



## PGA Teaching & Coaching Summit



Presented by Callaway Golf  
Supported by Golf Pride and SkyGolf

The PGA Teaching & Coaching Summit, The PGA of America's largest educational event, started in 1988 in Dallas, Texas, as a forum for ideas and teaching methods. The biennial PGA Teaching & Coaching Summit evolved from indoor sessions (1988-2000) to an all-outdoor classroom amphitheater at the PGA Learning Center in Port St. Lucie, Fla., (from 2002 to today). The 11th PGA Teaching & Coaching Summit was conducted Dec. 3-7, 2008, attracting 351 attendees representing 40 states, along with 36 international guests from 13 countries.

The Summit week included the ninth consecutive PGA/USA TODAY Golf Tips Hotline, that was conducted in the PGA Education Center and generated nearly 600 calls from golf enthusiasts nationwide during a 12-hour period. Some 60 PGA Professionals took shifts in answering the Hotline, and 20 PGA Professionals volunteered their time to answer visitors online through The PGA of America's Web site, [www.PGA.com](http://www.PGA.com).

The Summit, filled with 30 presentations covering 24 hours, was presented by Callaway Golf and supported by Golf Pride and SkyGolf. The theme, "Leading Instructional Growth Into the Future," included presentations by many of the game's premier teaching minds that blended their expertise both in instruction and how it may relate to building one's overall teaching business.

In a moving opening address, Dr. Rick Rigsby, a motivational speaker from Dallas, Texas, presented the attendees with a special challenge: "To be a better teacher, you have to be a better citizen."

"The game of golf is a great game," said Rigsby, "but it is of far more impact as a bridge to the hearts, souls and minds of your community. The greatest contribution to a society is that of a master teacher. These teachers need to realize the power they have and the responsibility that comes with it. If you can impact someone's life in a positive way, it should not be just an opportunity; it should be your duty. Being a great teacher isn't about what you do, it's about who you are."

Rigsby then turned the program over to PGA Director of Fitness David Donatucci and his associates from around the nation to explore the Day One theme of physical motion.

The Summit also featured the first segment devoted to "Performance Coaching Challenges," highlighted by 2008 PGA Distinguished Service Award winner Dennis Walters of Jupiter, Fla., who carved a new life's chapter after an accident 34 years ago left him a paraplegic. Walters was joined by PGA Professionals Jim Estes and Judy Alvarez, who have specialized in the training of both wounded veterans and civilians with disabilities.

The second-day schedule also included the decorated triumvirate of the respective past three recipients of the PGA Teacher of the Year Award — Bill Forrest of Scottsdale, Ariz., Jim Hardy of Houston and Martin Hall of Palm City, Fla. Together, the trio evaluated lessons each other gave to students.

In perhaps the week's most memorable guest appearance, Errie Ball, a 98-year-old PGA Professional from Stuart, Fla.,

regaled the audience by hitting shots with ease and speaking about being the last surviving member of the original 1934 Masters field and reviewing golf equipment that his father, a golf professional from Wales, would have helped fashion more than a century ago.

Laird Small of Pebble Beach, Calif., the 2003 PGA Teacher of the Year, and Suzy Whaley of Farmington, Conn., a two-time Connecticut PGA Section Teacher of the Year and who in 2003 stunned the golf world by qualifying for a PGA Tour event, shared master of ceremonies honors throughout the Summit.

The Summit week opened with a PGA Play Golf America Day, sponsored by Callaway Golf, and supported by Golf Pride Grips, Sky Golf and 70 PGA Professionals who volunteered their time to provide free lessons and clinics to members of the public.

A glance at the personalities and subject matter of Past PGA Teaching & Coaching Summits:

### 1988 — Doubletree Hotel, Dallas, Texas

More than 650 PGA Professionals gathered at the first Summit, and explored new frontiers in golf instruction while bringing together many of the world's renowned teachers and coaches. Among the presenters were Davis Love Jr. (father of the current PGA Tour star), Paul Runyan, Bill Strausbaugh, Kerry Graham, Germany's Wilhelm Hoffman, Dr. Bob Rottella, David Leadbetter, Manuel de la Torre, Jim Flick and Jim McLean.



Errie Ball (left) the last surviving member of the original 1934 Masters field, joined 2003 PGA Teacher of the Year, Laird Small during an equipment presentation at the 2008 PGA Teaching & Coaching Summit.

### 1990 — Opryland Hotel, Nashville, Tenn.

Peter Kostis, Dr. Fran Pirozzolo, Jim Hardy, Conrad Rehling, Drew Pierson, Don Kotnik and Hubby Habjan formed the team of key presenters as the Summit advanced its focus on applying teaching techniques to students of all abilities.

