



STATEMENT ON THE FUTURE FROM JIMMY SHAW

Since March of 2018, I have been lucky enough to teach the game of golf. My start came in Oklahoma City, at Rose Creek Golf Club. I started as an assistant, with no experience on that side of the counter in the golf business, nor any real teaching experience. At Rose Creek, I didn't have a mentor that could guide me along, so I used the experiences from my days of being a student under a number of top ranked instructors to help guide my teaching philosophy.

In the fall of 2018, I stepped out of my comfort zone, and applied for a job at The Carolina Country Club to be an assistant golf professional, and to focus on building the junior program, as well as increase the teaching market at the club. My family and I moved from Oklahoma City, OK, leaving Christmas Day 2018, to Spartanburg, without any family or close friends nearby. Since the end of July 2020, I have been an independent instructor at the Brad Sill Golf Center.

Over the 7 ½ years of teaching, my students have amassed quite a record. Here is what my students (junior, collegiate, amateur, and professional) have accomplished over that time period:

- 98 Victories
- 259 Top 5's
- 178 Top 10's
- 16 college signees

The total number of career rounds and average lowered handicaps are too many to count. Over the past 4 ½ years, I am seeing, on average, over 250 different people per year for golf lessons, and over 300 different people over that same time frame. For that same time frame, July 2020-Present, I have given nearly 4,000 lessons (over 7,500 lessons since I began in March 2017). That is a lot of people and a lot of lessons

I will admit, I have not been able to give all that I can to the clients that I have. When I have consulted with a number of PGA Tour professionals, and instructors who teach players at a high level, they have all stated that teaching the amount of lessons that I am teaching is inefficient, ineffective, and will lead to burn out. There are instructors in the area that are able to go to tournaments, caddy at tournaments, perform playing lessons to work on other areas like game management and game mentality. Under the current framework, I don't have the time to devote to my students through virtual video, game study of their tournaments, etc.

When I started teaching nearly 7 years ago, my wife, Afton, and I had a 1st grade and Preschooler. When we arrived in South Carolina, we had 3rd grader, Kindergartener, and a new born. We now have a High School Freshman, a 5th grader, and a Kindergartener. Being on my own, and being my own boss, definitely has its share of positives, but it also has an equal number of disadvantages.

The two biggest disadvantages in my way are time and revenue, and they work hand in hand. Many are not aware of this fact, but I am not a paid employee of Brad Sill's. I only get paid for the lessons that I give. In the current economic climate, to make an income that is going to support a family, I have to have lots of lesson volume. This eliminates time

with my family, but also, with regards to my clients, it takes away from what I need to be giving to them to make them the best they can be.

Take a look at the other teaching professionals in area. Compare my resume over the past 7 years to theirs, and you'll see, that I am more than capable to not only improve your swing mechanically, but also your short game, game management, physical fitness, and mental game to make you the most complete player. Aside from the above student accomplishments, here are my individual accomplishments since 2017:

- Professional Victories- 2
- Professional Top 5's- 17
- Professional Top 10's- 9
- Professional Top 20's- 6
- ACE Certified Personal Trainer 2024-present
- Titleist Performance Institute Level 1 certified 2024-Present
- V1 Content Ambassador 2022-Present
- Sportsbox Staff Member 2023-Present
- Endorsed by Major Champion Ian Baker-Finch
- Endorsed by PGA Champion Matt Bettencourt
- Endorsed by Tommy Biershank
- Endorsed by Top 3 Golf Psychologist Dr. Deborah Graham
- Hurricane Junior Golf Tour Partner 2024-Present

With all that being said, starting in 2025, the paradigm is going to shift. Starting in 2025, this is how my teaching program will be constructed:

- The maximum number of yearly premium students will be 45. The maximum number of students will be subject to my discretion, based on the ability and determination of those students asking to be taught.
- The students I teach will pay a yearly fee of \$3,000. All of it will be due by January 15, or the first payment of a plan paid. For those of you who are already paying for a year, and have payment left, on the next payment, I will prorate the amount to be the remaining \$3,000. At the end of 2024, I will be adding students, and the price will more than likely go up. Getting in now will secure the \$3,000 price for at least 2 years.
- Packages and individual lessons will only be available with the purchase of a yearly membership to my website. Appointments will only be available through the website to keep track of the number of lessons remaining, and packages moving forward will only be good for 3 months. For those of you who have already purchased packages, I will honor those in their entirety. The number of packages available at any one time will be limited so that I am not pulled away from yearly paying students. The same with hourly appointments for a specific time. I will not exceed 60 students for any 3 month period of time.

I want to provide the best instruction that I can. Up to this point, I believe I have only been able to give about 70-80% of what my tool box has. I have over 40 years of golf experience, 20 years of professional competitive golf experience, nearly 8 years of teaching experience, and over 15 years of mental and physical training experience. It is time to commit to providing my students with 100% of my capabilities. When consulting with PGA Tour players, I asked them how much should someone work with an instructor? Their response was, "As much as possible." I want my students to be committed to doing everything they can to get better, and I also want the time and ability to be equally committed to making you the best you can be.

I have the best technology, and I have some of the best facilities to provide the best instruction. However, if I don't have the ability to use them to their fullest, then they are not the best. If you have serious aspirations for your game, you need someone who is serious about getting you there. You need someone who knows what you're going through because he has gone through it himself. Do you know how to climb the mountain? I do. I know how to climb mountain, and I know the pitfalls that kept me from getting to the top. I didn't just read it in a book. I didn't just go to schools and lectures. I have lived it, and I still am. I know that the ability of my students is more than capable of achieving more than 13 victories, 36 Top 5's, and only moderate amounts of improvement in handicap and scoring each year. I think there is much more to achieve, and I want to be able to help each player achieve it.

For the next year, this is what I want out of this program for each player:

- No time limits on lessons
- No limits on the amount of lessons
- Being seen by me at a minimum every other week in months Jan-March and then Sept-Dec
- Regular work with either Full Swing or Trackman
- TPI screening
- Written workouts, and commitments that they are being completed
- Swing videos when not being seen
- Player keeps stats. These stats will be kept so that I know how to program lessons.
- Multiple Playing Lessons
- Regular tournament observations and group practice rounds.
- Group practices in the summer months each week
- Creating a personalized system for playing competitive rounds based on individual stats; previous practices, current skill level, and mental approach
- Membership to my website that has practice drills, swing tips, and swing drills for regular viewing for continued help
- Creating practice schedules for each season of the year the player is in
- Creating goals for each player to achieve
- Regular skill assessment for continued lesson guidance
- Summer Schedule programming for competitive students

There is no other time than now to get involved in this program. I fully intend to get to the point where I am only teaching a certain number of students each year, and no more. You don't want to look back and regret not getting involved now. I fully intend to have multiple juniors inside the Top 20, Top 10, Top 5 in the state rankings, and Top 200 and 100 in the national rankings. I fully intend to have amateur and college victories, All-Conference winners, and State Team members. I also expect to see career low scores, lower than what someone could possibly dream.

I pray that our time together does not come to an end after this letter. I have thought long and hard about this. I believe that by going in this direction the fullness of my abilities to teach the game of golf will surely come through, and I hope that you'll be a part of it to reap the benefits. If after considering and agreeing with what I have written, please confirm to me that you agree to be a part of this annual plan and will sign up through the website starting January 2, 2025.

A handwritten signature in black ink that reads "Jimmy Shaw". The signature is written in a cursive, flowing style with large loops and a prominent initial "J".