

# THE ARCHIVE

*jason helman*  
**GOLF.com**

**JASON  
HELMAN**

*Top 5 Prominent Teacher in Canada  
Golf Digest Magazine  
PGA of Canada Teacher of the Year*

**GAUGE YOUR  
ARSENAL**

*Featured on the Cover of Score Golf Magazine*

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**GOLF CHANNEL  
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# About Jason Helman

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Jason Helman is a National award winning PGA of Canada Professional with 20 years in the industry.



## New Additions Strengthen SwingFix Instructor Team



Over the past 20 years as a Golf Professional Jason has made his mark in Canada as a top instructor. His passion for the game, pride in his students and their willingness to learn and develop as golfers or athletes so they can reach their highest pinnacle in the game are what drives him. He said, "All I want is for my students to succeed, whether they're 5 years old or a

tour professional." He also stated, "I don't have a one dimensional method or model that I follow, there's more than one way for people to swing the club." If you spend an hour or a few sessions with him, he will be sure to turn your game around, perhaps your concept and even attitude or approach to the game. He truly builds life long relationships with his students.



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### Top 5 Prominent Teacher in Canada - Golf Digest Magazine

In late 2011, Jason was listed as one of the Top 5 Prominent Teachers in Canada as per Golf Digest Magazine.

**Golf Digest**

**DID YOU KNOW**

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### Golf Channel Swing Fix

In 2012 Jason was recruited to the Golf Channel Team of Instructors for their new online Swing Fix Academy. He was selected out of 50 Instructors in the world for this new project.



Jason was originally recruited to play football at Sir Wilfred Laurier University as a Quarterback but decided to pursue his career in golf in Orlando, Florida at The Golf Academy of America.

jason helman  
**GOLF.com**



**Jason Helman**  
Director of Instruction  
Wyndance Golf Club

**CLUBLINK**  
ONE MEMBERSHIP  
*more golf*

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### PGA of Ontario Teacher of the Year

Jason was voted and awarded best teacher in the province in October of 2010 and proudly accepted the award as well as the Sponsor Award presented by FlightScope.

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### PGA of Canada Teacher of the Year (National Award)

Jason also took home the hardware for being voted National Teacher of the Year. A prestigious honour as being recognized as the best teacher in the country.



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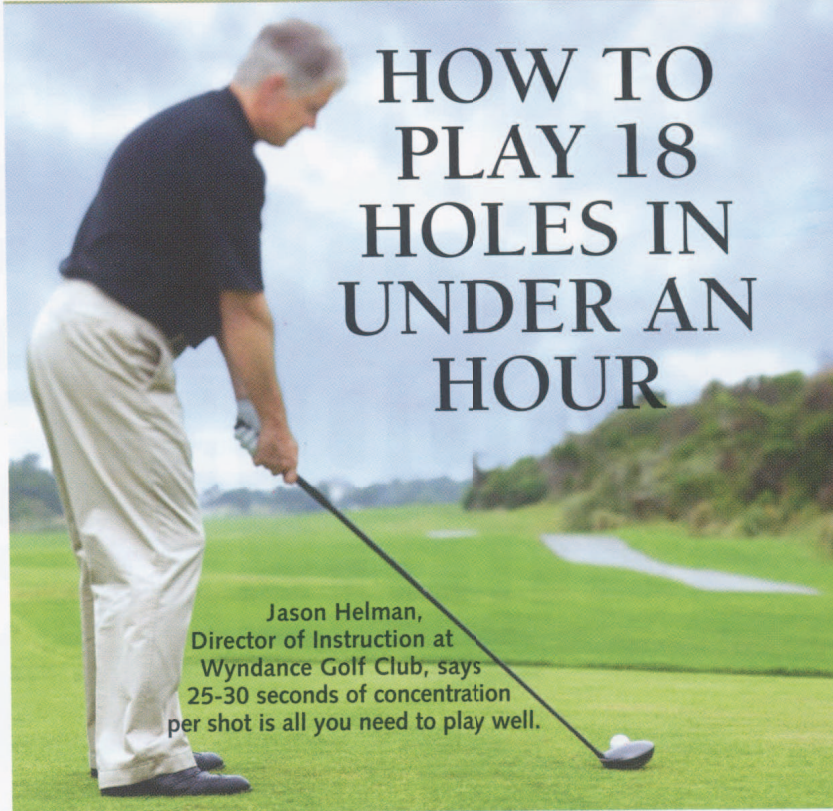


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## MENTAL GAME

# HOW TO PLAY 18 HOLES IN UNDER AN HOUR



Jason Helman,  
Director of Instruction at  
Wyndance Golf Club, says  
25-30 seconds of concentration  
per shot is all you need to play well.

Jason Helman

CAN YOU PLAY A FULL 18-hole round in just 60 minutes? Maybe not physically, but mentally you can.

Trying to concentrate for four or five hours straight can lead to frustration and actually hurt your game. Instead, try my three mental laws: **Commit, Focus, Execute**. Done correctly, the sequence takes about 25 to 30 seconds as you prepare and then hit each shot during your round.

For these few seconds, you must have tunnel vision. There isn't anyone else on the golf course, the conversation you were just having is over, there are no distractions. It's now just you, your club, your ball and your target.

When you're ready to hit each and every shot, you must **Commit**. Visualize the shape of the shot. In your mind, see the shot finishing where you want it to. If you're standing there with no clue about where it's going, you're not committed. Make a decision and believe that you can accomplish it.

Then **Focus** on that shot.

Now take that **Commitment** and **Focus** and **Execute** the best shot you can make. Rely on the "power of positive thinking." Even if you don't pull it off, one thing is for certain: If you think you can't do it, you won't. In golf, the word "don't" is a four-letter expletive. If you're standing on the tee saying to yourself, "Don't hit it left in the water," you'll probably hit so far the other direction into even more trouble or you will hit it right into the water. Never allow negative thoughts to interfere with your Commitment, Focus and Execution.

If you apply my three laws to a player who shoots an average of 95, they are mentally playing golf for less than 60 minutes and the rest of their round is free time.

Think positively, Commit, Focus and Execute in a concentrated timeframe, and you will reduce your stress levels and play better golf.

Jason Helman is the Director of Instruction at Wyndance. He can be reached at [jhelman@clublink.ca](mailto:jhelman@clublink.ca) or 905.649.8545 ext. 6001





KOHLER, WISCONSIN:  
Worth Whistling About

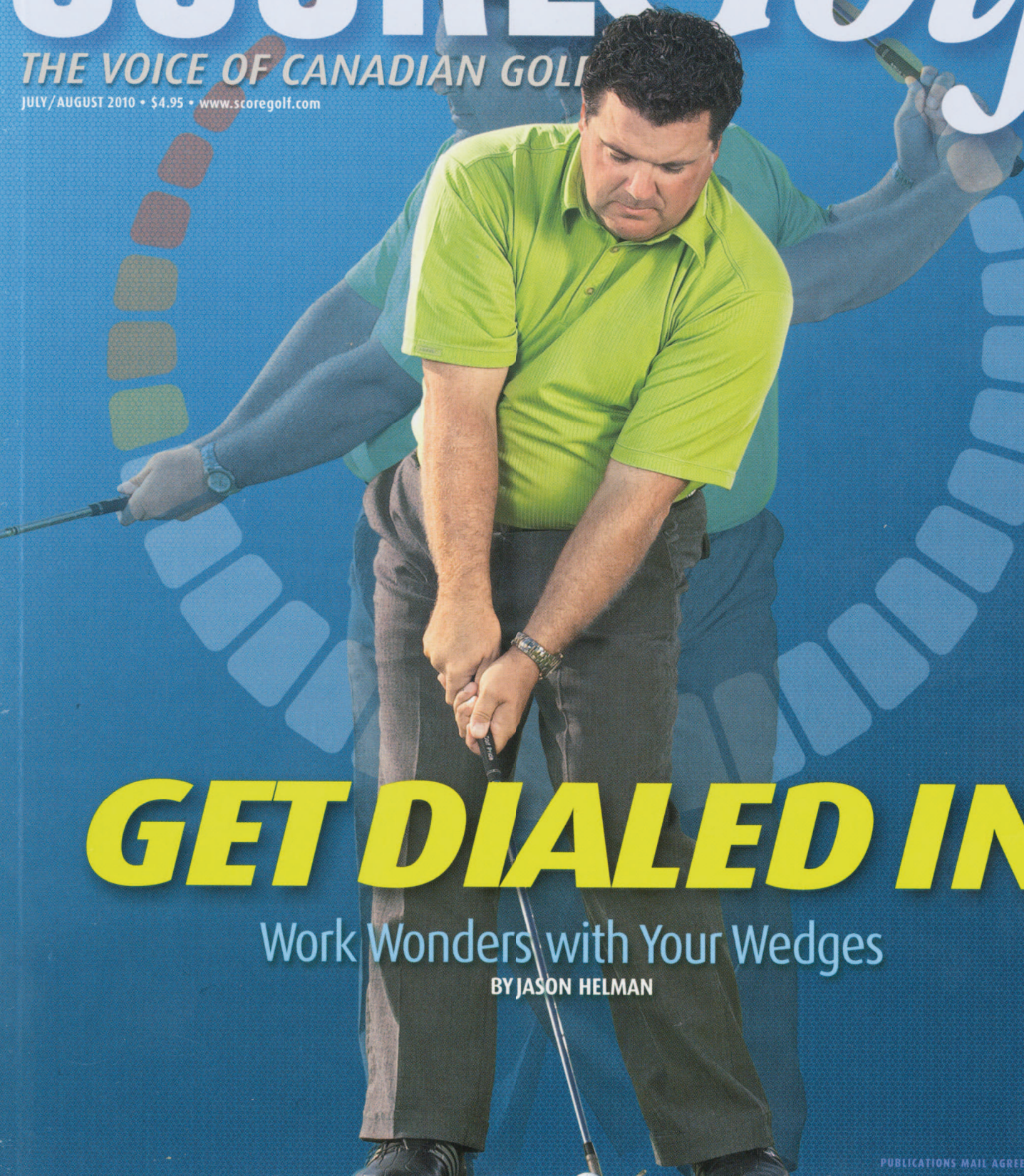
MAKING MONEY  
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## GET DIALED IN

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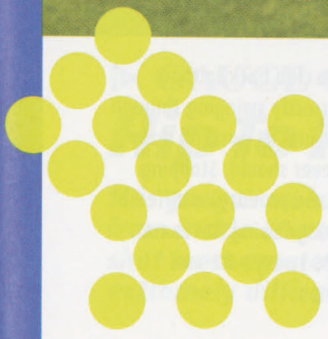
BY JASON HELMAN



BY JASON HELMAN,  
CPGA, Director of Instruction,  
Wyndance GC, Uxbridge, Ont.  
[www.johnstonhelmanonline.com](http://www.johnstonhelmanonline.com)

# Gauge Your Arsenal

PHOTOGRAPHY BY  
CHICO/CSHELPHOTO.COM



Learn to control your  
short game yardages  
and trajectories with  
my gauge system.

*Nothing is worse than guesswork in golf. It's especially bad when dealing with short yardages, from where you should be dialling in. But if you follow these simple swing procedures and positions you can develop an arsenal of yardages with your wedges on which you can rely time and time again.*



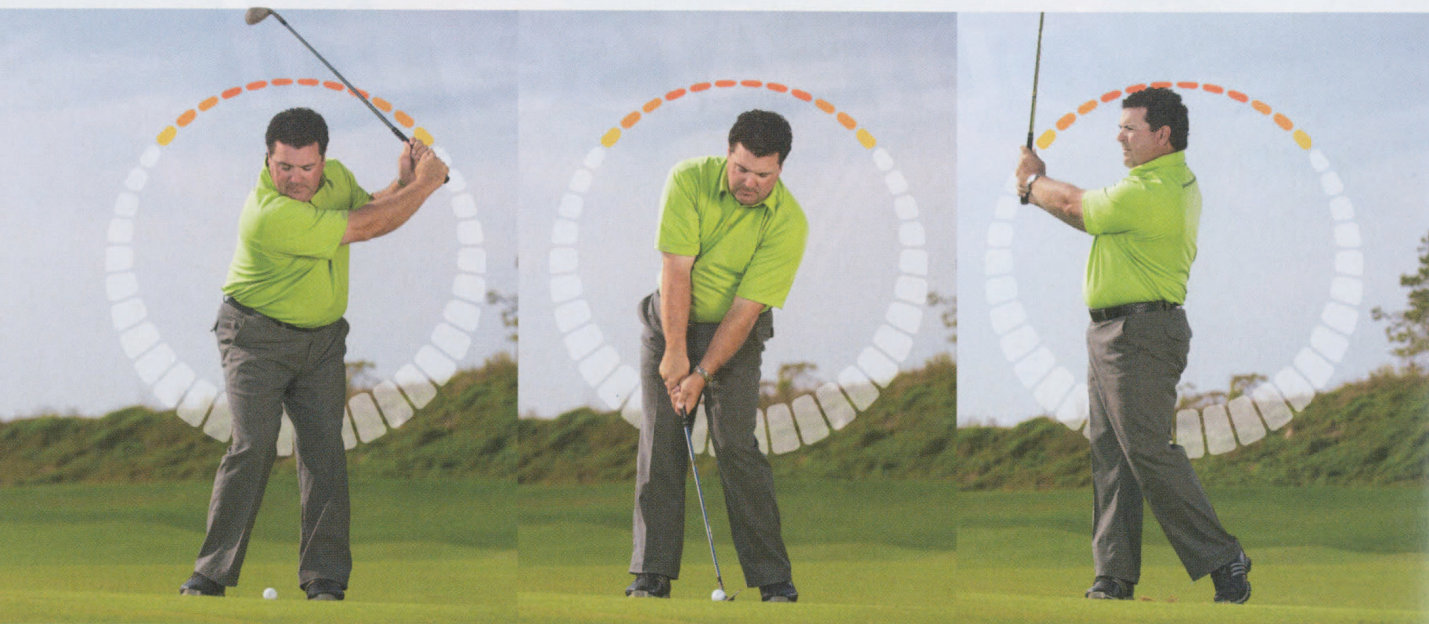


## • GAUGE 1: **Full Swing**

*Let's base this on any one of my wedges and for the sake of easy math let's stipulate that it travels 100 yards for me when hit solidly.*

Your goal with a wedge is a high trajectory and soft landing, which means you need to be under control in your backswing to manage your balance and timing. Notice here I don't get to parallel at the top. You should strive for the same impact position on every swing with your hands slightly in front of the clubhead and ball with your arms fully extended. Your body should be

slightly tilted and behind the ball. You are essentially trying to return to the address position. Know where your balance point is in the finish position; mine is into my right heel with my hands high and the shaft behind my head and through my ears. Get your chin, heart and belt buckle pointed towards the target to ensure full body rotation.



## • GAUGE 2: **Shoulder To Shoulder**

*Using the same acceleration produces an 80-yard shot for me using the same club.*

In this backswing my hands do not go past my shoulders. This lets me know where to end my backswing — at my shoulders. Accelerate through to your finish by pulling the club down with your arms and hands on the angle you've created in the backswing. Most people make the mistake of

correctly taking the club back to their shoulders but incorrectly swinging through to a full finish. The impact position does not change — it never should. Stopping here limits power and produces a different yardage using the same club, swing pace and tempo.

