

The Pros' Pro

Carrying on one of golf's great traditions, PGA club pros round out the field for the season's final major, the PGA Championship.

EVERY MAJOR CHAMPIONSHIP in golf has its own special appeal—the Masters has Augusta National, the U.S. Open its legendary difficulty, the challenge of links golf at the Open Championship, and the strongest field of the year at the PGA Championship.

What really makes the field special at the PGA Championship—the 93rd edition of which takes place Aug. 11–14 at the Atlanta Athletic Club—is the 20 PGA club professionals who qualify to play in it by virtue of their finish at the PGA Professional National Championship. “The guy that was running the member-guest the week before is competing against the best players in the world,” says Randy Smith, PGA head pro at Royal Oaks Country Club in Dallas. “They’re running a club while also trying to work on their own games. To be able to play in one of the four big-

gest professional tournaments in the world is pretty cool.”

NELSON, SNEAD, AND HOGAN

What’s also unique about club professionals playing with the world’s best is that it harks back to the game’s roots. Up until the ’60s, many tour pros like Byron Nelson, Sam Snead, and Ben Hogan were also part-time club pros, so having club pros in the PGA Championship carries on a great tradition. They’re also the backbone of the game, because just about every player—including tour pros—got his or her start under the watchful eye of one. In fact, the world’s best players still take lessons from instructors like Smith and 2010 PGA of America Teacher of the Year Todd Anderson.

Todd Anderson, 2010 PGA Teacher of the Year, analyzes the putting stroke of junior golfer Mary Ellen Shuman.



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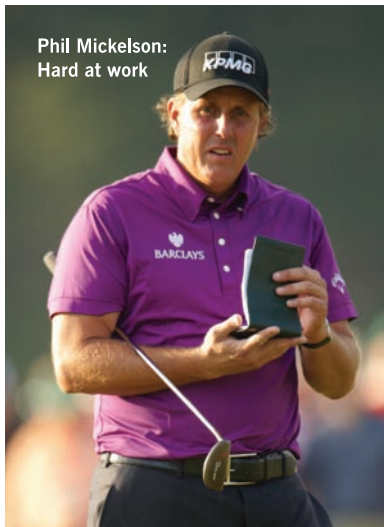
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Phil Mickelson:
Hard at work

WINNING FORMULA

PREPARATION AND COMMITMENT ARE THE KEYS TO SUCCESS FOR PHIL MICKELSON AND KPMG.

PHIL MICKELSON IS ONE OF THE hardest-working players on the PGA Tour. He spends days before each tournament playing practice rounds, analyzing courses, and developing strategies to gain a competitive edge. Mickelson also works with coaches—full-swing instructor Butch Harmon on shot shapes, and putting coach Dave Stockton on green reading and technique. It's no coincidence that four Majors are among his 39 PGA Tour victories.

KPMG, the professional services firm whose name appears on Mickelson's cap, shares the same sort of dedication. "If all it took was talent, there would be a lot more winners—in golf as well as in business," says John Veihmeyer, KPMG's Chairman and CEO. "At KPMG, we believe the way to achieve consistent success is by doing what it takes to perform at the highest level, day in and day out. It's this commitment that you see every time Phil walks inside the ropes and that we want our clients to see in everything we do for them."

Preparation and commitment, two secrets to Mickelson's success, are two of the keys that keep KPMG at the top of the business leaderboard.

"It helps to have someone who understands their swing, who can tell if their posture or alignment or grip are off a little," says Anderson, PGA director of instruction at Sea Island Golf Learning Center, who works with 2012 U.S. Ryder Cup Captain Davis Love III, Brandt Snedeker, and Brett Quigley, among others. "They can fix things a lot quicker if they have someone who can see the cause and effect. With everything that's at stake, they can't afford to have a bad tournament, or even a bad round. It's important to stay on track."

One might think that after working with some of the best players in the world, teaching a struggling amateur wouldn't be as much fun, but that's not the case at all. "Sometimes I enjoy working with high handicaps more because you have a lot more freedom to walk out on the limb," says Smith, whose stable of tour pros includes Justin Leonard, Harrison Frazar, and Gary Woodland. "You can take bigger steps faster. You can go way down in the toolbox."

The toolbox got a new addition in

March when the Mercedes-Benz Performance Center, a mobile golf lab powered by The PGA of America, was launched. Consisting of two Mercedes Sprinter vans outfitted with patented motion and video analysis equipment, they will be traveling the country and will be in Atlanta for the PGA Championship this month. Golfers can get their swings analyzed on a high-tech golf simulator, while seeing how their moves stack up against more than 150 Tour professionals through video analysis. Other stops this year include the Charles Schwab Cup Championship in San Francisco in early November, and the Chevron World Challenge north of Los Angeles in early December.

TAKING OUT THE GUESSWORK

High-tech analysis is an important part of a lesson with Anderson, who will duck into a little hut right on the range overlooking the Intracoastal Waterway in St. Simons Island, Ga., to compare a student's swing side by side with those of top professionals—just like they do

in the Mercedes-Benz Performance Center. "Technology takes a lot of the guesswork out of it," he says. "By clearly seeing the body angles and rotation, I can identify the areas to work on."

On the 95th anniversary of the founding of The PGA of America, which comprises 27,000 golf professionals, both male and female, in 41 Sections nationwide, it's inspiring that such a strong relationship still exists between club and tour professionals. ●

Two Mercedes-Benz Sprinters equipped with high-tech simulators help PGA professionals analyze golfers' swings.



PHIL MICKELSON BY JAMIE SQUIRE; GETTY IMAGES; MERCEDES-BENZ PERFORMANCE CENTER PHOTOS BY JENSEN LARSON



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Simply Prepared.

Making informed decisions takes insight—the type of insight you develop through relentless preparation. Because, in golf or business, when your goals are on the line, there's no time for second guessing. It's this kind of preparation that keeps Phil Mickelson atop the leaderboard. And lets KPMG provide clear, actionable advice to clients around the world.

It's that simple.

Hear Phil tell how being prepared can change your game at phil.kpmg.com