

Hallett recognized as one of the nation's premier instructors

Joe Hallett, PGA general manager for the PGA Center for Golf Learning and Performance at PGA Village, in Port St. Lucie, Fla., has been named as one of the "Top 50 Golf Instructors in America" by *Golf Range Magazine*. The publication's list honors a select group of men and women in North America who instruct at golf ranges, learning centers and short courses. Criteria for selection includes feedback from PGA Sections; previous local, state and national teaching awards; and input from *Golf Range Magazine* writers across the U.S. and Canada.

Hallett heads the 35-acre PGA Center for Golf Learning and Performance (formerly the PGA Learning Center), a cutting-edge golf instruction, technology, fitness and practice park. 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; and extensive practice facilities.

It also serves 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.

"To be ranked among the best golf instructors in the country is a tremendous honor that is also a tribute to the collective brilliance of the entire team at the PGA Center for Golf Learning and Performance, who enable us to be recognized among the foremost facilities in the advancement of golf instruction, practice and knowledge," says Hallett, a PGA Certified Professional in Instruction.



Highly regarded for his expertise in PGA member education, golf instruction, media relations and the golf industry, Hallett's career achievements have been as diverse as serving as a PGA Lead Instructor of the PGA Professional Golf Management Program and the PGA Master Professional

Checkpoint Faculty; and a former Host and Producer of the popular "The Golf Show" on the Sportstalk Radio Network. During the 2009 PGA Championship, Hallett appeared on PGA.com as an expert PGA Professional instructor and commentator. Previously, he has served as a PGA teaching professional at Ricefields Golf Club at Hampton Island (Ga.) Preserve, where his students included 2008 U.S. Women's Open Champion Inbee Park.

PGA Factoid

PGA Professionals can shop for items bearing the PGA of America, PGA Professional, PGA Master Professional or PGA Certified Professional logos at the PGA Golf Shop, online at www.PGALinks.com. In addition, the PGA Golf Shop is present at Association events throughout the year, including the PGA Merchandise Show, PGA Fall Expo and PGA Annual Meeting. Special order items such as member plaques, home decor pieces and personalized golf bags are also available.



foresees the Facebook page expanding to the point where golfers, whether they're his students or not, can log on and ask a question about their golf game and he'll post a video specifically addressing their question. "Instead of sending me an e-mail or calling with their questions, people can just give me a 'poke' on Facebook and I'll develop a video tip where I'm talking directly to them.

"I haven't seen a lot of other instructors starting to post golf tips and strategies on social media outlets," says Redding. "I think many of them want to ensure that they're paid for their instruction, but for me it's fun to do and it's also good for golf. It helps grow the game and gets your name out there a little more." ■

Red Friday

Mike Attara,
PGA Director of Golf Operations,
Eagle Ridge Golf Club,
Lakewood, N.J.

Jim Drago served 27 years in the U.S. Army and retired in 1987 as a Lieutenant Colonel in the Army Special Forces. For the past 10 years, the former Green Beret has spent much of his time on the greens at Eagle Ridge Golf Club in Lakewood, N.J., where Mike Attara serves as the PGA director of operations at the 18-hole semi-private facility.

Three years ago Drago approached Attara about promoting Red Friday, an initiative in which Americans show support for the troops in combat simply by donning the color red on Fridays.

"It's an awareness movement to ensure people are continuing to support our troops overseas in battle," explains Attara, who is hoping other PGA Professionals will encourage everyone at their respective facilities to wear red on Fridays. "At the time when Jim initially asked to place signage around the facility, he had three sons in the military

and two of them were on tours in Iraq. I was on board immediately. It's grown and grown over the years, and last year our men's league got involved."

The Eagle Ridge Men's League, which includes Drago, is several dozen members strong. Each Friday you can find them dressed in red at the golf club or other places throughout their community. "Every week they're out spreading the word and making more people aware of this movement," explains Attara. "It's spread beyond the golf course for us."

The more people ask, the more they become aware of this initiative, which is the ultimate goal. There is no fundraising attached to this program; the goal is purely for Americans to show an outward display of support for the troops.

Drago recalls reading an online news article with the headline "Americans at the Mall, while Troops in the Desert," which really touched home with him. "All three of my sons are in the military, and each has served in Iraq. It often seems to me that if you're not directly involved because you're a military family, it can be easy to forget that there are a couple wars going on," says Drago, one of Eagle Ridge's first members. "There were some suggestions in one of the articles I read about how to raise awareness for the troops, and Red Friday was one of them. So I pushed for it at Eagle Ridge, and Mike has been very supportive from the start." ■

Send Your Ideas

Would you like to contribute to Pro to Pro in an upcoming issue of *PGA Magazine*? We'd love to hear from you. Please submit any ideas you think may be beneficial to your fellow PGA Professionals to *PGA Magazine* Editorial Director Matt Marsom at mmarsom@aol.com or (561) 512-8280. Photos can be e-mailed or mailed to: *PGA Magazine*, 224 Mariberry Circle, Jupiter, FL 33458.