

2023 Special Awards Candidate Bio Form

Please send this form back no later Friday, October 21, 2022.

If you were nominated for more than one award you must **submit a bio form for each award.**

Email *

adamschribergolf@gmail.com

Name of Nominee: *

Adam Schriber

Award Nominated for: *

Teacher/Coach of the Year 2022

Facility Employed at: *

LochenHeath Golf Club & Tour Prep Golf

Year Elected to Membership: *

2002

Please describe your achievements/accomplishments that would pertain to this award. *

Three (3) Documents Inserted Here

1. Adam Schriber's Response on Criteria for Teacher/Coach of the Year
2. Adam Schriber's Bio/Profile (long form)
3. Adam Schriber's Students-A Sampling

1. Adam Schriber's Response on Criteria Michigan PGA Teacher/Coach of the Year

October 2022

Criteria (from the Michigan PGA)

TEACHER & COACH OF THE YEAR

Overall impact on teaching/coaching at the candidate's facility to include number/hours of lessons/clinics and dollars generated
 Unusual, innovative or special teaching programs initiated or implemented
 Instructional articles, videos or publications written or produced
 Examples of innovative techniques/technologies used or specialty certifications that enhance the candidate's programs, lessons and ability as an instructor
 Continued education and training in the area of golf instruction

Four years ago, I was honored to be named as Michigan PGA Teacher/Coach/Instructor of the Year for 2018.

I am therefore especially thrilled and honored that my ongoing work continues to be recognized, and to be nominated again in 2022.

My Career Profile/Resume (long form) is enclosed. Set out below is an update on my recent activities in the five Michigan PGA Teacher/Instructor of the Year criteria areas.

My professional instruction/coaching activities in 2022 evolved to a blend of

1. Director-Instruction at LochenHeath GC, Williamsburg, MI
2. PGA Tour members. Typically this involves 4 players full-time (60-70 hours/week), but unusual circumstances in 2022 saw that increase to 7 Tour members – 5 on the PGA Tour and 2 on the PGA Tour Korn Ferry, with significant travel as the Tours moved around the country. [Today, I am turning players away in order to maintain high standards of student-focus and professionalism.]
3. Accomplished Amateurs looking to compete nationally, in college, in USGA and State-level Amateur Championships, and in Major Amateur Golf Tournaments. <https://www.amateurgolf.com/amateur-golf-tournaments/TheMajorsOfAmateurGolf>.

IMPACT

2022 was a strong year.

- 4 of my 5 PGA Tour students/clients qualified for the FedEx Cup Playoffs, by finishing in the top 125 on the FedEx Cup Points List.
- + PGA Tour Rookie David Lipsky (previously a 2-time winner on the European PGA Tour)
 - + Kelly Kraft - a Major-Medical Status (i.e., returning from injury) former US Amateur Champion
 - + J.J. Spaun - 1st Tour win '22; qualified for FedEx Cup playoffs 4/5 yrs
 - + Sam Ryder- 5th year in a row qualified for FedEx Cup playoffs

See enclosed Sampling of Adam Schriber's Students

Two amateur students/clients qualified for the USGA Amateur Four Ball Championship, including finishing first in their Regional Qualifier.

For the second time, I was asked by University of Texas Director of Golf John Fields—2022 National Coach of the Year <https://texassports.com/news/2022/6/24/mens-golf-john-fields-named-golfweeks-mens-national-coach-of-the-year.aspx> — to work with a talented but underperforming member of the team. The player responded well and earned his first 3 starts for the team that eventually won the 2022 NCAA Division 1 National Championship, with my student also earning a place on the All-Big 12 Conference Academic team. [The first Univ. of Texas player I coached was Kramer Hickok, now on the PGA Tour.]

LochenHeath GC—continued with member instruction.

REVENUE. Total Instruction Revenue for the year exceeded \$300,000.

INNOVATIVE TECHNIQUES & TECHNOLOGIES/CONTINUOUS IMPROVEMENT

My approach to instruction is grounded in establishing in each student a sound understanding of the biomechanical fitness necessary for superior results in golf, and tailoring instruction techniques as the student improves his/her own biomechanical fitness. Much of the background can be viewed at my Instructional website which includes over 200 videos.—
www.tourprepgolf.com

I continue to dedicate my continuous professional improvement to deepening my knowledge of biomechanics, patterns of movement and athletic performance, and sharing it with/collaborating with/learning from other Top Instructors. In 2022 this included the following

on-going consultation on ground forces in the golf swing, and 3 D motion capture technology, with GASP force plate system certifications with Prof. Mike Duffey of Penn State University and the U.S Olympic Committee.

