

**Adam C. Smith, PGA**  
*Salisbury Country Club, Midlothian, Virginia*

Adam was born on July 20, 1970 in Wilmington, Delaware. He is the son of Jeanne and Bill Smith. He has three brothers and two sisters. His father, Bill, is a Life Member of The PGA and is retired from the Country Club of Virginia (CCV). Adam began playing golf at the age of six when his father introduced him to the game at the James River Golf Course at CCV. His father encouraged him to play golf because it was a great way for the two of them to spend time together. Other major influences have been PGA Professionals Freddie Christian, Leo Steinbrecher and Paul Michaelian.

Adam's first golf-related job was as a bag boy and range picker at the Country Club of Virginia. In high school, Adam played golf and ran winter track. He attended Radford University where he received his undergraduate degree in English and was also a member of the golf team.

Adam became a golf professional and began teaching in 1994. Adam worked at Bogeys Sports Park from 1994 – 1995, Richmond Country Club from 1995 – 1997, The Dominion Club from 1997 – 1998, and the Salisbury Country Club from 1998 to present. He was elected to PGA Membership in 2004 and has been a member of the PGA President's Council since 2006.

Adam has dedicated his career to promoting the game of golf at Salisbury Country Club and in the Richmond area through his instructional services. Adam is working towards the PGA Certification in Instruction. During the in-season, he teaches six days a week, eight to twelve hours a day. Many of Adam's PGA peers take lessons from him. He is also asked to consult with fellow professionals on how to improve their teaching business. Adam involves the club's assistant professionals and summer interns in his teaching program at Salisbury. He has also invited local PGA Professionals to Salisbury to assist with corporate clinics. This year, Adam taught more than 1,000 golf lessons. He has a simple approach to fixing golf swings: "one thing at a time." Adam has the ability to teach the total game: how to play, how to think on the course, and how to physically condition. His students learn swing methods and, in order to use them effectively, how to think confidently on the course.

Along with his knowledge of the golf swing comes an ability to also teach golf fitness. He has learned techniques from Dr. Greg Rose, PGA Professional Dave Phillips, Dr. David Berv, and Dr. Dorsey Williams. Adam has published his own fitness manual called Golf Fitness: from the Ground Up, which is sold in the pro shop and is used in the fitness center for students to follow. The membership at Salisbury trusts Adam as a very knowledgeable fitness instructor. In the off-season, Adam trains his golf students through the use of video instruction as well as his fitness book.

In May of 2007, Adam launched his own golf instructional website ([www.adamsmithgolf.com](http://www.adamsmithgolf.com)) for the purpose of communicating his golf instruction message and to better communicate with his students. Since its launch, the website has received over 15,000 hits. Adam is constantly working on developing more features for the site from which his students may learn. He received some press in the November 2007 issue of PGA Magazine and as a result, he has had inquiries from fellow PGA professionals throughout the country.

Adam finds time to volunteer for MAPGA golf instruction days and he donates golf lesson gift certificates to worthy charities. He is constantly seeking knowledge about the golf swing and about golf fitness. He makes it a point to frequently attend PGA education seminars as his students respect this and appreciate the benefits. Overall, Adam loves to teach and his employers, as well as his students, know this.

Adam's personal golf philosophy is to "keep it simple and make it fun." When it comes to teaching golf, he believes in learning what the student needs. Adam tries to solve problems by using simple techniques,

by doing one thing at a time, and by making sure the student comprehends the message. He also insists on follow up lessons to further the learning process.

Adam has been married to his wife, Kristen T. Smith, since August 2, 1997. They have three children: son Logan (8), son Carter (6), and daughter Ellie (4). All of the children began learning how to play golf from Adam, starting at age two. Adam and his wife built a house three years ago and are raising their children in Glen Allen, Virginia.