For more golf tips  
click on Golf Instruction  
at [scoregolf.com](http://scoregolf.com)







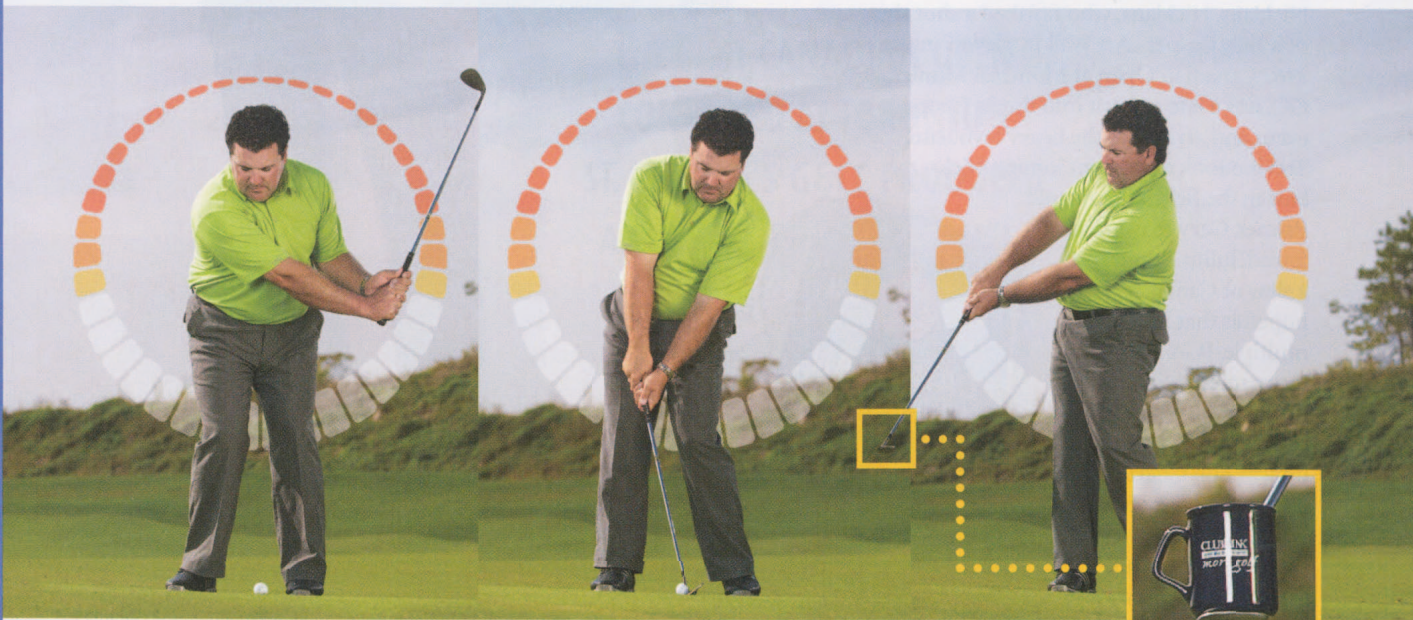
### GAUGE 3:

## Shoulder To Hip

*Using the same pace with the same club produces a 60-yard shot for me.*

Again my hands do not pass my shoulders in the backswing but the finish position ends at my hip. This is difficult for many amateurs to achieve as their paces are generally too quick. Limit the acceleration slightly here to allow yourself to cut the power off at your hip. You should now have three distinct yardages with the same club.

Once again, regardless of what gauge you are applying do not alter your impact position. Your contact point should be consistent on every swing. If the clubhead passes the hands on the way through and you release the club it usually results in disaster. You will inevitably hit the ball with the leading edge of the club and blade it.



### GAUGE 4:

## Hip To Hip

*This gauge can be used from inside 50 yards, a shot most amateurs find extremely difficult.*

Be aware of your setup. Place 75 per cent of your weight on your front side and try to keep it on that side throughout the swing. You don't need a lot of power to hit shorts shots so there is no need to load up. Set the club early take your hands to your hip on take-away. Lift the club abruptly and work on a more severe hinging of the wrists. When finishing try holding and

maintaining the impact position so as not to release the club. Finish with the clubface square and pointing to the target. It should feel as though you could balance a coffee mug on the clubface.

**4 Wedges x 4 Gauges =  
16 distances under 100 yards**





FLORIDA

# golf central

FL  
TR  
MA  
YLE

Volume

"Golf Academy of America is the  
foundation for my success  
in the golf industry."

—Jason Helman,  
GAA Alumnus and 2010  
Canadian PGA Teacher  
of the Year



New GAA Orlando Campus  
Now Open



Golf Academy  
of America®

*Your Path to a Golf Career*

Photography By Chico/cschelphoto.com  
Courtesy: Score Golf Magazine





at some of the best award-winning courses available. They also have access to unlimited indoor and outdoor practice and receive unrestricted instruction from six PGA professionals on staff. The GAA Orlando campus offers the latest golf technology and state-of-the-art equipment such as V1, Kvest, MEGSA, DBS, Trackman, Fore Golf and Fore Tee. Specifically, the topics students learn about include: Golf Operations; Planning and Organizing Tournament Golf; Outside Operations; Golf Club Fitting and Repair, Rules of Golf, Attitude and Motivation; Mechanics of the Short Game; History of Golf; Rules of Golf; Marketing and Advertising; Promotions and Sales; and more.

"Golf Academy of America has



# Golf Academy of America®

*Your Path to a Golf Career*

## Room for Growth at Golf Academy of America

There is a new home for golf in Orlando and it is preparing hundreds of people who are passionate about the game and business of golf for careers in the \$76 billion dollar a year industry. On August 1, the Golf Academy of America moved into its new location, a 21,242 square foot facility in Apopka. The new campus location provides more room for the state-of-the-art cutting edge golf technology and increased classroom space that is allowing well-trained students to earn a competitive edge for golf careers all over the world.

"We are very excited about the new Orlando facility for Golf Academy of America," said Brad Turner, campus director. "We are adamant

about providing the best learning environment for our students who are passionate about pursuing rewarding careers in the golf industry. We owe it to our dedicated students to have the best learning environment possible and we have certainly achieved that with this spectacular facility."

The education at Golf Academy of America is the best of any two-year golf management school. The balanced curriculum is composed of 1,200 hours of golf business and instruction that gives students the opportunity to develop both game and business skills that apply directly to the golf industry. Students also have the opportunity to play golf at least twice weekly in the Orlando area



"From smart business practices to providing meticulous service, Golf Academy of America equipped me with the skills and knowledge necessary to work at Black Diamond Ranch, one of the world's premier golf clubs."

Bryan Richards  
Black Diamond Ranch





*"To be successful in this business you need to stand apart from the rest. Golf Academy of America gave me the tools I needed to go above and beyond. GAA introduced me to the endless possibilities for success within the golf industry".*

Deborah A. Jacobs-Dungee  
Class A, LPGA T&CP Member  
Assistant Golf Professional/  
Teaching Professional  
Round Hill Golf Club  
Greenwich, CT



built a reputation as the leader in providing a solid career path for those interested in a golf career," said Turner. "We have alumni all over the country and that network of talented golf professionals is an amazing resource for industry knowledge and networking, not only for our current students, but also for our alumni. We are a force in the workforce and our positive image keeps growing every day."

Jason Helman of Toronto, Canada, is an alumnus of GAA's Orlando campus and that experience provided the foundation for a golf career that has positioned him as one of the most respected golf instructors in the entire country. In 2010, he was named PGA Canadian Teacher of the Year and PGA Ontario Teacher of the Year. His knowledge and expertise in the game of golf earned him an appearance recently on the highly acclaimed "Morning Drive" show on Golf Channel. Helman's appearance took place during the week of the PGA TOUR's Canadian Open on July 22 as he talked about his experience as a golf instructor, how golf is growing in Canada and he even provided show co-host Erik Kuselias with a brief short game lesson.

"Golf Academy of America definitely provided me the basis of knowledge for my golf career," said Helman, director of instruction at Wyndance Golf Club in Uxbridge, Ontario. "Students have access to the best golf technology out there, plus, the resource of having PGA professionals with years of experience on staff is a valuable resource to pull from to learn more about how to be successful in this industry."

Numerous GAA Orlando alumni are currently part of the golf industry workforce nationwide and this number keeps growing with every graduating class. GAA's career experts have an exceptional placement rate and most students are recruited directly by golf companies or otherwise find work within three months of completion of their degree. Scott Blanchard is the head golf professional at Lake Nona, a prestigious Orlando area golf club and one of the host courses of the annual Tavistock Cup. The event regularly uses GAA students to assist with the tournament, but during his 19 years at the club he has hired numerous GAA graduates to add to his staff.

"When I see a resume from someone at Golf Academy of America, I look upon it very favorably," said Blanchard. "I know what I am getting, they understand what we expect and it cuts down on the amount of training we

*"When I first came to Golf Academy of America I really only had a couple of things in mind that I wanted to accomplish. Sure, I wanted to learn a little something about the business side of golf, but mostly I wanted to play lots and lots of tournament golf. With a competitive sports background, tournament golf had always appealed to me. Ironically enough, I actually won the first tournament I played in. It took two extra holes of sudden death but still it went in the "W" column. To this day I still have aspirations of playing tournament golf at a very high level. Thanks to the education and instruction I received at Golf Academy of America I know I will get there. What was most amazing to me was the care and attitude of the entire staff at Golf Academy of America. Brad Turner and Alan Flashner are two of the best people I have ever had the opportunity to meet and I feel very lucky to be able to call them my friends. I received so much more than I was expecting by attending Golf Academy of America. Whether you are wanting to play a lot of golf, learn about the history of the game, be able to diagnose and fix swing flaws or prepare a full blown golf operations budget, you can get all of that and more at Golf Academy of America and have fun doing it- I did."*

Rick Smith  
Director of Golf Operations  
Mystic Dunes Resort and Golf Club  
Diamond Resorts International  
[www.mysticdunesgolf.com](http://www.mysticdunesgolf.com)





# JASON HELMAN honoured twice for coaching approach

by Tim O'Connor  
ClubLink Life Instruction Editor



Photo courtesy of  
SCORE Golf Magazine



Photo courtesy of  
the Ontario PGA

Jason with Warren Mape of FlightScope

Jason Helman won't dispense quick-fix tips to his golf students, which is one reason they improve so quickly.

The Director of Instruction at Wyndance Golf Club coaches his students, helps them to develop their skills, and practise effectively so they can coach themselves.

"I don't give Band-Aid tips," Helman says. "I try to help my students to learn. I lay out a plan for them and explain it's a process, rather than just giving them the answers. This is how people improve. As a result, my students have a lot of 'ah-hah!' moments."

In recognition of his effectiveness in advancing his profession and dedication to his craft, Helman has been doubly honoured. In October 2010, he was named Ontario PGA Teacher of the Year, and then in February, he was named Canadian PGA Teacher of the Year.

"It's nice to be honoured by my peers," said Helman as he prepared for a new season at Wyndance. "It happened over 19 years. It was part of a process and a plan."

Helman has worked with and built an impressive roster of students, which includes No. 1-ranked Canadian PGA professional Bryn Parry, players on the Canadian, Nationwide and Duramed Futures tours, and amateurs who have earned scholarships to U.S. colleges.

"Winning these awards tells me that I'm doing the right things," he said. "I've helped my players and ClubLink Members, but they've also helped me and I'm very thankful."

Helman does not try to adapt his students to a swing method. Instead, he uses a coaching philosophy that focuses on efficient body motion and proper sequence, which is based on his assessment of a student's physical and athletic abilities.

"I teach what's right for the person based on their assessment and their own objectives," Helman says. "I get my students to set short- and long-term goals, and establish a path. I help my students understand that getting better is a learning curve so they know they cannot fix their slice in 45 minutes. We are developing skills."

I teach what's right for  
the person based on  
their assessment and  
their own objectives

Helman grew up in Westport in Eastern Ontario where he worked at Cataraqui Golf and Country Club in Kingston and golf bit him hard. He attended a golf academy for aspiring golf professionals in Florida. After graduating in 1993, he moved to Germany to instruct at a series of academies in Europe.

He returned to Canada a year later and worked at The Country Club (in its pre-ClubLink years) under Master Professional Michael Schurman and Bernie Starchuk. After a three-year sabbatical from golf, he taught in Port Perry and in 2007 he joined Wyndance which Helman says "has one of the best practice facilities in the country."

"My coaching style provides students with the ability to gain knowledge, develop, and apply it in a supervised learning environment. They leave their coaching session knowing the importance of practice, performing drills, and understanding their responsibilities of the process so they can improve. This way they can come up with some of the answers on their own, and they can take it from the range to the course, and coach themselves when they are playing."

Helman's approach is like the story that it's better to show a man how to fish rather than just giving him a fish. That sounds wise. Even award-winning.



# Golf Digest

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# THE BEST TEACHERS IN YOUR STATE

AS RANKED BY THEIR PEERS / 2011+2012

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**1 MARK BLACKBURN**  
Gunter's Landing, Guntersville

