



PGA

Midwest Section

2017 Teaching & Coaching Summit
October 22-24, 2017

Presented by:



Sunday the 22nd

12:30 pm

Quad Pro Tournament - 12:30pm Shotgun Start

5:00 pm – 7:30 pm

PXG Fitting Experience

6:30 pm

Cookout

Monday the 23rd

7:30 am – 8:30 am

Breakfast Buffett

8:30 am – 8:45 am

Welcome by Chad Meyers, President Midwest Section PGA

8:45 am – 9:00 am

Jake Thomas & Scott Burnett - The PXG Experience

9:00 am – 10:00 am

Alex Weber - Marketing, Branding & Business Development

10:00 am – 12:00 pm

Jake Thurm & Mike Pech - Differences between COM and COP validated by 3D and Launch

12:00 pm – 1:30 pm

Lunch

1:30 pm – 4:00 pm

Scott Fawcett - DECADE Course Management

4:00 pm – 5:00 pm

Midwest Section PGA Past Presidents Panel Discussion

5:30 pm – 6:15 pm

Social

6:15 pm – 7:00 pm

Dinner

7:00 pm

Midwest Section PGA Awards

Tuesday the 24th

8:00 am – 9:30 am

Ted Bishop, 38th President of the PGA

9:30 am – 10:00 am

Paul Schwartz, Premier Golf

10:00 am – 10:30 am

PGA Jr League Golf Panel

10:30 am – 11:00 am

Randy Hunt

11:00 am – 12:00 pm

Midwest Section PGA Meeting

SPEAKERS

Alex Weber



Alex is the Co-Founder of GolfMDs, a business management and marketing company based in San Diego, CA. Alex is a graduate of Miami University, where he received his BS in Economics and Marketing.

Alex began his post college career in San Francisco working in commercial real estate brokerage. 6 years later he decided to move into the Silicon Valley start-up world. In late 2014 he and his business partner from Facebook launched GolfMDs.com. They have since helped hundreds of teaching professionals from around the country streamline the business and marketing side of their businesses. GolfMDs has facilitated over \$3 Million in lesson revenue and has originated over 1200 new students for their coaching clients.

Scott Fawcett



The DECADE Course Management System, created by Scott Fawcett, has solved golf strategy by combining shot distribution patterns and PGA Tour scoring statistics. When Scott combined those two data sets he created a simple way to optimize target selection. Good players know if a pin is closely guarded by a lake to favor the center of the green – but how much? DECADE quickly generates the optimal target that will produce the lowest score based on distance, hazards, and hole location.

Scott undertook this project for his own game, but injury sidelined him in 2014. As a result he reached out to a junior at his home course in Dallas to caddie for him in the Texas Amateur. That 17 year-old won by THREE which was his first victory in anything other than a high school event! Three weeks later Scott caddied for the same junior at the U.S. Junior Amateur where he won again.

Heads were turning and questions were popping up at that point.

College coaches began calling and since Scott lives in Dallas, SMU was one of the first college programs he worked with. Bryson DeChambeau was ranked 50th in the world when he attended Scott's seminar. Six months later he had won both the NCAA Championships and the U.S. Amateur!

In addition to those two USGA wins, FIVE other players have won USGA titles in the first three years Scott has taught his DECADE Course Management System after adding another US Junior Champion and US Amateur Champion in the Summer of 2017!

Probably the biggest compliment (in an odd way) came from the NCAA in the fall of 2015. They banned Scott's seminar calling it an "unfair competitive advantage"!

DECADE in action is a simple process that does all the work for you. Millions of shots were analyzed to determine the optimal target for any shot. The result is an easy addition to your routine that actually takes less time than the typical process of selecting a target...if one is even selected! One of the main reasons golfers tend to peak later than athletes in other sports is due to the fact it takes a long time to learn proper strategy. Not any longer! Don't take a decade to learn proper strategy, learn the DECADE System in a day!

Jake Thurm



Jake has a B.S. in Psychology. He is a PGA Tour Instructor who was personally trained by the 2000 PGA National Teacher of the year.

