed to try out for the local High school team and made it! She was excited about golf again. She had a great time this Fall playing for the school and as a bonus, she qualified for Girls States and shot the two best rounds of her career to finish in the top 30. I was so proud of her, she is "back" to golf and her parents are thrilled. I'm excited to continue to work with her going forward.

Lisa Combs: I met Lisa in the Spring of 2010 after her Dad wanted me to do some intense training with her. Her swing was inconsistent, her clubs didn't fit her and she hadn't broken 85 in months. I met with her 3-5 times a week for several months, traveled with her to a few tournaments and got her confidence up with lots of time spent on the course in practice. She had a great tournament season, made the IJGT Euro Cup Team and consistently was shooting in the 70's in AJGA and IJGT events. This Fall, she finished in the top 20 at Virginia Girls States and earned a spot on the D-1 team at Columbia University starting Fall 2011. She worked hard- we both did, and I'm happy and proud of her success over such a short period of time!

List Any Awards You have Received: (Section Awards, Teacher Rankings, etc...)

2010 US Kids Golf Top 50 Instructor List, Honorable Mention
PGA Certified in Instruction, 2007
MAPGA Ahead Scholarship winner, 2006

General Information

Name: Damon Lucas, PGA
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1) Briefly describe your teaching philosophy and how it has evolved.

Improving people immediately is my first goal with any new or existing student. It establishes trust, confidence, and belief as well as establish the main goal with any student of improvement in the skills of golf.

Not all people are seeking to be the absolute best with all the skills. To that end, my goal is to help the student have fun, have a better understanding, whatever it takes to enjoy the game in the way that the student wishes to enjoy it.

How I approach the process is to start with the result, be that the ball's flight, or the ball's roll, and from a concrete understanding of ball flight laws, work backwards to the physical action that creates the flight/roll, and to the choices, decisions, and mental processes that instigate those actions.

This philosophy has evolved from twenty odd years of playing the game, practice, learning and studying the game alongside and from a myriad of great instructors and golf minds.

Much of my philosophy about golf instruction has evolved from my experiences with students. I have figured out through trial and error, success and failure, bookings and quieter times, what students want, what they need, and a lot about what they are capable of achieving in a lesson and over periods of time.

2) In the last 3-Years, what are you doing to improve your skills as an instructor?

2011 February Meeting with 10 instructors from around the country to conduct research in the TMPL at Lake Presidential

2011 January Meeting at BCC to discuss golf instruction with many prominent MAPGA teaching professionals

2010 October Anti Summit in Arizona, 2 day seminar where we invited three prominent scientists(Aaron Zick-physicist, Rob Neal-biomechanist, Paul Wood-Ping R&D clubfitting) to discuss finer details of the golf swing

2010 October Meeting with Sasho McKenzie to discuss science of the golf swing

2010 August 3 day golf school with Brian Manzella

2010 May 2 day putting school with Geoff Mangum

5/1/10 EWGA Golf Clinic – Lake Presidential

– Instructor - Sectional

10/12-14/09 Brian Manzella GTE Teaching the teachers' seminar – Lake Presidential GC

- Instructor role – Sectional

9/10/09 Short Game Clinic with 2009 LPGA TOTY Karen Palacios Jansen – Lake Presidential GC

Instructor role - Sectional

8/8-10/09 Brian Manzella Trackman Seminar – Lake Presidential GC

Instructor role - Sectional

7/26/09 Geoff Mangum Putting Seminar – Lake Presidential GC

Instructor role - Sectional

6/29/09 David Orr Putting Seminar – Lake Presidential GC

Instructor role - Sectional

3/23/09 Bernie Najar Seminar – Woodholme CC

Participant - Sectional

2/01/09 Kenneth Graham Workshop(NSW Academy of Sport on EliteAthletes)- Homebush, Sydney, Australia

Participant

7/14/08 Geoff Mangum Seminar – Hayfields CC

Instructor role - Sectional

6/10/08 Brian Manzella Seminar – Hayfields CC

Instructor role - Sectional

3/24/08 Tri States Teaching and Coaching Summit - Oakmont CC

Organizing Committee - Sectional

3/10/08 Mike Malaska MAPGA Seminar – Fredericksburg, Va

Participant - Sectional

3/3/08 Wayne De Francesco Teaching Seminar – Woodmont CC

Participant - Sectional

2/19/08 Taylor Made Club Fitting Seminar- Argyle CC

Participant - Sectional

3) What teachers have influenced how you teach and what you teach?

Damon is aligned with Geoff Mangum's PuttingZone. What sets Geoff apart is his zeal for critical analysis. He has probably read every word ever written about putting, and only accepts concepts that pass scientific scrutiny and that also fit into a total approach to putting. He believes that it is not good enough for a top player or teacher to rely on "because I say so".

He continues to pour over everything to do with golf instruction on the Internet. There he discovered the highly entertaining, and street smart instructor, Brian Manzella, who was the first to make real sense of The Golfing Machine. Manzella is brilliant at customizing the fix to fit the player. He also refuses to accept the 'say-so' mentality of conventional golf instruction and through technologies like Trackman and the Taylor Made MATT system has dispelled several commonly held beliefs about ball flight and swing instruction.

4) Since the downturn in the economy, what steps have you taken?

I have paid for and built an indoor/outdoor facility at Lake Presidential (known as the Institute) which houses one of only 10 Taylor Made Performance Labs around the country and it's unique 3-Dimensional analytical tool known as the MATT system. This will enable me to teach for 12 months a year, as well as in wet weather, overly hot weather, at all times of the day or night, as well as it will enable me to employ other instructors and create and grow my business even more.

I have also sought to learn more about marketing, and different ways to 'reach' people, and have sought to implement some of those ideas.

5) If you were starting off today in the golf business, what would do differently?

Not a whole lot! I knew starting out that I had a lot to learn, and that I needed on the clock experience as well as the need to take any opportunity I could to learn from others. I did not waste a lot of time working as an assistant so I learnt to think on my feet and value every dollar that I earned, as well as providing as much value in each lesson as I could.

6) How much time do you spend outside of lessons promoting your business?

10 – 15 hours a week.

7) What is your favorite area of the game to teach?

Whatever aspect the student in front of me needs to learn. I like variety, and as such, if I spent a lot of time on one part of the game I would probably enjoy it less.

8) What is your least favorite area of the game to teach?

Rules and etiquette are areas that I find are not interesting or particularly worthwhile in terms of people's overall enjoyment of the game. As such, I mostly ignore those parts.

9) List the top-3 Instruction books, videos, and training aids you recommend.

Books – 1. Optimal Putting – Geoff Mangum
2. Brian Manzella Golf Forum
3. Core Performance Golf – Mark Verstegen

Videos – 1. Never Slice Again – Brian Manzella
2. Follow The Sun – The Ben Hogan Story
3. The Reality of Putting – Geoff Mangum/Steve Elkington

Training Aids

1. Impact Snap Device
2. Dirt/Grass/Practice Bunker
3. Tees

10) Share a student success story

Jenni Donnelly – In her own words... I started playing golf 4 years ago. In the first year, I had 3 different instructors but felt my game had not improved to my satisfaction. The 3rd instructor was leaving the area and recommended Damon as my next instructor. Although the 3rd instructor was able to teach me a few of the fundamentals, Damon still needed to start me from scratch, teaching me the basics of holding the club, the correct stance and distance from the ball so I could consistently perform these fundamental tasks. From there we started working on my backswing. My first instructor started me off with a full backswing and I never really figured it out. Damon started me with half swings and built from there. When one method of instruction did not work, he would try another. And when that second method did not quite get me to where he wanted me to be, he would try another. Damon saw that I was a visual person and needed visual tips to help me understand what he wanted me to do. He tirelessly would approach the same skill again and again using different techniques until I would finally become proficient. And then we would start on the next skill. There were times when I would not hit the ball well and I would be frustrated but Damon would tell me that it was okay; that I was getting closer and closer to performing the skill correctly and that was what he was looking for. Damon never overwhelms me with more than one skill at a time...small steps. So even those missed shots could be okay if the skill we are working on is executed well. But he is not always easy on me!! The more we worked together, the more he expected and would get tougher and tougher with his expectations but with good results. Damon has reduced the variation in my golf swing and the results of that swing. I am more consistently striking the ball well which has resulted in a reduction of my handicap by 44%, 27% of that just this year. Damon is an excellent instructor. He adapts his teaching methods according to his student to assure they understand his instruction and what is expected. He reinforces the positive yet challenges you to do better. And as his student, you feel a great sense of accomplishment when Damon smiles at you says, "I like what I see." And you feel his sense of pride in you, his student.

General Information

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- AWARDS: 2004 MAPGA Teacher of The Year, 2011 MAPGA Horton Smith Award, Golf Digest Best Teachers In State 2000-Present, Golf Magazine's Top Teachers In Region 2007-Present



1) Briefly describe your teaching philosophy and how it has evolved.