**2 ERIC ESHLEMAN**  
C.C. of Birmingham

**3 WAYNE FLINT**  
Highland Park G. Cse., Birmingham

**4 RON GRING**  
Marriott's Lakewood G.C., Point Clear

**5 BILLY EASTEP**  
Madison Golf Center

**6 HANK JOHNSON**  
Greystone G. & C.C., Birmingham

**7 JEFF JORDAN**  
C.C. of Birmingham

## ALASKA

**1 DREW WAHLIN**  
North Star G.C., Fairbanks

## ARIZONA

**1 STAN UTLEY (9)**  
Grayhawk G.C., Scottsdale

**2 PIA NILSSON (19)**  
Talking Stick G.C., Scottsdale

**3 PETER KOSTIS (28)**  
Grayhawk Learning Center, Scottsdale

**4 MIKE MALASKA (29)**  
Malaska Golf, Mesa

**5 LYNN MARRIOTT (32)**  
Talking Stick G.C., Scottsdale

**6 MIKE LABAUVE (39)**  
Westin Kierland Resort & Spa, Scottsdale

**7 DEBBIE CREWS**  
Arizona State U., Tempe

**8 PAUL TRITTLER**  
Grayhawk G.C., Scottsdale

**9 TIM MAHONEY**  
Talking Stick G.C., Scottsdale

**10 DONALD CRAWLEY**  
The Boulders Golf Academy, Carefree

**11 SCOTT WATKINS**  
Arizona C.C., Phoenix

**12 SANDY LABAUVE**  
Westin Kierland Resort & Spa, Scottsdale

**13 JEFF RITTER**  
ASU-Karsten G. Cse., Tempe

**14 MATT TRIMBLE**  
ASU-Karsten G. Cse., Tempe

**15 SCOTT SACKETT**  
McCormick Ranch G.C., Scottsdale

**16 CHUCK EVANS**  
Medicus Golf, Gold Canyon

**17 MIKE HUMPHREY**  
Dove Valley Ranch G.C., Cave Creek

**18 BILL FORREST**  
Troon C.C., Scottsdale

**19 STEVE DAHLBY**  
G.C. Scottsdale/Forest Highlands G.C., Flagstaff

**20 MICHAEL HAYWOOD**  
Tucson C.C.

## ARKANSAS

**1 DAN SNIDER**  
The Alotian Club, Roland

## CALIFORNIA

**1 JIM FLICK (10)**  
TaylorMade Learning Center, Carlsbad

**2 DAVE STOCKTON (13)**  
Stockton Golf, Redlands

**3 MAC O'GRADY (T-25)**  
Palm Springs

**4 DAVE PHILLIPS (34)**  
Titleist Performance Institute, Oceanside

**5 PHIL RODGERS (T-36)**  
The Palms G.C., La Quinta

**6 BEN DOYLE (38)**  
G.C. at Quail Lodge, Carmel

**7 DEAN REINMUTH (48)**  
Dean Reinmuth Golf School, San Diego

**8 LAIRD SMALL (T-49)**  
Pebble Beach Golf Academy

**9 JOSH ZANDER**  
Stanford University G. Cse.

**10 JEROME ANDREWS**  
Altadena G. Cse.

**11 GREG COPLIN**  
Crystal Springs G. Cse., Burlingame

**12 KIP PUTERBAUGH**  
Aviara Golf Academy, Carlsbad

**13 GRANT HALVERSON**  
Aviara Golf Academy, Carlsbad

**14 BOB KNEE**  
Aviara Golf Academy, Carlsbad

**15 JOBY ROSS**  
Mariners Point Golf Links, Foster City

**16 ZACH HEUSSER**  
Crystal Springs G. Cse., Burlingame

**17 BRUCE NAKAMURA**  
Aviara Golf Academy, Carlsbad

**18 TED NORBY**  
National University G. Acad., Carlsbad

**19 KEN GREEN**  
Aviara Golf Academy, Carlsbad

**20 CARL WELTY**  
Jim McLean Golf School at PGA West, La Quinta

**21 EDDIE MERRINS**  
Bel-Air C.C., Los Angeles

**22 DONALD BROWN**  
Harbor Golf Practice Center, Wilmington

**23 BRADY RIGGS**  
Woodley Lakes G. Cse., Van Nuys

**24 JASON JENKINS**  
Jim McLean Golf School at PGA West, La Quinta

**25 FRED SHOEMAKER**  
Extraordinary Golf, Carmel

**26 BILL HARMON**  
Toscana C.C., Indian Wells

**27 DAVE STOCKTON JR.**  
Stockton Golf, Redlands

**28 JAMIE MULLIGAN**  
Virginia C.C., Long Beach

**29 TOM SARGENT**  
Mesa Verde C.C., Costa Mesa

**30 DEREK HARDY**  
Talega G.C., San Clemente

**31 JUSTIN HICKS**  
Stadium Golf Center, San Diego

**32 TOM WISCHMEYER**  
Stadium Golf Center, San Diego

**33 RON STOCKTON**  
Stockton Golf, Redlands

**34 BRYAN LEBEDEVITCH**  
Jim McLean Golf School at PGA West, La Quinta

**35 CHRIS WALKER**  
Jim McLean Golf School at PGA West, La Quinta

**36 GREGG MCHATTON**  
Vista Valencia G. Cse., Valencia

**37 MICK SOLI**  
Mariners Point Golf Links, Foster City

**38 BOBBY LASKEN**  
Arroyo Trabuco G.C., Mission Viejo

**39 KEITH LYFORD**  
Golf Academy at Old Greenwood, Truckee

**40 GREG CASAGRANDE**  
Hodges Golf Improvement Center, Escondido

**41 ROGER GUNN**  
Tierra Rejada G.C., Moorpark

**42 JOHN DARLING**  
Santa Clara G. & Tennis C.

**43 BOB MADSEN**  
Sycuan Resort, El Cajon

## COLORADO

**1 MIKE MCGETTRICK (T-36)**  
Colorado G.C., Parker

**2 DON HURTER**  
Castle Pines G.C., Castle Rock

**3 ANDY HILTS**  
GolfTec, Denver

**4 TRENT WEARNER**  
Meridian Golf Learning Center, Englewood

**5 TY WALKER**  
GolfTec, Denver

**6 SUSAN SANDERS**  
Castle Pines G.C., Castle Rock

**7 STAN SAYERS**  
MetaGolf Learning Center, Englewood

**8 DANNY HARVANEK**  
The G.C. at Bear Dance, Larkspur

**9 ED OLDHAM**  
The Ranch C.C., Westminster

**10 TOM STICKNEY JR.**  
The C. at Cordillera, Edwards

**11 NATHAN MORRIS**  
GolfTec, Denver

## CONNECTICUT

**1 SUZY WHALEY (T-44)**  
TPC River Highlands, Cromwell

**2 JOHN NOWOBILSKI**  
Tallwood C.C., Hebron

**3 ROD LOESCH**  
Connecticut G.C., Easton

**4 TOM HENDERSON**  
Round Hill C., Greenwich

**5 CHET DUNLOP**  
Burlington Golf Ctr.

**6 KAMMY MAXFELDT**  
Birchwood C.C., Westport

**7 MIKE SUMMA**  
The Stanwich C., Greenwich

**8 BRAD WORTHINGTON**  
Brooklawn C.C., Fairfield

**9 KEN DOYLE**  
Hop Meadow C.C., Simsbury

**10 GEORGE CONNOR**  
Gillette Ridge G.C., Bloomfield

**11 RON BECK**  
Fox Hopyard G.C., East Haddam

**12 NICOLE DAMARJIAN**  
Willow Brook G. Cse., South Windsor

**13 JOHN STREVENS**  
SportsCenter of Conn., Shelton

## DELAWARE

**1 GEORGE MCNAMARA**  
Bradywine C.C., Wilmington

**2 BOB LENNON**  
Wilmington C.C.

**3 BECKY DENGLER**  
Ed Oliver G.C., Wilmington

## FLORIDA

**1 DAVID LEADBETTER (2)**  
David Leadbetter Golf Academy at ChampionsGate, Orlando

**2 JIM MCLEAN (3)**  
Jim McLean Golf School at Doral Golf Resort & Spa, Miami

**3 MIKE BENDER (4)**  
Mike Bender Golf Academy, Magnolia Plantation G.C., Lake Mary

**4 MARTIN HALL (7)**  
Ibis G. & C.C., West Palm Beach

**5 BOB TOSKI (12)**  
Toski-Battersby Golf Learning Center, Coconut Creek

**6 GARY WIREN (16)**  
Trump International G.C., West Palm Beach

**7 CRAIG SHANKLAND (20)**  
LPGA International, Daytona Beach

**8 JIMMY BALLARD (21)**  
Ballard Swing Connection, Key Largo

**9 BRIAN MOGG (33)**  
Mogg Performance Center at Waldorf Learning Academy, Orlando

**10 SEAN FOLEY (35)**  
Core Golf Junior Acad., Winter Garden

**11 JOHN ELLIOTT JR. (43)**  
Naked Golf Academy, Ocala

**12 GARY GILCHRIST (T-49)**  
Gary Gilchrist Golf Academy, Howey-in-the-Hills

**13 FRED GRIFFIN**  
Grand Cypress Academy of Golf, Orlando

**14 RICK MCCORD**  
Orange Lake Resort & C.C., Kissimmee

**15 JUDY ALVAREZ**  
Mariner Sands C.C., Stuart

**16 PHIL RITSON**  
Orange County National, Winter Garden

**17 SEAN HOGAN**  
David Leadbetter Golf Academy at ChampionsGate, Orlando

**18 ANDREW PARK**  
David Leadbetter Golf Academy at ChampionsGate, Orlando

**19 GREGOR JAMIESON**  
Lake Nona G. & C.C., Orlando

**20 BOB FORD**  
Seminole G.C., Juno Beach

**21 BRAD BREWER**  
Brad Brewer Golf Academy, Orlando

**22 BILL DAVIS**  
Jupiter Hills C., Tequesta

**23 CHRIS TOULSON**  
Jim McLean Golf School at Doral Golf Resort & Spa, Miami

**24 MIKE WAROBICK**  
US 1 Golf Center, Rockledge

**25 CHERYL ANDERSON**  
Mike Bender Golf Academy, Magnolia Plantation G.C., Lake Mary

**26 PATTI MCGOWAN**  
Knack4Golf, Orlando

**27 BILL MADONNA**  
Bill Madonna Golf Academy, Orlando

**28 JOHN REDMAN**  
The Majors G.C., Palm Bay

**29 JONATHAN YARWOOD**  
Jonathan Yarwood Golf Academy, Bradenton

**30 T.J. TOMASI**  
PGA Center for Golf Learning and Performance, Port St. Lucie

**31 JERRY TUCKER**  
Jerry Tucker Golf, Stuart

**32 LEW SMITHER III**  
Cypress Run G.C., Tarpon Springs

**33 JOE HALLETT**  
PGA Center for Golf Learning and Performance, Port St. Lucie

**34 JOEY HIDOCK**  
ModelGolf, Leesburg

**35 KEVIN SMELTZ**  
David Leadbetter Golf Academy at ChampionsGate, Orlando

**36 STEVE MADSEN**  
Boca Grove Golf & Tennis, Boca Raton

**37 CHRISTA TENO**  
Walkabout C.C., Mims

**38 GUS HOLBROOK**  
Grand Cypress Academy of Golf, Orlando

**39 JON DECKER**  
Grand Cypress Academy of Golf, Orlando

**40 GLEN FARNSWORTH**  
Jim McLean Golf School at Doral Golf Resort & Spa, Miami

**41 KEVIN COMPARE**  
The Breakers, Palm Beach

**42 DAVID WHELAN**  
David Leadbetter Golf Academy, Bradenton

**43 JOHN WEBSTER**  
John Webster Golf Academy, Palm Beach

**44 TOM CREAVY**  
MetroWest G.C., Orlando

**GEORGIA**

**1 TODD ANDERSON (11)**  
Sea Island G.C., St. Simons Island

**2 JACK LUMPKIN (T-25)**  
Sea Island G.C., St. Simons Island

**3 MIKE SHANNON (40)**  
Sea Island G.C., St. Simons Island

**4 GALE PETERSON**  
Sea Island G.C., St. Simons Island

# PROMINENT TEACHERS OUTSIDE THE U.S.

With the help of Golf Digest's 30 international affiliates and other golf administrators, we assembled the following list of leading golf instructors outside America. It's not a formal ranking and is meant only to recognize those who are making a major impact as teachers in their respective countries.

## ARGENTINA

RICARDO MARZORATI  
PABLO SOLA

## AUSTRALIA

GARY EDWIN  
DENIS MCDADE  
ALEX MERCER  
IAN TRIGGS

## CANADA

HENRY BRUNTON  
SEAN CASEY  
JASON HELMAN  
DEREK INGRAM

## CHINA

KEL LLEWELLYN  
MINGFENG SONG  
QING-LI SONG

## COLOMBIA

ROGELIO GONZALEZ

## DUBAI

MARK GREGSON-WALTERS  
JUSTIN PARSONS

## GERMANY

GÜNTHER KESSLER

## INDIA

VIJAY DIVECHA  
JESSE GREWAL  
LALL QURESHI

## IRELAND

MICHAEL BANNON  
NEIL MANCHIP  
SHANE O'GRADY

## JAPAN

TADASHI EZURE  
YUJI NAITO  
EIJU YOKOTA

## KOREA

YUEN-HEE HAN  
HACK-SUH KIM  
JUSTINE HAE-CHEON KIM  
DOUGLAS KOH  
JIN-HAN LIM

## MALAYSIA

DEAN HARTMAN  
TONY MALONEY

## MEXICO

RAFAEL ALARCON  
ALBERT KANEDA

## THE NETHERLANDS

TOM O'MAHONEY

## NEW ZEALAND

MAL TONGUE

## SOUTH AFRICA

JOHN DICKSON  
DEREK JAMES  
GAVAN LEVENSON

## SPAIN

IGNACIO FELIU  
ANGEL MATALLANA

## SWEDEN

RIKARD FORS

## THAILAND

LAKCHAI THONGSRIPONG

## UNITED KINGDOM

PETE COWEN  
SIMON HOLMES  
JOHN JACOBS  
DENIS PUGH  
MARK ROE  
BOB TORRANCE





## Henry Brunton

### Director of Instruction

## Getting Your Game Ready for 2012

As the 2011 golf season comes to a close it is not too soon to start planning to get your game ready for 2012. I make my players aware of the 6 P's - proper prior planning prevents poor performance. Better golf in 2012 starts now. The following are 5 things to consider as you make your plans to play your best golf next year.

### 1. Get clear on what you want

Take some time to reflect on your golf performance in 2011. Be honest. What went well? Where are you confident? Do you have the fundamentals, swing technique and ball striking competence to perform as you would like? Is your short game good enough? What skills need to be improved in order for you play your best next season? What do you really want? How can you measure it and know when you have reached this level of performance?

### 2. Create a plan that matches your goals

Write down specifically what you are commit-

ted to changing and improving with your game in 2012 along with a detailed strategy of how you will achieve these objectives. Be realistic. Keep your "to do" list to 3 items maximum-focus on making your biggest strength even stronger as well as improving two key skills that are holding you back the most. Make sure that you have the necessary time and resources budgeted to be successful. Can you do this on your own? Whom do you need to assist and support you? Enlist them.

### 3. Consider an off season fitness program

Being stronger, more agile, having better balance and improved flexibility is likely to help you improve your swing mechanics and increase your distance. Don't think that golf specific fitness only involves traditional weight training programs that can be very uncomfortable for many. Explore modern golf fitness training programs for golf that may include yoga, balance training and increasing range of motion specif-

ic to the sport. Seek out fitness professionals who are Titleist Performance Institute (TPI) Certified. They have the expertise to make sure that your efforts in the gym this fall and winter translates into improved performance on the course next spring and summer.

### 4. Equipment and balls

Playing with properly fitted clubs is a major factor in performance. Of course, you need to have clubs with the appropriate length, lie and shaft stiffness- most serious golfers have this tuned in. There's more to club fitting. Often overlooked is set composition- do you have fairway metals and hybrids with lofts that you can hit consistently? Are there clubs in your bag that you really don't hit well often enough? Do your wedges have a loft difference of 4-6 degrees max? Is your putter the optimal length for you? Are you playing a ball that gives you a combination of the most distance along with control and feel around the greens?

### 5. Practice and playing plan

The best way to improve at golf is to play more golf. Now is the time to plan to play and practice more in 2012 than you did in 2011. Prepare your work, family and holiday schedule well in advance in order to free up and block off the time that you need to play your best. Set reasonable goals for golf activity that aligns with your improvement objectives. Establish a consistent schedule and weekly routine for play and practice. Try to avoid lengthy time away from the game- this leads to skill decay and a loss of feel. Make it a point to hit balls at an indoor facility for one hour weekly from January 15- April 1 if you can.

