

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 *

scott.shapin@gmail.com

Name of Nominee: *

Scott Shapin

Award Nominated for: *

Teacher/Coach of the Year

Facility Employed at: *

Pine Lake Country Club

Year Elected to Membership: *

2006

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

This was my first year as the Director of Instruction at Pine Lake Country Club. Last year as the lead assistant I taught approximately 600 hours (for calendar year 2021) often having to turn away requests for lessons due to scheduling constraints. As a result, the club recognized the demand and need for a dedicated teacher, and I was promoted into my new role.

Prior to taking on this position the club had very few group instruction programs and lacked a professional whose primary focus and priority was teaching. In my first year, in addition to a full calendar of private lessons I have increased the number of clinic hours from 45 to over 115 with programs for every level of golfer (see below for a full description of available group/clinic programs). These programs not only added more opportunities for students, it also provided more teaching opportunities for the assistant professionals as many of the programs required more than one instructor. This allowed me to watch the assistants teach and offer feedback to help them grow as instructors, strengthening our teaching program as a whole. The clinics also served as an opportunity to get in front of more students and generate more private lessons. Not only has the total teaching revenue year to date (including all professionals at PLCC) increased from approximately \$80,000 to \$150,000 our golf shop revenue has increased by over \$235,000 as well. My students, who have taken private lessons (roughly 135 people) account for 33% of total shop revenue (shop sales, lessons, tournament entry fees).

Enhance Practice Facility: To provide students and members with a place to "practice with a purpose" I worked to enhance the practice facility with added targets on the range, FLAGD GPS yardage system, added holes on the putting greens and short-game greens, and new premium practice balls for lessons and fittings.

Innovative Techniques: As a teacher, I regularly utilize video, TrackMan, numerous training aids during lessons, and provide my students with my cell phone number to go over the highs and lows of their rounds. However, I wanted to create a tool that my students could use while on the golf course to help them put what we are working on into practice. As a result, I created the Golf Notebook. I worked with Best Approach, a yardage book company, to create a yardage book sized notebook for my students to keep with them in their bags for easy reference. The notebook has pages for lesson notes (that I assist them with post lesson), as well as a goals page, charts to track their putting stats during a round, a yardage chart, and a wedge matrix. Each page also has a different motivational quote. The response from my students has been outstanding. This summer, the story of my Golf Notebook was published in PGA Magazine, and I have even had other teachers reach out to get copies of the books to use with their own students.

In addition to my notebooks, I also created a poker chip ball marker for my students. Each marker has a collection of words and phrases we talk about during our lessons and can be used as a tool to help them remember our process while they are on the course. One side says WIN (what's important now), Present, Process, Commit and the other says Accept, Reflect, Repeat, Never Give Up!

My Students' Accomplishments 2022

39 students were in the top 100 most improved, 7 of the top 10
 Students won both the women's 9 and 18 hole most improved award
 Two girls made their high school teams as freshman, 1 qualified for states
 Four students won their flights in the Club Championships
 Eight students won their flight in Couples League
 Student won the Member-Member, four won their flight
 Two students won their flights in the Women's Invitational
 Two students won their flights in the Men's Invitational
 Three students won their flight in Women's Evening League
 Four students won their flight in the Fall Member Guest
 Five students won their flight in Women's Fall League
 Student won the Women's Directors Cup match play championship

Private Golf Lessons (year to date): 840

Group Programs

Summer Junior Golf Program: 150 participants

Our summer Junior Program runs for 6 weeks and concludes with the Junior Club Championship. The program participants are classified by the number of holes they play, little linkers (ages 5-7) 1 hole, 3-holers (8-10), 5-holers (11-12), 9 and 18-holers (13 and up). Juniors can play up based on their scores. Every Tuesday, juniors attend two 15-minute clinics (4 to 1 student to teacher ratio).

One clinic takes place on the putting green and the other takes place on the range. After the clinic they go on the course to play.

Weekly Women's Clinics: 40 clinics (weekly) averaging 4 students per session

The weekly clinics were twice a week during the winter on our simulators and once a week during the season. We covered all topics.

Putting Clinics: 4 clinics, averaging 6 students per session

One hour clinic focusing on the three putting skills, speed, face control, and green reading. Each student received a brochure with the class material as well as practice methods and games.

Wedge Clinics: 2 clinics, averaging 5 students per session

One hour clinic focused on wedges and how to control distance. Each student built their wedge matrix that they could keep in their bag.

Chipping Clinics: 2 clinics, averaging 6 students per session

One hour clinic focused on the fundamentals of chipping, including club selection and distance control. Each student received a brochure with the class material.

3-Hole Women's League: 2 sessions (4 weeks per session) averaging 30 students

This league is designed for new players and runs for four weeks. Each week starts with a 30-minute clinic on a specific topic.

Players then play 3 holes followed by dinner. The ladies have so much fun with this program that it has grown from 15 players last year to 30 and some continue to play in the league even though their skill level has progressed beyond it.

Help, I have to Play Golf Today! Clinic: 5 clinics, 17 students

Last year one of my biggest requests was for a last-minute lesson prior to the Women's Evening League. I used this to create the Help, I Have to Play Golf Today! Clinic. This clinic allowed me to accommodate more students and was an opportunity for them to get a few minutes of help before their round each week. This was very well received by the ladies and will be continued going forward.

Elite Junior Coaching: 15 clinics (weekly, 90 minutes) averaging 6 students

Program created for junior golfers wanting to play competitive golf. We focused on all aspects of the game.

Women's Welcome to Golf: 4 weeks, 12 students

Our take on Get Golf Ready. Open to golf and social members. Each of the four clinics had an instruction component and a golf knowledge component, including, facility tour, how to drive a golf cart, and rules discussion on the course.

Drive, Chip and Putt Series: 4 sessions (4 clinics per session) averaging 10 students

This clinic focused on the three aspects of the competition. Each clinic had a teaching component and a competition component.

The final clinic was a mock competition.

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