

RICK SMITH

“MASTER TEACHING PROFESSIONAL TO THE PGA TOUR’S BEST!”



Phil Mickelson – “Rick and I have been working together for seven years, and he’s still improving my swing. Rick can help any player’s swing, regardless of their physical shape or size.”

Greg Norman – ““He is one of the world’s top instructors and for good reason: Rick has the ability to break down a swing so players of all abilities can understand and apply his wisdom.”

Rocco Mediate – “We started working together in 1984, and there’s no question he made me the player I am”

Rick Smith, CEO and President of Rick Smith Enterprises, Inc., has achieved great success in golf as a teacher, designer and communicator. He is regarded as one of the PGA tour’s best “sounding boards” for swing advice and has been consistently ranked as one of the top five golf instructors in the world by Golf Digest.

Smith’s professional career has been molded under the tutelage of several top PGA professionals including famed instructors: Don Kotnik (Toledo CC), Walker Inman (Scioto CC), and Dick Harmon (River Oaks). As Smith honed his skills he has assisted some of the most accomplished golfers in the world including Phil Mickelson, *(currently the 4th ranked golfer in the world)* Lee Janzen *(two time U.S. Open champion)* and PGA Tour winners Rocco Mediate, Jerry Kelly, and Matt Kuchar. He has also worked with PGA Tour pros Jack Nicklaus-golfer of the century, Gary Nicklaus, Billy Andrade, Greg Norman, Bill Glasson, David Duval, Vijay Singh, Ray Floyd, Paul Azinger and many others.

Smith has established numerous golf academies and learning centers. He currently operates Rick Smith Golf Academies at Treetops Resort in Gaylord, Michigan, and Tiburon Golf Club in Naples, Florida.

Rick Smith hosted the premier of the “Big Break” series in the fall of 2003. The inaugural season broke the all-time Golf Channel’s viewing ratings. The next season the “Big Break II”, more than doubled the audience from the record breaking inaugural year. Rick received accolades for his adept skill at building camaraderie between contestants while stoking their competitive natures. He has a unique knack for inviting the TV audience to live vicariously through the contestants. Today, “The Big Break” is a successful “series formula” that has excited the customary Golf Channel fan while attracting a greater audience.

Rick Smith’s love for hosting golf instructional shows on television began in 1994. That year, he developed “The Rick Smith Signature Series”. The “Signature Series”

- **RICK SMITH**

was seen by worldwide television audiences on ESPN, TSN (Canada), and Fox Sports Net. The "Signature Series" ran for five years until Rick signed an exclusive golf content deal with the Golf Channel in 1999. Rick has also hosted "Inside the PGA Tour" and has been a commentator and analyst for both NBC and ESPN telecasts of golf tournaments.

Smith's unique ability to help golfers of all skill levels led to the production of a series of instructional videos that have sold thousands of copies. The five Instructional videos include the following:

- "Swing Foundations"
- "Advanced Player"
- Rick Smith "Signature Golf Tips"
- "Range Tips" Vol I
- "Range Tips" Vol II
- "Range Tips" Vol III

Rick Smith has won dozens of awards and accolades for his skill as a golf course designer. The list includes his "Signature" course at Treetops Resort in Gaylord, Michigan, "Arcadia Bluffs" on Lake Michigan and "Wuskowhan Player's Club in Mount Olive, Michigan, just to name a few.

Smith is also a respected and noted author. He is currently teaching professional contributor for Golf Digest Pro Panel. He previously served as instruction writer for Golf Magazine. He has also written Major Series publications. Smith is author of the 1998 book "How to Find Your Perfect Golf Swing," published by Broadway Books, which is regarded as one of the top instruction books in the industry.

Over his career, Smith's many honors include being appointed Michigan's "Golf Ambassador" by Governor John Engler. Golf Magazine has repeatedly honored him as one of America's "Top 100 Teachers." Smith has been named National Teacher of the Year, National Golf Professional of the Year and National Merchandiser of the Year.

ALL INFORMATION REGARDING RICK SMITH CAN BE FOUND AT: www.ricksmith.com

CAREER HISTORY

- CEO and President of Rick Smith Enterprises, Inc.
- Managing Partner at Treetops Resort in Gaylord, Michigan
- Golf Course Designer and Developer
- Served under several top PGA professionals during apprenticeship:
 - Toledo Country Club; Toledo Ohio (Don Kotnik)
 - Scitot Country Club; Columbus, Ohio (Walker Inman)
 - River Oaks; Houston, Texas (Dick Harmon)

TEACHING AND COACHING

- Regarded as one of the PGA tour's best "sounding boards" for swing advice
- Has instructed Golfer of the Century, Jack Nicklaus
- Past and present PGA Tour students include Lee Janzen, Billy Andrade, Rocco Mediate, Gary Nicklaus, Bill Glasson, Ray Floyd, Phil Mickelson, David Duval, Matt Kuchar, Vijay Singh, Jerry Kelly Paul Azinger and Greg Norman.