Henry Brunton, the National Team coach for Golf Canada, is a GOLF Magazine Top 100 Teacher and teaches at Henry Brunton Golf at Eagles Nest GC in Vaughan. [www.henrybrunton.com](http://www.henrybrunton.com)



## Jason Helman

### Tip of the Month

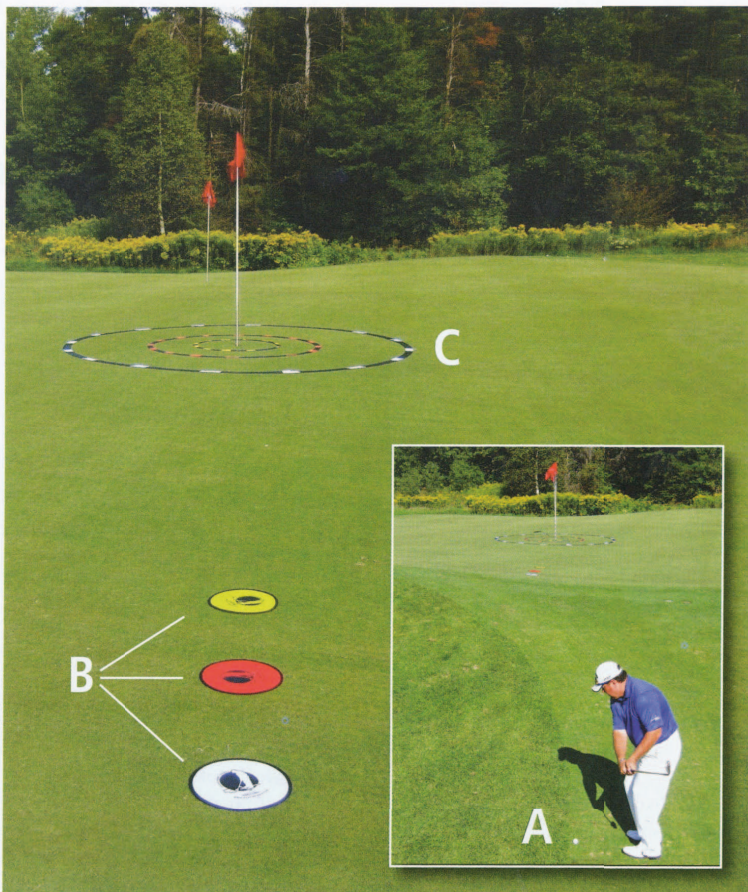
## Follow your A, B, C's for a more consistent short game

**Concept:** One of the main factors in short game is determining your actual target. The majority of the time when I ask students what their target is, the inevitable answer is the hole. In reality the hole is the intended or expected outcome. If you pay more attention and follow your A,B,C's you'll give yourself more opportunities at getting it up and down. "A" is always where the ball is situated and "B" is the intended landing area. "C" is the roll out or stopping point. The shot pictured is an 8 yard shot uphill.

wrists only, keeping the upper torso moving.

**Keys:** The most important thing for the player to do is judge the firmness of the green and ultimately come up with the spot to land the ball (Point B). Getting it close relies on subtle landing differences depending upon the trajectory you use but remember, distance is the key. An outcome of 10 feet left or 10 feet right of the hole shows distance control. A small alignment adjustment can get you closer once you've got the distance locked in.

Jason Helman is the Director of Instruction at the Wyndance Golf Club. He's the 2010 Ontario & Canadian PGA Teacher of the Year. He's recently appeared on the Golf Channel's "Morning Drive", ESPN Radio, TSN Radio and several other magazine publications. You can contact him for coaching or follow him through his website at [www.jasonhelmangolf.com](http://www.jasonhelmangolf.com)







# The Clinic



## Practise with purpose

By Jason Helman

If you are simply going to the range and hitting balls without a purpose in mind, you are just hitting balls. If you don't have a plan for what you would like the ball to do on each shot, you are wasting your time. Working with your PGA professional, develop a coaching model to develop your skills, maintain your strengths, and focus on your weaknesses. What you have to do is practise efficiently and effectively in order to accomplish those goals. Learning new motor patterns takes time. Schedule specific practice times during the week that fit with your work and home schedules in order to see improvement. "Practice makes perfect" is a false premise. "Perfect practice makes perfect" is the key to better golf.

**Jason Helman, the Director of Instruction at The Academies of ClubLink at Wyndance, was the 2010 PGA of Canada Teacher of the Year and was named one of Canada's top five prominent teachers by Golf Digest.**  
jhelman@clublink.ca, 905-649-8545.

Vijay Singh's devotion to practice is legendary, and no doubt responsible in large part for his 58 professional wins, including three majors. "It doesn't come on a plate, does it? You have to work for it. If you do all of this practice, then, when you get on the course, it's there. You don't have to think about it. In fact, if you have to think about it, it almost can't be done."

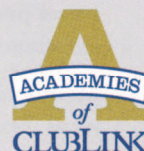
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## Jason Helman

### *Tip of the Month*

## Save strokes without changing your swing mechanics? Oh, it's possible.

One of the biggest issues I come across when playing with members at the club or amateurs in Pro Ams, is that they waste shots by under-clubbing. Generally, this is simply due to the "ego factor" taking over in a specific situation. For example, if someone hits a particular iron on a par 3, they will try to hit the same club as their playing partner because the little devil on their shoulder said, "yeah, you've got that shot, go for it, you're just as good as they are." However, the little angel on your other shoulder should be saying "take the extra club, swing smooth, it's a smarter decision."

Trying to club off someone else can be one of the biggest mistakes you can make. As an

observer you have no idea what the other player is trying to do from a power standpoint. You're also not aware of the shape of the shot or height of the shot. It's all a guess on your behalf. If you guess wrong, mis-hit your shot, pull it because you swing too hard or push it because you swing too soft, chunk it or thin it, you're not likely to get the result you expected. So, eat some humble pie, put your ego back in your golf bag, brush the little devil off your shoulder, take the extra club and make your normal stock swing and learn to control the ball. I guarantee your misses will become better or you will surprise yourself and playing partners with a spectacular shot. Moreover, you will trust it next time if

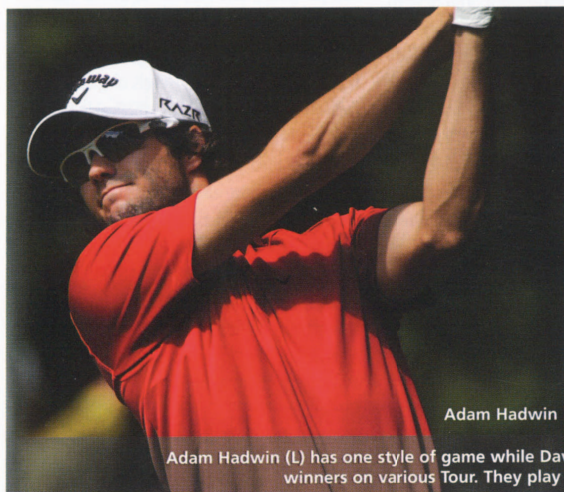
you pull it off. Self belief can go a long way.

It's so important to "play your own game." At the end of the day it doesn't matter who hit what, it's what you write on the scorecard. Play to your strengths; don't create a weakness in your game by playing someone else's game.

Jason Helman is the Director of Instruction at the Wyndance Golf Club. He's the 2010 Ontario & Canadian PGA Teacher of the Year. He's recently appeared on the Golf Channel's "Morning Drive", ESPN Radio, TSN Radio and several other magazine publications. You can contact him for coaching or follow him through his website at [www.jasonhelmangolf.com](http://www.jasonhelmangolf.com)

### Skill Development

When it comes to developing skills, there's lots of great range players out there and they work very hard. A better way to develop this set of skills is a game I call "worst ball." If you have an academy course at your facility or you're out for a quick action nine in the late evening when it's not busy, try playing two balls. The trick is to see how well you can do by playing your worst shot. This gives you a great opportunity to take advantage of learning what it takes to produce certain shots in the environment where they actually count, on the course. For example, trying your second shot with an extra club after you tried too hard with your first one. This builds confidence and it carries forward to other rounds because you've been in that situation before, perhaps on that same hole and you know you can do it. The mind is a powerful thing.



Adam Hadwin



David Hearn

Adam Hadwin (L) has one style of game while David Hearn (R) has another. Both players are multiple winners on various Tour. They play their own game. And so should you.



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# The Clinic



By **Jason Helman**

## Play **your** **OWN** game

Have you seen the TV commercial where Dustin Johnson hits a 3-iron 254 yards?

You can bet his colleagues on the PGA Tour don't look at what club he selects for a particular shot, as few hit it as far as him. Just like them, you shouldn't try to "club" yourself by matching what your fellow competitors are hitting. (You can view the video at [http://www.youtube.com/watch?v=wD4mP\\_jvxyU](http://www.youtube.com/watch?v=wD4mP_jvxyU).)

Most amateurs waste shots by under-clubbing. Generally, this is due to the "ego factor." For example, if someone they are playing with hits a 7-iron on a par 3, they will try to hit the same club because the little devil on their shoulder said, "Come on! Go for it. You're just as good as they are." However, the little angel on your other shoulder should be saying, "You know you're a club shorter than him. Take the 6-iron and swing smoothly."

Trying to club off someone else could be one of the biggest mistakes you can make. Firstly, as an observer, you have no idea what the other player is trying to do from a power standpoint. Secondly, you're not aware of the shape or height of the shot. It's all a guess. If you guess wrong, you're not going to get the same result. So, leave your ego back in your golf bag, brush the little devil off your shoulder, take an extra club and make your normal swing.

It's so important to play your own game. As I've said to my students many times: "If you hit a more difficult club into a green closer than your opponent's shorter iron, who hit a better shot?" At the end of the day it doesn't matter who hit what, it's what you write on the scorecard. Play to your strengths; don't create a weakness by playing someone else's game.

**Jason Helman, the Director of Instruction at The Academies of ClubLink at Wyndance, was the 2010 PGA of Canada Teacher of the Year and was named one of Canada's top five prominent teachers by Golf Digest.** [jhelman@clublink.ca](mailto:jhelman@clublink.ca), 905-649-8545.



Photo: Ross D. Franklin-AP/The Canadian Press

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# The Clinic



By Jason  
Helman

## How to play your best for 18 holes

If you tend to play poorly during the last few holes of your round, it is probably the result of fatigue because you failed move your body correctly. Most likely, you're an upper-body swinger or a "hitter." Have you ever said, "Wow, I didn't even feel I swung at that and look how far it went!?" That was the result of an efficient **kinetic sequence**.

Kinetic sequence is the order in which your body moves. For example, the hands and arms move away first in the backswing, followed by the torso, then the lower body, and the process is reversed on the downswing. If the sequence is faulty, it's difficult to hit repeatable shots. However, if you understand **connection** and **tempo**, it's much easier to repeat the sequence.

Connection is the ability to have your body function as a unit. Taking a three-quarter swing will help you stay more connected during the entire motion. Try to understand what it feels like to efficiently produce power and speed with all aspects of your bio-mechanical motion versus just using one piece of the puzzle, i.e., your upper body.

Tempo is simply pace—the speed of your swing motion. It's critical in order to be consistent. If you've ever said "Oh, man I swung too fast," it's generally because your hand and arm speed outpaced your body.

If you understand these concepts and swing at 80 per cent of your full power, you will be pleasantly surprised by the results, and you will play your best for all 18 holes.



Ernie Els, a.k.a. "The Big Easy", is a model of kinetic sequence, connection and tempo.

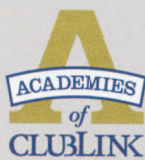
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Photo: AP-Andrew Brownbill/The Canadian Press





## Jason Helman

### *Tip of the Month*

## Develop your skill sets

Golf is a game of acquiring and developing skill sets. If you learn to set up a proper practice area to practice some skill set advancement drills that don't mindlessly involve hitting ball after ball without consequence, I guarantee you're going to get better. However, if you keep practicing your strengths, your weaknesses will still be waiting for you when you arrive on the course.

The station above is a distance control station

for you to practice and develop your skill set by learning to "land" or "fly" the ball a specific distance. The targets are set up every ten yards and the alignment sticks are set up 3 yards apart on each side. I would much rather have golfers focus on distance control than direction, presuming they're hitting it solid. If golfers hit it 3 yards right or 3 yards left, at the end of the day they have a 9 foot putt on either side of the hole. Players can use anything for targets, head

covers, pylons, alignment sticks, buckets etc.

### Alternate Your Clubs and Distances to Develop Feel

It's best if you alternate your distances rather than hitting to the targets in order. If you take them in order at 10, 20, 30 yards etc, this is simply accelerating the club and only provides feel going in one direction. I find players get better faster by alternating hitting shots from

60 to 10 to 30 to 5 yards and then maybe 45 yards as their instinctive or intuitive reaction creates a better feel. The important issue is to understand how you arrived at that instinctive feel so you can repeat it.

### Graduate your levels

I often see golfer's that get ahead of themselves with their expectations. They seem to think they can hit it really close every time. I'm all for positive thinking but it's very important to understand reality and grasp what I call the "graduation process." I like my students to start at grade 1 and I ask them "can you hit 10 balls on the green?" If they can, I ask them "can they hit 10 balls within 25 feet but not have your misses be off the green?" If they achieve a reasonable number they can graduate to the next level. The next level would be "can you hit it to 20 feet with your misses all inside 25 feet?" The process continues all the way to the hole which is about 8 grade levels of skill. This will develop their skill set and a better understanding of reasonable expectations. Try these drills out I know they will help you and lead you to better and more consistent golf.

Jason Helman is the Director of Instruction at the Wyndance Golf Club. He's the 2010 Ontario & Canadian PGA Teacher of the Year. He's recently appeared on the Golf Channel's "Morning Drive", ESPN Radio, TSN Radio and several other magazine publications. You can contact him for coaching or follow him through his website at [www.jasonhelmangolf.com](http://www.jasonhelmangolf.com)



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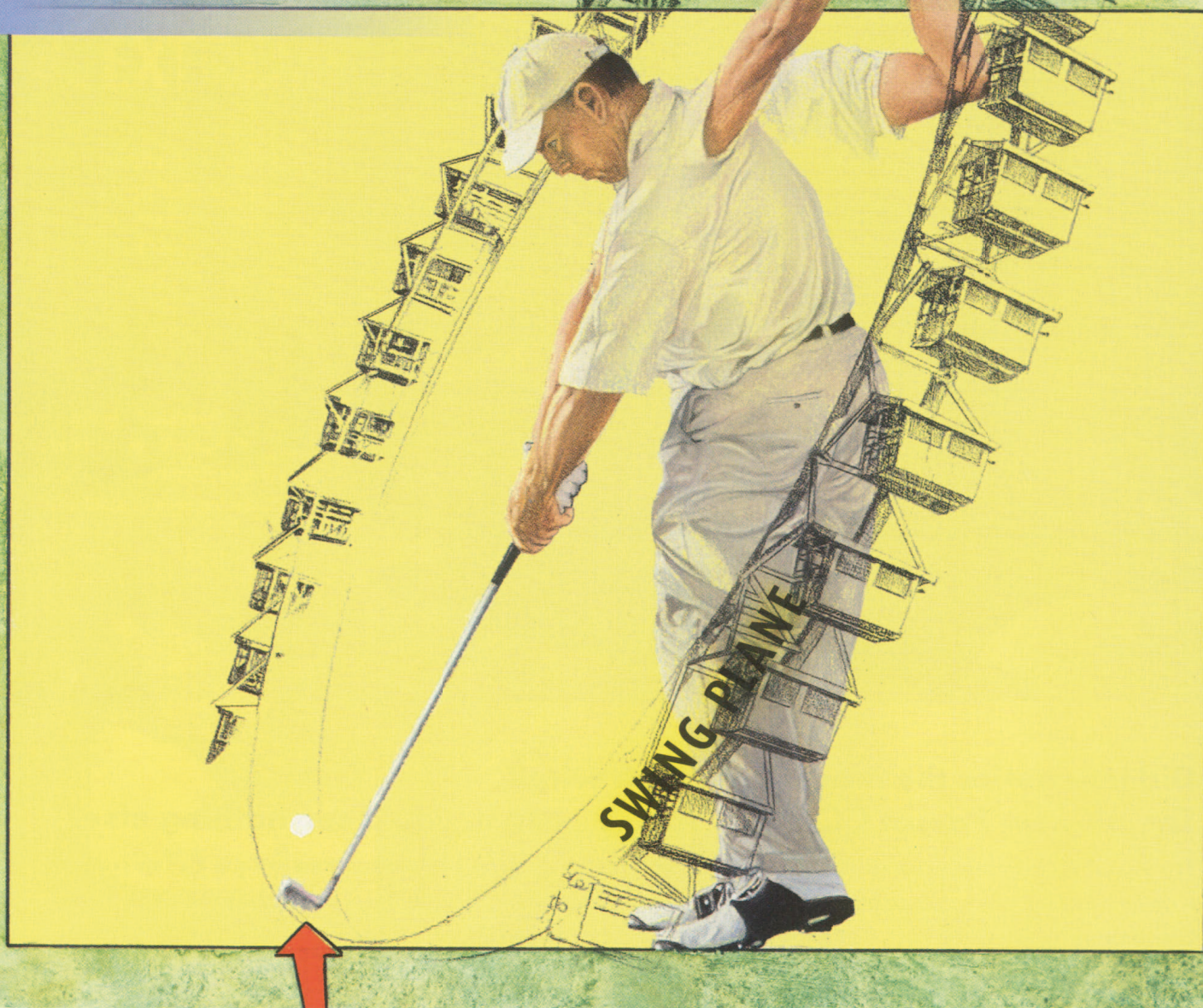
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## QUICK FIX



