



PGA™

IMMEDIATE RELEASE

March 10, 2009

Contact: Michael Abramowitz
561/624-8458
mabramowitz@pgahq.com

**JOE HALLETT NAMED PGA GENERAL MANAGER OF THE
PGA CENTER FOR GOLF LEARNING AND PERFORMANCE**
*PGA Tabs Top Teaching Professionals for Global Think Tank on
Golf Instruction, Education and Research*

PALM BEACH GARDENS, Fla. – PGA Certified Professional Joe Hallett has been named to lead the newly renamed PGA Center for Golf Learning and Performance. The hiring coincides with the transformation of the former PGA Learning Center at PGA Village in Port St. Lucie, Fla., into the PGA Center for Golf Learning and Performance, signaling a dynamic new era in golf learning, the development of educational curriculum to teach PGA Professionals the best practices of teaching the game, and research at The PGA of America's flagship facility.

The PGA Center for Golf Learning and Performance will serve as a clearinghouse for research, development, teaching aids and philosophies in instructing and learning the game. The PGA's newly announced national Instruction Committee comprises 18 of the world's most highly acclaimed experts on golf including: two former PGA Teachers of the Year and two current PGA of America Board Members. (Note: A full list of PGA Instruction Committee Members follows).

"We have some of the greatest minds on golf performance and learning in the game represented on this committee," said PGA of America Chief Executive Officer Joe Steranka. "The Center will serve as a research and development laboratory for the study of achieving greater performance in golf for every level of player, from juniors and adults who are playing the game for the first time to the game's elite men and women Professionals."

Hallett, a PGA Certified Professional in Instruction, will lead a team which includes Eric Hogge, a fellow PGA Certified Professional in Instruction; and David Donatucci, a Certified Strength and Conditioning Specialist, in the planning, development and delivering of education programs for PGA of America members and apprentices taught at the adjacent PGA Education Center. He will also oversee PGA Golf Schools, Get Golf Ready Clinics and a new visiting professional series of programs for trade and consumer audiences alike. Its programs will incorporate an advanced study of golf swing mechanics, coaching, sports psychology, fitness, nutrition, equipment and club fitting.

"It is a distinct honor to join the PGA Center for Golf Learning and Performance as we discover a new era in golf learning, research and education," said Hallett. "The collective expertise of PGA members, led by the members of the PGA Instruction Committee, joined with our PGA Center for Learning and Performance staff, places us in a unique position to become the foremost facility for the advancement of golf instruction and knowledge."

Page 2 – Hallett named PGA General Manager

Hallett is highly regarded for his expertise in PGA member education, golf instruction, media relations and both private and public professional industry experience. His career achievements have been as diverse as serving as a PGA Lead Instructor of the PGA Professional Golf Management Program and PGA Master Professional Checkpoint Faculty; and a former Host and Producer of the popular “The Golf Show” on Sportstalk Radio Network. Most recently, he has served as a PGA teaching professional at Ricefields Golf Club at Hampton Island (Ga.) Preserve, where his students included 2008 Women’s U.S. Open Champion Inbee Park. Hallett has also been a part of the PGA Faculty Team for the Certified Professional Program, serving as a Subject Matter Expert in golf instruction, teaching technology and development programs and a mentor for his fellow PGA members.

Owned and operated by The PGA of America, the PGA Center for Golf Learning and Performance is a 35-acre prototype golf instruction, education and research facility that is open to the public year-round. The facility offers PGA Professional instruction, PGA of America Golf Schools, the new PGA Fitness and Performance Center, the latest in golf instruction, research, education and innovation, practice facilities that include nine separate bunkers that simulate play worldwide, more than 100 hitting stations, a short-game practice area, putting greens, a 3-hole teaching course and private teaching tees. For more information on the PGA Center for Golf Learning and Performance, please call 800-800-GOLF (4653) Ext. 3 or visit www.pgavillage.com.

PGA Instruction Committee Members

Ray Cutright (Co-chair)*	PGA Director of Golf	Idle Hour G.C.	Macon, Ga.
Bruce Patterson (Co-chair)*	PGA Head Professional	Butler National G.C.	Oak Brook, Ill.
Tom Henderson (Co-chair)	PGA Head Professional	Round Hill Club	Greenwich, Conn.
Tim Frazier	PGA Head Professional	Sycamore Hills G.C.	Fort Wayne, Ind.
Danny Elkins	PGA Head Professional	Georgia Golf Ctr.	Roswell, Ga.
Bill Forrest**	PGA Director of Instruction	Troon C.C.	Cave Creek, Ariz.
Ed Ibarguen	PGA General Manager	Duke University G.C.	Cary, N.C.
Jerry King	PGA Director of Instruction	Kapulua Golf Acad.	Lahaina, Hawaii
Michael Breed	PGA Head Professional	Sunnydale C.C.	Greenwich, Conn.
Jack Gale	PGA Head Professional	Dublin Lake Club	Worcester, Mass.
Lou Guzzi	PGA Director of Instruction	Lou Guzzi Golf Acad.	Glenside, Pa.
Jerry Elwell	PGA Golf Instructor/ Teaching Professional	College Golf Ctr.	Palm Desert, Calif.
Suzy Whaley	PGA Golf Clinician	TPC River Highlands	Farmington, Conn.
Mike Warobick	PGA Head Professional/ Golf Range	US 1 Golf Center	Rockledge, Fla.
Bob Garza	PGA Director of Instruction	Lost Tracks Golf Club	Bend, Ore.
Laird Small**	PGA Director of Instruction	Pebble Beach Golf Acad.	Pebble Beach, Calif.
Joe Stadler	Executive Director	Wisconsin PGA Section	West Allis, Wisc.
Darrell Crall	Executive Director	Northern Texas PGA Section	Dallas, Tex.

***Member of the PGA Board of Directors**

****Former PGA Teacher of the Year**

###