Since my start in the golf business in 1994, I have been very fortunate to be able to focus my career on teaching which has been extremely rewarding. Along the way, I have spent time with some of the best teachers in the game and studied a great deal of film of the best players in action. In addition, I have been exposed to some of the brightest minds in the world of fitness, bio-mechanics and human performance which have greatly influenced how I work with my students and create personalized programs to fit their needs. With that in mind, I feel it is essential to work with each student on helping them improve by assessing their skill levels on various aspects of the game and also screen them for physical factors that influence the swing. From the assessments, I present my students a baseline for improvement which motivates them to improve and stay the course. When working with students, I try to find the best ways to connect with them based on their personality traits and how they relate to striking the ball. Along with this, I stress to them how skills are acquired in sports and the progression that they need to go through to be successful. When I look back on what I taught students during my first few years as a full-time teacher, I can honestly say that much of what I teach today is very similar. What is different, is my awareness of how students learn and the importance of assessing skills instead of style which has made me a far more effective teacher. Lastly, I feel my philosophy will continue to evolve based on experience, attending continuing education seminars, studying human performance, and watching the best players in action.

2) In the last 3-Years, what are you doing to improve your skills as an instructor?

DATE	EVENT	LOCATION
January 2011	TPI Level 2 Junior Certification	Orlando, FL
October - Dec. 2010	AimPoint Certification Program	Baltimore, MD & Jupiter, FL
September 2010	AMF Teaching Summit	Dallas, TX
April 2010	Filming at the Masters during the Practice Rounds	Augusta, GA
January 2010	Jim Hardy's Plane Truth Certified Instructor Program	Orlando, FL
January 2010	TPI Level 1 Certification	Orlando, FL
January 2010	AMF Teaching Seminar With Martin Hall	Orlando, FL
January 2010	AMF Teaching Seminar With TrackMan	Orlando, FL
November 2009	MAPGA Teaching Summit	Rockville, MD
September 2009	K-Vest Certification	Rockville, MD
July 2009	Stack & Tilt seminar with Andy Plummer and Mike Bennett	Fredericksburg, VA
April 2009	Filming At The Masters during the practice rounds	Augusta, GA
February 2009	Lessons With Mike Bender	Orlando, FL
September 2008	AMF Teaching Summit	Pinehurst, NC
April 2008	Filming At The Masters during the practice rounds	Augusta, GA
January 2008	PGA Putting Seminar With Todd Sones	Orlando, FL
January 2008	Teaching Workshop With Mike Bender and Rick Martino	Orlando, FL
January 2008	AMF Teaching Seminar	Orlando, FL

3) What teachers have influenced how you teach and what you teach?

David Leadbetter (1987-88)

At the age of 16, I had a unique opportunity to take several lessons with David in Orlando, Florida. At the time, I had never received any formal instruction with video, and that was an eye opening experience. During the lessons, I learned the importance of using video to see what you are really doing during the swing, and to chart progress at future lessons. Also worth noting was the emphasis David had on his students for practicing drills to reinforce what he wanted to have happen in the swing with the body and the club movement. This experience gave me a perspective on teaching that was invaluable and inspired me to pursue a career teaching golf.

Wayne DeFrancesco (1992-Present)

When I met Wayne during my 2nd year of college, he introduced me to the Golfing Machine, and the importance of watching what the best players do on video. Aside from that, he explained me how the swing should always be designed around impact and the importance of hitting down. From 1992-2006 I was extremely fortunate to observe countless lessons he gave which was an invaluable experience. In addition to this, observing Wayne's attention to detail, his tremendous work ethic and time management skills have always been a tremendous influence on my career.

Mac O'Grady (1994)

During my first year in the business, I attended a three-day instructor symposium with Mac in Dallas, Texas. Mac discussed the evolution of the golf swing in the 21st Century, and how the best players have had success with many different styles. In his discussion, he made it a point to show how the styles varied based on a player's release profile and trajectory preferences. This discussion was fascinating, and his ball striking demonstration at the range of showing the different release motions and ball flight patterns was an experience that I will never forget.

Jim McLean (1995-Present)

After attending a seminar at Jim's Learning Center in 1995, I was extremely impressed with his "Super Station" and his discussion on teaching golf at his academy. Along with that, Jim's books and DVDs offer tremendous insight on how the best players swing the club and move their bodies in the swing.

Mike Bender (1995-Present)

After attending Mac's Seminar, I followed up with some lessons with Mike Bender to better understand how to apply the information to my own game, and with my students. Mike was very helpful in giving me insight on how my swing needed attention in certain areas, and made a very strong point of using feedback stations to learn motion patterns. After several lessons with Mike, and later purchasing his MEGSA Perfect Practice Equipment in 2007, my ability to help students learn key positions and motion patterns greatly improved.

Jim Hardy (2007- Present)

Of all the teachers I have spent time with, Jim's communication skills are second to none. With this in mind, I have spent a great deal of time reviewing his books and videos to better understand why he is so effective. Along with that, I attended his "Plane Truth For Golfers" seminar, and recently became a certified instructor in his "Plane Truth Certification Program." Through these experiences, I have learned new ways to communicate with my students and greatly improved my ability to trouble shoot swings with Jim's +/- System and his instructors "Matrix" that I study on a regular basis.

Martin Hall

My relationship with Martin has been through teaching students that take lessons from me during the summer months, and with him during the winter months in Florida. Martin has also been extremely helpful with sharing his insights on investing in learning technology, and his passion to improve his skills as a teacher has made him a tremendous role model for me as an instructor.

Tom Jenkins

One of the best things I did for my game and teaching program was attending a one-on-one short game school with Tom. At the time, Tom was taking a break from the PGA Tour and had been teaching for several years as the lead instructor at the Dave Pelz Short Game School. During the school, Tom taught me a number of shots he learned from Gary Player, and discussed at length how he practiced distance wedges on tour with Tom Kite and Jim Simons. Along with that, he gave me some great insights on putting and the attitude that tour players use to attack the course with their short game.

Jim Flick & Mike Malaska

Through my relationship with TaylorMade Adidas Golf, I have attended the TaylorMade Invitational Pro-Am for the past seven years. At the event, Jim and Mike offer instruction to the amateurs and professionals playing in the event. Watching Jim and Mike work with the players in a group setting has been an invaluable experience that has helped me improve my group instruction programs.

Dr. Greg Rose & Dave Phillips

From 1998-2001, I was fortunate to spend time with Greg at his Rockville studio learning how the body influences motion patterns in the swing and how the best players transfer energy regardless of swing style. At the time, this was revolutionary information and had a tremendous impact on how I look at golf swings. Along with that, I went through his "Advantage Golf" Fitness Instructor Certifications to learn how to screen students for the physical factors that influence how they swing. Since then, I went through the TPI Certification that is an up to date version of their findings over the past 10 years and tremendous review of the screening process. Also worth noting is how Dave has shown how to integrate the screening process and 3D Motion analysis into an instruction program. Aside from that, Dave has also been a great resource for the latest learning technology available to enhance your instruction program.

4) Since the downturn in the economy, what steps have you taken?

During the fall of 2007, I redesigned my website to create an interactive experience for my students and to grow my customer base through the internet. This paid off dramatically because I was able to grow my customer base which offset the natural pattern that was going on with everyone cutting back on spending. In addition, I have invested in a great deal of continuing education which has reinforced my brand to my students and improved the quality of my program offerings.

5) If you were starting off today in the golf business, what would do differently?

I would make sure that I learned as much as as possible about motor skill development, the new ball flight laws and I would go observe coaches in other sports to see how they interact with their players. Aside from that, I would play and practice as much as possible because as the years go by, it's tougher to make time for your own game.

6) How much time do you spend outside of lessons promoting your business?

On average, around 10-hours a week.

7) What is your favorite area of the game to teach?

I love teaching short game shots to students because of the immediate positive impact it has on their scores.

8) What is your least favorite area of the game to teach?

The rules... although it's an important discussion to have with students, I would rather teach just about anything else.

9) List the top-3 Instruction books, videos, and training aids you recommend.

BOOKS	VIDEOS	TRAINING AIDS
Homer Kelly's "The Golfing Machine"	Jim Hardy's "The Plane Truth For Golfers"	Impact Bag
Golf Magazine's The Best Putting Instruction Book Ever	Marius Filmalter's "Automatic Putting"	Plane Board
Daniel Coyle's The Talent Code	Phil Mickelson "Secrets of The Short Game	Mike Bender's Shaft Holder

10) Share a student success story (feel free to share more than one)

Scott Shingler, 2010 VSGA Player of Year and 2nd Place Finisher at the USGA State Team Matches in the Individual Competition

Scott and I have been working together since 1995. Scott has an incredible work ethic, and is a highly skilled player that I have been very fortunate to work with. Over the years, Scott has improved his game in all categories by improving his technique throughout the bag. In terms of technique, we have worked on the direction of the shaft as he completes the backswing so he doesn't cross the line and refined his lower body motion to compliment this change. Along with this, we have worked on his trajectory control on his wedge play, short game shots and his release pattern with his putting stroke. Going forward, we will continue with the same theme and incorporate some new green reading and course mapping skills that I have learned through my AimPoint Certification that we are excited to get started on this spring. Scott is a tremendous student of the game, and is never afraid to learn new things. With that, working with him has been an extremely rewarding and helpful learning experience.

Debi Rothstein, 2010 Woodholme Country Club Ladies Club Champion

Debi has been a pleasure to work with over the years since my start at Woodholme Country Club in 1996. Over the years, she has gone from the 9-hole group, to the Ladies 18-hole group and continued to improve to the level necessary for joining the WGA. In 2010, she had an amazing year of career low scores, a hole-in-one, and winning the Ladies Club Championship at Woodholme Country Club. When I reflect back on her start in the game, she has always been great student from the standpoint that she instinctively knows what she can work on and through that I have learned the importance of pacing the flow of information with my students. Debi is also an interesting study from the standpoint that she was never into sports, but when she got into golf she suddenly developed a passion to play and improve at each level. With respect to her swing, we work on coordinating her arm swing with her aggressive lower body action in the swing. Along with this, we are starting to work on fine tuning her short game shots to give her a better opportunity to get the ball up and down.