## Stop Over-the-Top Swings

BY JASON HELMAN, CPGA, Director of Instruction, Wyndance GC, Uxbridge, Ont.  
[www.johnstonhelmanonline.com](http://www.johnstonhelmanonline.com)

■ One of the most common causes of slicing is what's called the over-the-top swing. But do you really know or understand what that move is? I was blessed to have met and worked with the late Conrad Rehling, a great professional and coach who passed the following analogy on to me in college: Over the top is when the initial motion of your shoulders works in a horizontal fashion similar to that of a merry-go-round. It moves the club off plane with the hands and arms working away from the body on the downswing. The club head stays in the air too long until you finally decide to drop

your hands and arms across your body toward the ball, resulting in a pulled shot with a divot pointed to the right (for us left-handers) that hooks if your clubface is closed and slices if your clubface is open. To fix this, try picturing a ferris wheel on a slight tilt. You need to get to the top of your backswing and feel as though you're pulling the butt-end of the club down with your hands and arms. This move will lead you to a more upright swing plane, getting the clubhead closer to the ground on the downswing with your whole body working together in the proper sequence. ♪

GREG DOUGLAS





# CREATING YOUR BRAND

Canadian pros turn to the web to increase audience, exposure

*By Chris Fry*



Jason Helman and Jesse Crowe are two examples of how PGA of Canada members can build a brand through social media.

I'm going to just flat out write it: it's okay to brand yourself. In fact, pros should be pondering how to increase the exposure of their brand.

What's a brand? Apple is a brand. Arnold Palmer is a brand. The PGA of Canada is a brand.

According to my Oxford Canadian dictionary (second edition), brand (noun) can be defined as 1. a particular make of goods; 2. an identifying trademark, label, etc.; 3. a special or characteristic kind.

But, my favourite definition of brand comes courtesy of American author and blogger, Seth Godin, who says, "Brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another. If the consumer (whether it's a business, a buyer, a voter or a donor) doesn't pay a premium, make a selection or spread the word, then no brand value exists for that consumer."

Jason Helman, the director of instruction at Wyndance Golf Club in Uxbridge, Ont., and Jesse Crowe, the head professional at Canoe Creek Golf Course in Salmon Arm, B.C., are two PGA members who are successful brand stories.

While Helman and Crowe's personalities are about as far apart as Salmon Arm and Uxbridge, they both used the same thing to brand themselves: social media.

"Once I became familiar with Twitter

and Facebook, I focused on trying to brand myself and make everyone online take note and learn who I was," Helman says.

Over the past couple years Helman, who won the 2010 PGA of Canada Teacher of the Year Award, has really embraced social media—especially Twitter—and built his brand. He was recently named by *Golf Digest* as one of Canada's top five prominent teachers, added as Golf Channel Swing Fix instructor and launched a successful Twitter campaign aimed at junior golf.

Can all of this success be attributed to his social media prowess? Certainly not, but Twitter and Facebook have definitely helped build his brand and get his name out there to the masses.

Helman says that the social media platforms have not only helped himself and his brand, but created a new way of open communication between himself and his students, fellow PGA professionals and business associates. He's also quick to add that these brand-building platforms won't cost you anything.

"Don't forget Facebook and Twitter are free. The only cost is the time it takes to promote yourself," he says. "But I've learned to allocate some time into my day that is dedicated to social media, building the brand and gaining new business."

Crowe, who at last check follows somewhere in the neighbourhood of 500 PGA of Canada professionals, isn't shy about letting you know that he enjoys the social aspect of social media. But, he also sees the value putting himself "out there" on Twitter as well.

"Anyone who knows me knows that

I'm a social guy and that translates to my Twitter posts," Crowe says. "But it's also really helped me grow my own brand as a golf instructor—and there's been a bunch of people in my community who saw me on Twitter and the next thing you know I'm giving them lessons at the club."

Crowe and Helman also both talk a lot about borrowing ideas from other sources on Twitter and say it's helped them better themselves as PGA professionals.



"If someone shares an idea in Australia, I can use it in Canada without stepping on any toes," Helman admits.

"I think it's kind of neat seeing what a golf professional is doing out of province," Crowe says, adding, "I've been able to use Twitter and Facebook to share ideas with people far, far away from Canoe Creek and to have forged some great relationships as well."

And built his brand in an organic, authentic way. If anything, Crowe and Helman are proof that brand building doesn't need to feel forced or overdone. Instead, you can be yourself, embrace new communications vehicles and expand both your skills and your reach.

PE

Chris Fry is the communications and social media specialist for the PGA of Canada. His social media and Web 2.0 column will appear in each issue of *Pro:Files*.





# TRANSITION

# INITIATE YOUR SEQUENCE



Gold Flex - SKLZ

## Transition...

What is transition? In golf, transition is considered the start of the downswing. Why is it important and what moves first? Well, in any 3D analysis we see the hips start first, torso second and hands and arms third. In general, I've found that "the average" golfer has the innate ability to forget their hands and arms and more often than not engage their body far too much without what I refer to as a "pull" from the top of the swing as they transition. That's right, I said "pull" not drop. The club is not being dropped anywhere and if it does I guarantee there's some casting of the club in the movement along with a huge loss of power and what's the first thing students ask for?

They say, "I want to hit it farther." or "be more consistent." The solution I've found to be one of the best keys is to have students initiate the downswing or transition by "feeling" like they're "pulling" the club downwards with their hands and arms first. In reality their hips will still lead the downswing, but they will be less conscious of this and tend not to overdue this movement as a result. I often get them to do a pump drill or utilize one of my favourite teaching aids, the Gold Flex by SKLZ Golf. (pictured) As a result of doing these drills students improve matching their hands and arms at impact with the rotation of their lower core and upper cores. This improves their tempo, rhythm and impact conditions as they create a more efficient bracing or load to the lead side and an efficient bio-mechanical pattern. Further results include improved connection, more lag, improved contact and trajectory. The simple fact of the matter, is that golfers need to educate their hands and arms to match the speed of their upper and lower cores. If the sequence or kinetic chain is broken, it becomes increasingly difficult to hit repeatable shots. However, if you understand a more effective initiator in conjunction with connection and add that with a manageable tempo its much easier to repeat the sequence. Try working on these key issues I know it will help your game. Book your next coaching session with Jason at The Academy at Wyndance.

date

**SPRING**

author

**JASON HELMAN**

Director of Instruction, Wyndance Golf Club

PGA of Canada Teacher of the Year

Top 5 Teacher in Canada - Golf Digest

website

*jason helman*  
**GOLF.com**

Over the last 20 years I've focussed on these few simple issues and developed golfers into players much quicker with this approach. Try working on them with your coach, I know you will improve swing mechanics.



# GAME CHANGERS

## THE FACE-OFF

So, you're probably wondering how does the face-off in hockey relate to golf. Let's take a look at the relevance of making the right decision.

### Release it Forward



Some of the most common mistakes aren't mechanical in nature, they start off with making an incorrect decision based on your concept of what shot needs to be played. In hockey we're reading our opponent and in golf we're reading our lie, both of these reads are dependent on anticipation. Anticipation based on body position and anticipation based on an expectant ball flight. So, the key thing is to analyze your lie and play the most effective shot in the percentile to achieve your desired outcome.

For the average golfer that particular shot in my opinion is allowing the ball to release forward, it's much more efficient and controllable, it has far less variables involved to produce and repeat. If you want to get better around the greens from 50 yards and in, work harder on making a better decision and figure out where you want to get your ball on the ground. For lower scores learn to judge and anticipate the lie, the greens firmness and the speed.



The second most popular question that is asked of me by students interested in learning a skill is "How do I get back spin around the green?" My answer is usually "Why do you want backspin?" If the answer is valid enough, I will certainly go about showing the student the techniques to achieve the skill. But, the all too often answer is usually "because it looks cool." The "Chip and Check" is not a high percentage shot and there is a lot of room for error. It generally becomes over used or over attempted which produces bogey after bogey or even some double bogey's.

So, if you really want to lower your scores focus more on controlling the forward release and play the right shot versus trying to draw it back and make it look cool. Apply your decision making based on your skill sets and you will lower your handicap, I guarantee it.



### Draw it Back

By Jason Helman

Director of Instruction  
The Academy at Wyndance Golf Club

2010 PGA of Canada Teacher of the Year  
2011 Top 5 Teacher in Canada - Golf Digest  
Golf Channel Swing Fix Instructor

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PLAY THE

RIGHT SHOT





Lesson □□□□ □□□□ □□

제이슨의

원포인트

레슨



### 1. Set up

Most players set up too level with their shoulders with the driver. Here is a perfect example, this causes golfers to hit downward too much, resulting in a de-lofted club face at impact and leaves the golfer wondering why they can't get the ball in the air.

Something to understand is that the majority or nearly 95% of golfers set up incorrectly before they actually even start the motion of the golf swing. If you take the time to set up correctly, you have a much greater opportunity at being able to repeat a good swing.



### 2. Proper Set Up

This is a much better position to begin from and will allow the player to stay behind the ball much better with their driver toward impact. Always remember your right hand is always lower than the left (for right handed golfer) on the golf club.

or waist slightly to get in the right position. His ball position is very good, but it could still move back a bit, but he prefers to hit a fade which is why he likes it a bit forward.



### 3. Proper Top of Swing

It's very important at the top of the swing to keep the head, neck, and leg and maintain the weight on the inside of the back foot.

Here I'm ensuring he stays on the inside so he can drive from the loaded position through the downswing.

### 4. Chicken Wing

This is a very common mistake that golfers make. They try and swing too much with their arms. This is where the major loss of power comes from in the majority of golfers. Work hard or strive for the next position to help create more power.



### 5. Great Extension

This is a much better position. His arms are fully extended which have allowed the club and shaft to travel down the target line, which will give him more speed and you'll notice that the shaft is also parallel to the ground with the alignment stick in front of him what is what we're trying to achieve. This is great extension. All great players get to

maintain this position through the downswing and follow through.





Lesson / 제이슨의 원포인트 레슨

# One Point Lesson... Driver Set up!

그날의 골프를 좌우하는 티샷의 요령은 생각보다 간단 할 수도 있습니다.  
그러나 아마추어들은 그 간단한 것들을 항상 잊어버리곤 합니다. 이제 부터 강력한 티샷을 날려보십시오.



## 1. Set up

대부분의 아마추어 골퍼들은 드라이버 샷을 위한 셋업시 항상 어깨를 지면과 평행하게 만든다. 이런 셋업 자세는 볼을 아이언 샷을 할 때와 마찬가지로 다운블로우로 치게 된다. 이때는 드라이버의 클럽페이스 각도를 이용하지 못하게 되어 볼의 탄도는 낮아지게 되며 거리가 감소한다. 95%이상의 아마추어 골퍼들의 드라이버샷 오류는 셋업 자세에서 시작이 된다고 해도 과언은 아니다. 이런 점들을 잘 이해하고 나면 자신의 셋업 자세를 천천히 하나 하나 고쳐 나가기가 쉬울 것이다.



## 2. Proper Set Up

왼쪽의 사진을 보면 몸의 중심이 볼의 뒤에 위치하여 정확한 임팩트를 내는 동작을 볼 수 있다. 여기서 꼭 기억해야 할 것은 언제나 클럽에 위치한 오른손은 왼손보다 아래쪽에 있어야 한다는 것이다.(오른손 잡이 골퍼). 또한 주목할 점은 오른쪽 힙과 허리가 약간 왼쪽으로 위치하여 정확한 포지션을 유지해야 한다. 페이드 샷을 주로 사용하는 이 골퍼는 볼 포지션이 약간 앞쪽에 있지만 조금 더 뒤로 오게 되면 정확한 드라이버 셋업의 포지션이 된다.

## 4. Chicken Wing

이 자세는 많은 아마추어 골퍼들이 어려움을 겪고 있는 흔히 말하는 '치킨윙' 이라는 장면이다. 큰 근육 (어깨, 허리)을 사용하지 못하고 팔의 힘으로만 스윙을 할 경우 이런 자세가 많이 나오는데, 이런 자세는 파워 뿐만 아니라 스윙궤도가 짧아지게 되어 방향성도 불규칙하게 된다. 골프를 배우기 시작하여 일찍 수정되지 않으면 잘못된 본인의 스윙자세로 굳어버리기 쉽기 때문에 빨리 바꾸어 주는 것이 좋다.



