



2017 KPGA TEACHER OF THE YEAR AWARD NOMINATION

Name of Nominee: Tyrus York
Facility Name: High Performance Golf Academy
Facility Address: 5600 Harrodsburg Rd Nicholasville, KY 40536
Facility Phone Number: 859-274-6558
Nominee E-mail Address: tyrus@hpgolfacademy.com

1. Please list all National Teaching Workshops, Seminars and National PGA Teaching & Coaching Summits attended or conducted within the last five years. Also, if Certified in Instruction through the PGA Certified Professional Program, list the date Certification was obtained.

National Event	Date of Participation
2011 PGA Teaching & Coaching Summit	January 2011
Proponent Group Fall Teaching Summit @ Cog Hill	October 2012
2013 PGA Teaching Coaching Summit	January 2013
Proponent Group Fall Teaching Summit @ Talking Stick	October 2013
Brian Manzella Trackman Seminar at Valhalla	August 2013
One day teaching seminar at Mike Bender's Academy in Lake Mary, FL	January 2013
One day teaching seminar at Mike Bender's Academy in Lake Mary, FL	January 2014
Two Day Athlete Nation Coaching Combine in Nashville, TN	October 2014
Proponent Group Fall Teaching Summit in Lake Mary, Florida	November 2014

2015 PGA Teaching and Coaching Summit	January 2015
Proponent Group Fall Teaching Summit in Dallas, TX	November 2015
Andrew Rice's Coach Camp in Hilton Head, SC	February 2016
Proponent Group Fall Teaching Summit in Scottsdale, AZ	October 2016

2. Please list all Section Teaching Workshops, Seminars and PGA Teaching & Coaching Summits attended or conducted within the last five years.

National Event	Date of Participation	Section
Andrew Rice Wedge School at Champion Trace	May 2014	Kentucky
Andrew Rice Driver Project at Keene Trace	May 2015	Kentucky
Day of Learning at HP Golf Academy	March 2016	Kentucky
Mental Toughness Seminar w/ Dr. Rob Bell	May 2016	Kentucky

3. Please describe the nominee's overall performance in teaching at the facility, Section and National level.

My teaching career began in 2005 at Man O' War Golf working with their junior golf program. I became a full time instructor in 2008 and in 2010 became their Junior Golf Director. Although my main focus was on junior golf, I was instructing golfers of all ages and skill levels both individually and in group lessons. At my time at Man O' War Golf we were one of the first facilities to utilize the Titleist Performance Institute and the Get Golf Ready Program from the PGA.

In 2011 I left Man O' War to help Larry Ward build the High Performance Golf Academy at Keene Trace Golf Club where I became co-owner in 2012. In 2016 alone I will have given over 1200 hours of golf instruction. The rest of my time has been spent doing research, writing, or whatever else I can think of to become a better golf instructor.

At the High Performance Golf Academy I'm able to work with elite players as well as beginner golfers. After 11 total years of teaching I am starting to see some of my players that I began working with when they were very young start to get scholarship offers to play golf in college.

In 2015 we became one of the first Golf Channel Academies in the country and 1 of only 2 in the state of Kentucky. With the name recognition of NBC and the Golf Channel we are able to reach more potential golfers than ever before.

Another component to my instruction is that I am currently a Titleist, Ping, and True Temper certified club fitter and have conducted over 1,350 club fittings in my career. I believe it is very valuable as an instructor to be knowledgeable about equipment and club fitting since I know my student's swings and would be best suited to fit them.

I am currently the only K-Vest Level 2 certified instructor in the section. My other certifications include SeeMore Putting Institute Certified Instructor, Eyeline Golf Certified Instructor, and Putting Zone Certified Instructor. In 2016 I became a Level 2 Sam Putt Lab Certified Instructor.

As a way to become more nationally known, I joined the SwingFix network of golf instructors in 2011. Swingfix is an online lesson platform that allows anyone to upload a golf swing, choose an instructor, and take a lesson. There are 43 instructors to choose from and I am currently the only one from the state of Kentucky. I have given online lessons to over 150 players during my time with SwingFix.

In 2014 I joined another online network of instructors called Athlete Nation, which provides a platform for branded online lessons. In 2014 and 2015 I have given over 200 online lessons to players from all over the country and am one of only two instructors from the state of Kentucky.

I was Head Golf Coach for the boys and girls golf teams at Sayre High School in Lexington, KY for 3 seasons.

I am now the Head Coach for the women's golf team at Transylvania University. In my first season we had 2 players finish 1st and 2nd in the HCAC conference Championship.

In 2015 Golf Digest Magazine recognized me as one of the top teachers in the state of Kentucky. In 2016 I was named as a Top Young Teacher in America by Golf Digest.

