



2011
Valley Golf Academy's
INSTRUCTIONAL
PROGRAM



2500 Romar Road
Salem, VA 24153
540-529-7332

www.valleygolfacademy.com

2011 Lesson Program

Over the years our staff has put a tremendous amount of time and effort in gaining the knowledge to develop into first class PGA Instructors. Teaching is the most important professional qualification we possess and an area in which we take great pride. We offer a wide variety of lesson programs and you can be assured every lesson is tailored to fit your individual needs. I am confident our staff can lead you along the quickest path to a better game.

Tommy Joyce, PGA

Teaching Philosophy

What makes our lesson program different is our understanding of what it takes to become a better golfer. We strive to individualize each lesson program to your goals and needs; whether to lower your handicap, or just end frustration. We as teachers believe it is important to help the student discover ways to battle the many different course obstacles and teach the player the importance of getting the ball in the hole instead of falling victim to developing the “perfect swing” at all costs. Our main objective is to show you the most effective way to make yourself a better player by developing the tools necessary to shoot lower scores.



***Tommy receiving 2008
MAPGA Golf
Professional of the Year
Award from the
President of the PGA,
Allen Wronowski***



Tommy Joyce, PGA – Director of Golf

Instruction - Tommy has been playing golf for 32 years and has experienced competitive golf at all levels. His most notable achievement as a junior golfer was being elected as a representative on The Virginia State Golf Association Junior

Team. Success as a junior led to a full golf scholarship to Virginia Commonwealth University and team captain his junior and senior year. In college, he received First Team All-Conference honors. After college and playing in a full schedule of nationally recognized amateur tournaments, he accepted a sponsorship from Ping Golf as a member of their world tour program and turned professional in 1991. As a touring professional he participated on the Nike Tour, the T.C. Jordan Tour (now Hooter’s Tour) and several other mini-tours. A few of his most notable achievements as a professional was winning medalist honors in the U.S. Open local qualifying, capturing a course record of “59” at Lynwood Golf &C.C. and establishing the course record of “63” at the Desert Inn in Las Vegas. As a club professional he continues to participate in MAPGA Sectional events. In 2002, Tommy made it to the sweet sixteen in the national Taylor-Made Match Play Championship.

Striving to improve his personal game and in an effort to develop as a teacher, he has had the fortune to personally work with some superior teachers such as David Leadbetter and Jack Bell. He has also attended teaching seminars conducted by Butch Harmon, Hank Haney, Jim McLean, Jim Flick and Dave Pelz. He believes that one never stops striving to learn more about the game and continues to attend National PGA Teaching & Coaching Summits on a regular basis.

Tommy was recognized by US Kids Golf as one of the top 50 Kid Teachers in America in 2004 & 2006. In 2001 the Middle Atlantic PGA recognized him as their Junior Golf Leader and was a finalist for the national PGA award. The MAPGA honored him with their Bill Strausbaugh Award in 2005. In 2008, Tommy received the MAPGA Golf Professional of the Year Award.

Tommy served on the MAPGA Board of Directors from 1999 to 2010.



“The only way you can improve your game is by taking the bad parts of your game and changing them.” **Byron Nelson**

Practice Facilities / Equipment

- *10,000 Square Foot Short Game Area with 2 bunkers*
- *Indoor Learning Center*
 - *Three Hitting Bays with one equipped with JC Video System including Multiple Camera Set-Up*
- *Vector Launch Monitor*
- *TOMI Video Putting Analysis System*
- *L93 Bentgrass Teeing Area on Range*



Short Game Practice Area

Tomi Putting System

TOMI is an easy to use training system designed to support professional instruction. TOMI helps golf instructors pinpoint the key aspects of their students' putting skills that require reinforcement or correction. The Tomi system provides real-time feedback in graphical form on eight critical parameters that define a well or poorly executed putt.

- **Tracking of Path**
- **Shaft Angle at Impact**
- **Loft Angle at Address**
- **Speed of Putter**
- **Club Face Rotation**
- **Ball Position**
- **Comparison of Putters**
- **Custom Fitting of Putters**
- **Gives "Real Time" Feedback**
- **Shows 8 critical parameters of putting**



Putting Lessons:

Regular Lesson Rates apply. Instructor will use the TOMI Putting System to help identify any weaknesses and then prescribe drills to correct the problem.

