



**PGA**

Michigan Section

## BIO OF SPECIAL AWARDS CANDIDATE

Name of Nominee: Andre R. Pillow, PGA\_\_\_\_\_

Year Elected to Membership: 2014

Award Nominated for: Youth Player Development Award

Briefly describe your achievements/accomplishments that would pertain to this award:

I have had another successful year in youth development, exposing more than 1,000 juniors to the game of golf through various programming activities. I hope to be considered for this year's award.

Highlights are as follows:

**\$20,000 SAFE Grant** -This grant brought 550 GRPS 8th and 9th Grade Students to the Indian Trails Golf Course for a 2 hour clinic and golf experience. I received the grant through the City of Grand Rapids SAFE Alliance, and students were brought to the golf course by school.

Each student had the opportunity to participate and learn the basics of chipping, putting, pitching and full swing. Students also played one golf hole.

***All students were on free/reduced lunch, and paid nothing to be apart of the experience!***

*Participating GRPS Schools are as follows:* CA Frost Middle & High School, North Park Montessori, Aberdeen, South West Community School, Montessori Middle, MLK Middle School, Dickinson Middle School, Sherwood Middle School, Shawmut Hills Middle School, Riverside Middle School, Harrison Middle School, GR Museum, Alger Middle School, Westwood Middle School, Burton Middle School, GR Ford, City Middle School, U Prep High School, Ottawa Hills High School, Union High School, GR Innovation High School, Montessori High School.

This grant and related activity was highlighted on PGA Magazine's Best Practices, which gave myself, and our program national exposure. The interview was done at The PGA Merchandise show in Orlando, FL in 2018. The grant was implemented in 2019.

Click Here to see clip: <https://youtu.be/wF3XCh3dgtU>

**Middle School Golf Growth** - In 2018, I started a middle school golf league for GRPS Students. We only had 3 participants in the first year, with very little attendance in the through out the season. In 2019 we increased participation to 9 students who came consistently throughout the golf season! The growth is directly attributed to the GRPS Clinics (explained above) and connecting with the community of Grand Rapids. Furthermore, we were able to have several "in-house" golf matches as well as a scrimmage with Jenison Middle School! My hope is that we will funnel more students into public high school golf programs in Grand Rapids.

**Homework and Hitting curriculum and exposure** - In 2018, The First Tee of West Michigan's H&H program was highlighted on the Golf Channel. They discussed what we do in the off-season, and highlighted our Junior Coach Program as well.

I updated the Homework and Hitting curriculum in 2018, adding a new golf component to each week's activity. Curriculum is geared to each specific level (PLAYER, Par, Birdie, Eagle, and Ace) with a core value and life skill attached, as well as a golf specific exercise. The idea is to keep students learning and engaged with golf in the colder winter months. (Hoping to create golfers for life.)

**PGA Junior League Growth** - Since 2016, The First Tee of West Michigan has filled two PGA Junior League teams to expose students to competitive golf. In 2019, I was instrumental in creating our own league with four teams. (Two teams in Grand Rapids, one team in Muskegon and one team in Holland!) It was important for me to utilize as many scholarship opportunities as possible for those that can't afford to participate on their own. This allowed us to get more First Tee students involved, and we increased the number of participants on Free/reduces lunch as well.

**DNA Golf Instruction Growth and direction** - My golf instruction company continues to grow and evolve. In 2019 we had 67 clients and earned revenue of \$9,642 as of October 2019! (Please note that I increased minority, women and junior involvement in 2019!) My relationship with the city of Grand Rapids is also improving. My Bio and lesson information is now listed on the Indian Trails' Website. All of my clinics are listed on the website as well, with a sign up and pay portal.

**Mission Statement:** To help golfers of all backgrounds reach their individual potential in relation to the game of golf. We want our costumers to "Discover Natural Ability", and enjoy the game in a manner that is desired by them.

**Target Market:** Minorities, Women, Juniors, Business Professionals, Seasoned Golfers.

**Social Media Growth:** Impacting golf and development through social media has helped to increase my business awareness. I have had success posting instructional videos, which have attracted groups that reflect my target market. Facebook groups like "The Black Golfers Association" have helped me increase video views up to 4,000 hits! People have provided positive feedback, and have shown interest in what I am creating.

**2019 Clinic Offerings at Indian Trails Golf Course:**

**Adult Mixers**

**Adult Boot Camp (3 -Day)**

**Adult 1-Day Clinic**

**Women's 1-Day & 2-Day Clinics**

**Women, Wine & Wedges**

**Couples Clinics**

**Junior 1-Day & 2-Day Clinics**

**Junior 2-Day Boot Camp**

**Junior Girls Clinic**

**Customer Demographics:**

<b>2019 Demographics</b>	<b>Ratio - 67 students</b>	<b>Percentage %</b>
Minority	21:67	31%
Female	26:67	39%
Junior	20:67	30%
Male	37:67	55%

**PGA Lead Program (Cohort III)** - PGA Lead is a national program designed to create diversity and inclusion within The PGA of America. I am part of the III Cohort and will receive my certificate of completion at the 2019 PGA Annual Meeting. I am 1 of 45 Professionals to complete the course.

**Accomplishments:**

Youth Player Development Award Finalist  
**Michigan Section PGA**

**2019**

ELO Network, Rising Star Award Winner  
**Expanded Learning Opportunities (ELO), Grand Rapids, MI**

**2018**

PGA Lead, Cohort III, Selected 2017  
**National PGA of America Program, 1 of 15 selected,**

**2017-2019**

**Growth of The Game Panel Discussion, Michigan Section PGA**

**April 2018**

***PGA Lead with Past Presidents, Panel Discussion, Michigan Section PGA April 2018***

**Volunteerism:**

PGA of America, National **2017 - Present**  
**PGA Youth & Safety Advocate**

LPGA Meijer Classic Junior Clinics **2016 - Present**  
**Egypt Valley Country Club, Blythefield Country Club**

PGA of America, Michigan Section **2016 - Present**  
**Growth of The Game Committee Member (Development),**

City of Grand Rapids, Parks & Rec Golf Outing Committee **2017 - Present**  
**Indian Trails Golf Course, (Annual Golf Event)**

West Michigan Golf Show, Grand Rapids, MI **2015 - Present**  
**Volunteer PGA Instruction, Feb. 2015 - 2019**