<https://golfsciencelab.com/practical-application-biomechanics/>

Four (4) explanatory videos can be viewed at <https://golf.psu.edu> <https://www.linkedin.com/in/mike-duffey-ab09b56/> Also <https://www.gaspsystems.com/certifications>

on-going collaboration with fellow Top 100 Instructor Chris Como (Golf Channel- Swing Expedition series) including GASP force plates and other technology at his “Living Room Lab” studio with Bryson DeChambeau. I take several of my students to this facility a number of times/year to teach collaboratively with Chris. Check out these youtube videos in links in the APPENDIX -- VIDEO Link #1 Como's Living Room Lab-Dr Mike Duffy, Adam Schriber, Chris Como, and my PGA Tour students/clients Sam Ryder and David Lipsky.

VIDEO Link #2 Como's Living Room Lab PGA Coach Adam Schriber and PGA Player David Lipsky

“Understanding Player Patterns”, a podcast with Tony Ruggiero [Golf Digest Top 50 Teachers, Golf Magazine Top 100 Instructors] which is available on The Tour Coach Podcast, on iTunes, Soundcloud, etc
<https://soundcloud.com/user-386281725/adam-schriber-what-you-need-to-do-to-be-good-at-playing-and-coaching>

Sportsbox.ai—This innovative technology emerged in 2022, and I was in the launch group of Golf Instructors field testing it with students and providing feedback to Sportsbox. The technology is styled “ 3D Motion Capture in the Palm of your Hands”, because it uses cell phone technology to capture 3D video of player swings, to be used for training and instruction. Many coaches are familiar with GEARS, which delivers 3 D images through a network of multiple cameras—indoors— at a cost of \$50,000 and more. Sportsbox provides the same approach through I-phones at a fraction of the cost, both indoor and outdoor. I provided the Sportsboxtechnology to my Tour players and a number of amateurs, we used it in training and instruction. I provided feedback to Sportsbox leadership, and participated in several webinars.

This collaborative approach has been a longstanding, consistent theme in my Instruction Journey—learning better practices from peers and sharing my knowledge with all interested coaches/instructors. Here is one early example that still resonates-

Apple podcast with Mark Immelman

<https://podcasts.apple.com/ke/podcast/adam-schriber-on-activating-the-power-source-in-the/id1096925460?i=1000457173166>

High Pointe GC 2022. I joined the team reviving High Pointe Golf Club, Tom Doak’s legendary first solo design in Traverse City, MI. High Pointe was a public course that earned Top 100 Ranking by Golf Magazine 1993-99. Unfortunately HPGC was a victim of the

2008-09 Great Recession, closed its doors, and the property was sold, with the front 9 used in a hops farm. The back 9 lay in-tact but unused for several years. Private developer Mr. Rod Trump (no relation to the ex-President) who purchased the site, and Mr. Doak, are reviving HPGC with 6 holes from the back 9 along with 12 new ones designed by Mr. Doak on adjacent property. The project is currently late in the local government permitting process.

I am developing an Instruction Academy for the new High Pointe, to be known as the "The Lab", with state-of-the-art technology and methods. We are developing a special world class facility, culture and environment. Focus will be on fitness/golf training/performance/recovery, where nothing will hold back a player from achieving their goals, and where coaches/instructors and other industry leaders can collaborate and innovate. Top 100 Instructor Chris Como is assisting me in the effort.
<https://www.traverseticker.com/news/the-return-of-high-pointe-golf-club/>

Youth Golf & Not-For-Profit. In 2020, I founded Make a Difference Golf, [MAD Golf] as a Michigan Not-for Profit corporation with the following purpose:

"youth golf and fitness education, instruction, training, and competition, exclusively for charitable, educational, scientific, fostering amateur sports competitions purposes under section 501 (c) (3) of the Internal Revenue Code or corresponding section of any future tax code"

I am adapting my Tour Prep Golf methods, and integration of biomechanical/fitness/ instruction/digital technology, for high school players seeking to play college golf and earn scholarships, all on a cost-effective basis. The vision is that players from modest backgrounds should have access to the same training and instruction as those from affluent households. The Michigan PGA Foundation awarded MAD Golf Player Development Grants in 2021 and 2022.

I was also honored to be ranked again by Golf Magazine as a Top 100 Teacher (continuously since 2009) <https://golf.com/instruction/golf-magazine-top-100-teachers/> and Best Teacher in Michigan by Golf Digest for 2022-23. <https://www.golfdigest.com/story/best-teachers-state-ranking>

APPENDIX:

I am not sure all the links provided will come through in making the input to the Michigan PGA Form. They are repeated here for completeness.