*If you're a good putter, you're a match for anyone.
If you're a bad putter, you're a match for everyone."*
--Harvey Penick

JC Video System



Using two cameras to gain video images of an individual's golf swing allows the student & teacher to gain direct visual feedback. This state of the art software allows the student to see their swing in comparison to hundreds of PGA & LPGA Tour Professionals along with comparing your swing today with your swing from a previous lesson.

- ***Instant Audio & Visual Feedback***
- ***High definition color screen***
- ***Captures, Compares and Analyzes swings with a comprehensive set of drawing tools allowing your PGA Professional to mark, measure, and monitor progress***
- ***Maintains unlimited database of previous swings recorded***

Indoor Learning Center

Practice on your game in a controlled environment. Two hitting bays are designated for member practice sessions with the third bay being used for teaching with the JC Video System.



“We are what we repeatedly do. Excellence then, is not an act, but a habit.” *Aristotle*

2011 Lesson Program

Private Instruction

	<i>Professional Instruction Charge</i>	<i>HVCC Facility Charge</i>	<i>Total Lesson Fee</i>
<i>Tommy Joyce, PGA</i>	<i>\$45.00</i>	<i>\$15.00</i>	<i>\$60.00</i>
<i>30 Minute Junior Rate (Ages 7-17)</i>	<i>\$30.00</i>	<i>\$10.00</i>	<i>\$40.00</i>

Private Lesson Series

Five Private Lessons individually designed to help each golfer reach his/her goals. 45-Minute Lessons will utilize the all of the latest technology plus have an opportunity to learn skills on the course.

	<i>Professional Instruction Charge</i>	<i>HVCC Facility Charge</i>	<i>Total Lesson Fee</i>
<i>Tommy Joyce, PGA</i>	<i>\$210.00</i>	<i>\$70.00</i>	<i>\$280.00</i>

Playing Lessons

Play 9 holes and receive on course instruction on managing the course and tips to play your best. At the end of the round, receive personal analysis of your game.

	<i>Professional Instruction Charge</i>	<i>HVCC Facility Charge</i>	<i>Total Lesson Fee</i>
<i>Tommy Joyce, PGA</i>	<i>\$90.00</i>	<i>\$20.00</i>	<i>\$120.00</i>

Designed for the player looking to improve course management skills and allows a professional staff member to evaluate your game on the course. Lesson includes a formal review at the conclusion of the round.

Player Development Program

(Lesson Package includes on course instruction)

	<i>Professional Instruction Charge</i>	<i>HVCC Facility Charge</i>	<i>Total Lesson Fee</i>
<i>Tommy Joyce, PGA</i>	<i>\$150.00</i>	<i>\$50.00</i>	<i>\$200.00</i>

Lesson is designed for the experienced golfers desiring to improve their scoring ability and on-course strategy.

These three sessions include: one full-swing lesson, one short-game / putting lesson and a 1 ½ hour on-course session to develop and improve course strategy (3 hours total). Lessons can be designed to be completed on the same day if time is limited.

Group Golf Lessons

60 minutes of Fun and Improvement

	<i>Professional Instruction Charge</i>	<i>HVCC Facility Charge</i>	<i>Total Lesson Fee</i>
<i>2 – 3 Students</i>	<i>\$36 ea.</i>	<i>\$12 ea</i>	<i>\$48 ea</i>
<i>4 -5 Students</i>	<i>\$30 ea.</i>	<i>\$10 ea.</i>	<i>\$40 ea.</i>
<i>6 – 8 Students</i>	<i>\$24 ea.</i>	<i>\$8 ea.</i>	<i>\$32 ea.</i>

If group pre-pays 4 lessons then 5th is free.

2-Month Lesson Series

	<i>Professional Instruction Charge</i>	<i>HVCC Facility Charge</i>	<i>Total Lesson Fee</i>
January – February	\$240	\$80	\$300
February – March	\$240	\$80	\$300
March – April	\$300	\$100	\$400
April – May	\$360	\$120	\$480
May – June	\$360	\$120	\$480
June - July	\$360	\$120	\$480
July – August	\$360	\$120	\$480
August - September	\$300	\$100	\$400
September – October	\$300	\$100	\$400
October – November	\$240	\$80	\$300
November – December	\$240	\$80	\$300
December – January	\$240	\$80	\$300

Series is designed for the golfer who is committed to his/her game. Professional will schedule one lesson per week for 8 weeks. Lessons will be conducted on the course, practice facilities or the climate controlled Lamanca Learning Center. . Students will be able to get immediate feedback using the latest technology but more important is the commitment for each player to come out of the series as a better player. On course instruction will be a valuable part of the series teaching players how to manage the course and improve their scoring ability. Space is limited for each series so please sign up early.