4. Please briefly describe any unusual, innovative or special teaching programs the nominee has initiated or implemented.

To make my instruction more affordable and available, I offer coaching packages that can be paid on a monthly fee. These packages allow me to charge students significantly less per lesson so I can increase the frequency I can work with them.

I use an online coaching platform called Edufii to stay in contact with my students after the lesson is over. I can share lesson notes, swing videos, tips, and other resources with them at anytime. It also allows me to send mass message broadcast to all or segments of my client base for improved communication.

In 2014 I began using Shot By Shot which is an online stat tracking service that analyzes rounds of golf in ways similar to what the PGA Tour does to measure Strokes Gained. This has given me more insight into what my players are going through and made our time together more efficient by spending time working on problem areas.

Edufii and Shot By Shot are included in all of my coaching packages.

A big part of my summer programs involves getting to junior tour events and observing them in action. This has also become a great way for me to talk to parents and help them understand what to expect from their junior golfer.

With the use of technology like a high-speed camera, iPad, and a collection of training aids, my golf instruction is portable. I have visited schools, and several golf teams at their facilities throughout the Kentucky Section bringing my instruction to them.

Using video software, Trackman launch monitor technology, and both standard and high definition cameras, I feel that I can offer my students the very best lesson experience possible. Having an indoor/outdoor facility also allows me to continue my instruction during the winter months.

The use of 3D motion technology from K-Vest has been the biggest improvement to my instruction in my career. Having that technology readily available for all of my students has given me the ability to help them in ways I never thought possible. Combining what I learn from K-Vest and the information I receive from TPI evaluations, I feel I can help my students more than ever.

In 2015 I added Sam Putt Lab to my offerings and have already conducted over 100 sessions. Adding this new technology is also allowing me to be more thorough in putter fitting as well as helping me do more research to improve how I teach putting.

In 2012 I began implementing the PGA Sports Academy into the summer camp program at Keene Trace Golf Club. We have seen steady growth each year in our junior camp program.

5. Please list any instructional articles, videos and/or publications the nominee has written or contributed to.

From 2012 - 2014 I was a weekly contributor to the Golf Channel's website and their Golf Instruction Blog. At the conclusion of each week's PGA Tour Event, I wrote an instruction article connected to how the winner performed.

I've also had instruction articles published in LexScene Magazine and the Danville Advocate Messenger. I've also contributed articles and videos to the Kentucky Golf Insider Newsletter.

My golf instruction articles have also been published on the Golf Channel's Swing Fix Instruction Blog, as well as SwingFix's Instruction Blog.

In addition to writing these articles I also manage my own golf instruction blog, <http://tyrusyork.com>. I not only write about golf instruction, but PGA Tour news, results in college and high school golf, and anything else pertaining to the world of golf. Currently I am publishing a weekly End of the Week tip on my blog that I share on social media to increase visibility.

In the summer of 2013 our facility at Keene Trace Golf Club was featured on Inside Kentucky Golf. I also filmed a golf tip for the show that has been aired several times.

I have also utilized YouTube and Periscope to publish other golf tip videos.

In 2016 I began contributing instruction articles to The Golf Warehouse and their email marketing campaigns that are sent to millions of golfers around the world.

6. Please list the names of outstanding golfers the nominee has instructed.

Korey Philpot, Transylvania University
Sarah Black, Dunbar
Ryan Gevedon, Pikeville College
Jack Bergstrom, Sayre
Shawn Tipton, Tour Player
Jake McLeod, Asbury
Ben Highland, Asbury
Brennen Walton, Mercer County
B.J. Knox, Mason County
Joe Muschong, Morehead State
Henry Lane, Lafayette
Jenna Soderling, Transylvania University
Meredith Moir, Transylvania University

7. Please describe the nominee's involvement in growing the game of golf through juniors, women, minorities, seniors and the disabled.

Junior golf has been a passion of mine from the beginning of my career. In our programs at Man O' War Golf I've had the opportunity to work with hundreds of different junior golfers. Currently I am working to grow the game at our academy by incorporating the PGA Sports Academy into our junior golf camps.

I've offered Get Golf Ready and ladies only clinics and have also volunteered time working with the Special Olympics in the Lexington area.

In 2014 I began serving on the Player Development committee in the Kentucky Section.

I have volunteered to teach golf in PE class at Sayre School during the spring. I've been able to work with around 75 kids in 3 different grades. In the past I have volunteered to teach golf in PE classes at other local public schools in Lexington.

8. Please list any Section or National awards the nominee has received

Award	Year Received	Section
Teacher of the Year	2014	Kentucky