VIDEO LINK #1

<https://www.youtube.com/watch?v=KehyZv-Ddbc>

Como's Living Room Lab—Adam Schriber, Chris Como, Dr. Mike Duffey, David Lipsky, Sam Ryder

VIDEO LINK #2

<https://www.youtube.com/watch?v=GQLufxJ190o>

Como's Living Room Lab PGA Coach Adam Schriber and PGA Player David Lipsky

VIDEO LINKs

Dr Mike Duffey, Professor Penn State University—Ground Forces in Golf and other Sports
<https://www.linkedin.com/in/mike-duffey-ab09b56/>

<https://www.gaspsystems.com/certifications>

<https://golf.psu.edu>

Podcast- Tony Ruggiero -The Tour Coach, with Adam Schriber

<https://podcasts.apple.com/be/podcast/adam-schriber-what-you-need-to-do-to-be-good-at-playing/id1448181884?i=1000564187147>

<https://www.traverseticker.com/news/the-return-of-high-pointe-golf-club/>

Document 2. Adam Schriber's Bio/Profile (long form)

ADAM SCHRIBER [*Golf & Golf Digest Logos did not transfer to this Form].
PROFILE (long form)

Executive Summary: Adam Schriber is recognized by peers and multiple golf media* as one of the top 100 instructors across the globe, and a pioneer in the integration of fitness, biomechanical-influenced instruction, and digital technology tools.
adamschribergolf@gmail.com

10 years as Director of Instruction-USA for the David Leadbetter Golf Academies.

Adam's students achieved an astonishing 100% college golf scholarship rate while at Castle Hills in Dallas, producing 3 NCAA Div 1 All-Americans, including US Womens Open Champion Brittany Lang.

Family returned Adam to Michigan where he lead instruction programs to new levels at Crystal Mountain Resort, High Pointe GC, the Kingsley Club, and LochenHeath Golf Club, where he continues today as Director-Instruction. Adam was Michigan PGA Instructor of the Year in 2018.

In response to rising demand, Adam began working with players seeking to qualify for PGA Tours, perform at a high level to stay on Tour, or to achieve a return to Tour playing privileges. More than 70% of Mr. Schriber's students have secured status on PGA or LPGA-Sanctioned Tours Adam's alumni have been multiple winners on Tour, members of Ryder, President, Solheim, Curtis and Walker Cups, ranked in top 10 in World Rankings, the World's # 1 ranked Amateur player and multiple College and AJGA All-Americans. Learn more at Adam Schriber's Students- a Sampling.

Adam's holds a B.S. (Business) Ferris State Univ/PGA of America Professional Golf Management Program.

Career History: Mr Schriber's lifelong commitment to golf started early, caddying and playing in tournaments in Florida. Adam graduated from the PGA of America Golf Management University Program at Ferris State University in Michigan, B.S (Business).
<https://www.pga.org/membership/universi-typrogram/> Adam has been a PGA member since 1987; a Michigan PGA Member since 2002.

After graduation from Ferris, Adam pursued a playing career, rising to the PGA Nationwide Tour [now known as PGA Tour Korn Ferry], and the PGA Tour. Injuries derailed Adam's playing career, and his focus evolved to teaching, with emphasis on golf fitness and biomechanical performance.

1991-2001. When legendary golf instructor David Leadbetter started Leadbetter Golf Academy, Adam Schriber was among his initial hires. Leadbetter Academies eventually grew to 135 instructors at 27 sites worldwide. Over 10 years Adam rose quickly to Director of Instruction for all the USA locations. In 2001 Mr Leadbetter sold the USA business to what became IMG Golf Academies, and Adam struck out on his own in instruction, technology, fitness and golf management.

2001-04. Adam served as Director of Golf and Instruction at The Landmark Academy by Performax, and Director of Golf Applications for Skill Technologies 3 D Motion Analysis Systems. Adam's instructional and management skills helped turn around the fortunes of Roaring Fork Golf Club - Aspen, CO and Castle Hills - Dallas TX. In Dallas, Adam revitalized an Arnold Palmer Golf Academy, added golf for PE credit in local schools, and achieved an astonishing 100% college golf scholarship rate, producing 3 NCAA Div 1 All-Americans, including US Women's Open Champion Brittany Lang.

This was also the time when Adam began working with a young Anthony Kim, who rocketed to the top of Junior Golf (AJGA), All-American status at the Univ. of Oklahoma, and the PGA Tour. In 6 short years, Mr Kim won 3 times on Tour, had 22 top 10 finishes, earned over \$12 million, and helped lead USA teams to winning Walker Cup, Ryder Cup and President Cup victories. Unfortunately, a serious injury cut short his stellar playing career, but Mr. Schriber continues with Mr. Kim as Instructor and Friend. See enclosed Sampling of Adam Schriber's Students.