Chris Navarro, 2010 Elite Junior Tour Player Of The Year, Top 10 Finisher at the 2010 US Kids World Championship (10 & Under)

At 13, Chris is a tremendously gifted player with an amazing work ethic. With that, he has been a great deal of fun to coach and watch develop as a player. Chris comes out virtually every Saturday morning at 9AM for a lesson following a workout with his trainer. Much like my relationship with Scott Shingler, he is committed the long term development of his game and refining his game through the bag and developing the athletic skills necessary to compete at the high level.

General Information

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1) Briefly describe your teaching philosophy and how it has evolved.

My teaching philosophy has evolved from my life in golf, the people who I've learned from and the practical experience of giving many golf lessons to different people. I find the player's fault and fix it. This simple approach takes in to account every aspect of the person I am helping. Their history, physical movement, ability, goals, time available and personality all are considered before I can make any suggestions for improvement. Thorough analysis using accurate methods of measurement are in place, but no method is applied to the technique I use for mechanics. Each lesson is individual, and no two lesson plans are identical.

2) In the last 3-Years, what are you doing to improve your skills as an instructor?

(Please list continuing education seminars, certifications, lessons taken or observed, and anything else you are doing to improve your skills as an instructor)

*Please include date(s) event name and location

2011 PGA Coaching Summit, Florida

2011 PGA Show, Florida

2007-Present, Attended and hosted multiple MAPGA Town Hall Meetings

2010 AMF Golf Instructor Summit, Texas

2010 Hosted Aim Point Green Reading, Baltimore CC

2010 Purchased Flight Scope

2007-2011, Hosted multiple "Guest Instructor" schools with Top Teachers

2009 Instructor in Argentina for Worldwide Golf School

2008 PGA Coaching Summit, Florida

2007 Purchased Science & Motion Putt Lab

In the past 3 years, I have continued to follow the advice Mr. Strausbaugh gave me when I started to teach many years ago: "Never cease to learn". I have attended every teaching seminar I thought would improve my skills as an instructor, and kept close with the PGA Professionals I admire and respect as leaders in teaching. Networking is less tangible to track, but I have spend many hours visiting with top PGA Professional on how to use technology, understand the application of teaching methods and share our best practices for my benefit and ultimately, the benefit of others.

3) What teachers have influenced how you teach and what you teach?

Coleman Plecker – My father who is a blessing in my life. He started me in golf, in life and in good faith. How could anyone ask for more than to have a Master PGA Professional, a National Award Winner and player with PGA Tour experience as Dad? As many kind words as I can say about his career, I can say more about his character.

Bill Strausbaugh, Jr. – From the age of 5 to 13, I learned from my father. After, he sent me to Columbia CC to work with “Coach”. I learned the importance of a system, sharing information with students and more importantly, how to be a gentleman. Mr. Strausbaugh was very influential. He was the first person to tell me, “Those who dare to teach must never cease to learn”. He told me after I shared with him my dream of being an instructor like him. I will always remember his advice and demeanor.

Jim McLean – Mr. McLean gave me my first full time teaching job in New York City at Chelsea Piers. I learned how to analyze video, organize my business and interact with other instructors in a collaborative environment.

Rick Martino – Mr. Martino changed my golf game after taking one lesson for the better. I had never met another instructor who so quickly could assess and correct flaws. He is one of the smartest people I know and generous with his knowledge.

Laird Small – I have admired Mr. Small’s communication skills and teaching for many years and am honored to call him a friend. His books are thorough with great content as well as entertaining, rare indeed.

Carol Mann – She is the most enthusiastic learner of any major champion winner I know. Ms. Mann has shared her life of learning with me, about the mechanical changes in her game, the mental skills used to win events and her constant quest of learning is contagious.

Jim Hardy – Read anything of his and you will gain a new appreciation for perspective, content and communication.

Patty Berg – She was a guest at my father’s club in Rockville for clinics over many summers. Each visit, she would have dinner with our family at our house. We spent time in the field behind our house hitting balls after dinner, where Patty would teach me what she learned as a student golfer. I learned about her life, her swing thoughts and cherish the experience.

Steve Yellin – Steve has written “7 Secrets of world class Athletes”. It is a great mental skills book, and I am going to be one of the first instructors trained to coach players on the mental game using his method.

Damon Lucas – Damon is a great fiend and I am always impressed with his fearless approach to understanding technology, his reach for new frontiers and challenging questions.

Suzy Whaley – Her playing career would be enough alone, but her teaching is terrific, too. I worked with Suzy at BCC for our guest instructor series and she is captivating, hard working and inspiring.

Christian Marquardt – When I purchased the Putt Lab, I met Christian. He is the inventor and head of research for Science and Motion. He introduced me to

putting in a whole new way of research. I learned that methods are not too important, but measurement needs to be precise when analyzing putting. Focusing on what is important brings putting to a much simpler aspect of golf.

Brian Manzella- Brian is passionate and simply the most knowledgeable individual in regards to the “D Plane” I have met. He is willing to share his information and challenge my thinking every time we meet, plus a lot of fun.

4) Since the downturn in the economy, what steps have you taken?

I have invested in education (attending summits), Flight Scope and my website. I have also reconfigured my social networking sites to overlap each other. Uploads go directly to Facebook, Youtube, my website and my blogs. This has bolstered my presence to my clients and helped me gain new ones as well.

5) If you were starting off today in the golf business, what would do differently?

I feel I was very fortunate in my start in golf. I always knew I wanted to teach, and focused on that early. I would not change the fact that I traveled and worked seasonally to continue to teach throughout the year. If I were starting out today, I would dive head first into 3 dimensional and radar based technologies. I really enjoy seeing the feedback of impact for every shot, and easily diagnosing my client’s flaws, making quick and easy changes that allow me to then focus on coaching. It took me a few years to embrace technology as a young instructor. I would get as familiar with the leading technologies of today as possible and stay current. It helps to know what you are comfortable with and how to apply technology with your instruction. I would also spend time with the leaders and senior PGA Professionals as much as possible. They are all so willing to share and help. My times with people who have passed on is more valuable than any teaching technology I own, and the experiences will last with me forever.

6) How much time do you spend outside of lessons promoting your business?

When I am on the radio and preparing for a week of lessons, I spend about 8 hours. In the slow season, close to 15 hours a week; mostly in preparation for the year ahead and planning the schools, clinics, tournaments, radio shows and sponsor meetings.

7) What is your favorite area of the game to teach?

I truly enjoy the transition between teaching mechanics of the game and the application of skills in play. In other words, coaching!

8) What is your least favorite area of the game to teach?

The rules, but they have to be addressed. I defer to experts in that field when possible!

9) List the top-3 Instruction books, videos, and training aids you recommend.

Any Jim Hardy Book, DVD

Jim McLean – the Golf Swing, Ben Hogan DVD

Understand the D-PLANE by attending summits, seminars, researching online resources or read *The Physics of Golf*, by Theodore Jorgensen. By the time I revisit this again, I expect a new D-PLANE book, dvd to be issued. We will see!

10) Share a student success story

Working in Vero Beach, Florida at Bent Pine Golf Club for the winter months, I had a dream job as the club Teaching Professional. Teaching, playing and practicing with other PGA Professionals from all over the country was the best way to spend the winter months coming from New York. Paul Hartz was a Bent Pine member and lifelong golfer. He was widowed and in his mid 70s. He was also a member at multiple clubs; therefore, golf was his life. In my first year, I gave him regular lessons and we had some improvement. I left for New York in the spring and did not see him until next winter. When I returned, his health had suffered. He had lost much of his weight and strength, but was on the mend. His golf suffered too without practice or play, and he was upset about not enjoying golf any more. In his words, "Golf keeps me going; it's all I have left." Due to his lack of strength, I configured a lighter set of clubs, utilized the levers of his wrists and arms for speed, and worked on four essential skills: driving, hitting from turf, chipping and putting. We met every other day and played together for course management skills. He began playing with friends and I did not hear from him for one week. On the range with another student, I noticed him approaching the lesson tee. I wondered what he wanted to tell me. Were the clubs ok? Did he play well enough? Was he frustrated? When he approached, he said, "Joe, come in the clubhouse after you finish. I owe you a drink for my hole-in-one today!" It was the best feeling to have helped his game, but even better to know I had changed his quality of life. Good instruction reaches deep levels in people and every opportunity to work with someone is a chance to positively impact lives.

List Any Awards You have Received: (Section Awards, Teacher Rankings, etc...)

2010	MAPGA Horton Smith Award
2007	MAPGA Teacher of the Year Award
2007- Present	<i>Golf Digest</i> Best in State Instructor Award
2010-2011	<i>Golf Digest</i> "Top 40 Under 40 Instructor" Nationwide
2011-2012	PGA Instructor Committee Member, National
2007- Present	PGA.COM National Advisory Board Member

General Information

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1) Briefly describe your teaching philosophy and how it has evolved.