School instructed by
PGA Professional,
Tommy Joyce

Valley Golf Academy's One Day Golf School

Saturdays
10:00- 2:00

April 2
April 23
May 7
May 21



One Day Golf School has been developed for students who have limited time and want it all in one day. The golf school will work on each student's full swing, short game, putting, practice habits and taking it on the course. Price includes lunch, instruction and golf school booklet. Student to Instructor ratio 5 to 1.




HIDDEN VALLEY
COUNTRY CLUB

Call 540-529-7332 or visit
www.valleygolfacademy.com or
www.tommyjoycepga.com
for more information

\$149



Clinic Instructed by
PGA Professional,
Tommy Joyce

**GET GOLF
READY
IN 5 DAYS**



*Give us five days and we'll give
you a sport for a lifetime*

In five weeks, this clinic will give you everything you need to start playing GOLF. Clinic is designed to introduce new players to the game.

**5 LESSONS
ONLY
\$99**



Upcoming Get Golf Ready Clinics:

Clinics Only	Clinics Only	Saturdays —	Fridays—5
Thursdays - 9:30- 10:30	Thursdays - 4:30 - 5:30	9:00- 10:00	:00- 6:00
April 19	April 21	May 7	March 25
April 26	April 28	May 14	April 1
May 3	May 5	May 21	April 8
May 10	May 12	June 4	April 15
May 17	May 19	June 11	April 22



HIDDEN VALLEY
COUNTRY CLUB

Call 540-529-7332 or visit
www.valleygolfacademy.com
or www.tommyjoycepga.com
for more information

Give us five days and
we'll give you a sport for a lifetime



**5 LESSONS
ONLY \$99**

Upcoming Get Golf Ready Clinics:

Friday—5	Saturday—	Ladies Only	Ladies Only
9:00- 6:00	9:00- 10:00	Tuesdays -	Tuesdays -
March 25	May 7	9:30- 10:30	4:30 - 5:30
April 1	May 14	April 19	April 21
April 8	May 21	April 26	April 28
April 15	June 4	May 3	May 5
April 22	June 11	May 10	May 12
		May 17	May 19

In five weeks, this clinic will give you everything you need to start playing GOLF. Clinic is designed to introduce new players to the game.

Already a golfer? Give us a day and
we'll take you to the next level **\$149**

Upcoming One Day Golf Schools:

Developed for students that have limited time and want it all in one day. School will work on each students full swing, short game, putting, practice habits and taking it on the course. Price includes lunch, instruction and golf school booklet. Student to Instructor ratio 5 to 1.



Saturdays
10:00- 2:00
April 2
April 23
May 7
May 21

12-Month Player Development Program

	<i>Professional Instruction Charge</i>	<i>HVCC Facility Charge</i>	<i>Total Lesson Fee</i>
<i>Tommy Joyce, PGA</i>	<i>\$450.00</i>	<i>\$150.00</i>	<i>\$600.00</i>

Lesson program is designed to be the ultimate commitment between the golf professional and the student. If you are serious about improving your game this is the lesson program for you. Program involves a lesson each month with each one tailored to your specific needs. Program includes the following:

- One Private Lesson Per Month using JC Video System
(Lessons cannot carry over from month to month)
- Equipment Analysis Session on Vector Pro Launch Monitor
- Putting Session using the Tomi Video Putting Analysis System
- Nine Hole Playing Lesson
- Wedge Fitting using Titliest Vokey System
- Titleist Ball Analysis using Vector Launch Monitor

“The future depends on what we do in the present.”

