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April 1, 2009

Mr. Brad Sullivan, Senior Director  
 PGA of America  
 100 Avenue of the Americas  
 Palm Beach Gardens, FL 33418

*Skip -  
 This went to:  
 STERANKA  
 SULLIVAN  
 HADLET  
 AND THE 2 Board Members  
 who chair the Teaching  
 Committee. Key  
 we posted.*

Dear Brad:

I am writing this letter on behalf of Dr. Skip Latella and the Flexor Sports Training Program. I have recently spent a great deal of time with Skip and have received a level one certification for the use of the program.

**PGA OFFICERS**

- Jim Remy, PGA  
President
- Allen Wronowski, PGA  
Vice President
- Ted Bishop, PGA  
Secretary
- Brian Whitcomb, PGA  
Honorary President

We intend to implement the program into our teaching philosophy at the Dick Smith Golf Academy here in Southern New Jersey. Quite honestly, this is the first training program that I have witnessed in my over 45 years teaching and playing the game of golf that provides an easy and convenient exercise component which significantly improves the golfers learning IMMEDIATELY.

**PGA PAST PRESIDENTS**

- Max Elbin, PGA
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- Roger Warren, PGA

The obvious goal in teaching the game is to enhance the golfer's ability to play the game. However, we are finally beginning to admit as teachers that what we have been teaching over many years has really only resulted in marginal improvement by the average golfer. The facts show that the average golfer is not shooting dramatically lower scores after many years of lessons and practice. The Flexor program in my opinion finally identifies the missing link in this process.

The Flexor program demonstrates the science, credibility and the creation of the bridge between fitness, diagnostics and practical application into the golf swing. Validated by the Pittsburgh Medical Center, the World Scientific Congress for Golf and several top 100 teachers and PGA Tour players and top college programs at Duke, Yale and Notre Dame, the program has been put to the test and we now have a swing training aid that reduces the physical limitations that are present in everyone's swing. The practical application to the instructor is the ability to finally have their students move into the positions they could only talk about doing but never able to perform because of some physical limitation. Motor learning for performance is the difference; it will create another revolution for golf in a way that will truly and positively affect the ability to swing the club.

Joseph P. Steranka  
 Chief Executive Officer

I respectfully request that you give this new program your attention and urge you to consider the significant impact it can have on the enjoyment of the game. At a time when we are all challenged to grow the game, I believe we have a valuable tool in the Flexor program that will enhance the effort and lead to better learning and teaching results.

Sincerely,

Dick Smith, PGA  
 Past President 1991-92