My teaching philosophy is always evolving. I believe that the condition of one's body is very important in determining some ones golfing motion. Once I understand their body limitations then I can start to focus on the fundamentals of grip, stance and posture which I believe to be very important in the beginning. I also like to try to figure out how they think. Because the way they think will definitely influence the way that they swing a club. I am very big on goals, stats(I believe people need to do a much better job of understanding where they lose the most shots), understanding their physical body, fundamentals and understanding swing plane in relation to clubface position.

2) In the last 3-Years, what are you doing to improve your skills as an instructor?

If I had the time and money I would go to a seminar a month. There are so many smart people out there that I would like to learn from.

Currently study for NASM
January 2011 TPI Golf Professional Level 2
2009 TPI Level 3 Junior Coach
2009 TPI Level 2 Junior Coach
2008 TPI Level 3 Golf Professional
2007 TPI Level 2 Golf Professional
2006 TPI Level 1
2006 PGA Teaching and Coaching Summit
2006 World Golf Fitness Summit

3) What teachers have influenced how you teach and what you teach?

All teachers have influenced me. I have read many books from all the big name teachers like Rick Smith, David Leadbetter, Jim McLean, Dr, Jim Suttie, Dr. Greg Rose, etc but I would say the teachers that have influenced me the most are the ones that I have worked with on a daily basis. Just being able to talk to fellow pros, employees and students I find to be very valuable.

4) Since the downturn in the economy, what steps have you taken?

I have been very fortunate where haven't had to make an adjustment yet.

5) If you were starting off today in the golf business, what would do differently?

If I wanted to be a full time teacher like I am now I would do things a lot differently. I would go to any of the big name teaching professionals and work with them to learn their systems. I would also work with more than one teacher/school so I could discover different ways of teaching and managing people. Probably the ones that would interest me most are Titleist Performance Institute, the Golfing Machine guys, Jim Hardy, Jimmy Ballard, a great junior development school and a sports psychologist group. I would really focus on how the body works and the mind works. The other area that would be of interest is motor learning and how to teach people better. I would also take a look into other sports such as baseball and hockey to see how they develop players. The last thing I would look into is how other countries develop their athletes.

6) How much time do you spend outside of lessons promoting your business?

Not that much. Once again I have been very lucky to be at a facility where people come to us. If I was on my own I would probably spend between 5-10 hours a week promoting my lesson business.

7) What is your favorite area of the game to teach?

This is a very tough question to answer because for me it really depends on the student. Whatever area they are weakest in is the area of the game that I would most like to teach. The reason is if you improve their weakest link they will see more immediate returns which will make the student very happy and therefore that would make them most likely to return for more.

General Information

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1) Briefly describe your teaching philosophy and how it has evolved.

My teaching philosophy is a tailored approach using many methods. I treat each student as an individual and teach them based on their goals, physical attributes and ability level, learning preference (visual, auditory, kinetic) and personality type. I pay particular attention to pre-swing fundamentals, ball flight laws and impact position. My philosophy has slowly evolved over the last 26 years of teaching – one lesson at a time. I have always had an eye for detail and that has not really changed.

2) In the last 3-Years, what are you doing to improve your skills as an instructor?

(Please list continuing education seminars, certifications, lessons taken or observed, and anything else you are doing to improve your skills as an instructor) *Please include date(s) event name and location

- PGA Certified Professional – Instruction. February 2009
- MAPGA Teaching Summit – Woodmont C.C., November, 2010
- Many books and videos over the last few year's, Stack and Tilt, One Plane, etc.
- Some of the recently read books I refer to include: the Slot Swing by Jim McLean, Every Shot must have a purpose by Pia Nilsson and Lynn Marriot, The Hogan Way by John Andrisani, The Golf Machine by Homer Kelly, The Four Cornerstones of Winning Golf by Butch Harmon, The Picture Perfect Golf Swing by Michael Breed.
- Trained on Trackman technology.
- Trained with Jason Meisch at Peak Golf Fitness.
- Have had Steve Bosdosh, Golf Magazine Top 100 Teacher look at me periodically.

3) What teachers have influenced how you teach and what you teach?

- Steve Bosdosh, Golf Magazine top 100
- Dr. Greg Rose, TPI
- Many different MAPGA Professionals over the years.
- Compusport Bio Mechanics, The model swing, Dr. Ralph Mann.

4) Since the downturn in the economy, what steps have you taken?

I have been somewhat fortunate that my teaching business has remained steady despite the economy. Our location has a lot to do with that and therefore I have not been marketing as much as I should. That does not mean I am not aware of the threats to our business.

The biggest thing I have focused on is client retention. I take even better care of those who have supported me over the years. I provide more follow up, simple emails, phone calls to see how they are doing. A congratulatory note or Holiday cards go a long way. I have been more creative in program offerings, not by way of discounts, just more interesting offerings, play lessons, guest instructors, etc.

5) If you were starting off today in the golf business, what would do differently?

Seek out more ownership opportunities. I would like to have managed my time more effectively. I am happy to have chosen my career path.

6) How much time do you spend outside of lessons promoting your business?

I spend a few hours a week on average, more during the off season.

7) What is your favorite area of the game to teach?

I enjoy teaching the full swing, bunkers, pitching, chipping, putting, awkward lies and trouble recovery situations. I love to do playing lessons in order to get an honest assessment of my student's progress and a road map for the future. Students may tell you what they need to improve but the play lesson will confirm or deny it.

8) What is your least favorite area of the game to teach?

Rules and club fitting.

9) List the top-3 Instruction books, videos, and training aids you recommend.

Books: 1) Ben Hogan's five Lessons: The Modern Fundamentals of Golf

2) Jack Nicklaus: "Golf My Way"

3) Search for the Perfect Golf Swing: Alastair Cochran, John Stobbs

Videos: Bobby Jones: "How I play Golf"

David Leadbetter: The Full Golf Swing

Jim Hardy: The Plane Truth

Teaching Aids:

1) Video Camera - should be considered standard equipment but many still teach without it.

2) Alignment sticks found at Home Depot combined with Foam Noodles found in toy stores

3) Impact Bag.

4) Orange Whip.

10) Share a student success story

- One of my current students is Nationwide Tour Player, Ewan Porter. We started working together in March 2010 and have become very good friends. His story is below:

By Joe Chemycz, PGA TOUR staff

VALDOSTA, Ga. -- Australian Ewan Porter figured out a way to keep his emotions in check, and it paid off with his second career win on the Nationwide Tour. Porter fired a final-round 2-under 70 and won the rain-delayed South Georgia Classic by one shot over second-year pro Jhonattan Vegas of Venezuela.

Porter finished four trips around the Kinderlou Forest Golf Club at 11-under 277, one better than Vegas, who refused to fold under Sunday's back-nine pressure. Veteran Brandt Jobe closed with a 69 to wind up at 9 under and solo third while Canadian David Hearn, who held the outright lead after each of the first three rounds, shot a 2-over 74 and wound up fourth.

"I'm absolutely stunned to have done this," said Porter, who had missed all four cuts on Tour this year. "To be honest, I didn't expect too much this week. This is totally unexpected. It's overwhelming. This is a huge step forward in my career."

Here is a follow up email I received from Ewan after his win:

Hello Fran,

This is just an email of thanks for helping provide me with clearer knowledge of my golf swing over the past couple of months. Prior to seeking out your advice on a chilly March day in Potomac, I was struggling to play golf as well as I could in pressure situations. This all began from an obvious breakdown of technique along with a lack of understanding of what I was doing to create problem shots.

The two main things we worked on- One being my posture at setup and two being my follow through finishing more around have helped me produce much more consistent ball-striking over these past couple of months and the proof is in the pudding being able to do it under the pump in winning Valdosta.

With regards to my posture, I am always now very conscious of my posture whether it's hitting a golf shot or purely sitting at a table and there's no doubt that when this issue becomes a little sloppy standing over a golf ball it can create enormous problems. I have to also say that your advice on rotating my upper body much more on my follow through has helped produce a flatter, more-rounded finishing position and although I still have a lot of work to do if I am to get this position to where I eventually want it, the improvement since March has been quite dramatic.

So, in final summation, thank you for giving up your time to help me gain more knowledge of my golf swing and gain more consistency in my ball striking.

I look forward to meeting with you again soon in DC.

Cheers,

Ewan

- One of my regular students before he moved away was a man named Bob Schmonsees. He was confined to a wheelchair being paralyzed from the chest down. He had a specially designed cart to accommodate his passion for golf. He became friends with Dennis Walters (famous handicapped trick shot artist) as they shared swing ideas. We helped get him fitted for clubs which was a task since most companies could not supply the extremely flat lie angle we needed. Mr. Schmonsees was an inspiration to all of us. He sent me a note about four

summers ago informing me that he scored a **hole in one** at his club in Virginia. That made my day when I heard the news.