Mahtma Gandhi

Valley Golf Academy
would like to introduce the
12-Month



Player Development Program



The new Lamona Learning Center allows students to practice and take lessons in a controlled environment 12 months a year

12-Month Player Development Program includes:

- One Private Lesson Per Month using JC Video System
(Lessons cannot carry over from month to month)
- Equipment Analysis Session on Vector Pro Launch Monitor
- Putting Session using the Tomii Video Putting Analysis System
- Nine Hole Playing Lesson with PGA Professional Tommy Joyce
- Wedge Fitting using Titleist Vokey System
- Titleist Ball Analysis using Vector Launch Monitor



Lesson Package offered by
Tommy Joyce, 2008
MAPGA Golf Professional
of the Year



*Valley Golf Academy 2008
NCAA Division I active players*



The Guaranteed Handicap Reducer

(3-month contract – together we will develop an in- depth practice & lesson schedule for student to discover the fastest way to become a better player)

Tommy Joyce, PGA

Adult Rate \$300 per 10%

- *Member Rate: Absolutely Free if Handicap does not go down at least 10%. For every 10% reduction member will be charged \$300 (maximum of \$600).*
- *Student will develop a close relationship with his/her PGA Professional and together they will develop a personal program for improvement. Student agrees to spend a minimum of 45 minutes per week working through personal program.*
- *For the experienced player to the beginner who is willing to do what it takes to become a better player.*



Tommy and his former junior golfers and students who played Division I Collegiate Golf. Kyle Bailey (Radford), Aaron Eckstein (Virginia Tech), Vincent Nadeau (VCU), Fielding Brewbaker (James Madison), Marshall Bailey (Virginia Tech). Not Pictured: Michael Wade (Radford), Matt Harmon (Radford) & Kameron Carter (Longwood Women's Team)

*“Life consists not in holding good cards, but in playing well those you’ve been dealt.” **Josh Billings***

2011 JUNIOR PROGRAM



SPRING BREAK SNEAK & CLEAT - Juniors will spend half the time with the Golf Professionals and the other half with the Tennis Professionals. Juniors will be divided by age and ability. Cost includes: nine hours of professional instruction. **Target age 5-12**

Cost \$75.00

APRIL 26 – APRIL 28 --- 9:30am - 12:30pm

PRESCHOOL SNEAK & CLEAT - Juniors will spend half the time with the Golf Professionals and the other half with the Tennis Professionals. Juniors will be divided by age and ability. Camp structured for kids **4 to 6 years old**. Cost includes: twelve hours of professional instruction.

Cost \$100.00

MAY 31 – JUNE 3 --- 9:30am - 12:30pm

JUNIOR GOLF CAMP - Juniors will be divided into groups based on skill level and age. Camp will consist of golf instruction on the full swing, short game, rules, and etiquette. Cost includes: **golf shirt** and four days of instruction.

Junior Golf Camp - Cost \$100.00 – (Members are welcome to bring a guest)

Junior Golf Camp - JUNE 21 – JUNE 24

5 to 8 year olds 8:30am to 10:30 am

9 to 14 year olds 10:45am to 1:00 pm

LIFETIME SPORTS CAMP - Juniors will time with the Golf Professionals and with the Tennis Professionals from 9:00 to 12:00. At



noon, lunch will be provided at the pool and conclude with open swim at the pool. Cost includes: twelve hours of professional instruction, lunch each day, camp favor and activities at the pool. Juniors will be divided by age and ability. Parents / Sitters are asked to be at the pool at 12:00 if their junior is not a solid swimmer and needs more than regular lifeguard supervision. **Target age 5-12**

Cost \$125.00

JUNE 27 – JUNE 30 --- 9:00am - 1:00pm

JUNIOR GOLF SCHOOLS - Available to all juniors that want to be introduced to the game. The schools will concentrate on the fundamentals of the game. School will maintain an 8:1 Student to Instructor ratio. Students will be divided into groups of 8 based on age and skills. Summer will include 5 Junior Golf Schools, juniors may attend all 5 for \$300 (45 hours of instruction). **Target age 5-12**



Junior Golf Schools - Cost \$100.00 per school or summer pass for \$300 (5 schools)

- Members are welcome to bring a guest

JULY 5 – JULY 7

JULY 11 – JULY 13

JULY 25 – JULY 27

AUGUST 2 – AUGUST 4

AUGUST 23 – AUGUST 25

TIGER TRAINING (GROUP OF 3)

– Gather two of your junior friends and join a member of the professional staff for one hour of golf instruction. The professionals will take the juniors on the course or work with them on the practice facilities tailoring their lessons to the group’s skill level. Sign up early because availability is limited and this is one of the most popular programs the staff offers.



