



PEBBLE BEACH
RESORTS



STATE-OF-THE-ART TECHNOLOGY. WORLD-RENOWNED INSTRUCTION.

PEBBLE BEACH GOLF ACADEMY
& PRACTICE FACILITY

ABOUT

Pebble Beach Golf Academy & Practice Facility is the world's premier golf instructional experience. Featuring internationally-renowned instructors and state-of-the art golf swing technology, the Pebble Beach Golf Academy & Practice Facility is an invaluable resource for golf professionals, groups large or small, and individual golfers of every skill level.

WORLD-CLASS INSTRUCTION

The Pebble Beach Golf Academy features more than 25 PGA certified instructors trained to improve your game, enhance your enjoyment of golf and embrace the Pebble Beach tradition of guest service.



LAIRD SMALL, Director of Instruction

Director of the Pebble Beach Golf Academy since its founding in 1996, Laird combines premier playing abilities, unrivaled demonstration skills and a gift for the art of instruction. Author of the acclaimed, "Play Golf the Pebble Beach Way," Laird is annually listed as one of America's 50 Best Teachers by Golf Digest and Top 100 Teachers in America by Golf Magazine. He was also named the 2003 PGA Teacher of the Year.

DAN PASQUARIELLO, Master Instructor

Selected by Golf Magazine as one of its 100 Best Teachers in America in 2011/2012, Dan has instructed more than 100,000 students from around the world, including leaders in the sports, entertainment and corporate industries. He was selected as one of Golf Digest's Top Teachers and one of Northern California's Top 10 Teachers. Dan has been Hawaii's Teacher of the Year on three separate occasions.

SCOT NEI, Robotic Swing Training Instructor

Scot Nei is widely recognized as one of golf's most innovative instructors, having worked with top teachers such as Rick Smith, Claude Harmon and Dave Pelz. He has also coached golfers of all skill levels, from beginners to top touring professionals. Incorporating his extensive knowledge with the revolutionary technology of the robotic swing trainer, Scot's groundbreaking approach could signal the future of golf instruction and game improvement.

STATE-OF-THE-ART FACILITIES

The Pebble Beach Golf Academy & Practice Facility features cutting-edge technology that complements the world-class instruction and renowned on-course experience that define Pebble Beach Resorts.

PEBBLE BEACH GOLF ACADEMY

3,000 sq. ft. golf learning center



Features three instruction studios, including full swing analysis technology, putting stroke analysis technology and club fitting systems



Technology includes innovative robotic swing trainer, 3D motion capture analysis, HD video analysis, putting stroke computer evaluation and indoor golf simulator

STATE-OF-THE-ART FACILITIES

PEBBLE BEACH PRACTICE FACILITY



350-yard, double-ended, natural grass practice range
with multiple target greens

Robust short-game practice complex with greenside
and fairway bunkers, and chipping areas

4,500 sq. ft. practice putting green



TECHNOLOGY

Robotic Swing Trainer

The most advanced and effective golf improvement technology in the industry, the robotic swing trainer lets a student feel and duplicate the perfect swing. An Academy professional will be able to diagnose your most significant swing flaws, and then calibrate the golf robot to allow you to experience what a correct swing should feel like.



FlightScope Launch Monitor

Using 3D Doppler technology, FlightScope measures 24 club and ball data parameters, such as club head speed, club path, vertical and horizontal swing plane, carry and total distance, shot height, flight time, ball spin and more.



AMM 3D Swing Analysis System

The AMM technology provides a 3D motion analysis of your golf swing, which can be viewed and animated from any angle. Twelve sensors are placed at strategic points on the body to record data that is displayed using a 3D model.

Science and Motion PuttLab

This analysis and training system is based on accurate ultrasound measurements, using 28 parameters of the putting stroke.

V1 Video Swing Analysis

The Academy uses cutting-edge HD high speed video cameras and the latest golf motion analysis software from V1 Golf to evaluate your swing.

Science and Motion BalanceLab

A high resolution force plate used to evaluate balance and weight transfer during a golf swing. Graphic reports show individual swing characteristics and allow instructors to tailor and test specific training interventions.

