The LPGA Teaching and Club Professionals: A History

The Late 1980s into the 1990s

In 1988, **Kerry Graham** was elected National President and **Dr. Betsy Clark** was again re-appointed Chair of the Education Committee. That year, the LPGA Constitution was revised, the Teaching Manual updated, and the concept of **Teaching Schools I, II and III** conceived. The following year, these series of schools, which explored the learning processes of individual people: how they learn, remember, perform and enjoy, was offered to the membership.

From 1988 to 1990, actions were taken to help deal with the challenges of growth and increased demand for services. A few hundred members spread over the entire country made meetings, communications, and creating group energy very difficult. The volunteer officers and Area Representatives attempted to be effective in providing timely and efficient membership services, but this was often taxing and less efficient than they would have liked.

In August 1989, LPGA T&CP membership hit the 500 mark. Growth of the organization was welcomed, but created additional burdens on the organizational structure. So the LPGA purchased a computer system and placed computers in the hands of each section President. A national network for communication began to develop and the Presidents were helped in their daily communication tasks.

During this time, **Kerry Graham** proposed to the LPGA Board of Directors that funding for an Executive Director be budgeted and an office at headquarters be created for the Teaching Division. In 1990, the proposal was accepted and scheduled for implementation. In 1992, **Cindy Davis** was hired as the first Executive Director of the membership, a full-time staff was installed at LPGA Headquarters and the LPGA Teaching Division changed its name to the **LPGA Teaching and Club Professional Division.**

Louise Suggs and Cindy Davis

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Women in Golf Summits

In 1991, National President, **Kerry Graham** (1988-1993) envisioned and initiated the first **Women in Golf Summit**, hosted by the LPGA in Orlando, Florida. Additional summits were held in 1993 and 1995. The objective of Summit '91 was to define the issues most important to women's golf in the 1990s. It gathered, for the first time, more than 400 men and women representing all aspects of the golf industry, including associations, golf management, manufacturing, travel and real estate, golf course design, media, college and high schools, professionals and amateurs. Graham received the **National Golf Foundation's Joe Graffis Award** for her dedication to growing the game through these summits.

Summit REPORT

WOMEN IN GOLF

Volume 2 • Summer 1994

SUMMIT '93 – WOMEN IN GOLF: KEEPING THE TORCH BURNING

When the nearly 400 golf industry leaders gathered at Pebble Beach in Monterey, California this past November the agenda was, in large part, set by the event itself: the Women in Golf – Summit '93, the second such conference convened to address the changing roles of women in golf and how industry leaders – collectively and as individuals – can team together to improve the opportunities in women's golf.

Senator Sam Nunn with Jane Evans, Alice Miller, Rae Evans and Charlie Mechem at Summit '93 golf outing in Pebble Beach.

In 1991, Summit Chairperson Kerry Graham – along with the Summit's presenting organizations (the Ladies Professional Golf Association, National Golf Foundation, PGA of America, PGA Tour, United States Golf Association and the Women's Sports Foundation) – lit the torch whose flame has fueled the evolution within the world of women's golf, an evolution which is the result of cultural change.

Keynote Speaker Mary Howell, Senior Vice President of Government and International Relations for Textron, Inc.

One of the major purposes of the Women's Summit is to strengthen the joint efforts of the major golf associations teaming with golf corporations to drive that change. The opportunity for individuals to display leadership was highlighted during the meeting. The Summit offered research data to help manufacturers and retailers better understand their customers and respond to diverse market segments. Town Hall sessions provided an interactive format to share ideas about "what women want' in the marketplace – in regard to clothes, shoes, access, instruction, and careers.

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Keynote Speaker W. R. Howell, CEO and Chairman of JCPenney.

SUMMIT LEADERSHIP SEMINAR

The Summit Steering Committee has announced that the 1994 Women in Golf Leadership Seminar – "Claiming Your Right to Authentic Leadership" – has been scheduled for September 25 and 26, 1994 in Reston, VA. Complete registration information is included with this newsletter.

WOMEN IN GOLF – SUMMIT '95
PINEHURST GOLF RESORT
November 13 - 15, 1995
Our hosts: Club Corporation of America

1959... Growth... Tradition... Excellence... 2009

50th Anniversary Celebration

Establishment of Community Outreach Programs

Urban Youth Golf Program. In 1989, under the guidance of Graham, the LPGA established the **Urban Youth Golf Program** (UYGP), a community-based, risk-prevention program that uses the fundamentals of golf to remove barriers that would otherwise prohibit youngsters from participating in the sport. Most important, while having fun, kids learn the traditional values of honor, integrity, courtesy and self-discipline.