2005-2011 For family reasons, Mr. Schriber relocated to Michigan, where he lead instruction programs to new levels at Crystal Mountain Resort, High Pointe GC and The Kingsley Club in Northern Michigan.

2011 forward. Adam joined LochenHeath Golf Club in Williamsburg, MI as Director-Instruction where he continues today and where, in response to rising demand, Adam also founded Tour Prep Golf. TPG is focused on professional golfers seeking to qualify for PGA Tours, perform at a high level to stay on Tour, or to achieve a return to Tour playing privileges. More than 70% of Mr. Schriber's students have secured status on PGA-Sanctioned Tours [PGA Tour, PGA Tour Korn Ferry, European Tour, PGA Tour Canada, PGA Tour Latinoamerica, Ladies Professional Golf Assn. Tour, Symetra Tour]. Adam's alumni have been multiple winners on Tour, members of Ryder, President, Solheim, Curtis and Walker Cups, ranked in top 10 in World Rankings, the World's # 1 ranked Amateur player and multiple College and AJGA All-Americans.

Adam's Tour Prep Golf (TPG) and affiliation with LochenHeath GC continues today. Many of Adam's methods and techniques are available at his web site www.tourprepgolf.com

A sampling of Adam Schriber's current students is enclosed.

2022. Adam joined the team reviving High Pointe Golf Club, Tom Doak's legendary first solo design in Traverse City, MI. High Pointe was a public course that earned Top 100 Ranking by Golf Magazine 1993-99. Unfortunately HPGC was a victim of the 2008-09 Great Recession, closed its doors, and the property was sold, with the front 9 used in a hops farm. The back 9 lay in-tact but unused for several years. Private developer Mr. Rod Trump (no relation to the ex-President) purchased the site, and with Mr. Doak, are reviving HPGC with 6 holes from the back 9 along with 12 new ones designed by Mr. Doak on adjacent property. The project is currently late in the local government permitting process.

Adam is developing an Instruction Academy for the new High Pointe, to be known as the "Lab", with state of the art technology and methods. The developers and Mr. Schriber are creating a special world class facility, , culture and environment. The focus will be on fitness, golf training, performance and recovery—where nothing will hold back a player from achieving their goals, and where coaches/instructors and other industry leaders can collaborate and innovate. Top 100 Instructor Chris Como is assisting Adam in the effort.

<https://www.traverseticker.com/news/the-return-of-high-pointe-golf-club/>

Adam was ranked Number 1 Teacher of the Year in Michigan by Golf Digest for 2022-23. <https://www.golfdigest.com/story/best-teachers-state-ranking>

Youth Golf & Not-For-Profit. In 2020, Adam founded Make a Difference Golf, [MAD Golf] as a Michigan Not-for Profit corporation with the following purpose

“youth golf and fitness education, instruction, training, and competition, exclusively for charitable, educational, scientific, fostering amateur sports competitions purposes under section 501 (c) (3) of the Internal Revenue Code or corresponding section of any future tax code”

Adam is adapting his Tour Prep Golf methods, and integration of biomechanical/fitness/ instruction/digital technology, for high school players seeking to play college golf and earn scholarships, all on a cost-effective basis. The vision is that players from modest backgrounds should have access to the same training and instruction as those from affluent households. The Michigan PGA Foundation awarded MAD Golf Player Development Grants in 2021 and 2022.

TESTIMONIALS

—Anthony Kim, 3 Time PGA Tour Winner; #3 World Rankings; 4 time NCAA All American

“Adam Schriber’s instruction and training is how I built my golf swing. Schribes’ is the program if you want to get stronger, faster, and more flexible while you learn to swing the club. It’s like Schriber always told me; you don’t have to do it. You will only do it if you want to find out how good you can be!”

—Chris Como, No. 9 Best Teachers in USA (Golf Digest) Former Coach-Tiger Woods. Host-Golf Channel’s “Swing Expedition”

“Adam Schriber is one of my first mentors and helped light a passion in me for teaching and using golf to help others when I was around 19. I use to drive from LA to Palm Springs regularly to watch him teach at Desert Willow. It was amazing to me how easily he made changes and how creatively he communicated to students by tapping into their athleticism. He developed Anthony Kim starting at 13 and helped him become one of the best players in the world using this overall philosophy...There is so much gold in his work and ideas and I highly recommend anyone to check out his new website and program. He has been a great friend and a huge influence for me as a coach and IMOP one of the best teachers in the world. “

— David Leadbetter-David Leadbetter Golf Academies No. 5 Best Teacher in America (Golf Digest)

“I have known Adam for many years and he is one of the best teachers to come through our stable,” Leadbetter said. “Adam is extremely knowledgeable, passionate, and has great communication skills. He has taught all levels of players...a tremendous asset to LochenHeath.”