Quintic Ball Roll Putting Analysis System

This system will dramatically alter the way you think about the nature of putting, opening your eyes not only to alignment issues, but also to the nuances of ball speed, spin, launch angle and the nature of true roll.

LEGENDARY GOLF

One of the greatest golf destinations throughout the globe, Pebble Beach Resorts boasts exquisite world-championship courses featuring challenging designs, pristine conditions and legendary beauty.

PEBBLE BEACH GOLF LINKS

Since 1919, the exquisite beauty and unique challenge of Pebble Beach Golf Links have thrilled golfers and spectators alike. Rated the number one public course in America by Golf Digest, Pebble Beach Golf Links has also hosted five U.S. Open Championships, with a sixth on the way in 2019.

SPYGLASS HILL GOLF COURSE

One of the top public courses in America as rated by Golf Digest, Spyglass Hill Golf Course is considered one of the most demanding tests in golf, featuring the unique challenge of seaside greens mixed with narrow forest-lined fairways.

THE LINKS AT SPANISH BAY

Recalling the origins of golf in Scotland, The Links at Spanish Bay hugs the rugged Pacific coastline and is marked by sandy dunes, rolling hills and steady ocean breezes.

DEL MONTE GOLF COURSE

Challenging professional legends and Monterey Peninsula golfers alike for more than a century, Del Monte Golf Course is a hidden gem at Pebble Beach Resorts and features exceptional conditions, a friendly staff and one of the greatest golf values in the area.

PETER HAY GOLF COURSE

The only 9-hole, par-3 golf course open to the public on the Monterey Peninsula, Peter Hay Golf Course is ideal for juniors, beginner and even advanced players looking to work on their short game.

LUXURY ACCOMMODATIONS

For more than 90 years, Pebble Beach Resorts has been celebrated for its unparalleled golf and spectacular accommodations on California's beautiful Monterey Peninsula. Maintaining time-honored traditions of exemplary service and amenities, each hotel is designed to enhance your instructional experience.

THE LODGE AT PEBBLE BEACH

THE INN AT SPANISH BAY

CASA PALMERO



The Pebble Beach Golf Academy & Practice Facility is located in Del Monte Forest on the coast of California's Monterey Peninsula, 130 miles (209 km) south of San Francisco, 76 miles (122 km) south of San Jose and 330 miles (530 km) north of Los Angeles.



3260 Stevenson Drive, Pebble Beach, California 93953

Pebble Beach Golf Academy Reservations: 831-622-8650

Pebble Beach Resorts Reservations: 800-654-9300

www.pebblebeach.com

www.pebblebeachmeetings.com

INDIVIDUAL INSTRUCTION

Students receive world-class instruction custom-designed for their individual success at the state-of-the-art Pebble Beach Golf Academy. Our professional staff is prepared to improve all aspects of your game including full swing, putting stroke, short game, on-course strategy, club fitting, putter fitting, and physical fitness assessment.

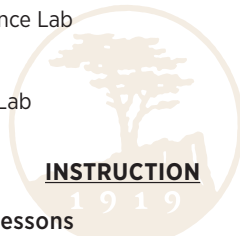
Designed to offer the same game-improvement technologies to amateur golfers that PGA Tour professionals have access to every week, lessons may include one of the following:

Full Swing

- Robotic Swing Trainer
- V1 Golf Video Analysis System
- Advanced Motion Measurement (AMM) 3D Swing Analysis System
- FlightScope Launch Monitor
- Science and Motion Balance Lab

Putting

- Science and Motion PuttLab
- Quintic Ball Roll System



One Hour / Half-Hour Lessons

Combine the skills of our professional staff with state-of-the-art technology for the ultimate learning experience.

Gold Package

- 2.5 hours of one-on-one instruction
- Full swing and short game instruction and analysis
- On-Course instruction on 9-hole, par-3 Peter Hay Golf Course

Platinum Package

- 5 hours of one-on-one instruction
- Full swing and short game instruction and analysis
- On-course instruction on The Links at Spanish Bay

Golf Fitness & Performance Evaluations

Assess range of motion, athleticism and general fitness. Includes a one-hour conditioning program, take-home summary and follow-up with a teaching professional.