### 1992 — “Covering the World of Teaching” — San Francisco

Native San Franciscan and longtime CBS golf analyst Ken Venturi served as keynote speaker, where some 1,000 received presentations by many of the foremost golf teachers in the world. The inaugural PGA/USA TODAY Golf Tips Hotline attracted more than 1,000 callers nationwide. Attendees were treated to videotaped “Legend Interviews” with Byron Nelson, Harvey Penick, Paul Runyan, “Lighthorse” Harry Cooper, Gene Sarazen and Gardner Dickinson.

### 1994 — “A Blueprint for Teaching Success” — Hyatt Regency & Louisiana Superdome, New Orleans

U.S. Ryder Cup Captain Lanny Wadkins was the keynote speaker, challenging the attendees to keep the game “simple and fun” to encourage growth and return of former players. Presenters included Australia’s Norm Von Nida and Tom Kite, who chronicled his swing evolution. More than 200 amateurs participated in the Louisiana Superdome teaching session, and 1965 PGA Champion Dave Marr was one of nearly 100 PGA Professionals serving on the PGA/USA TODAY Golf Tips Hotline that attracted 1,601 callers nationwide.

### 1996 — “A Hands-On Experience” — Hyatt Regency & Louisiana Superdome, New Orleans

Hall of Famer Byron Nelson and his former student, Ken Venturi, met for a “Fireside Chat” that inspired 1,200 attendees representing 10 countries. Nelson preceded his session by participating in the PGA/USA TODAY Golf Tips Hotline that attracted nearly 2,000 callers nationwide. The world’s highest golf lesson was conducted on the roof of the Superdome where Jim Flick gave tips to PGA Professional William Morgan, president of the Gulf States PGA Section.

### 1998 — “Fit to Teach, Fit to Learn, Fit to Play” — Hyatt Regency & Louisiana Superdome, New Orleans

U.S. Ryder Cup Captain Ben Crenshaw gave the keynote address, as the Summit presented lively discussion and debate among many of its renowned presenters. Hall of Famers Patty Berg and Carol Mann engaged in a “Fireside Chat,” and instructors Jim Flick and Jimmy Ballard’s engaged in a memorable “Crossfire” debate on Hands & Arms vs. the Body. The Superdome live lessons featured Randy Smith and his longtime student, Justin Leonard.

### 2000 — “Teaching: Our Bridge to the New Millennium” — Hyatt Regency & Louisiana Superdome, New Orleans

U.S. Ryder Cup Captain Curtis Strange was the keynote speaker, while the Summit explored mental skills possibilities for today’s golfer. The scientific community was represented by neuropsychologist Dr. Fran Pirozzolo and psychologist Michael Murphy, author of *Golf In The Kingdom*. Hall of Famer Paul Runyan participated in the PGA/USA TODAY Golf Tips Hotline, which attracted 1,500 callers nationwide, and was the featured guest in a Fireside Chat. New York Yankees greats Reggie Jackson and Roger Clemens discussed transferring

other sport’s skills to golf in a Superdome session with Pirozzolo — the Yankees mental skills training coach.

### 2002 — “Hands-On Teaching for Better Learning” — PGA Learning Center, Port St. Lucie, Fla.

LPGA star Juli Inkster and her longtime coach, PGA Professional Mike McGetrick, teamed for the first outdoor live lesson at a PGA Teaching & Coaching Summit. Physical therapists Ralph Simpson and Karen Wenning Stellick made presentations, and the PGA/USA TODAY Golf Tips Hotline generated more than 1,600 callers nationwide.

### 2004 — “The Power of the Individual/Instructor” — PGA Learning Center, Port St. Lucie, Fla.

The first Play Golf America Day at a Summit attracted some 900 amateur golfers from throughout South Florida who received free 10-minute lessons from premier PGA Teaching Professionals, fitness evaluation and participated in skill games. The USA TODAY/PGA Golf Tips Hotline generated a record 2,000 callers and more than 600 Internet respondents. Attendees explored the state of today’s game and some examples how the word “power” applies to the world of golf: A popular session was a “Reality Lesson,” in which Mike Bender, David Glenz and Charlie King worked with the same student in separate intervals, without observing the others.

### 2006 — “The Four Cornerstones of Golf Instruction” — PGA Learning Center, Port St. Lucie, Fla.

The 10th Summit’s final-day presentations underscored the value of special coach-student relationships and how skills can be transferred to the golf course. Laird Small, the 2003 PGA Teacher of the Year from Pebble Beach, Calif., gave a lesson to actor/producer Tom Sullivan, who is blind. Sports psychologist Dr. Rick Jensen of Boca Raton, Fla., closed by teaming with eight-time tennis Grand Slam champion Ivan Lendl, who carried a scratch handicap.



PGA Professional Jim Estes (below) demonstrates techniques he uses to teach individuals with disabilities, such as those shown on the screen behind Estes at the 2008 PGA Teaching & Coaching Summit.