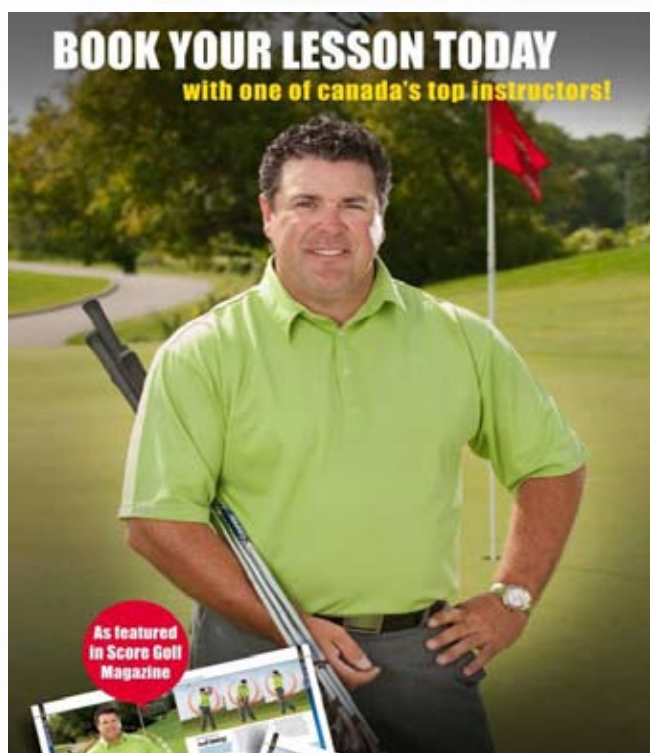
## 3. Proper Top of Swing

셋업시 백 스윙의 탑에서는 어깨와 허리의 코일이 유지되며 몸의 무게는 뒤쪽 발의 안쪽에 실리게 된다. 이런 자세는 다운 스윙시에 좀더 쉽게 그림과 몸이 일치가 되어 In to Out 스윙을 하며 파워풀 한 스윙을 만들어 내게 되는 것이다. 이 부분은 매우 중요한 자세이다 왜냐하면 아마추어 골퍼들이 어드레스와 에이밍이 다 잘되었다 하더라도, 대부분 백스윙에서 모든 자세가 흐트러지는 실수를 하기 때문이다.

## 5. Great Extension

위의 그림에서와 같은 자세가 취해진다면 더욱 나아진 자세이다. 이 골퍼의 팔이 앞으로 곧게 뻗으며 클럽과 샤프트가 타겟 라인을 따라 이동하는 것을 볼 수 있다. 이런 자세는 클럽 헤드 스피드의 증가에 아주 큰 도움이 되며 샤프트는 지면과 평행을 이루게 된다. 스윙을 처음부터 빨리 하는 것 보다는 유연성을 길러 이런 자세를 천천히 그리고 반복적인 연습을 통하여 이런 다음 스윙스피드를 점점 늘리게 되면 좋은 유연성을 스윙에 접목 시킬 수 있다. 로우핸디의 골퍼들을 보게 되면 하나같이 스윙 모습은 다르지만 이런 팔로우스루가 비슷한 모습으로 나타나는 것을 볼 수 있을 것이다.

# “안녕하세요! 제이슨 헬만 입니다.”



캐나다 최상의 프로와 함께  
최고의 레슨을 원하십니까?

골프팝스와 함께 한국의 아마추어 골퍼  
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# Golf Coaching

What is coaching? What is a lesson? Is there a difference? How do we learn? What are expectations? What is reality? Why do I need a golf coach?

Let's tackle a few of these questions and see if we can develop a different perception in your mind. Coaching is so much more than the old traditional 60 minute lesson, which by the way I have pretty much outlawed. Coaching is developing a golfer's skills in all aspects of the game, providing effective practice plans, fitness programs, mental preparation, on course management and much more.

A lesson, especially only one of them will not be very beneficial to you in my opinion. The band-aid or quick fix mentality has to go. Here's why. Let's presume we live to the age of seventy years old. If we were to analyze our education to that point we would have spent on average (simply presuming we took up to a 3 year B.A. degree) 22.9% of our lives learning through education. So, I'm baffled at why someone would think they can come and learn how to play or even swing the club in an hour long session or even a small package of lessons. If you still have this mentality and you've realized you haven't gotten any better at golf it may just be time to learn to commit to what you expect out of your game. Knowledge and the ability to understand how to self correct is the key to success, and to obtain this ability it's important to find a coach that will communicate and relate to you just like every other sport has coaches or even multiple coaches. If you truly want to get better you will need to grasp the concept of signing up for a coaching program or you will simply be spinning your wheels, you could even liken it to every year many make the plunge over and over again and take the New Year's resolution to go on a weight loss plan.

Learning and skill development; how you learn is another major key in finding the right coach. We all have different patterns or styles of learning. It's important to understand what influences you the most and seek out a coach that can provide a platform of communication that resonates with you so that you can advance quicker. Better yet, find a coach that will adapt to your way of learning, pick up on your style or one that doesn't present a one way fits all approach. As coaches in regards to skill development, we're simply looking for minimal or incremental progress. There is no sure fire way to become amazing overnight no matter what's being sold to you.

Passion for the game is one of the most important things that keeps us coming back to the course. It's funny, if you finish strong on the eighteenth hole it really makes you want to play again the next day. Be passionate about learning and developing as much as you do playing the game and it will certainly lead to more enjoyment. We're never too young or too old to learn, it's simply a choice we have to make and then put forth the effort in order to reach what we think our expectations should be. If you took the pledge to under promise your round and over deliver it's very easy to stay out of your own way and you will produce better results.

Goals; one thing people do not strive enough for. Write them down. I have an intake form for every student. I'm looking for 3 month, 6 month, 1 year and in some cases 3 or 5 year goals. In order to want something you have to have a direction. Try writing some goals down. Be sure they're realistic and attainable based on your commitment or go over them with your coach because surely after this you hopefully realize that the magic pill or quick fix lesson does not exist. See you on the coaching tee or my favourite place to coach, the course.



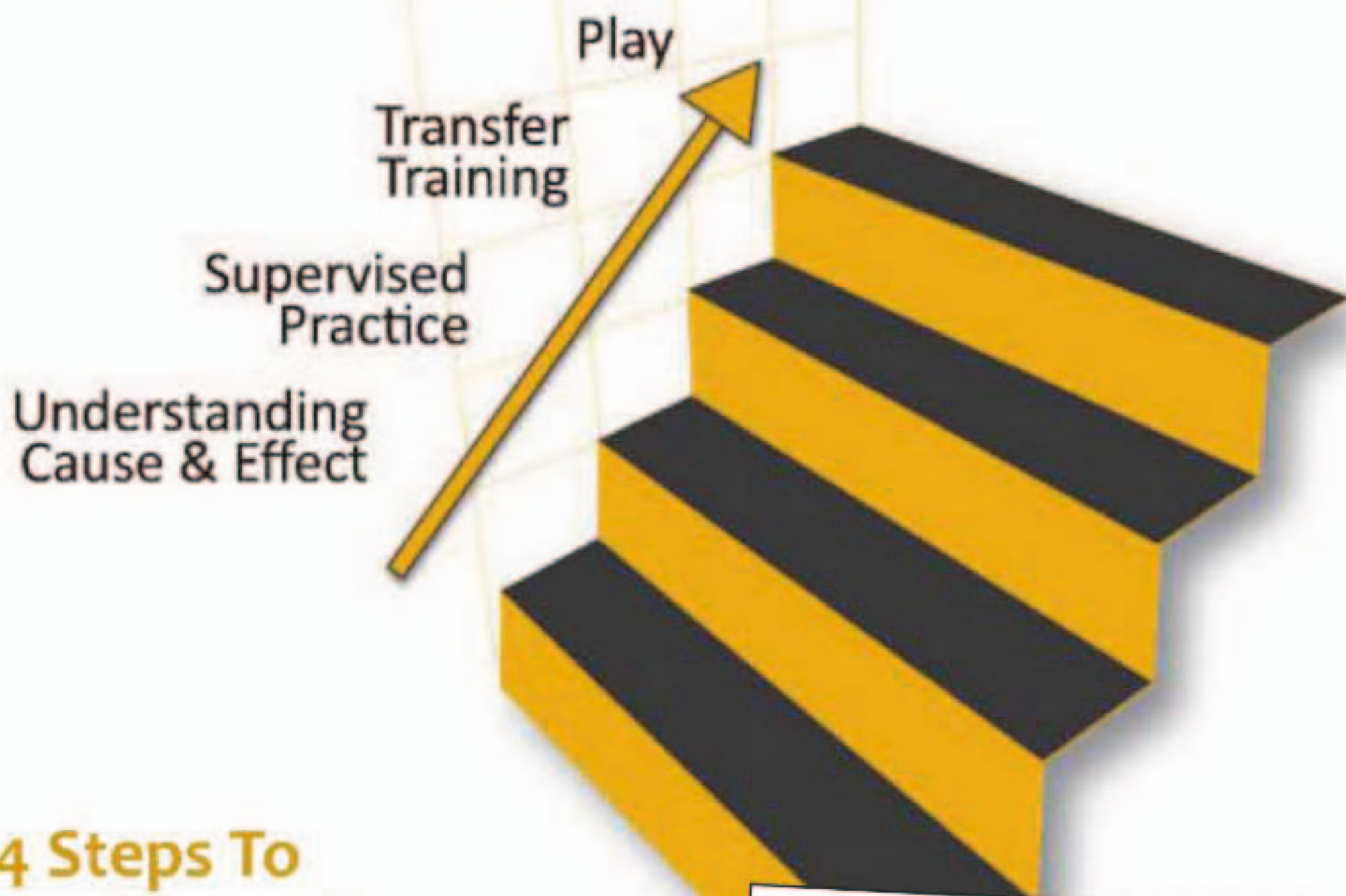
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Teacher of the Year**

**Top 5 Prominent  
Teacher in Canada - Golf Digest**

**Golf Channel Swing Fix Instructor**





## 4 Steps To On Course Success

One of the biggest things I end up coaching is concept. Many times golfers have no idea what the cause and effect of is as to why they hit a shot the way they did. Once they grasp the new concept and learn their tendency, it's to develop the new skill or technique, refine it via supervised practice, again just like every other sport we played when we had coaches. Then we need to learn how to do it in the environment we play and practice it on the course. After we accomplish these tasks and have gained the confidence that we've developed the skill, we can then execute during play.

Countless times the expectations of the golfer are often far too elevated and they try shots too early before finishing the process.

InTake & Evaluation Form		jason's first year GOLF	
Name: _____		<b>Goals &amp; Objectives</b> 1 Month: _____ 3 Months: _____ 6 Months: _____	
Address: _____			
City: _____	Postal Code: _____		
Email: _____			
<input type="checkbox"/> Single Coaching Session <input type="checkbox"/> 3 Month Adult Private <input type="checkbox"/> 6 Month Adult Private <input type="checkbox"/> 12 Month Adult Private <input type="checkbox"/> Biggest Loss Handicap Challenge			
<input type="checkbox"/> 3 Month JR Private <input type="checkbox"/> 4 Month JR Coaching <input type="checkbox"/> 6 Month Elite JR <input type="checkbox"/> 12 Month Elite JR Coaching			
Please list your concepts on golf, the golf swing and concerns on what you hope to gain from coaching.			
<div style="border: 1px solid black; height: 40px;"></div>			
<b>INJURY REPORT:</b> Please fill out any injuries past or present to the areas denoted below			
Hip: _____ Back: _____ Neck: _____ Wrist: _____ Hands: _____		Knees: _____ Ankle: _____ Shoulders: _____ Arms: _____ Feet: _____	



## 8. GOLF IN SCHOOLS.

"IF YOU CAN GET INTO THE SCHOOLS AND GET THEM INVOLVED, THEN YOU CAN GET THEM OUT TO THE GOLF COURSE."

One thing we've been pushing lately between ourselves and Golf Canada is the Golf in Schools program. I've been volunteering for the last five years and most of my winters are spent teaching kids in elementary schools all over our area. I think if you can get into the schools and get them involved, then you can get them out to the golf course. The biggest thing is to keep it interesting, different and fun. We do tons of fundraising and prizing to get our kids to come back and play. Every Wednesday we have a day - it's called a junior jitney and it's a four-person scramble - and we get 40 to 50 kids out and give out a few hundred dollars worth of prizes.

- JONATHAN GARRON, HEAD PROFESSIONAL, ABERCROMBIE COUNTRY CLUB

## 9. LET KIDS BE KIDS.

"THERE SHOULD BE A STRUCTURED ENVIRONMENT BUT WITH ROOM FOR EXPRESSION."

I think creating a fun and safe environment that kids can express themselves through the sport will keep them in the game. I know making it fun is a cliché but it really does boil down to that. Having too many rules and etiquette sometimes takes the fun out of golf. There should be a structured environment, but with room for expression. So when they hit a good shot they can celebrate the way they feel - traditionally that would have been frowned upon.

ANN CARROLL, ASSISTANT COACH, TEAM CANADA WOMEN'S SQUAD

## 10. SPEAK TO THEM IN THEIR #LANGUAGE.

"IT'S IMPORTANT TO BE PROACTIVE ON THE VARIOUS SOCIAL MEDIA OUTLETS AND TO KEEP GOLF IN THEIR MINDS."

One of the biggest issues in retaining kids in the game is ensuring they have fun. A friend of mine, LPGA Professional Sara Dickson has been hash tagging #golffun on Twitter for sometime now in the hopes of growing the game amongst our youth. It's also important to be proactive on the various social media outlets and to keep golf in their minds; this seems to be where they're spending a large portion of their time.

Recently, I organized a team of professionals from across North America to broadcast a version of our 7 Nights At The Twitter Academy to do just that, and we uploaded our Junior Edition.

Kids also look up to the youth on tour and want to be like them, like Rickie Fowler, the better they play the bigger role model they will play to our youth and this will help in keeping kids striving to be like their role models.

JASON HELMAN, DIRECTOR OF INSTRUCTION, WYNDANCE GOLF CLUB







## TOP Performers Lead by Example

First Pro Shop Online Poll Of Industry  
Produces A Bevy Of Noteworthy Winners

By Rick Drennan

In Malcolm Gladwell's book *Outliers: The Story of Success*, he talks about the hours and hours it takes to become good, even great.

Gladwell repeatedly mentions the "10,000 Hour Rule", and claims that it is the key to success in any field.

No doubt practice makes perfect, and the "10,000 hour rule" was definitely in effect with the winners of our first 'Top Performers' online poll of the golf industry in Canada.

This year, Pro Shop decided to survey the industry to find the best of the best, and compile a list of people in a wide range of categories.

We sent out information to the industry to vote for people in these different categories, and for 2013, we encourage you to enter your votes and nominations.

Their peers nominated each of this year's winners for the award, and Pro Shop staffers tallied votes.

What each winner seems to have in common is a

passion for their jobs, and a commitment to succeed. Working in the golf industry has been a labour of love for all of our Top Performers.

You'd need a couple of hours of solid research time to tap into the multitudinous interests of our Top Performers, but they are the true drivers that make the golf industry in Canada one of the most popular sports in our country.

Let's take a look at this year's winners...

### General Manager: Tiffany Gordon Cottonwood Golf & CC Calgary, Alberta

Cottonwood Golf and Country Club opened its doors in 1990, and since then, this beautiful course has hosted many local, charity and national events. Owner Lyle Edwards says the culture and atmosphere of the club is one of encouragement and commitment.

It also needs a person in place that helps drive that culture and commitment forward.

There's none better than Tiffany Gordon and she has been with the private club, located just east of Calgary, since Day 1.

Gordon has been a key player at the 7,000 yard, Par 71 layout, helping oversee the club's \$1.5 million renovation a few years back, and in past seasons playing host to the RCGA National Senior Ladies' Championship, the Alberta PGA Assistants' Championship, as well as the Bank of

Montreal Women's Series.

Involvement in charities and charitable events are a mandate to both the owner, and Gordon. Pursuing a role in the community is what her job also entails, and giving back to foundations like Kids Cancer Care, Weekend to End Breast Cancer, Calgary Flames Ambassadors, and Cystic Fibrosis, are just par for the course at Cottonwood, and very much a part of Gordon's daily work.



Overseeing the operations of the club is a tough job, but keeping the spirit "casual" has helped the club, and Gordon, succeed.

