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► **ABOUT DANA**

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ABOUT DANA RADER

SCHOOL FOUNDER



Dana Rader grew up playing golf at Mimosa Hills Country Club in Morganton, NC, knowing the game would become an important part of her life. She was good enough to make the men's golf team at Pfeiffer University, had the skills to make a run at the LPGA tour but she found that her real love for the game centered on teaching.

The Dana Rader Golf School at the Ballantyne Resort in Charlotte is a testimony to 25 years of hard work and a plan that has resulted in the school becoming one of the premier facilities in the country.

She joined Myers Park Country Club in 1980 as an assistant professional, achieving LPGA Class A status in 1984. A group at Myers Park sponsored her run on the LPGA Tour but she says, "I competed for a while but found out I wouldn't be able to make a living at that. It just wasn't my heart and passion."

A Passion for Teaching

Her passion was in teaching and it has taken her from the early 1980s to today as owner of one of the **Top 25 golf schools in the U.S.**, as selected by Golf Magazine. She credits her outstanding staff for the school's rise to the top.

Individually, Dana has been named as one of the **Top 100 Teachers in the U.S. by Golf Magazine** and as one of the **Top 50 Teachers in the U.S. by Golf for Women magazine**. In 1990, she was honored by the LPGA as its **National Teacher of the Year**. In 2003, she achieved **LPGA Master Professional status**. In 2007, Dana was named **by Golf Magazine to its prestigious list of the Top 50 Teachers in America**.



Dana had a group of mentors at Myers Park who were some of Charlotte's most successful and influential businessmen. They helped her develop outstanding business, management and communication skills while she continued to improve her golf game and teaching abilities.

In 1982, she moved to Raintree Country Club in South Charlotte, where she founded the Dana Rader Golf School. She hired Julie Cole, a former LPGA tour player (1985-1990) and her current Director of Instruction, and Jay Reid, a PGA Class A professional (1990 to present) who in January 2007 became Director of Instruction at the new DRGS location at Statesville (NC) Country Club.

State of the Art Teaching Facility

She moved the **Dana Rader Golf School** in 1997 to Ballantyne Resort in South Charlotte. The state-of-the-art facility was the first structure on the site that now also features one of the best daily-fee golf courses in the Southeast and one of the country's top resort hotels and spas, the Ballantyne Resort. The combined complex offers amenities among the best in the world.

The school uses the Resort's course for on-course instruction and offers Stay and Play packages. The key is the school is not a part of a golf course operation but is a stand-alone teaching

facility. It has putting greens, chipping greens, sand bunkers and tee boxes, featuring grass as well as the newest synthetic grass, for 30-plus students. Covered hitting bays are available during inclement weather. "Everything here at the facility is about training and coaching," Dana says. "We are student centered. We can put you on a video analysis screen your first lesson. Then after a couple of lessons, we will put you on split-screen and show you the before and after."

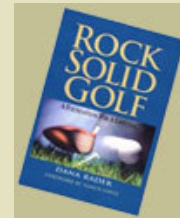
Three-Day School is Dana's Favorite

Dana's favorite program also is the cornerstone of the school's curriculum, the Three-Day School. It is offered both in a co-ed and a women's-only format. With a 4 to 1 student-teacher ratio, there are 15 hours of instruction plus the option of playing the Ballantyne course. Dana participates in all Three-Day Schools.

She has won many awards for her golf and in February 2003 she was named **Charlotte Business Woman of the Year 2004**, highlighting her achievements in planning and developing the Dana Rader Golf School into one of the Top 25 in the country.

Rock Solid Golf – A Foundation for a Lifetime

In addition to her teaching and ownership skills, Dana published her first book, Rock Solid Golf – A Foundation for a Lifetime, in November 2002. She also is a regular contributor of golf tips and drills to Golf for Women, Golf Magazine, Golf Digest and the Charlotte Observer (weekly column during Spring to Fall season). She also has appeared on the Golf Channel's Academy Live and on the Golf Channel.



Dana uses a series of case studies in her new book, Rock Solid Golf from Walkabout Press, to explain why fundamentals are so important. Nancy Lopez, Dana's friend and four-time LPGA Player of the Year, says the book "provides an excellent blueprint for success". Students at the Three-Day School get personalized copies.

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