GOLF ACADEMIES – GOLF INSTITUTES

"Rick Smith Golf Academy" at Treetops Resort in Gaylord, Michigan

"Rick Smith Golf Academy" at Tiburon in Naples, Florida.

SPOKESPERSON

Ford Motor Company - spokesperson

Srixon - spokesperson

Treetops Resort - spokesperson

WCI Communities - spokesperson

Ashworth Inc. - spokesperson

Body Balance by Performance – spokesperson

Zen Oracle – spokesperson

The Golf Channel – spokesperson

Quiet Feet – spokesperson

TELEVISION AND MEDIA EXPOSURE

- Host of the Golf Channel's highest rated Production Series "The BIG Break" (I&II)
- Host "RICK SMITH GOLF ACADEMY" Television series on the Golf Channel
- Host "RICK SMITH SIGNATURE" Television series (1994-1999)
- "RICK SMITH'S PRACTICE TEE" segment sponsored by Visteon, on ESPN's "Inside the PGA TOUR," 1998.
- "RICK SMITH'S SIGNATURE GOLF SHOW" on CBS affiliate WXYT radio in Detroit.
- Featured in radio talk shows throughout the country.
- 1996 U.S. Open promotional preview, critique and tips of Oakland Hills golf course, on WDIV TV in Detroit.
- Commentator for ESPN's 1997 Isuzu Celebrity Golf Championship.
- Commentator for ESPN's 1997 Junior Amateur Championship.
- Commentator for NBC's High Performance Golf Show, talent for instructional program
- Developed instructional videos: RICK SMITH "SIGNATURE SERIES", RANGE TIPS I, II, III, SWING FOUNDATIONS AND ADVANCED PLAYER.

PRESENTATION HISTORY

- Keynote speaker at Australian PGA Summit, October 1996.
- Instructor/presenter at PGA Summit, December 1996.
- Instructor/presenter at PGA Summit, December 1994.

AWARDS AND ACHIEVEMENTS

- Named "Top 5 Golf Instructor in the World" by Golf Digest (2000 thru Present)
- Appointed one of America's "Top 100 Teachers" by Golf Magazine (1999 thru Present)
- 1996 Michigan PGA Teacher of the Year
- 1995 Michigan PGA Teacher of the Year
- 1994 Spalding National Merchandiser of the Year
- 1993 Michigan PGA Teacher of the Year
- 1993 Spalding National Merchandiser of the Year
- 1992 Spalding National Merchandiser of the Year
- 1991 Michigan PGA Teacher of the Year
- 1991 Spalding National Teacher of the Year
- Two-time Listing in the "Top 100 Resort Golf Shops"

GOLF COURSE DESIGN

1. Designed 18-hole golf course called **“Signature”** at **Treetops Resort** in Gaylord, MI

Awards given “SIGNATURE” course:

- Awarded 18th in “America’s Best Public Golf Courses” by Golf & Travel, 1998.
 - Awarded 17th in “Best Modern Golf Course Design” by Golf week, 1997 & 1998.
 - Awarded “1996 Best of Golf Award” by Links & Audubon International.
 - Named “Best New Course of the Year” by Michigan Golfer, 1994.
 - Named “Debut Course of the Year” by Golf week.
 - Named “America’s Top 10 Best New Courses You Can Play” by Golf Magazine.
 - Named “22nd in the Top 100 Courses You Can Play,” May 1996, Golf Magazine.
 - Named “5th Best Resort in Michigan” for 1995 by Golf week.
 - Named “6th Best new Resort Course for 1994 by Golf Digest.
2. Designed **“THREETOPS”** nine-hole par-3 course at **Treetops Resort** (opened in 1992.)
 3. Designed his **3rd course at Treetops** (5th course for the resort), a walking course called **“TRADITION”** (opened 1997)
 4. Designer for **“WUSKOWHAN PLAYER’S CLUB”** in **West Olive, Michigan**- an 18-hole private Country Club named :
 - Second in “Best New Private Courses” in 1997 by Golf Digest.
 5. Designer for **“SHENANDOAH”**-an 18-hole golf course at **Turning Stone Casino & Resort** in Verona, New York (opened 1999)
 6. Designer for **“ARCADIA BLUFFS”**- an 18-hole public golf course on Lake Michigan’s western shoreline (opened 1999)
 7. Designer of a nine-hole par-3 course at **Turning Stone Casino & Resort** in Verona, New York (opened 1999)
 8. **Belle Isle, Detroit course renovation** (1998-1999). Implemented **“The First Tee”** PGA teaching program at this facility in partnership with Ford Motor Land Services and Visteon.
 9. Designer for **“St. James Golf Club”** in **Port St. Lucie, Florida**- an 18-hole public golf course and practice facility. (opened 1999)
 10. Designer for golf course at **Oakland University in Rochester, Michigan**. (opened 2000)