- Ralfe Hickman: Fran taught Ralfe from ages 12-15. He is was a member of the varsity golf team at Landon High School which he made as a freshman, he then transferred to St. Andrews in DC for his sophomore year. He has an outstanding junior golf record and is one of the longest hitters around for his age.
- Jessica Unger: Fran taught Jessica from ages 12 thru 16. She played on the Whitman High School team for three years and was a member of the University of MD Women's golf team.
- Conner Weilgus: Fran has taught Connor prior to and during his high school years while at Winston Churchill High School. He was part of the team Churchill won the MD State Team Championship. Connor tied for second in the MD State Individual Championship.
- Danny Riskam: Danny was already an accomplished player when Fran started working with him. He played on the Northwestern college golf team with Luke Donald. Fran worked with Danny as he became a member of the Canadian Golf Tour. He was a very consistent performer and made a good share of the cuts during his two years on that Tour.
- Jamie Farrah: Fran started with Jamie when he was 14, Jamie went on to an outstanding junior golf career and continued his outstanding play while at Georgetown University. Jamie eventually gave it a shot at PGA TOUR qualifying school before deciding to go to law school.
- Stevenson Clarke: Fran has worked with Stevenson for several years. He has improved to the point where he is competing for our club championship each year and finally won it. Stevenson enjoys competing in higher level amateur events now.
- Over the years, Fran has helped several of the Georgetown University golf team members in conjunction with Head coach Tommy Hunter. Tommy often seeks Fran's advice when one of his players needs help and he does it free of charge.

List Any Awards You have Received: (Section Awards, Teacher Rankings, etc...)

- MAPGA, 2011 "Teacher of the Year".
- Nominated for, 2011 National PGA "Teacher of the Year"
- Named as editor's choice Metro Area's Best Golf Instructor by the prestigious Washingtonian Magazine in 2003.
- Currently ranked #3 in the State of Maryland by Golf Digest Magazine and has been in the top 10 since 2001.

Name: Larry R. Ringer, PGA
Title: Director of Instruction
Facility: Musket Ridge Golf Club in Myersville, Maryland
Telephone: 304-279-7524 (cell) 301-293-9930 (club)
Email: larryringerpga@hotmail.com
Website: none



1. Briefly describe your teaching philosophy and how it has evolved

As one of the more experienced teachers in this Section (both in age and number of students), I have developed a propensity to try to work with the student and their physical limitations more than using the method that I have developed over the years. Although, I am still linked to the basics at the beginning (grip, stance, alignment, ball position and posture) I make a sincere effort to find out where the student is and where they have set their goals to succeed. I believe in the philosophy of an effective (but good!) grip and proper alignment in order to make all students be aware of the complexities of making a swing. If the student is not committed to making a sincere effort to working on the basics and using a series of drills to cement these basics, then it is difficult to take any student to the higher echelon they want to play this game. I believe that all students need to make an effort to set aside time each week to improve at least one part of their game and then practicing that basic until they can feel comfortable with it. The quickest way to lower a student's score is to formulate a practice plan that is "short game" specific and allows that same student to see progress on the scorecard. I will take a larger portion of the teaching and practice time and emphasize the need to learn to control distance along with more solid strikes of the golf ball. Once that basic has become more comfortable in their games then they can proceed with more confidence in the longer swings.

2. In the last 3 years, what are you doing to improve your skills as an instructor?

As an instructor for over 40 years, I still have not finished learning how to help people improve their golf game. In my own personal library, I have dozens of golf instruction books and books on teaching philosophies that date back to the 1930's. I am an avid reader of golf articles, golf instruction and even spending time in front of the TV watching the Golf Channel and the instructors who spend hours in front of the camera. But, the best way I have learned to make things better is the "trial and error" method. That is actually going out to range, hitting balls and trying new things to see if they work for me and how I would apply that same technique to another student with different abilities. That has been my most successful method of learning despite all the seminars and conferences I have attended over the years. Of course, that does not mean I did not learn from those experiences, but they complimented what I did on the practice tee.

3. *What teachers have influenced how you teach and what you teach?*

The three most important teachers and books I used to learn to improve and teach have been *The Modern Fundamentals of Golf* by Ben Hogan, *Swing The Handle Not The Clubhead* by Eddie Merrins and *Practical Golf* by John Jacobs. All three of these books have helped me throughout my career both as a teacher and player. Again, I have so many other books that I don't just rely on those three, but they have provided me with the most consistent fundamentals to build my career around.

4. *Since the downturn in the economy what steps have you taken?*

Well, since this is a tough time for all of us in this industry, I have tried to learn from other PGA Professionals their methods for bringing back those students who have suffered from the economical downturn. It is hard for all of us, but my first reaction was to offer a lower price point based on giving more lessons for the same amount of money. I am also starting a new program this season of offering free lessons for referrals. Making the price point lower will help in the short term, but I am still trying to find ways to incorporate golf course usage with lesson taking in order to make it a win-win for everyone. I need to encourage more family lessons and allow the students to have more time to work on their games and not as much expense to take the lessons. I am sure with the help of other PGA Professionals I will be successful.

5. *If you were starting off today in the golf business, what would you do differently?*

The first thing I would do is to market myself differently and make sure that if I were to emphasize the teaching side of the business, I would have all the tools available to do "low cost" fitting and marketing of golf equipment. It is a fact that through the years, people have had to spend hundreds of dollars just to start this wonderful game and they tend to go the "cheaper" way in order to make things work economically for both family and pleasure. I would also make sure I had access to a "major league" short game facility that had a par 3 course and multiple practice greens. I truly believe that if a student is limited in time and resources, then they can find an hour to practice before they could find time to play a nine hole round of golf.

6. How much time do you spend outside of lessons promoting your business?

I am always promoting my business. I am a PGA Professional and I want people whom I meet to know that and get to rely on me for their golfing needs. I am certainly aware that I am not inside the golf shop collecting fees or selling hats, etc., but I am selling both myself and my facility 24 hours a day. If I am out playing with members or friends, I try to look and act the part of a PGA Professional and I do not suggest that new students come to me before they approach their own PGA Professional at their home course. If they decide to come to me, I provide them the same kind of service, advice and instruction they expect from any PGA Member.

7. What is your favorite area of the game to teach?

Without a doubt, the short game. I have seen so much improvement in student's games over a shorter period of time working on their short games that it is both energizing and exciting to watch them get better. I spend many hours each week just hanging around the putting green with the putting arc and I get many inquires and future lessons just from that output of energy on my part. The other area of teaching is distance control and launch angle consistency of the wedges. I am astounded at how many people do not know how or even "see" different options for shots while on the course and teaching that part of the game helps the student so much, it is incredible.

8. What is the least favorite area of the game to teach?

Teaching the student who only wants to hit it farther, with no regards for fundamentals, is the least favorite for me. I cannot justify teaching distance only without some consistent fundamentals in place and I actually "screen" my students before I take on a new student. In time, distance will come, but I need them to learn some basics first.

9. List the 3 top instruction books, videos and training aids you recommend.

As I said in answer to question #3, I have those three instruction books, along with the instructors, to compliment my teaching. In addition, I have learned many, many things about the short game about the short game from Dave Pelz. I would also recommend the Putting Arc along with any number of items from Eyleine Golf to utilize in the area of teaching. I cannot tell you how many times I have used the Impact Bag from Golf Round The World and so many other teaching aids that I cannot remember. I probably have as many teaching aids as I do putters.

10. ***Share a student success story.***

Obviously over 40 years of teaching, there are many stories to tell and many of them are successful ones. One of the more recent ones involves a 50 year old fireman who is in excellent shape and can hit the tee ball almost 300 yards consistently. He has trouble hitting greens even from 100 yards away and does not have much feel for controlling his distances. His lowest score for 18 holes was only 84 two years ago and he felt that if he could break 80, all his dreams would come through and he would not ask for more help. But, after a much more diligent short game program than he ever thought he could do, he shot 76 and hit 12 greens in regulation! His progress has not gotten him out of the woods as of yet, but he is a believer in the short game and has even learned to take one more club on almost all of his shots inside 150 yards. Our goal this year is not just to break 80 consistently, but to shoot par at least once in 2011. So, in effect the short game does work and gives you a little light at the end of the tunnel.

Awards:

President's Award 1995

Hall of Fame 2011

Player of the Year (multiple times since 1972)

Teacher Rankings (Number 1, in my own mind!!!!!!)

Rick Schuller, PGA
Director of Instruction
Swaders Sports Park / Fort Lee G.C.
804-536-3542
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www.Swaders.com
PGA “National Player of the Year” - 2009
MAPGA “Player of the Year” - 1998, 2004, 2007, 2009



TEACHING PHILOSOPHY

The philosophies I have developed to teach the game of golf have come from my personal journey to become a successful touring professional. I spent endless hours in my five years of touring from 1986 to 1990 and again in 2000 hitting golf balls, reading countless golf books and studying great players, searching for a swing that would repeat under pressure. I found that my endless hours were fruitless because I did not have organized thoughts that were simple enough to repeat until just recently. I fell into the trap that many aspiring golfers do. That is, I tried to mimic the golf swings of the leading money winners without understand their thoughts and sensations behind their movements. I experimented with just about every conceivable method there is to hit a golf ball. I feel this may be why I connect with so many students. I can relate to the many different sensations and anxieties a student may encounter during the course of the golf swing. Now, I feel the time spent searching for the secret to playing great golf was not a total failure! Learning the game is like studying martial arts. It is a journey not a destination. Sound fundamentals, a thirst for knowledge and a strong work ethic is imperative to tap your potential. Through my trial and error procedure I have come to the realization that there are four keys to unlocking your athletic ability to swing a golf club efficiently. Three of these keys are done prior to swinging the club! These four simple words transform a thought into action. If you learn to refine your thoughts you begin to simplify the process of swinging the club. These keys are: *Visualize, Commit, Trust, and Execute.*

WHAT AM I DOING TO IMPROVE MY SKILLS AS A TEACHER?