LPGA Girls Golf Club. The **LPGA Girls Golf Club** was also established in 1989 by **Sandy LaBauve**, a Class A LPGA Teaching Division member and a member of the PGA of America. The program's purpose was to connect girls, aged 7 to 17, with the game of golf and strengthen the camaraderie among participants in a fun and supportive environment.

2009 marks the 20th anniversary of the LPGA-USGA Girls Golf program, which has grown to nearly 200 sites across the United States with nearly 6,000 girls participating. The only initiative of its kind, Girls Golf is administered through a partnership between The LPGA Foundation and the USGA, both non-profit 501(c)(3) charitable organizations.

LPGA Junior Golf Program. Inaugurated in 1989 in Los Angeles, the LPGA Junior Golf Program provides a fun and positive learning environment for boys and girls between the ages of 7 and 17. Through grants by the Amateur Athletic Foundation (AAF), corporate donations and contributions by golf equipment companies, the program outfits kids with clubs, shirts and shoes and the local golf community provides free access to area golf courses for six-week series of lessons supervised by LPGA T&CP and PGA of America members.

Golf Clinics for Women. Created in 1991, the LPGA Golf Clinics for Women were one of the first events of their kind for businesswomen and remain an industry leader. This series achieves a dual purpose: to help women become more comfortable with golf, both as a sport and as a business tool; and to raise funds for Susan G. Komen for the Cure, the LPGA's official national charity since 1992.

LPGA Tour Junior Golf Clinics. This program provides junior golfers with the opportunity to learn from and interact with LPGA Tour players and LPGA Teaching and Club Professionals at the sites of many LPGA Tournaments each year. Clinics follow a "hands-on," two-hour format and have an average of 100 children in attendance.

The First Tee. In 1997, the LPGA became a part of another junior initiative, The First Tee, which is a cooperative effort involving the major organizations in golf under the auspices of the World Golf Foundation. The primary strength of this initiative is the direct support it has received from the game's most respected and influential organizations.

Since its inception in 1997, The First Tee has introduced the game of golf and its values to over 1.5 million participants and students in 47 states and five countries – Australia, Canada, Ireland, New Zealand, and Singapore. Former President George Bush serves as honorary chairman.

LPGA Teacher Education Program for Accessible Golf

In 1999, the LPGA T&CP membership again took a proactive and pioneering role by hosting the first-ever **LPGA Teacher Education Program for Accessible Golf**, tailored for physical therapists and golf professionals to learn how to teach the physically challenged how to play golf. The program was the brainchild of the late **Dr. DeDe Owens**, one of the country's most respected golf teachers.

Owens, an LPGA Master Professional, was elected T&CP National President (1994-1997), won the National Golf Foundation's Herb Graffis Award in 1986 for her outstanding contribution to the game and the Ellen Griffin Rolex Award in 1997 for teaching the game. She was inducted into the LPGA T&CP Hall of Fame in 2001.

Membership Growth and Excellence in "Teaching Teachers to Teach"

The growth of the LPGA was indicative of the growth that the sport of golf enjoyed throughout this decade. In 1994, then Commissioner Charles Meacham hired **Dr. Betsy Clark** to oversee the growth and development of the Teaching and Club Professionals and the LPGA Foundation.

Lynn Marriott

With the increased emphasis on education, the Wilson **LPGA Swing Model Workshop** (led by **DeDe Owens**) was added to the curriculum, which at the time consisted of the **Nike LPGA Training Schools I, II and III** (led by **Lynn Marriott**) and the **Square Two LPGA Club Fitting Workshops** (led by **Lorraine Klippel**). The Swing Model Workshops completed what was considered to be one of the strongest national golf teacher training offerings in the industry.

Lorraine Klippel

In 1996, the LPGA's administrative staff moved into a new headquarters building in Daytona Beach, Florida, located at LPGA International, a premier residential community that includes two 18-hole golf courses.

In 1997, the LPGA Teaching and Club Professional membership hit the 1,000 mark, ***double*** what it was to start the decade.

The National Education Program

In early 1997, DeDe Owens and Dr. Betsy Clark redesigned the **National Education Program Series** with input from the LPGA National Education Committee. The new series included three comprehensive five-day programs required to achieve Class A status. Each program level built on the one preceding it and focused on three key components:

- **Understanding the learning process:** how people learn, their sensory modes, individual differences, effective communication and how to determine the student's style of learning (visual, auditory, kinesthetic).
- **Developing an effective student-centered swing model:** the mechanics of the golf swing relative to the individual using all the skills of the game.
- **Developing clubfitting expertise:** helps teachers fit students with the right equipment to maximize their skills.