The club's friendly atmosphere, commitment to service, and ensuring the respect and pride of staff, members, guests, community, and the environment, is all over Gordon's CV.

Gordon is the former head professional at the club, also an assistant, and a graduate of the Southern Alberta Institute of Technology.

Her longstanding tour as GM (12 years), head pro (four years) and assistant have made her a fixture at the club during its 22-year history. •

### Golf Sales Representative: Cyril Zupan Acushnet

Stage actors always talk about making a graceful exit.

The golf industry's Cyril Zupan took one of the grandest bows of all.

The long-time salesman for Acushnet in Alberta was named the best 'Golf Sales Representative'.

He won just after retiring from the business in the fall of 2012.

'Zup,' as he's lovingly referred to in the industry, was an industry icon, and one of Acushnet Canada's most valuable assets in western Canada.

He's been an industry leader for over 25 years,



said Mike Loftus, a PING sales rep in Alberta during most of Zupan's long tenure with Acushnet.

Now affiliated with Morningstar Golf Club in Parksville, B.C., Loftus, who nominated Zupan for the award, said during his years as a rep, Zup was the toughest competition he ever faced, a highly disciplined but ethical businessman "who always took the time to nurture and educate young golf professionals and competitive representatives."

"He had a tremendous work ethic," said Loftus, and his passion for his work and the game of golf spilled over into everything he did.

"He was the toughest competitor I ever met, but he was always honest and it will be tough to see him go in the industry," added Loftus, who attended the going away party for Zupan held earlier this year. •

### Golf Professionals: Dan Trevisan & Doug Powell Squamish Valley Golf Club

It may be the most unique relationship in Canadian golf,

handled the business side.

When they formed their company, they immediately took on the challenges of running a semi-private club, and lived with the ups and downs of the business over the years.

There's also a healthy



Doug Powell (left), Dan Trevisan (right)

and it has resulted in Dan Trevisan (head pro) and Doug Powell (manager of the business side of the pro shop), being named top 'Golf Professionals'.

Dan and Doug formed a company (a partnership, of course) in 1979, took over the Squamish Valley Golf Club in B.C., and have been in business for the past 33 years, growing their club (now one of the gems on the west coast), recruiting members (now between 350 and 400 – many of them from the North Shore), and generally driving a business model that works.

Being childhood friends in Powell River, B.C., was the first stage in their lifelong partnership, and while Dan got his pros certificate, Doug

membership that has loved the changes that the Trevisan-Powell team brought Squamish Valley. But the "good relationship" between the two owners is what has driven the club's success.

"People ask us about it all the time," says Powell. "But we never have disagreements. We get along so well. We like to have fun. So do the people that play our golf course."

Having fun, working in a beautiful setting, and keeping a friendship and business relationship strong over 33 years, is a legacy that continues to pay dividends for the Trevisan-Powell team.

Brian Avey, the club's general manager, nominated the good-natured duo for the award. •



# PRO SHOP'S TOP PERFORMERS



## Superintendent: Paul Dodson Silver Springs Golf Club, Calgary, Alberta

Few of us know what we want to do with our lives. Fewer still have it embedded in our DNA.

Then there's Paul Dodson, the superintendent of Silver Springs Golf Club located in the heart of Calgary, Alberta.

Dodson was literally "born" to be a superintendent.

His great-uncle, Charles Bluett was superintendent at Mississauga Golf Club from 1946 to 1972.

His father, Art Dodson was a legendary super at a number of courses in Canada, including his final stint at Maple Downs near Toronto.

Paul's brothers Scott (Park Club, Buffalo, New York) and Bruce (Heritage Hills, Barrie, Ontario) and son Matthew (Orchard Beach, Keswick, Ontario), also are leaders in the industry. His daughter Kathleen is taking her PhD in turf grass management, and his stepdaughter Diana works with him in Calgary.

All in all, it's little wonder that Paul was named the 'Top Superintendent' in ProShop's online 'Top Performers' poll.

A certified "workaholic," Paul is beloved by the rather large membership at the high-end Calgary club that winds through 300 acres of rolling hills just 15 minutes from Calgary. Paul says he has always loved the great outdoors, and working under



the tutelage of his father left him with an abiding love for turf management, and the game of golf.

His 38-year career in the business has literally seen him run clubs as diverse as Lionhead in Brampton, Ontario (one of the first public golf facilities in Canada) to Mississauga (where he succeeded his great-uncle) to his present position.

Although he's had some great thrills in his life, working at Mississauga during the 1974 Canadian Open is a highlight.

But it's the day-to-day work that he really enjoys, and even at his age, he's really enjoying the new technology that is now so much a part of the job.

He's honoured by the Top Performers win, and credits his wonderful staff with making it all possible.

How popular is Dodson? There is very little turnover of his staff and members love his open style, and years of experience. •

## Assistant Golf Professional: Steve Green Oakdale Golf & Country Club, Toronto, Ontario



Steve Green, associate pro at Oakdale, one of Canada's biggest golf clubs with a burgeoning membership of nearly 1,500, was pleasantly surprised by being chosen a Top Performer, but after 20 years in the business, it's probably long overdue.

Green says he developed his professional philosophy while working under Bill Walsh, the head pro at nearby Thornhill Golf Club north of Toronto.

Green says Walsh taught him the "ethics" of being a pro, which meant acting and dressing like one, and offering up the best in service to members.

Green is anxious to take the skills he has learned to the next level in his development and become a head pro. There's little doubt this Seneca College grad, who began his school career in the golf maintenance

program, but switched over to the pro side, and has been at Oakdale for the past four years, will achieve his ambition.

He is now the chief buyer for the club, which means he is given the responsibility of filling up the pro shop with the best in hard and soft goods.

With a large membership, he estimates that about \$1 million in goods is purchased through the club each season, and he has to make sure that he buys the right hard and soft goods, with a variety of goods to suit all different ages of men and women. •

## Teaching Pro: Jason Helman Wyndance Golf Club, Uxbridge, Ontario

Jason Helman loves to teach. He also enjoys the benefits of social media. He's combined both to become one of the best golf instructors in Canada. In fact, he has been named Pro Shop's best Golf Teacher/Instructor.

Helman says he uses Twitter, Facebook and YouTube extensively to either train online, or to keep up with the latest trends in the teaching profession.

He calls himself a "coach" instead of an instructor, and he's hoping that by embracing and using social media, he is helping to change the "paradigm" for those in the golf industry.

The 42-year-old even welcomed a student from far-off China who saw his videos online and stayed for a week of instruction at Wyndance.

Helman knows that 90 per cent of players in Canada don't want, or can't afford lessons. He's hoping to decrease that number and make golf a more fun game to play for those he comes in contact with.

Helman has been contracted to instruct at Wyndance Golf Club in Uxbridge, Ontario since 2007, and was nominated for the



award by Jamie Al-Ibouri, director of operations at the club.

Al-Ibouri says Helman is "at the forefront in teaching methodologies" and his embracing of social media to enhance his connections to his students is what really sets him apart in the industry.

Helman has appeared on the Golf Channel's popular show 'Morning Drive' and

heads up the ClubLink Academy at Wyndance, which is open to all ClubLink members in southern Ontario.

With a great grass range to work from, Helman sets up shop in the middle of the facility, and either works on the basics of the swing, or helps fit players into the right equipment.

A Callaway staffer, Helman also assists other players fit into other manufacturers.

The Port Perry, Ontario native was named 'Teacher of the Year' in 2010, at the Canadian PGA Awards, and Al-Ibouri says the relationship Helman has built up with the ClubLink membership, and his own staff at the club, is why he was nominated for the award. •

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## Food & Beverage Manager: Jason Walmark Rideau Valley Golf Club, Ottawa



Jason Walmark is one of those successful leaders who hopped his way to the top of his profession almost by accident.

When he was still a teen, he headed out to work at the 108 Resort Golf & Outdoor Adventure Resort located in the rolling hills of British Columbia – quite a hike for a kid from small town Nova Scotia.

But his time at 108 Resort whetted his appetite for service, and he quickly learned about the hospitality business.

He began work as a bartender but that quickly morphed into working in the food side as well.

He followed a rather unique line to his current position.

Before he took the job at Rideau View, Ottawa's premier private club, with a huge membership of over 800, he owned his own bakery in Ottawa.

Seeing an ad for an assistant food & beverage manager at the club, he sold his business, took the job, and advanced quickly to the top position.

He's been there ever since, leading a staff of about 50 during the height of the summer, and providing top notch service to members of this "old style classic course."

Walmark is dedicated to his craft, and likes to lead by example, but he still has time to keep his crew loose and happy and dedicated to service.

Walmark is at the club early, makes coffee, chats to the membership, and prepares for the long day ahead.

He says the changes he's seen in food preparation are the jump in costs.

It's just so much more expensive, he says, to prepare food. He also notes that younger members are less apt to stay at the club longer, but since it's a family-oriented club, with a great junior program, he thinks that will change in the near future.

For now, he wears a lot of hats at the club, and is constantly preparing budgets, hiring staff, and putting in 14-hour days during the golf season.

It's a labour of love, and his leadership skills are so good, he's been able to keep 100 per cent of his staff for the past two years – a testament to his leadership skills.

As Edward Pinsent, a member who nominated him for the award, said: "Jason is an excellent food and beverage manager who doesn't relax, until the lights go out." •



## Best Golf Shop Weston Golf & Country Club, Toronto, Ontario

Weston Golf & Country Club is perhaps best known as the venue for Arnold Palmer's first win on the PGA Tour – the 1955 Canadian Open.

Yet there are multiple reasons why it's one of the most popular, and well-

populated private clubs in Toronto.

The Willie Park Jr. design is still a stern test for best for its membership, but it also sports the 'Best Pro Shop' in Canada, according to Pro Shop Magazine's Top Performers online poll.

The course and the pro shop certainly are the "golden" draws for members, says Colin Imrie, the 17-year head

professional at Weston.

There are a number of reasons why a pro shop is accommodating for members: layout, presentation of goods, and welcoming smiles from the staff. Weston has that in spades.

Imrie defers to his merchandise manager, Deb Hamilton, when it comes to the way the pro shop is laid out, and how goods are displayed

# PRO SHOP'S TOP PERFORMERS



for sale. "She is simply the best in the business," say Imrie, who notes that the Weston pro shop was remodeled about a dozen years ago, while each year he and Hamilton discuss new ways of keeping the shop "fresh."

There's about a 35/65 per cent split in the hard and soft goods being offered up at Weston, and Imrie's staff pays close attention to what the membership is wearing and what they like to buy.

There's certainly a science to creating a pro shop that members will find warm and inviting, and Weston has found the right mix. •

## Honourable Mention: GolfBC's Quik Tees Program



Early this year at the PGA Merchandise Show in Orlando, the great Jack Nicklaus said golf has to be made fun again. It's just too hard a game for people to enjoy, he told delegates at the giant buying show.



GolfBC has put the Golden Bear's words into practice. Its "Quik Tees" program is a family and beginner-friendly initiative that won GolfBC an 'Honourable Mention' in our 'Top Performers' survey for 2012.

The BC group, a Canadian leader in player development, announced

its "Growing the Game" initiative, which involves painting a vibrant orange-coloured tee box and placing it approximately 150-200 yards from the green. The new tee boxes will shorten the courses to approximately 3,000 yards, while maintaining the established par of each hole.

The new Quik Tees will offer an opportunity for golfers of all abilities to play a championship golf course, making golf more accessible and fun.

Ken Langdon, sales and events manager at Olympic View, says: "At GolfBC, one of our highest priorities is to grow the game, and we think the Quik Tees will help achieve that goal." •

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# PRO SHOP'S TOP PERFORMERS



## Top Performers Merchandising Display:

### Rick Fowler Cobra AMP Display

The Ricky Fowler merchandising display produced by Cobra Golf was nominated and voted as "Top Performing Merchandising display for 2012". Rickie Fowler has had an impact on the lifestyle and business of golf and having a first class merchandising display helps drives sales in pro shops. •



### Golf Product: TaylorMade RocketBallz Tour TP Fairwood Woods

When TaylorMade launched the RocketBallz brand this past year the name caught the initial interest of the industry but when the clubs were tested the performance sold the industry and voted the RocketBallz Fairway wood the Top Performer for 2012.

TaylorMade called the line "the hottest name in golf and feel they couldn't have called in anything else". TaylorMade promised big distance but in reality delivered big sales. •



## Honourable Mention: GolfNorth

We've all heard about "giving back" to the game of the golf.

GolfNorth, the club of clubs' company that operates mostly in the southwestern part of Ontario, walked the walk last year.

Conestoga Golf & Country Club was the place to be last summer as 100 kids were given a new set of Callaway Clubs, along with some other goodies – including a GolfNorth junior membership valid until their 17th birthday.

GolfNorth CEO Shawn Evans thinks it was "the largest single growing-the-game" initiative undertaken by a Canadian golf company.

"It was something that we really enjoyed," he adds.

That initiative won GolfNorth an 'Honourable Mention' in our Top Performers online poll for 2012.

GolfNorth collected the 100 kids from two sources: half from a contest that ran earlier in the year, and the other half via referrals from a variety of service groups. The event was part of the company's "growing the game" initiative.

The makeup of the kids was heartening: 50 from entering a "logo contest", and the others from groups like Big Brothers, Big Sisters, and the Lions Clubs. Children with physical or mental challenges also took part, and those from difficult family or financial situations.