I continually seek knowledge through seminars, preparing for and competing in golf tournaments, reading books and magazines, watching golf videos and attending the PGA Merchandise Show.

WHAT TEACHERS INFLUENCED HOW I TEACH?

Jim Flick, Bill Strausbaugh, Rick Martino, Mike Malaska and Phil Blackmar have had the greatest influenced on my approach to teaching the game.

SINCE DOWNTURN IN ECONOMY WHAT STEPS HAVE I TAKEN TO SUCCEED?

I have focused more on marketing through the various internet vehicles and offered more discounts on lesson packages while volunteering my time to community organizations.

IF STARING TODAY WHAT WOULD YOU DO DIFFERENT?

Looking back as a teacher, I would have aligned myself with one of the top five teachers in the country and studied under them (working at one of their schools). I have learned through job searches that most elite teaching jobs require a pedigree from their candidates. i.e. taught for; David Leadbetter, Jim McLean, Hank Haney, Butch Harmon or Rick Smith.

HOW MUCH TIME DO YOU SPEND OUTSIDE OF LESSONS PROMOTING YOUR BUSINESS?

3 to 5 hours a week all year round.

WHAT IS YOUR FAVORITE AREA OF THE GAME TO TEACH?

I love to share and teach the mental side of the game and how to incorporate that into a preshot routine. A preshot routine is paramount in competitive golf if you are going to be consistently successful.

WHAT IS YOUR LEAST FAVORITE AREA OF THE GAME TO TEACH?

This must be a trick question. I enjoy teaching all phases of the game. What is most frustrating to me is the golfer who expects positive results/change while unwilling to practice. Einstein's definition of ignorance: doing the same thing over and over again expecting a different outcome! Sorry.

LIST TOP 3 INSTRUCTIONAL BOOKS, VIDEOS, AND TRAINING AIDS.

Instructional books: Ben Hogan's five modern fundamentals

Zen Golf and Zen Putting

Jack Nicklaus' Golf My Way

Videos: Phil Mickelson's secrets of the short game

Tom Watson's lessons of a lifetime

Al Gieberger's cyber vision

Training Aids: Video equipment

Mirror

The Bender Stick / Alignment Sticks

STUDENT SUCCESS STORIES:

My approach to teaching has led to many success stories. Some students have lowered their handicaps 15 to 20 strokes, some have simply improved their overall knowledge of the game because of an incredible thirst for knowledge without showing dramatic handicap changes. I have had juniors limited with talent make their high school team, outstanding juniors who have earned golf scholarships and members of clubs win their club championships. I have been sought out by many of my peers in the PGA, members of both the Nationwide and PGA Tour as well as LPGA tour members. The true measure of success teaching this game to me, is knowing I have had a direct influence on ones appreciation and love for the game and encouraging them to be the best they can be both mentally and physically.

Trillium Sellers, PGA

Teaching Professional

Chevy Chase Club

- 305-692-0891
- Trillium@pga.com
- www.TrillGolf.com
- US Kids Top 50 Teacher, Golf Instruction Correspondent 105.7FM, “Making the Rounds” with Joe Plecker, PGA, MAPGA Inner City Golf Committee
- Jim McLean Master Instructor



1) Briefly describe your teaching philosophy and how it has evolved.

My teaching philosophy didn't exist until I had both taught and watched several thousand hours of lessons. I knew that I wanted to have one, and that I needed one, but they don't just show up, a philosophy emerges through a process that happens with experience.

I believe in simple yet effective instruction. Although personally I love to dig into all areas of information and soak up just about everything, I hardly ever bring that into a lesson unless it's useful to the student. Every now and then I'll get an astrophysicist (last week I actually had one for two days) or someone who wants to get into the details of why, and that can be fun too. Generally speaking, I keep things simple and to the point.

The second point in my philosophy is *research*. Golf instruction for the most part hasn't changed all that much over the last 300 years, but subtle nuances flare up from time to time and I find those interesting. The devices that we can use to learn more about what the body and club are doing are also very helpful and interesting, and I appreciate the information that we are able to use from them.

2) In the last 3-Years, what are you doing to improve your skills as an instructor?

March 2011	Jupiter	<i>Met and worked with Joey Diovisalvi, conditioning and biomechanics coach</i>
March 2011	Miami	<i>Led both a Monday Meeting with the Jim McLean Golf School Instructors and Assistants and an Assistants training meeting</i>
March 2011	Miami	<i>Taught two putting schools with Marius Filmalter</i>
March 2011	Miami	<i>WGC- Doral, watched and filmed practice rounds Spoke with instructor Sean Foley</i>
March 2011	Jupiter	<i>Honda Classic, watched and filmed practice rounds Spoke with instructor Mike Bender and walked with Marius Filmalter</i>
January 2011	Orlando	<i>PGA Show</i>
Jan-March 2011	Miami	<i>Jim McLean Golf School, teach and attend weekly training sessions and meeting</i>
December 2010	Jupiter	<i>Certified Coaches' Association with Dr. Rick Jensen Spoke with instructors Cheryl Anderson and Bill Davis</i>
November 2010	MAPGA	<i>Teaching Summit</i>
October 2010	MD	<i>Champions Tour Event, filmed practice rounds</i>
September 2010	Online	<i>Titleist Clubfitting Certification</i>
August 2010	Nantucket	<i>Observed and assisted Marius Filmalter teach two putting and short game schools</i>
July 2010	WV	<i>Greenbrier Classic, filmed practice rounds Spoke with instructors Steve Bann and Mike Bender</i>
June 2010	MD	<i>Nationwide event, filmed practice rounds Walked with Fabian Gomez (2010PGA Tour Rookie) and his instructor, Mariano Bartolome</i>
May 2010	MD	<i>Watched Marius Filmalter teach half day putting school</i>

March 2010	Miami	<i>WCG- Doral, Watched and filmed practice rounds, walked with Marius Filmalter during practice rounds with Ernie Els and YE Yang</i>
<i>March 2010</i>	<i>Miami</i>	<i>Doral, Walked with instructor Mariano Bartolome during a practice round and his players: Andres Romero, Fabrizio Zanotti, Rafa Enchinque, and Angel Cabrera</i>
March 2010	Jupiter	<i>Walked with Marius Filmalter and Ernie Els along a practice round at Seminole</i>
March 2010	W.Palm	<i>Honda Classic- Walked with Marius Filmalter during practice rounds with Ernie Els, YE Yang, Chad Campbell and David Lutterus</i>
February 2010	Boca	<i>Allianz Champtions Event- Walked with Marius Filmalter when he worked with Don Poole and Nick Price</i>
February 2010	Miami	<i>Taught a 3 Day Player School with Jim McLean</i>
February 2010	Miami	<i>Watched Marius Filmalter teach a half day putting school</i>
January 2010	Miami	<i>Led a Monday Meeting with the Jim McLean Golf School Instructors and Assistants</i>
January 2010	Palm Bay	<i>Took a lesson with Bob Toski</i>
January 2010	Orlando	<i>PGA Show</i>
January 2010	Orlando	<i>Todd Sones putting certification</i>
January 2010	Orlando	<i>AMF Putting Seminar with David Orr</i>
January 2010	Orlando	<i>AMF Seminar with Martin Hall</i>
January 2010	Orlando	<i>AMF Seminar with Mike Bender</i>
January 2010	Orlando	<i>AMF Outdoor seminar with Brian Mogg and Mike Adams</i>

December 2009	Chicago	<i>AMF Teaching Summit with seminars by Dana Radar, Jim Suttie, Ph.D, Matt Frileich of Trackman, Peter Sanders of Shot by Shot, Christian Marquard of SAM Putt Lab, Henry Brunton and Bobby Foster of Mental Golf Profile</i>
December 2009	Miami	<i>Doral Publix Jr. Tournament – Watched and followed Alexis Thompson. Networked with Division 1 college coaches who were there recruiting</i>
November 2009	MD	<i>MAPGA Teaching Summit</i>
November 2009	TX	<i>Visited the Jim McLean Golf Center in Ft. Worth, Texas. Observed Justin Poynter and Joey Weurtemberger teach juniors from the Elite Program</i>
September 2009	MD	<i>Assisted David Orr in an MAPGA Instructional Seminar on putting</i>
July 2009	MD	<i>AT&T National- Watched and filmed practice rounds</i>
June 2009	MD	<i>McDonalds LPGA Championship- Watched and filmed practice rounds</i>
April 2009	GA	<i>The Masters - Watched and filmed practice rounds. Walked with Andres Romero and his instructor Mariano Bartolome</i>
March 2009	FL	<i>Observed the Jacksonville Jaguars pre season conditioning and practice</i>
March 2009	Miami	<i>WGC, Doral – Watched and filmed practice rounds. Walked with James Kingston and his instructor, Jamie Gough</i>
February 2009	CA	<i>Northern Trust Open-Watched and filmed practice rounds</i>
January 2009	FL	<i>Met and worked with Dan Hellman, biomechanic and physical trainer</i>
January 2009	Palm Bay	<i>Took a lesson from Bob Toski, then watched him teach PGA Tour player Ken Duke</i>
August 2008	NJ	<i>The Barclays- Watched and filmed practice rounds</i>

July 2008	NY	<i>Sleepy Hollow CC- Observed special guest, Dr. Joe Parent for a half day mental workshop</i>
June 2008	NY	<i>Sleepy Hollow CC – Brought in special guest, Dr. Rob Neal for work with his 3-D BioDynamics System</i>
June 2008	NY	<i>Sleepy Hollow CC- Observed special guest, Dr. Craig Farnsworth on his half day putting school</i>
May 2008	NY	<i>Coaching Coaches Seminar with Lynn Marriot and Pia Nilsson</i>
May 2008	NJ	<i>Sybase Classic- Watched and filmed practice rounds</i>
March 2008	Miami	<i>WGC, Doral – Filmed and watched practice rounds.</i>
January 2008	Orlando	<i>Titleist Performance Institute Level 1 Certification</i>

3) What teachers have influenced how you teach and what you teach?

