

PRO TO PRO

By Phil McCarthy, PGA, Jason Scott Deegan

Trading Cards Generate Interest With Youngsters



Engaging Youth Golfers

*Visanu Tongwarin,
PGA Head Professional,
Mistwood Golf Club,
Romeoville, Illinois*

Have you ever asked a youth golfer who their favorite professional golfer is, other than perhaps Tiger Woods, only to get a confused look in response?

Visanu Tongwarin, PGA head professional at Mistwood Golf Club in Romeoville, Illinois, realized his youth golfers simply weren't that engaged in watching the "experts" play the game. He and his staff wanted to get youth golfers excited about watching golf on TV, so they came up with a solution.

"We wanted a way for our youth golfers to watch golf and to root for their favorite player to get more interested in the game," Tongwarin (*pictured, center*) explains. "As adults, we get excited playing fantasy football with our friends. We decided to use the same concept to get our young players more interested in watching golf coverage."

Since PGA Tour trading cards aren't readily available (Upper Deck's 2014 SP Authentic cards are expensive and difficult to find), Tongwarin and his staff created their own. They print photos of the top players on the PGA Tour as cards with the players' names on top and then laminate them.

"The cards are distributed randomly to youth golfers, so they now 'own' these players for the entire

season," says Tongwarin. "If any one of their players wins a PGA Tour event throughout the season, the 'owner' can claim a prize in the golf shop – usually a hat, golf balls, a headcover or similar items."

Tongwarin and his staff have received positive feedback about the fantasy golf/trading cards program. "Parents are telling us about their children always asking to watch golf and to look up results for the most recent PGA Tour events," he explains.

And if youth are asking to watch the greats play the game, it's a safe assumption that they're interested in emulating their new favorite players on the golf course as well. ■

Teaching Robotics

*Jeff Shaw,
PGA Director of Instruction,
TourBound Golf Academy,
Seattle, Washington*

When PGA Teaching Professional Jeff Shaw first got to experience the RoboGolfPro — a machine (*pictured below*) that allows the user to emulate the exact positions of numerous tour players' golf swings — it only took him 28 swings before he decided to make an investment.

That investment was steep: \$150,000. But Shaw, the director of instruction at TourBound Golf



PGA Fashion & Demo Experience coming next month

The inaugural PGA Fashion & Demo Experience (formerly the PGA Expo) will be conducted at The Venetian Hotel in Las Vegas and Cascata Golf Club in Boulder City, Nevada, on Aug. 18-20.

PGA Magazine's August edition will preview the PGA Fashion & Demo Experience.

The PGA Education Conference will be offered all three days of the Experience. PGA Professionals will have the opportunity to earn more than 20 MSR education credits toward both the PGA Required and Total categories in this, the final year of MSRCycle 14A.

You can register now to attend the Experience and participate in the PGA Education Conference at pgalasvegas.com.



PGA
FASHION & DEMO
EXPERIENCE

2014 PGA Compensation Survey results are now available

Results from nearly 15,000 PGA Professionals who participated in the 2014 PGA Compensation Survey are now available on PGALinks.com. To access the results, as well as gain access to previous year's Compensation data, log on to PGALinks.com, navigate to the Research tab and select "PGA Professional Research."

The online interactive reporting tool is capable of providing invaluable information to assist with performance evaluations,



contract renewals, staff budgeting and other employer/employee interactions. The results

can tell you where you stand on the compensation scale in comparison with fellow PGA Professionals, as well as reveal what components are most likely to affect your earnings, both locally and on a broader scale based on a variety of factors.

Note that the PGA Employment Consultants are highly knowledgeable when it comes to deciphering the results of

the Compensation Survey and can be called upon to assist you in analyzing the data as it pertains to you or your facility.

"The PGA of America thanks all who participated in this year's Compensation Survey for helping to ensure that one of our Association's most powerful employment tools remains effective for you and other PGA Professionals," says PGA President Ted Bishop. "I encourage all PGA Professionals to log on to review the results, and follow up with your Employment Consultants for a deeper analysis."

Academy in Seattle, has been extremely happy with his RoboGolfPro. His teaching business has grown and the exposure he's receiving from media is creating substantial buzz in the Pacific Northwest.

"An hour on the robot, which runs \$250, can get students to feel something that would take weeks of normal practice. I never believed in muscle memory, but I do now," says Shaw, 53.

The RoboGolfPro is about 10 feet tall, with a specially designed golf club replica that the student grips. Once attached, the machine works through positions as controlled by Shaw.

"It provides a freedom that's unparalleled in golf instruction. The student feels exactly where the club needs to be, and I can work 360 degrees around them helping to incorporate their entire body," explains Shaw, who played collegiately at the University of Southern California and later on the Hogan, Nike, Canadian and South Pacific Tours.

The machine's swing speed can be altered to fit the preferences of the student and instructor. "When I initially got on the machine, I didn't fall in love on the first swing," says Shaw. "Then I asked if we could speed up the motion. After a handful of swings at a speed that suited my feel, I went to the range and hit the most perfect 7-iron. That's when I knew I had to have one.

"I believe that I'm a good communicator, but I

can't get everyone to see and feel everything I want them to. This machine makes teaching fun, easy even, and it bridges the gap between teacher and student."

What do students say after their first swing on the machine? "Wow," or several variations less suitable for print, according to Shaw. ■

Women Contribute to Ongoing Success

Jim Butler and Leslye Dyke, PGA GM and PGA Head Professional, Grey Oaks Country Club, Naples, Florida

From the beginning, Grey Oaks Country Club has been a haven in Naples, Florida, for women who love golf. A woman, Judy Sproul, founded the club two decades ago and made sure its three courses featured women-appropriate tees with few forced carries. Her daughter, Katie, the president of Halstatt Partnership, has developed the surrounding community, building homes and adding a women's touch to the clubhouse and landscaping. She made sure the men's and women's locker rooms in the clubhouse were equal in size.

"That makes a statement that it is just as important as the men's," says Jim Butler, the PGA general manager of the private facility and the 2013 South

Take me out to the ball game

New York Yankees captain Derek Jeter welcomed PGA of America President Ted Bishop and the PGA's executive staff to Yankee Stadium on June 4. The PGA presented Jeter, who will retire at the conclusion of the 2014 season, with a PGA golf bag and golf clubs as a retirement gift. From left: Bishop, CEO Pete Bevacqua, COO Darrell Crall and Chief Championships Office Kerry Haigh.



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