



# PGA News

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## IMMEDIATE RELEASE

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## **GOLF'S PREMIER INSTRUCTORS TO PRESENT NEW CONCEPTS, APPROACHES TO TEACHING TEACHERS AT PGA TEACHING & COACHING SUMMIT**

PALM BEACH GARDENS, Fla. – Updating one's vision of teaching in the 21<sup>st</sup> century is but one avenue of opportunity attendees from around the world will find at the ninth biennial PGA Teaching & Coaching Summit, Dec. 8-12, at the PGA Learning Center in PGA Village, Port St. Lucie, Fla.

The Summit theme, "The Power of the Individual/Instructor," explores the state of today's game and the "power" that reaches from instructors to individual students. Instructors will explain what it takes to connect to students in order to empower their own games, and explore what can be done to enhance one's teaching skills using today's technology.

The Summit is an enduring forum of learning for golf instructors. The PGA of America's largest educational event continues a mission that began in 1988 to elevate golf's instructors who represent the link to growing participation and enjoyment in the game.

Some 1,000 PGA Professionals and instructors from throughout the world are expected to attend the Summit, which will be conducted for the second consecutive time outdoors at the 35-acre, state-of-the-art PGA Learning Center. Registration deadline for the Summit is Nov. 19, and can be completed online by accessing [www.PGALinks.com](http://www.PGALinks.com), or by calling (800) 474-2776.

There are both new and traditional elements to the ninth biennial Summit. For the first time, the public is invited to participate in a Play Golf America Day, Dec. 8, a festival of golf from 11 a.m. to 7 p.m., involving clinics and games for the entire family.

"We have added a new event to the Summit, Play Golf America Day, which allows the attendees to help grow the game and interact as instructors," said PGA Director of Instruction Rick Martino, in his fourth term as chairperson of the PGA Teaching & Coaching Summit Committee. "This Day gives the public a chance to interact with some of the greatest teachers in the game."

The list of Summit presenters features David Leadbetter and Jim Flick, two of the country's best known instructors; Stan Utley, whose short game skills and teaching ability have earned him acclaim among Tour professionals; and Dr. Paul Schempp, director of the Sport Instruction Research Laboratory at the University of Georgia, who has studied how the best sport teachers help students learn. Also presenting are Jim Hardy; Dr. Rick Jensen, who will team with LPGA Hall of Famer Beth Daniel to demonstrate a Tour professionals practice techniques; Dr. Scott Lephart of the University of Pittsburgh Medical Center Golf Research Laboratory; and Fred Shoemaker, coach and author of "*Extraordinary Golf: The Art of the Possible*."

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In addition, the popular PGA/*USA TODAY* Golf Tips Hotline returns on Dec. 9, involving PGA Professionals providing useful tips to callers nationwide. The 2002 Summit Hot Line answered over 2,000 calls from golfers in all parts of the United States and Canada.

Summit attendees will participate in Attendee/Sponsor Activities Day, Dec. 9, supported by Golf Pride Grips and TaylorMade Golf Company. Attendees will have the opportunity to visit the PGA Learning Center and participate in contests, test equipment and review technology that includes the Motion Analysis Technology by TaylorMade (MAT-T), a revolutionary advancement in clubfitting and golf instruction.

Supporting sponsors Golf Pride Grips and TaylorMade Golf Company will provide product demonstration stations throughout the PGA Learning Center.

Day one of the education portion of the Summit will feature "The Quest for Speed." Dr. Scott Lephart of the University of Pittsburgh Medical Center Golf Research Laboratory will explore topics such as "Assessment and Evaluation," "Equipment," and "Physicality." Friday's afternoon session will lead off with short-game guru Stan Utley, followed by renowned instructor David Leadbetter covering full-swing concepts and instructor-player interaction. Dr. Paul Schempp, director of the Sport Instruction Research Laboratory at the University of Georgia, who has studied how the best teachers help students learn, will conclude the afternoon session with "Traits That are Common to Great Instructors."

The Summit's second day of education sessions is "Live Lesson Day." The day features top instructors giving lessons to students while attendees get an up close look at their teaching methods. Included is a "Reality Lesson," in which three different instructors work with the same student in separate intervals, without observing the others. Other lesson topics covered include advanced players, youths, beginning golfers, technology, diagnosis and prescription and attendee/instructor interaction.

Summit attendees will be able to submit questions to the presenters and hear the responses at the conclusion of the day's program.