I've had a great deal of influences that have helped shape my perspective and critical thinking. The most influential has been Jim McLean. When I began teaching for him I'll never forget when he said, "Trill, the golf swing is over rated." I remember being confused because I thought that he was all about the technical. As it turned out, with all of his research and time spent studying swings, he knows that most players *don't* do the same thing. What he was saying was, it doesn't matter how you swing the club as long as it is effective and repeatable for you. It seems pretty obvious, but that was a very important lesson for me at the time because I never fell into the trap of teaching a method – that is, a formulaic approach without much deviation. For some players, a method will work for them. And for some instructors, teaching a method is very satisfying. But for me, a method doesn't allow me to improve *everyone*. Some methods just don't fit certain swings or players. So Jim's biggest influence on me is how I teach. He has never told me what to teach, but he's certainly taught me how to look at a swing critically.

The second most influential person to me is Bob Toski. I sought him out because his approach is the polar opposite of Jim McLean's approach. You wouldn't guess it, but Bob and Jim are close and have a great deal of respect for one another. Toski doesn't believe in video and hardly uses training aids at all. But he is perhaps the best instructor I've ever witnessed teach *feel*.

The third most influential person is Marius Filmlalter. Marius' background is a lawyer and he thinks like a lawyer. He has a very logical approach to his work and it shows in the way he communicates. He teaches a method that I've seen work for many, many people. Much like Jim, Marius relies on his own research for his own conclusions before agreeing with anything that's been put out there in the media world of golf instruction.

4) Since the downturn in the economy, what steps have you taken?

I've worked harder at staying in touch with my students and adding value to their lessons. I know that now more than before, people are thinking twice about how they spend their money and golf lessons are usually not high on the priority list. So I make sure that I give them everything they are looking for and then follow up with an email or thank you note.

I started a program of supervised practice for the juniors. This way instead of either only taking private lessons or in most cases, no lessons at all, the parent can pay a monthly fee and that grants them access to my supervised practice hours offered twice a week during weekdays and two private lessons.

5) If you were starting off today in the golf business, what would do differently?

I wouldn't change much. I've been pretty lucky. I'm glad that I made an effort to observe really good teachers and ask a lot of questions. And I'm really glad that I took a lot of notes because every now and then I go through and love to be reminded of things that I saw or heard.

6) How much time do you spend outside of lessons promoting your business?

I'm not sure that I spend much time at all directly promoting my business other than keeping up with my website and blog. However, if we are counting the time that I spend outside of teaching to improve myself, then the answer is, a lot. I've spent a lot of money on taking lessons and traveling to watch instructors and I see that as not only a financial investment but it's time that I'm spending to build my breadth of knowledge and that is an indirect way of promoting my business.

7) What is your favorite area of the game to teach?

My favorite technical part of the game to teach is the area through impact. The non-technical part of the game that I love to teach is how to practice and transfer the training from the practice tee to the golf course. Most players don't know how to properly prepare themselves to play, so it's an area that really produces good results, and that is satisfying.

8) What is your least favorite area of the game to teach?

I don't have one. I like teaching all areas. The only time I dislike teaching is when I have a student who doesn't really want to be there. Or worse, their expectations don't match up with what they are willing or able to put into the game. Then I have to teach them how to manage those expectations and that can be a real challenge, especially at a private club where it's important to be careful with your words as not to offend anyone.

9) List the top-3 Instruction books, videos, and training aids you recommend.

Books:

1. Jim McLean's Eight Step Swing
2. The Golf Swing Simplified, John Jacobs
3. Bob Toski's Touch System for Better Golf

Training Aids (affordable):

1. Impact Tape
2. Heavy club and light club for speed
3. Swing Fan (the light version)

Training Aids (spendy):

1. Trackman
2. JC Video / Casio high speed
3. BioDynamics 3-D system (looking at the bio kinetics)

10) Share a student success story

One of my favorite successes was my first "project" with a woman in her mid 50s named Kelly, who had never taken a lesson. She was into her second marriage and her husband was retired. She was willing to do whatever it took to learn how to play. She had time and resources to stick with a game plan and desperately wanted to keep up with her husband. That kind of drive isn't easy to come by, so I helped her leapfrog her way to playing on the course (which she did in only one summer). It was the first time that I could look at a person and know that I was there through the total development of a player's game and that is a really neat feeling.

I met Rob when he was in his early 40s and had never broken 100. He was working on Wall Street and had two kids. He didn't have a lot of time to play other than the weekends. We worked together for 2 hours every Sunday. That summer he not only broke 100 but broke 90. He shot an 83 and felt like it could have been even lower. We worked hard to break some bad habits and I'm proud of him for sticking through the hard parts. He wanted to revamp his swing and did it. I can't say that many people would actually want to follow through with that process, so it was a rare and exciting opportunity. The best part is that he got better.

When Mason came to me, he had a single digit handicap but hadn't produced the results he was looking for. He was 17 years old and wanted to play college golf. He is talented and willing to put in time and energy into improving. We worked together regularly for 2 months and that summer he won 5 tournaments and had 5 consecutive rounds in the 60s.

General Information

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2008 Middle Atlantic PGA Teacher of the Year



Briefly describe your teaching philosophy and how it has evolved.

I began teaching golf in 1994. I have always prided myself on the philosophy of keeping things simple. Although the golf swing is complex in so many ways, I believe that the delivery of information to every student must be non complicated. I keep the student's perspective in mind at all times. To be a good teacher, I must be a good listener. Learning what the student needs is always the first step in the process of my golf lessons. Observing the student's address position and golf swing is the next step. Pointing out what the student does well is a key strategy for me. Then, sticking to the philosophy of keeping it simple, I administer one set up change and one swing change, per student, per lesson. I believe that the biggest mistake we can make in a golf lesson is to over-teach. At the conclusion of each lesson, I recommend the proper practice routine and book a follow up lesson for what we will cover next. My teaching has evolved over the years as I have learned so much from my lesson experiences as well as my professional research through books and attending instruction seminars. Although my teaching philosophy has not changed over the years, my style has evolved. The use of video technology, pre-shot routine psychology, tempo training and golf fitness training have had the most impact on my style. I am always eager to obtain new golf instruction information. As a result, my skills as an instructor continue to improve.

In the last 3-years, what are you doing to improve your skills as an instructor?

February 2011	MAPGA College Golf Seminar	Petersburg, Va.
January 2011	PGA Teaching and Coaching Summit	Orlando, Fl.
January 2011	PGA Merchandise Show	Orlando, Fl.
December 2010	PGA Magazine Clubfitting Conference	San Antonio, Tx.
November 2010	MAPGA Teaching Summit	Fredericksburg, Va.
March 2010	Ping Clubfitting Seminar	Phoenix, Az.
January 2010	PGA Merchandise Show	Orlando, Fl.
December 2009	AMF Instructor's Regional Event	Jupiter, Fl.
November 2009	MAPGA Teaching Summit	Rockville, Md.
August 2009	PGA /Turner Sports DVD Series	Savannah, Ga.
December 2008	PGA Teaching and Coaching Summit	Port St. Lucie, Fl.
September 2008	AMF Teaching Summit	Pinehurst, N.C.

What teachers have influenced how you teach and what you teach?

At a young age, I learned the game of golf from my father, **Bill Smith**, PGA Life Member. His instruction has influenced the way I teach the grip, stance and posture in the golf swing. He had me reading Ben Hogan's Five Lessons which I still use during my lessons today. As a kid growing up on the James River driving range at The Country Club of Virginia, I used to love to listen to **Freddie Christian**, PGA life member as he gave lessons to Lanny Watkins, Bobby Watkins and Robert Wrenn. From Freddie, I observed lessons on tempo, rhythm and the use of the hands. I also learned how PGA Tour players applied their golf lessons for on course success. This was the "wow-factor" for me as a kid that inspired me to be a golf instructor when I grew up. When I played high school golf, I took golf instruction from **Leo Steinbrecher**, PGA Life Member. His lessons have influenced the style I use for on the course golf instruction.

Since my golf instruction career began in 1994, I feel that there have been some positive influences on how I teach and what I teach. Taking time to attend seminars is the best way to improve as a teacher.

David Leadbetter has had the most influence on my mechanical side of teaching. I have attended seminars in which he has given live lessons and I have listened to him speak at several PGA Merchandise Show forums. I appreciate how he teaches leverage in the golf swing. The teaching aid that I use most is his Swingsetter. He is a big proponent of athletic posture and foot stability, which I find to be a simple and effective approach during lessons. Each time I have attended presentations by David Leadbetter, I have taken away very informative techniques and applicable drills to use on my own lesson tee.