The student-centered swing model was a new addition to the curriculum as was the concept of the three required sessions, each building upon the previous session.

"By presenting these components, we're giving our members the tools they need for teaching success," said Dr. Clark. "They leave with the whole package because we feel we have an interactive and dynamic way to present information."

The LPGA Team Classic

The first LPGA Teaching Division **Team Classic** was held at La Paloma Country Club in Tucson, Arizona in 1991. **Dr. DeDe Owens** and **Diane Daugherty** won the tournament.

Year	Championship Division	Senior Division	Tournament Site
1991	**DeDe Owens & Diane Daugherty**		La Paloma Country Club, Tucson, AZ
1992	**Kelley Spooner & Carolyn Miller**		La Paloma Country Club, Tucson, AZ
1993	**Kelley Spooner & Mary Enright**		La Paloma Country Club, Tucson, AZ
1994	**Lisa Grimes & Kris Hanson**		Palm Valley Country Club, Palm Desert, CA
1995	**Lisa Grimes & Kris Hanson**	**Kathy Farrer & Sharon Miller**	Palm Valley Country Club, Palm Desert, CA
1996	**Dawne Kortgaard & Linda Hunt**	**Kathy Farrer & Sharon Miller**	Palm Valley Country Club, Palm Desert, CA
1997	**Mary Enright & Kelley Spooner**	**Kathy Farrer & Sharon Miller**	Westin Mission Hills Resort, Rancho Mirage, CA
1998	**Dede Cusimano & Linda Nevatt**	**Shirley Englehorn & Julie Lynd**	LaQuinta Resort, LaQuinta, CA
1999	**Marci Bozarth & Piper Wagner**	**Kathy Farrer & Sharon Miller**	Heritage Palms Golf Club, Indio, CA

Past National Presidents – 1990s

Kerry Graham	1988-93
Dr. DeDe Owens	1994-97
Kay McMahon	1998-99

The Ellen Griffin Rolex Award – 1990s

1990	**Linda Craft**
1991	**Shirley Englehorn**
1992	**Harvey Penick**
1993	**Goldie Bateson**
1994	**Carol Clark Johnson**
1995	**Joanne Winter**
1996	**Ann Casey Johnstone**
1997	**Dr. DeDe Owens**
1998	**Shirley Spork**
1999	**Betty Hicks**

Teacher of the Year Award Winners – 1990s

1990	**Dana Radar**
1991	**Dr. Betsy Clark**
1992	**Lynn Marriott**
1993	**Dr. DeDe Owens**
1994	**Jane Frost**
1995	**Kay McMahon**
1996	**Gale Peterson**
1997	**Diane McHeffey**
1998	**Carol Preisinger**
1999	**Amy Fox**

LPGA Professional of the Year Award Winners – 1990s

1990	**Chris Burkhart**
1991	**Paula Wagasky**
1992	**Lorraine Klippel**
1993	**Sue Fiscoe**
1994	**Nancy Bunton**
1995	**Pam Phipps**

1996	**Marion Walker**
1997	**Kathy Wake**
1998	**Jane Broderick**
1999	**Sandra Eriksson**

Coach of the Year Award Winners – 1990s

1990	**Cathy Bright**	University of Southern California
1991	**Carol Ludvigson**	University of Oklahoma
1992	**Iris Schneider**	Rollins College
1993	**Linda Vollstedt**	Arizona State University
1994	**Sarah Hindi**	University of New Mexico
1995	**Mary Beth McGirr**	UNC Greensboro
1996	**Beans Kelly**	University of Georgia
1997	**Debby King**	University of Memphis
1998	**Jackie Booth**	University of New Mexico
1999	**Kathleen Teichert**	University of Michigan

LPGA National Championship – 1990s

Date	Championship Division	Senior Division	Tournament Site
1991	**Marlene Davis**	**Barbara Romack**	Pine Needles CC; Pinehurst, N.C.
1993	**Carol Gallagher**	**Shirley Englehorn**	Shaker Hills GC; Harvard, Mass.
1994	**Troy Beck**	**Sue Little**	Kingwood CC; Houston, Texas
1995	**Diane Daugherty / Linda Maurer**	**Sue Little**	Sea Island GC; St. Simons Island, Ga.
1996	**Vickie Odegard**	**Lorraine Klippel**	Chateau Elan GC; Braselton, Ga.
1997	**Piper Wagner**	**Robyn Frantz**	Chateau Elan GC; Braselton, Ga.
1998	**Christa Teno**	**Robyn Frantz**	Chateau Elan GC; Braselton, Ga.
1999	**Debby Pinnell**	**Robyn Frantz**	Chateau Elan GC; Braselton, Ga.