

# Portland-Native Dan McLaughlin Secures New Sponsor



**D**an McLaughlin, the man behind The Dan Plan – a project to devote 10,000 hours of “deliberate practice” into becoming a professional golfer – has secured Clicgear USA as supporting sponsor for 2013.

Clicgear USA is a division of ProActive Sports Inc. and the distributor of the three-wheel golf pushcart, Clicgear Cart. Clicgear became familiar with The Dan Plan in 2012 and followed McLaughlin and his progress with interest before deciding to support his project and its message for 2013 through a sponsorship agreement.

“Clicgear USA is proud to support Dan McLaughlin in his quest to become a professional golfer,” said Todd Hansen, national sales manager for Clicgear USA. “Clicgear produces high quality products that allow golfers of all skill levels to better enjoy the game of golf. To have the opportunity to support Dan with his 10,000 hours is an honor and we know his equipment will support his aggressive practice and playing schedule.”

The Dan Plan project was originally inspired by K. Anders Ericsson, professor of psychology at Florida State University, and his theory talent has little to do with success. According to Ericsson, “Elite performers engage in ‘deliberate practice’—an effortful

activity designed to improve target performance.” Dr. Ericsson’s studies, popularized by Malcolm Gladwell’s bestselling book *Outliers* and Geoff Colvin’s *Talent Is Overrated*, have found that to excel in a field, roughly 10,000 hours of “stretching yourself beyond what you can currently do” is required.

“I’m happy to team with Clicgear,” said McLaughlin. “They are a great brand and build the best push carts in the industry. Having their support in my endeavor is exciting.”

McLaughlin recently passed the 3,600-hour mark and has gone from never playing golf to a 5.7 handicap. He is on schedule to reach the halfway point at the end of 2013. To learn more about The Dan Plan visit [www.thedanplan.com](http://www.thedanplan.com) or follow him on Twitter at @thedanplan.

## **ABOUT THE DAN PLAN**

The Dan Plan is a project in transformation and an experiment with potential and possibilities. Through 10,000 hours of “deliberate practice,” Dan McLaughlin, who began the project at age 30, with minimal golf experience, plans on becoming a professional golfer. But the plan isn’t really about golf: Through this process, Dan hopes to prove to himself and others that it’s never too late to start a new pursuit in life. To learn more, visit [www.thedanplan.com](http://www.thedanplan.com).