Jim Hardy, PGA was a presenter during a PGA Merchandise Show education seminar that I attended in 2007. He explained his philosophy on the one and two plane swing in a clear and effective way. He kept a simple approach explaining how to teach toppers how to hit down on the ball and choppers how to shallow out the divot. I use his strategy on my lesson tee regularly.

Gary Player was a pioneer of golf fitness. He was way before his time. His philosophy of eating granola, raisins and fruit and drinking water out on the course have influenced me to remind my students of proper nutrition and healthy habits on the links. Even today, Gary is the picture of perfect health and a true athlete in the game of golf. What a role model!

Katherine Roberts's presentation on yoga for golfers, during a PGA Merchandise Show education seminar in 2007, motivated me to practice the discipline of yoga and encourage my students to attend our country club's yoga classes offered at our indoor sports facility. Her book and video have influenced the stretching techniques that I teach during off-season indoor golf instruction.

Dave Phillips, PGA and **Greg Rose** have inspired me in my quest to teach golf fitness as a part of my instruction routine. Helping players become stronger and more flexible has been vital in helping them get into positions necessary to play their best. Having known these men since their start in the Middle Atlantic Section back in the late 1990s, it is great to see how influential they have been on so many of us who want to play our best and be the best teachers we can be.

Dr. Bob Rotella has been my biggest influence on how to include golf psychology strategies on the lesson tee. I go to hear him speak every chance I can get. I have read all of his books and insist that my students do as well, in order to think and play their best. I make sure that I teach a good pre-shot routine to every student that I work with. I remind my students to cut out the negative self-talk when they are struggling. I often ask questions and listen to *how* the student answers. These are all approaches that I have learned from Dr. Rotella's philosophy.

Henry Brunton, PGA is a golf instructor who has a passion for teaching junior. Located in Canada, but constantly presenting at PGA golf instruction forums, Henry has been an inspiration to all who want to help juniors develop skills and play competitively.

Since the downturn in the economy, what steps have you taken?

The old saying, "when life deals you lemons, make lemonade" is a motto of mine during our economic downturn. When I have free time because my lesson book is open, I walk out on the driving range and putting green to give free tips. I love to ask people what they are working on and I offer additional advice to help them along. Everyone always appreciates this. I believe it is a big part of the customer service side of the golf business. It is important to stay visible and make yourself busy with golf instruction at every opportunity. I have not lowered my lesson rate! But, I have promoted my golf lesson packages more (buy five, get six) in order to appeal to those looking to save money. And for a few months, I offered a complimentary 30 minute follow up lesson for every lesson purchased.

If you were starting off today in the golf business, what would you do differently?

I would establish a personal golf day. I would make it a "half day," once every other week, in order to get out and play 18 holes of golf at my facility. Finding time to play and maintain my own personal golf game and practice schedule was always a priority as a young professional starting out. As time goes on, it is increasingly difficult to make time for my game. I love to play the game and I miss playing regularly.

How much time do you spend outside of lessons promoting your business?

About 5- 10 hours a week, I would say, writing articles for a few publications that I submit to and communicating with students via email, texting and phone calls.

What is your favorite area of the game to teach?

I would have to say the full swing is my favorite area of the game to teach. More specifically, a lesson on the driver is most enjoyable. Because I love to teach TEMPO and show that an effortless swing can produce power and precision. I do a lot of demonstration during a driver specific lesson. I enjoy showing students how I swing and they learn of how you can be powerful without trying to be.

What is your least favorite area of the game to teach?

I would say that there is no area of the game that I don't enjoy teaching. But I can say that my least favorite lesson to give is to a student who did not want a lesson in the first place. This may be a spouse or child of someone who felt it was necessary to force the individual into 45 minutes of torture. The scene is always awkward and uncomfortable. Although I always try to "make the best of it," I rarely feel like anything good comes out of this type of lesson.

List the top – 3 instruction books, videos and training aid you recommend.

Books:

Five Lessons by Ben Hogan

Fit for Golf by Gary Player

Golf is Not a Game of Perfect by Bob Rotella

Videos:

Yoga for Golfers by Katherine Roberts

The Plane Truth for Golfers by Jim Hardy

PGA Golf Instruction Video Series (all volumes)

Training Aids:

The David Leadbetter Swingsetter

Orange Whip Tempo Trainer

Momentum weighted golf club with a training grip

Share a student success story.

Kelsey Meybin was a junior golfer in our Salisbury junior golf program before she went off to college. She currently plays number one on the Bucknell women's golf team. During the summers of her high school years, Kelsey would compete locally in junior and women's amateur tournaments. She is a very competitive golfer who typically plays her best golf under pressure. She was raised to play the men's forward tees with her father who always offered a monetary reward for pars and birdies. She developed not only a passion for playing the game, but also a desire to play her best. Furthermore, she could pick up a little more cash on top of her weekly paycheck that she earned from her hours at a nearby golf range. During the summer before her senior year of high school, we were doing our regular lesson routine when she stated a goal she had come up with. She said that she really wanted to shoot a score under 70. Her best score had been 74, the week before with her dad. There was a little bonus in it for her, from her father, if she could better the 74 in a tournament. During the lesson, we had been getting ready for a junior girls event in the mountains of Harrisonburg, Virginia. We were working on her driver accuracy and confidence off the tee when she stated her goal. She allowed that if she had the same skills and confidence in her short game as she was then feeling in her driver, she could go low. We adjourned to the short game area and spent the next few lessons that week on chipping and putting. Kelsey's hard work and determination paid off. During her following tournament, she shot scores of 75 and 69 and won the event. Not only did she receive her dad's cash reward, but also had the satisfaction of shooting a personal best and reaching a goal she set for herself.

General Information

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1) **Briefly describe your teaching philosophy and how it has evolved.**

My goals with every lesson and with every student is to not only improve the strike and flight of the ball, but to encourage the student to believe in themselves and give them an understanding of what we are going to do, how we are going to do it, and most of all make them aware of what they have to do for themselves to learn how to fix their own faults. In general I start with the cornerstones of impact and work backwards to uncover the root cause of why impact is the way it is, if it is erratic I will work to get it consistent once it starts to get consistent I will work with the student to make it correct and repeatable. In so doing it is very important that the student understands the process and the sound, feel, and sight of the ball will provide the instant gratification to insure that the plan we have selected for them is the correct one for their long term improvement. Nothing provides the satisfaction to a dedicated passionate teacher like seeing the enjoyment of a student when they start to unwrap the talent that lies within them. It is indeed an honor to be able to help people achieve new levels in golf greatest of all sports.

2) **In the past 3-years, what are you doing to improve your skills as and instructor?**

1. 2008 AMF Golf Management Teaching Summit, Pinehurst, NC.
2008 Teaching the Teacher Jim Hardy Houston, TX.
2. 2009 Certified Plane Truth Instructor Chicago, IL.
2009 Chairman MAPGA Teaching Summit
2009 Plane Truth International Teaching Summit Houston, TX.
3. 2010 AMF Golf Management Teaching Summit, Dallas, TX
2010 2010 Plane Truth International Teaching Summit Houston, TX.
2010 2010 Plane Truth Level Two Certification, Houston, TX

3) What teachers have influenced how you teach and what you teach?

1. Jimmy Ballard
2. David Edell
3. Marius Filmalter
4. Hank Haney
5. Jim Hardy
6. Mike LaBauve
7. Sandy LaBauve
8. Kirk Lucas
9. Rick Martino
10. Jim Mclean
11. Chris O'Connell
12. Carl Welty

4) Since the downturn in the economy, what steps have you taken.

1. Started to give 30 minute lessons.
2. Started to do ½ hour lessons in a series.
3. I do a lot of one hour on course lessons.
4. I have scheduled a large number of adult clinics at very nominal fees.
5. I have done some complimentary clinics for men and women.
6. One hour of the week I do what is called supervised practice.

5) If you were starting off today in the golf business, what would you do differently?

1. Kept better records of what I have learned in various areas of instruction.
2. I would have done more with really young kids.
3. I would have perfected mini group lessons four players 30 minutes.
4. I would do a lot more teaching on the course.
5. I would do a lot more teaching from 40 yards and in.

6) How much time do you spend outside of your lessons promoting your business.

1. Writing tips, working on e-mails, planning teaching events, only about one hour a week.

7) What is your favorite area of the game to teach?

1. Sand play, pitching, specialty shots on the course.

8) What is your lease favorite area of the game to teach?

1. Really I do not have one.

9) List the top 3 instructional books, videos, and training aids.

1. Plane Truth for Golfers Master Class, Jim Hardy
2. The Only Golf Instruction book you will ever need, Hank Haney
3. Better Golf without Practice, Alex Morrison

1. Secrets from the Vault, Jim Hardy
2. Hank Haney's Essentials
3. Ben Hogan Collection

1. A 6" ball with a circle drawn on it.
2. Tennis Racquet with a golf shaft in the grip.
3. A Stretching Pole.

10) Share a student success story.

A couple years ago a boy who I had been teaching since he was about ten years old got to be a three handicap by the time he was 18 as a two planer. He wanted to get better and I changed him into a one planer and he became a +3. And went on to be the club champion that year.

List any Awards you have received:

Golf Professional of the Year	1989 and 1991
Teacher of the Year	1997
Best Teachers in State	Numerous Times