The Summit concludes with a Sunday morning session involving Jim Flick on the development of teaching skills; Jim Hardy of Houston, Texas, on instructing today's players; sports psychologist Dr. Rick Jensen of Boca Raton, Fla., with LPGA Hall of Famer Beth Daniel on a Tour professional's practice strategies; and Fred Shoemaker, who will present "Spirit of the Game."

The PGA of America, founded in 1916, is a not-for-profit organization that promotes the game of golf while continuing to enhance the standards of the profession. The Association is comprised of more than 28,000 men and women PGA Professionals who are dedicated to growing participation in the game of golf.

**-- PGA Teaching Summit Schedule Follows --**

**Ninth Biennial PGA Teaching & Coaching Summit  
SCHEDULE OF EVENTS**

**Wednesday, Dec. 8**

**PLAY GOLF AMERICA DAY - PGA Learning Center**

11:00 a.m. – 7:00 p.m.

Open to the public and free of charge

A golf festival of fun featuring clinics, demonstrations and contests for the whole family.

**Thursday, Dec.9**

**ATTENDEE/SPONSOR DAY (Summit attendees only)**

(Supported by Golf Pride and TaylorMade Golf Company)

9:00 a.m. – 9:00 p.m.

Ballstriking, club testing, putting, chipping and driving contests. Interaction between Summit sponsors and attendees.

**PGA/USA TODAY Golf Tips Hotline**

9:00 a.m. – 9:00 p.m. – PGA Education Center

PGA Professionals volunteer to answer questions and offer instruction to callers nationwide.

**Friday, Dec. 10**

**Opening Educational Session – PGA Learning Center**

8:00 a.m.	Opening Remarks
8:30 – 10:00 a.m.	Quest for Speed – Physicality and Factors Influencing Distance – Dr. Scott Lephart – University of Pittsburgh Medical Center Golf Research Laboratory
10:10 – 10:30 a.m.	Break
10:30 a.m. – 12:30 p.m.	Short Game Techniques – Stan Utley
12:30 – 2:00 p.m.	Lunch
2:00 – 4:00 p.m.	Full Swing Concepts – David Leadbetter
4:00 – 4:20 p.m.	Break
4:20 – 5:20 p.m.	Traits of Outstanding Teachers - Dr. Paul Schempp, Director, Sport Instruction Research Laboratory, University of Georgia
5:20 – 5:30 p.m.	Closing Remarks
5:30 – 7:30 p.m.	Welcome Reception – PGA Learning Center
7:30 – 8:30 p.m.	TaylorMade Golf Short Game Shootout Finals

**Saturday, Dec. 11**

PGA Learning Center – Live Lesson Day (view top instructors as they interact with students)

8:00-8:10 a.m.	Opening Remarks
8:10 – 8:50 a.m.	Hank Johnson, 2004 PGA Teacher of the Year
8:50 – 9:30 a.m.	Laird Small, 2003 PGA Teacher of the Year
9:30 – 10:10 a.m.	Randy Smith, 2002 PGA Teacher of the Year
10:10 – 10:30 a.m.	Break
10:30 – 11:10 a.m.	Craig Shankland, 2001 PGA Teacher of the Year
11:10 a.m. – 12:10 p.m.	Mike Bender, David Glenz (1998 PGA Teacher of the Year), Charlie King – Reality Golf Lesson: Three instructional approaches to the same student.
12:10 – 1:30 p.m.	Lunch

1:30 – 2:10 p.m.	Rob Stocke, Golf Club of Georgia – Technology Lesson using the MAT-T System
2:10 – 2:50 p.m.	Suzy Whaley
2:50 – 3:20 p.m.	Fred Shoemaker
3:30 – 3:50 p.m.	Break
3:50 – 4:40 p.m.	Attendee to Instructor Questions – based on the day’s live lessons
4:40 – 4:55 p.m.	Craig Shankland – A Tribute to Moe Norman (one of golf’s great characters and renowned ballstrikers)
4:55 – 5:00 p.m.	Closing

**Sunday, Dec. 12**

Education Day – PGA Learning Center

8:00-8:10 a.m.	Opening Remarks
8:10 – 9:10 a.m.	The Development of Teaching Skills – Jim Flick
9:10 – 10:40 a.m.	Instruction for Today’s Players – Jim Hardy
10:40 – 11:00 a.m.	Break
11:00 – 12:40 p.m.	A Tour Professional’s Approach to Short Game Practice – Dr. Rick Jensen & Beth Daniel
12:40 – 1:00 p.m.	Break
1:00 – 1:50 p.m.	The Spirit of the Game – Fred Shoemaker
1:50 – 2:00 p.m.	Closing Remarks

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