Rate: \$75 per person for a four-week class

SNEAK & CLEAT JUNIOR CAMP –Juniors will spend half the time with the Golf Professionals and the other half with the Tennis Professionals. Juniors will be divided by age and ability. Lunch is included and will be served @ 12:00 pm each day at the pool. Cost includes: twelve hours of professional instruction, camp favor, lunch each day, and activities at the pool.

Cost \$125.00

AUGUST 8 – AUGUST 11 --- 9:00am - 12:00pm

TINY MITE CLINICS – Juniors will spend an hour with a member of the Golf Professional Staff on Friday afternoons throughout the year. Each session will cover a different aspect of the game of golf. These sessions will vary from short game and full swing to rules of course etiquette. This will be a great opportunity for juniors to get a solid understanding of the basics. **Juniors ages 4 to 8** are welcome to participate.



Cost: \$12.50 per clinic

Every Friday
March - October

ADULT YOUTH TOURNAMENTS - Once a month, junior golfers are invited to participate in a special tournament. Teams will consist of one adult and one junior. The format is alternate strokes with juniors playing from special tees according to their age. Play will be flighted according to the junior's age. Entry fee includes prizes and a pizza party following play. (Shotgun start @ 3:00)

Entry fee \$15.00 (per team)

- MAY 22
- JUNE 26
- JULY 3
- SEPTEMBER 18
- OCTOBER 16



“Experts in the Game and the Business of Golf”

Notable Quotes:

“Nature didn’t make us perfect, so she did the next best thing. She made us blind to our faults.”

Grit Magazine

“If you watch a game, it's fun. If you play at it, it's recreation. If you work at it, it's golf.”

Bob Hope

“I never saw a good player from the trees.”

Byron Nelson

“Our chief want in life is somebody who will make us do what we can.”

Ralph Waldo Emerson

“The quality of a person’s life is in direct proportion to their commitment to excellence, regardless of their chosen field of endeavor.”

Vince Lombardi

“Golf isn't a game; it's a choice that one makes with one's life.”

Charles Rosin

“The only thing you should force in a golf swing is the club back in the bag.”

Byron Nelson

"I find that the harder I work the more luck I seem to have."

Thomas Jefferson

“It is not the same to talk of bulls as to be in the bullring.”

Spanish Proverb

“What matters is not the size of the dog in the fight but the size of the fight in the dog.”

Coach Bear Bryant

“Men may doubt what you say, but they will believe what you do.”

Lewis Cass

“You can talk to a fade, but a hook won’t listen.”

Lee Trevino

“The best way to swing is the simplest way. Most players try to make the golf swing more difficult than it really is.”

Byron Nelson

“Men occasionally stumble on the truth, but most of them pick themselves up and hurry off as if nothing had happened.”

Winston Churchill

“Never confuse motion with action.” ***Ernest Hemingway***

“Whenever you do a thing, act as if the world were watching.”

Thomas Jefferson

“If people concentrated on the really important things in life, there would be a shortage of golf balls.” ***Doug Larson***

“Men are anxious to improve their circumstances but are unwilling to improve themselves.” ***James Allen***

“You never get rewarded for the things you intended to do!”

Anonymous

“The only danger in experimenting is you don’t know when to stop.”

Byron Nelson

“The trouble with most of us is we would rather be ruined by praise than saved by criticism.” ***Norman Vincent Peale***

Club Yardages

	Brand / Specs	Yardage
Driver		
3 Wood		
4 Wood 15degree Hybrid 1 Iron		
5 Wood 18degree Hybrid 2 Iron		
7 Wood 21degree Hybrid 3 Iron		
9 Wood 24 degree Hybrid 4 Iron		
5 Iron		
6 Iron		
7 Iron		
8 Iron		
9 Iron		
PW		
Gap Wedge		
Sand Wedge		
Putter		

Hidden Valley is authorized in club fitting by the following golf club manufacturers.



Scheduling Lessons:

*To schedule lessons please contact the
Valley Golf Academy at 540-529-7332.*

***We are looking forward to working with you and increasing
your enjoyment of the game!***

Other contact information:

Tommy Joyce, PGA

Mobile – 540.529.7332

Email – tjoyce0816@aol.com

WEBSITES:

www.valleygolfacademy.com

www.tommyjoycepga.com

VALLEY GOLF ACADEMY BLOG PAGE

www.tommyjoyce.typepad.com



“Experts in the Game and the Business of Golf”