Pebble Beach Golf Academy

INDIVIDUAL PRICING

Director of Instruction Laird Small

\$300 per hour
\$190 per half hour

Master Instructor Dan Pasquariello

\$250 per hour
\$140 per half hour

Robotic Swing Training Instructor Scot Nei

\$250 per hour

Pebble Beach Golf Academy Certified Instructor

\$200 per hour
\$100 per half hour

Gold Package (2.5 hours)

\$575 - \$800*

Platinum Package (5 hours)

\$1,125 - \$1,500*

Multi-student Lessons

2 Person (1 Hour Lesson) - \$350 - \$500*
3 Person (1 Hour Lesson) - \$475 - \$625*
4 Person (1 Hour Lesson) - \$600 - \$900*

Club or Putter Fitting

\$250 per session

Golf Fitness & Performance Evaluations

\$100 per hour

On-Course Playing Lessons

9 and 18 hole lessons available
Please inquire for pricing

*Price varies based on instructor

Pebble Beach Golf Academy

GROUP PROGRAMS

The Pebble Beach Golf Academy can custom-tailor programs to fit any group size and skill level.

Learn to Play

Have fun and learn to play golf! Includes a 30-minute demonstration, full swing instruction, short game instruction and an hour of instructed play on the par-3 Peter Hay Golf Course.

3.5 hours | One instructor to every 4-5 students

Class Fee: \$415/person with minimum 5 students

Golfer's Brush Up

Offers guests the opportunity to brush up on their golf skills. Receive skill-building techniques in both full swing and short game areas, as well as video analysis.

2.5 hours | One instructor to every 4-5 students

Class Fee: \$385/person with minimum 5 students

Coaching & Warm-Up

Receive coaching tips, professional warm-up and advice on shots specific to the courses of Pebble Beach Resorts before your round of golf.

2 hours/One instructor to every 6-7 students

Class Fee: \$110/person with minimum 25 students

Video Swing Analysis

State-of-the-art teaching and swing comparison analysis. Academy will provide one instructor to film each guest, and provide audio commentary and a swing comparison to top tour professionals. Participants can then view their swing online with complete analysis and instructor comments.

1.5 hours/Two instructors to every 10 students

Class Fee: \$100/person and minimum 10 students

Reception & Video Analysis

Our professional staff entertains and instructs group guests at a hosted reception using the V-1 Digital Coaching System. Please inquire for pricing.

For more information, please call 831-622-8650 or visit www.PebbleBeach.com.

Pebble Beach Golf Academy

GROUP PROGRAMS

Robotic Swing Trainer

The innovative robotic swing trainer takes swing instruction and implementation to a whole new level. This revolutionary teaching tool lets students feel and duplicate the perfect swing through cutting-edge robotic technology. Perfect for golfers of all skill levels.

2.5 hours/Two instructors to every 6 students

Program Fee: \$350/person with minimum 6 students

Advanced Motion Measurement (AMM) 3D Swing Analysis

Real-time, six-degree-of-freedom (6DOF) motion capture system that measures and analyzes the biomechanics of the golf swing. Analysis of the swing can then be viewed and animated from any angle, a remarkable experience in swing improvement.

2.5 hours/Two instructors to every 4 students

Program Fee: \$500/person with minimum 4 students

Putting Analysis

Enjoy a custom putter fitting using the innovative Science and Motion PuttLab, the ultimate putting tool that uses ultrasound measurements. Next, the Quintic Ball Roll system measures the critical aspects of your putting stroke and helps determine which custom putter is right for you. The Academy proudly offers putters from Odyssey, TaylorMade, Ping, Scotty Cameron and custom hand-made putters from David Edel.

2.5 hours/Two instructors to every 6 students

Program Fee \$350/person with minimum 6 students

Golf Simulator Program

Imagine playing the 7th, 8th and 18th holes at Pebble Beach Golf Links while hosting an event in a fun and relaxed setting. Whether you're trying to improve your game or looking to relax with your closest friend and associates, the golf course simulator is a great way to entertain clients at your next function or reception.

1 hour/Two instructors to every 8 students

Program Fee \$300/hour with maximum 8 students

(18 holes requires 3 hours, 9 holes requires 1.5 hours for four people)

For more information, please call 831-622-8650 or visit www.PebbleBeach.com.