Evans told the K-W Record: "The kids are excited and I think it's fantastic. What's more fun than giving away these kinds of things to kids, especially kids that can really use it?" •



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POS	GOLFER	TOTAL
7	Paul Fletcher	88
7	Herb Kelly	88
9	Ryan Craven	89
10	Larry James	95
11	Igal Mayer	95
12	Maurice Tulloch	95
1	Leader	

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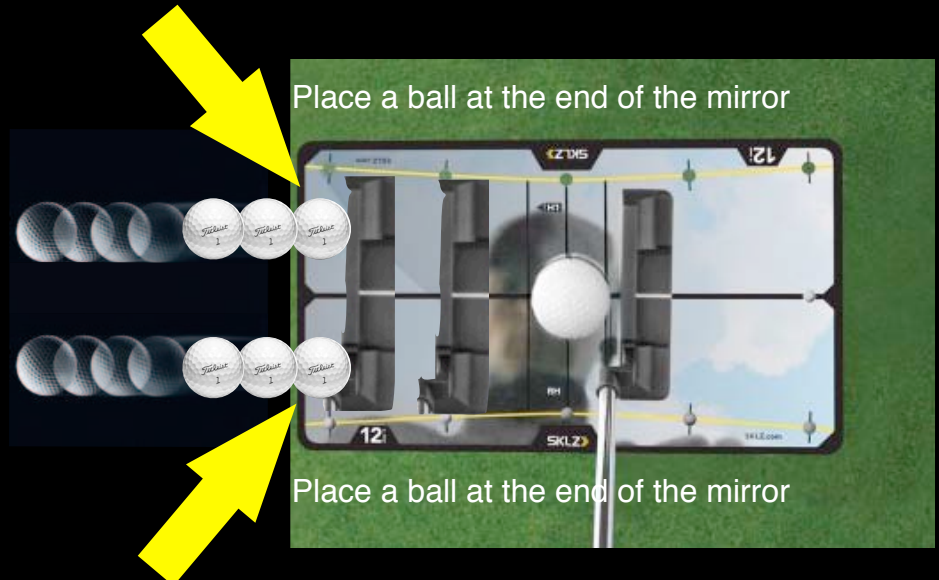


# PUTTING SCHOOL



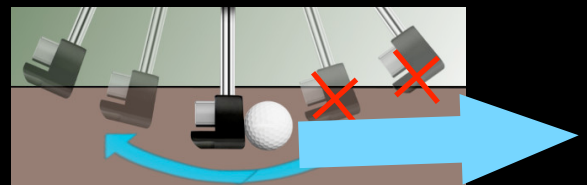
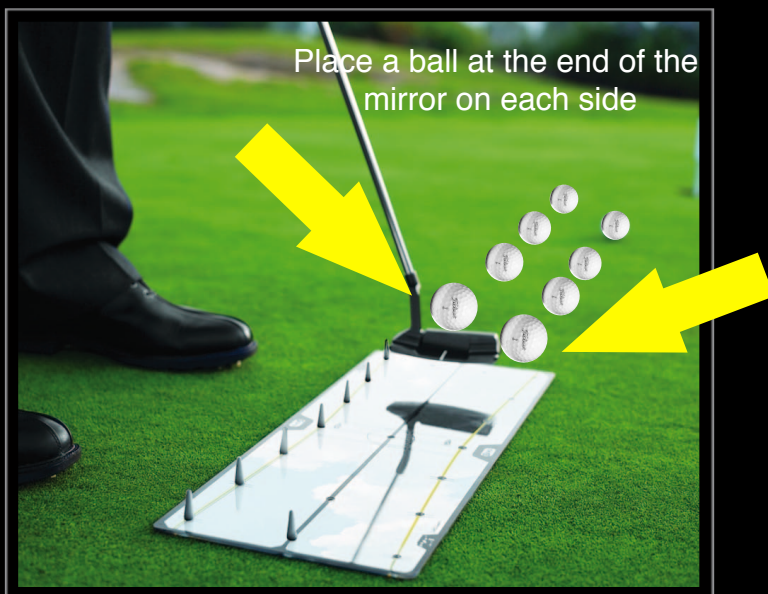
**Aim:** One of the most critical issues golfers fail to address is getting the putter aimed at the target. The mirror system aids in getting the putter face set up properly. Keep the putter face going more down the line.

**Acceleration:** This is the key deficiency I see in almost all amateurs. Typically amateurs have too long of a backswing and decelerate on the way to impact. As a result they attempt to hit the golf ball more with their wrists in order to accelerate and increase speed towards impact. The outcome of varied accelerated speed rates is inconsistent distance control and the 3 putts start to add up.



**Arc:** It's important to be aware of the bottom of your arc. Too many players feel the need to hit up too much on the ball and as a result mis-hit their putts which affects distance, the most important issue in reducing the amount of putts per hole.

**Drill:** Place your ball in the middle of the mirror and two balls at the end of the mirror. Make your stroke and attempt to make contact with both balls on the follow through at the same time and get them rolling, ensuring the toe or heel don't outrace one or the other. Approximately 10 - 15 feet is ideal.



Try to avoid hitting too much up on the ball. Keep the arc lower.

**Jason Helman**, PGA of Canada

PGA of Canada Teacher of the Year 2010  
Top 5 Teacher in Canada – Golf Digest Magazine  
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## Golf News

### Rubenstein: Dissecting Tiger's swing

2010 Canadian PGA Teacher of the Year Jason Helman offers up his observations



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LORNE RUBENSTEIN  
Published on Tuesday, Nov. 08, 2011 03:29PM EST

Enough of the Steve Williams free for all. Let’s get back to golf, and, specifically, to the most analyzed swing in the game. That’s Tiger Woods’s swing, of course. He’ll start the Australian Open Thursday at The Lakes course in Sydney, he says he’s getting his swing speed back, he’s getting stronger, and he’s ready to go. We won’t really know the status of his game until he plays a full schedule in 2012, but his performance at the Australian Open and next week during the Presidents Cup in Melbourne will offer a pretty decent view.

I asked a couple of Canada’s most prominent swing coaches to offer their takes on his swing. First up today is [Jason Helman](#), the director of instruction at the Wyndance Golf Club in Uxbridge, Ont. Helman was honoured as the Ontario and Canadian PGA Teacher of the Year in 2010, and Golf Digest recently included him on a list of five prominent teachers in Canada.

Helman made it clear that he’s not privy to any information from Woods’s camp, and added that the former world number one is “perhaps the most guarded athlete when it comes to what he is specifically working on and the nature of his health or injuries.” He added that changing motor patterns takes time, which Woods and his swing coach Sean Foley have said many times. With these caveats, here’s what Helman told me.

“In my opinion, Tiger really needed to quiet his lower body and get stable with his footwork,” Helman said. He likes the fact that Woods and Foley are trying to create a more biomechanically efficient swing. Part of this is trying to build a swing in which Woods’s hips don’t outrace his torso, which, Helman said, “places more torque and stress on his left knee.” Woods has had all sorts of knee problems, including multiple surgeries.

Helman said that the result of Woods’s hips outracing his torso has been that “stuck position,” to which the golfer has often referred. His hands and arms get stuck behind him, forcing him to depend on timing to square up his clubface at impact. This can easily alter his swing path and lead to errant ball flight. Helman observed during the WGC-Bridgestone Invitational in August that Woods’s lower body was synching up better with his torso during his downswing and through the ball.

“He was so much more passive through the ball with his lower body,” Helman said. “This was clearly evident in his tempo.”

What else? Well, Helman believes that Woods needs to keep his head level during his swing. When it drops, “a few epic failed swings and leg snaps result.” Helman would like to see Woods focus on keeping his chest up during his downswing, to alleviate the head drop, and to see his arm plane a bit more upright to generate a better angle of attack into the ball.

Helman’s comments came before last month’s Frys.com Open in San Martin, Calif., where Woods tied for 30th, 10 shots behind winner Bryce Molder. He opened with 73 and then shot 68 in each of the last three rounds. He’s worked hard since then, and, he says, without restriction. Helman figures if he can swing smoothly again, and recapture his putting magic, “look out.”

Needless to say, the golf world will be watching Woods as he tries to raise his game Down Under.

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Mizuno Classic

RK	Player	Today	Thru	Total
1	Momoko Ueda	-3	F	-16
2	Shanshan Feng	-7	F	-16
3	Na Yeon Choi	-8	F	-15
T4	Catriona Matthew	-5	F	-13
T4	Teresa Lu	-5	F	-13
T6	Stacy Lewis	-7	F	-12
T6	Sakura Yokomine	-2	F	-12
T6	Mina Harigae	-3	F	-12
T9	Christel Boeljon	-7	F	-10
T9	Jiyai Shin	-6	F	-10

Full Leaderboard »

WGC - HSBC Champions

RK	Player	Today	Thru	Total
1	Martin Kaymer	-9	F	-20
2	Fredrik Jacobson	-1	F	-17
3	Graeme McDowell	-5	F	-16
T4	Rory McIlroy	-3	F	-15
T4	Charl Schwartzel	-7	F	-15
T4	Paul Casey	-5	F	-15
T7	Louis Oosthuizen	E	F	-14
T7	Justin Rose	-6	F	-14
T7	Hunter Mahan	-5	F	-14
10	Jhonattan Vegas	-4	F	-13

Full Leaderboard »





# One Point Lesson... Good putting!

이번주에는 CPGA Class "A" member이며 현재 Wyndance Golf Club의 스윙코치인 Jason Helman의 올바른 퍼팅 요령에 대해 원포인트 레슨을 받아보도록 하겠습니다.



퍼팅에서 가장 중요한 키 포인트는 팔, 어깨 그리고 가슴이 동시에 움직여야 한다는 점이다. 양 팔과 어깨라인으로부터 그려지는 알파벳 'Y' 자가 흐트러지지 않도록 '퍼팅 로드' 라 불리는 이 퍼팅 훈련 장비를 가지고 쉽게 연습을 할 수 있다. 다른 골프 스윙과 마찬가지로 퍼팅 시에는 절대로 머리가 움직여서는 안되며 볼을 끝까지 보고 스윙을 한 후에도 타겟을 향해 앞으로 나아가는 볼을 머리가 따라가서는 안되며 항상 머리는 고정되어 있어야 한다.



사진에서와 같이 중요하게 생각해야 할 것은 팔이 가슴, 그리고 손과 함께 하나의 움직임을 유지하는 것을 볼 수 있다. 퍼터의 헤드부분이 임팩트 존을 지날 때 낮게 깔리며 지나 가게 되면 정확한 퍼팅 임팩트를 만들며 제대로 된 공의 움직임을 나타낼 수가 있다. 많은 골퍼들이 볼을 친 후에 퍼터를 들어올리는 퍼팅을 많이 하게 되는데 이런 퍼팅은 정확한 임팩트를 구사 하지못 할뿐만 아니라, 볼이 지면과 일치하지 않고 살짝 지면에서 튀게 되어 제대로 된 파워와 라인 조절을 할 수가 없게 된다.



이 사진에서 노란색으로 그려져 있는 라인은 퍼팅 스윙을 도와주는 라인이다. 퍼팅이야 말로 각각 여러가지의 스윙이 있지만 여기서 나타내어 지는 스윙이 가장 많이 사용되고 있는 퍼팅 스타일이다. 또한 직선으로 뒤로 빼어 앞으로 직선 운동을 하는 퍼팅스윙은 짧은 거리에서는 유리할지 모르지만 긴 거리 퍼팅시 스윙아크가 제한을 받게 되어 유용하지 못하다.



이 사진의 퍼팅에는 퍼터가 타겟 라인을 따라 조금 더 낮게 깔리지만 살짝 안쪽으로 휘어지는 것을 볼 수 있다. 또한 공을 살짝 밀어치는 스윙을 한 것을 볼 수 있다. 이 골퍼는 팔, 어깨, 그리고 가슴이 하나의 유닛으로 동시에 움직여 좀더 정확한 퍼팅을 하게 된다. 팔과 어깨, 가슴이 동시에 'Y' 형태를 유지하며 움직이면 그만큼 실수를 줄이게 되는 것이다.

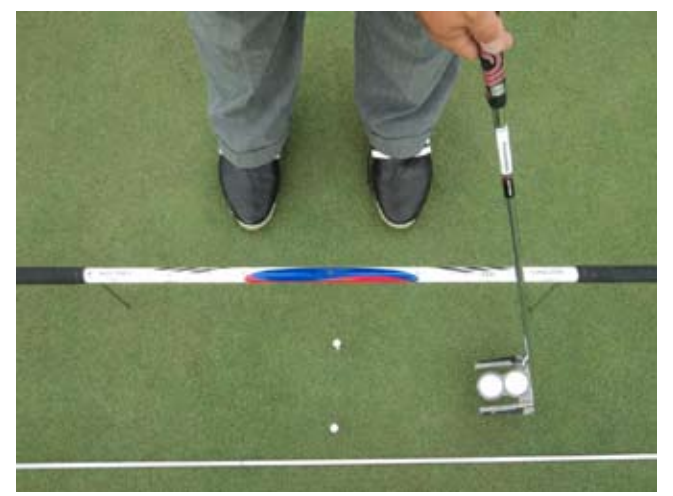
**Address Position from Top View**



**BackSwing from Top View (Slightly Inside)**



**Follow Through (Slightly back to the Inside)**



<Jason helman>

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Lesson / 제이슨의 원포인트 레슨

# One Point Lesson... Good Chipping!

완벽한 80대를 유지하기 위하여 가장 중요한 것 중의 하나가 치핑(Chipping)입니다. 대부분 아마추어들은 연습장에서 드라이버나 아이언샷의 연습에 치중하지만, 사실 타수를 줄이려면 그린주변에서 샷의 연습이 더 많이 필요합니다. 이번주에는 Jason Helman의 여러가지 클럽을 이용한 치핑 요령에 대해 원포인트 레슨을 받아보도록 하겠습니다.



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치핑방법

<Jason helman>



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# GAME CHANGERS

## MIND THE PUTTING GREEN WHILE PRACTICING

This photo is from the 2012 Masters. What do you see in this picture? Do you see Lee Westwood just practicing his "Gate Drill" with his coach Pete Cowen? Let me tell you what I see. I see a perfect example of a consummate professional taking care of some hallowed ground. Augusta National is a treasured iconic club, known worldwide as one of the most prestigious golf courses on the planet. Do you treat your facility as your hallowed ground? If you do and others don't, feel free to speak up and let them know.



One of my pet peeves as a coach is seeing golfers' unnecessarily damage the practice area while practicing. I'm constantly on the putting green or walking by the putting green reminding students or members to stand on a towel if they're block practicing one putt for a long period of time. It aesthetically damages the turf and as Andrew Lombardo, Golf Course Superintendent at Wyndance Golf Club explains...

"Proper etiquette on any green while playing is to avoid stepping on your playing partner's line. The practice green should not be any different. Even though your partner isn't there so to speak, I would prefer that golfers' adopt the method pictured (above) to allow the next golfer to enjoy the same surface. Soft spikes aren't that soft when standing in one location for long periods of time and will cause damage seen for a few days after. It's easy to pin-point the exact location because of the two precisely dis-coloured foot prints that appear on the green. The towel provides a cushion and reduces friction between your shoe and the green surface. A green will withstand some light abrasion from foot traffic but repetitive wear patterns will cause some damage." ~Andrew Lombardo, Golf Superintendent, Wyndance Golf Club

If you take the time to follow this method while practicing and pay it forward to other golfers' it will lead to a healthier golf course and practice area for all. Share your knowledge. Enjoy the game.

**By Jason Helman**

**Director of Instruction  
The Academy at Wyndance Golf Club**

2010 PGA of Canada Teacher of the Year  
2011 Top 5 Teacher in Canada - Golf Digest  
Golf Channel Swing Fix Instructor

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# MEDIA CENTRAL

HERE ARE A FEW MEDIA HIGHLIGHTS FROM JASON HELMAN



## TELEVISION

**"WE HAVE ONE OF THE GREAT TEACHERS HERE... AND HE'S FROM CANADA. JASON HELMAN JOINS US"**

Gary Williams - Morning Drive



GOLF CHANNEL



## TV

Jason has appeared on the Golf Channel and a variety of other online productions as an instructor and golf insider.



## RADIO

Jason has been a guest on a various radio shows. TSN 1050 and Team 1200. While on TSN he was asked to analyze and discuss Tiger's swing when he returned after the lengthy layoff at the Bridgestone Invitational.



## MAGAZINES

Jason has appeared on several magazine covers. Score Golf Magazine, Florida Golf Central Magazine to name a couple. He's also a regular writer for Fairways Magazine, Score Golf and ClubLink Life magazine. He has collaborated and provided analysis with some of the world's best golf writers such as Lorne Rubenstein.



## GOLF CHANNEL

Jason was the first PGA of Canada professional to have ever been a guest on the hit show the "Morning Drive." He flew down as an in studio guest to chat during Canadian Open week.



**GOLF CHANNEL'S MORNING DRIVE**

### HOSTS

Eric Kuselias  
Gary Williams

**SHOW DATE**  
JULY 22, 2011

Jason Helman appears as a guest on Golf Channel's Morning Drive





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