- "America's Best Young Teachers"- Golf Digest 2016-17
- Golf Schools:
 - Ruffled Feathers, Lemont
 - Fresh Meadow, Hillside
 - Athletico Golf Performance, Oak Brook
- PGA Tour: 2017, 2016 US Open, 2016 & 2017 Masters, 2017,2016,2015 PGA Championship, 2017, 2015,2014 British Open.
- 60+ PGA Tour Events
- LPGA Tour: 2011 State Farm Classic, Q-School: 10,11,12

Testimonials:

- "Jake Thurm is a close friend of mine and his knowledge of the game and the golf swing is unquestionable. His dedication and passion for teaching rivals any young instructor in the country. My ball striking has improved under his guidance."
 - Kevin Streelman - PGA Tour Winner: 2013 Tampa Bay Championship, 2014 Travelers Championship
- "Jake Thurm is a swing guru whom I will trust getting lessons about my own swing. He understands the core values of kinetics and movement creating tendencies is the swing. The end result is a clear and simple thought process that I can take from the practice range to a PGA Tour event. What he says not only works to improve my game, but is the truth in golf instruction in the modern day. Move over Top Instructors, Jake Thurm is on the rise!"
 - James Hahn PGA Tour Winner: 2015 Northern Trust Open, 2016 Wells Fargo
- "Jake Thurm is one of the brightest young teachers on the country. If you really want to improve your game, Jake is the guy to see. I personally use him to help teach in my own golf schools and I can say from first hand experience that he gets great results with people."
 - Dr. Jim Suttie - 2000 PGA National Teacher of the Year
- "Jake Thurm is what I'd suggest leads - not with words but by his motions. He is one of the brightest/creative young minds on the PGA Tour today. His comments about motion creating position are so succinct. He truly blends true science with the psychology of learning as he teaches by feel and movement."
 - Terry Hashimoto - BodiTrak Sports
- "Since spending a couple days with Jake, I have picked up 5-6mph of clubhead speed. Not bad for an old broken down pro! When it comes to integrating the latest technology with modern teaching techniques, Jake Thurm is at the top of the list."
 - Dudley Hart - 3-Time PGA Tour Winner

Tour Clients (Past & Present):

- Kevin Streelman
- James Hahn
- Mark Wilson
- Emiliano Grillo
- Dudley Hart
- Gary Hallberg
- Nick Faldo
- Dicky Pride
- Chip Beck

Ted Bishop



Ted Bishop served as the 38th President of the PGA of America. When he became the PGA's President in November 2012, Bishop was recognized as one of the industry's most innovative leaders.

Golf World magazine named Bishop a Newsmaker of the Year in 2013 and '14. He was instrumental in the formation of the PGA's Deacon Palmer Award which recognizes a PGA member who has overcome obstacles in their career in order to serve the game of golf.

He named two PGA Championships at public venues Harding Park (2022) and Bethpage Black (2019) - the later also named the site of a Ryder Cup (2024).

Bishop was removed from office by the PGA with just 23 days left in his term for remarks the PGA deemed to be politically incorrect. In 2016, Bishop authored a book entitled "Unfriended- The Power Brokers, Political Correctness and Hypocrisy in Golf." The book became #1 on Amazon's New Hot List and later was the #1 selling golf book on Amazon.

"'Unfriended' became my opportunity to tell my side of the story regarding my final days as the 38th President of the PGA. It allowed me to present a factual account with no media filters. But, the book is more a collection of stories about the many people and events during my time serving as a PGA Officer," said Bishop.

A graduate of Purdue University, Bishop owns and operates The Legends Golf Club in Franklin, IN. He was inducted into the Indiana Golf Hall of Fame in 2013. He and his wife, Cindy, have two daughters. Ashely Davidson is the membership director at The Legends G.C. Ambry Bishop is a PGA member at St. Andrews Golf Club in Hastings-on-the-Hudson, N.Y. and the head women's golf coach at St. John's University.

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