* Golf Magazine Top 100 Instructors; Golf Digest #1 Instructor in Michigan

October 2022

Document 3 Adam Schriber's Students -A Sampling

ADAM SCHRIBER'S STUDENTS

A Sampling ...

Anthony Kim

4 PGA Tour wins; # 3 World Rankings. Earned over \$12.2m as pro
Member of victorious Ryder Cup, Presidents Cup, Walker Cup teams
3 time NCAA All American; 4 time AJGA All American

Sam Ryder

PGA Tour, PGA Tour Korn Ferry, PGA Tour Canada
PGA Tour FedEx Cup Playoffs - 2018, 2019, 2020, 2021, 2022
earned over \$5m on Tour to date. #1 Ball Striking PGA Tour his Rookie Year
7 NCAA wins, incl Atlantic Sun Conf. Championship-Stetson University

J.J Spaun

3 Professional Tour wins, earning over \$8.5m career earnings to date
qualified for Fex Ex Cup playoffs 4/5 years on Tour
2x NCAA D-1 All Mountain West Conf. Team/ Player of the Year

Kelly Kraft

over \$5.3m PGA Tour career earnings. 4x-Fed Ex Cup Playoffs '17;'18'19;'22
 Tour Major Medical Extension/surgery '21-'22
 Won 2011 U.S. Amateur Championship. Member 2011 Walker Cup Team
 1 win PGA Tour Korn Ferry - Chitimacha Louisiana Open
 Won '11 Trans-Mississippi Amateur; 2x winner Texas State Amateur; 4 NCAA wins

David Lipsky

3 Pro victories: 2 wins European PGA Tour; 1 win PGA Tour Korn Ferry
 earned over \$6 million in pro career
 earned PGA Tour Card 2021-22 via #10 2020-21 PGA Tour Korn Ferry Points list
 qualified for Fed Ex Cup playoffs in rookie year 2022
 NCAA All-American Northwestern University, Big Ten Champion

Jonas Blixt

3 time winner on PGA Tour
 over \$10.2m in career PGA Tour earnings
 NCAA All American at Florida State University. Native of Sweden.

Evan Harmeling

Winner on PGA Tour Korn Ferry & PGA Tour Latinoamerica.
 Earned a car with hole-in-one at VISA Open de Argentina. Gave car to his caddie.
 All-Ivy Conference- Princeton University (Captain)

Chris Baker

PGA Tour, PGA Korn Ferry Tour, European Challenge Tour, PGA Tour LatinoAmerica
 5 professional wins; over \$1.2m career earnings, incl. European Challenge Tour Moroccan Golf Classic
 Iowa State University All American, All Big 12 Conference

Prior Students....

Brandel Chamblee

4 professional wins incl. PGA Tour Over \$4m pro career earnings
 3 time All American University of Texas
 Current Golf Channel Analyst

David Chung

Ranked # 1 World Amateur Rankings (Stanford University)
 Won Western Amateur, North & South Amateur, Porter Cup
 Runner-up US Amateur-USGA, earning Masters & US Open invites

Candi Kung

5 time LPGA winner
 US Amateur Public Links Champion-USGA
 2 time NCAA All-American - University of Southern California . AJGA- POY

Morgan Pressel

Won LPGA Major at age 18 [Dinah Shore-Kraft Nabisco]
 2 LPGA Tour wins out of 5 pro wins. Achieved # 4 World Rankings
 6 time member Solheim Cup. AJGA-POY

Brittany Lang (with C.J. Geocks)

Won US Womens Open- USGA 5 Solheim Cup Teams. Curtis Cup team
 Won Western Amateur, North & South Amateur, Trans National Amateur
 Atlantic Coast Conference-POY (Duke University)- won 6 times in 2 years
 Won 8 AJGA Tournaments; 2 time Polo Junior All American

Angela Park
5 times AJGA Winner
2007 LPGA Rookie of the Year
earned over \$2 M career pro earnings

Irene Cho
3 times NCAA All American - University of Southern California
Honda Award—top collegiate golfer
7 years on LPGA Tour

Amy Hung
won 50 Junior & Amateur tournaments
Won RO China Ladies Open as an amateur
7 years on LPGA Tour earning over \$1.3m

September 2022

.....

This form was created inside of PGA HQ and sections - all Google users.

