

Coaching Takes Center Stage

Industry experts gather for 13th PGA Teaching & Coaching Summit at the Orange County Convention Center

By Bob Denney

Legendary PGA Professional Harvey Penick, whose perch in the World Golf Hall of Fame is a monument to teachers everywhere, got it right when once asked the value of coaching.

"I learn teaching from teachers," said Penick, who passed away in 1995. "I learn golf from golfers. I learn winning from coaches."

Coaching, a skill to inspire someone to achieve the next level, is one of the vital elements of a golf instructor's résumé. The 13th PGA Teaching & Coaching Summit on Jan. 21-22, will center on the value of coaching, when the game's largest educational forum convenes at the Orange County Convention Center's Linda W. Chapin Theater in Orlando, Fla. The Summit is presented by *Golf Magazine*, and supported by GolfTEC and Hospital for Special Surgery.

The Summit's theme, "Where Communication Meets Excellence," features such headline presenters as 1991 U.S. Ryder Cup Captain Dave Stockton; 2012 European Ryder Cup hero Ian Poulter; LPGA Player of the Year Stacy Lewis; and College Football Hall of Famer Bobby Bowden.

Poulter, who finished in the top 10 in three of

13th PGA Teaching & Coaching Summit

When: Jan. 21-22, 2013

Where: Linda W. Chapin Theater, Orange County Convention Center, Orlando, Fla.

Registration: PGA members, International PGA/LPGA members

Travel & Lodging: Visit PGALinks.com

Continuing Education: PGA members attending the Summit earn 16 PGA Education MSR credits.

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the four major championships in 2012, capped his memorable campaign by sparking Europe's stunning Ryder Cup comeback at Medinah Country Club last September. He will share with Summit attendees his serving as an assistant golf professional in England, how he prepares for competition and what coaching strategy he has experienced throughout his career.

Also among the Summit's presenters is Dr. Stephen Norris, the vice president of sport for Win-Sport Canada. Norris has worked with many of Canada's national sport organizations over the last two decades, playing a critical role in propelling dozens of Canadian winter-sport athletes to Olympic, World Championship and international podiums. His Summit presentation: "Winning Isn't Easy" may sound elementary, but he says when you look beneath the surface, you unlock a "study of process."

"When it comes to coaching vs. teaching, it is really a time management issue," says Norris. "I will

Special guest presenters at this month's PGA Teaching & Coaching Summit will include standout touring professionals Ian Poulter and Stacy Lewis.





Bobby Bowden



Michael Breed, PGA



Jim McLean, PGA



Dr. Stephen Norris

take a series of lessons with a different timeline to display to golf instructors how they may determine what is adaptable to their respective students. We'll look at what it takes to become a champion than what it is to be a champion."

A director of sport physiology and strategic planning at the Canadian Sport Centre Calgary from 1995–2010, Norris has worked with national team officials, coaches and athletes implementing long-term strategic performance plans aimed at achieving excellence. He is busy this winter supporting athletes for the World Cup Cross Country Ski Championship and the World Junior Hockey Championship. For the past seven years, he has worked with the PGA of Canada.

"There are several steps that I would like to bring out among the audience of golf instructors," says Norris. "They are time, process, understanding the challenge and using available resources in the tool box. Golf is, after all, a study in continued learning."

In a feature coach-student segment, PGA Professional Joe Hallett of Nashville, Tenn., will team with LPGA star Stacy Lewis, the first American player in 18 years to win the Rolex LPGA Player of the Year Award. Hallett has coached Lewis for more than three years.

"It is a great honor to be able to share the plans, actions and experiences that made this a wonderful year for such a devoted and hard-working player," says Hallett. "I think Stacy's attention to the detail of the basics of her swing, her willingness to learn and master new concepts (AimPoint), and her conviction to fitness has proven again that if there is a magic formula out there, it has three main legs – swing, fitness and intelligent hard work."

"I think those attending the Summit will enjoy Stacy's easy-going style and the pearls of wisdom that come from her dedication to training and playing."

Presenters also include Dr. Bob Christina, emeritus professor of kinesiology and emeritus dean of the school of Health and Human Services at the University of North Carolina at Greensboro (UNCG), where he serves as the assistant men's golf coach. Christina will team with PGA Professional Eric Alpenfels, the director of instruction at Pinehurst (N.C.) Resort, on "What Research Says

about Video."

"Is there a right method and the right time to use video with a student?" asks Christina. "There is old vs. new research on the subject. Our society is largely visually oriented, and there are some who cannot relate to visual information."

PGA of America President Ted Bishop of Franklin, Ind., will give an update on the success of the Get Golf Ready program, while 2012 PGA Teacher of the Year Michael Breed of Greenwich, Conn., host of Golf Channel's "The Golf Fix," will serve as master of ceremonies and provide one teaching segment.

Breed will be joined by seven former PGA Teachers of the Year: Jim McLean (1994); Chuck Cook (1996); Randy Smith (2002); Martin Hall (2008); Mike Bender (2009); Todd Anderson (2010); and Mike Malaska (2011).

Golf Magazine will close the Summit's opening day by hosting a reception and inducting its latest additions to its "Top 100 Teachers in America" roster. Additionally, GolfTEC and Hospital for Special Surgery will make presentations on the Summit stage.

Stockton, a two-time PGA Champion and the 2012 PGA Distinguished Service Award recipient, is president and CEO of Stockton Golf in Redlands, Calif. Together with sons Dave Jr., and Ron, they form one of the most popular teaching combinations in the industry. They will present "Secret to the Short Game," a signature approach that has yielded significant success stories for their clients, including World No. 1 ranked and reigning PGA Champion Rory McIlroy, Phil Mickelson, LPGA star Yani Tseng and many more.

Bowden, 83, coached from 1976 to 2009, and guided Florida State to national championships in 1993 and 1999. One of the country's most entertaining speakers, Bowden guided the Seminoles to 12 Atlantic Coast Conference championships and a Division I record 21 bowl victories. ■

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