



PGA

Michigan Section

BIO OF SPECIAL AWARDS CANDIDATE

Name of Nominee: Bernie Friedrich

Year Elected to Membership: 1983

Award Nominated for: Bill Strausbaugh

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

Having led Boyne Resorts' golf operations for 43 years, I have had the pleasure and true honor of mentoring a great number of PGA professionals and apprentices, as well as PGM students. These opportunities came mostly through Boyne's longtime and continuing commitment to offer intern positions which frequently resulted in students later earning a paid position as part of our golf staff. I have always taken pride in building/maintaining a team of quality individuals and am very proud of those I have helped develop and advance their career within and outside of the golf industry, including:

- 13 head golf professionals
- 3 resort general managers
- 3 golf directors
- 4 golf academy managers and instructors 4
- 4 course superintendents 5
- 1 golf performance specialist
- 2 bankers
- 2 business owners
- 1 college professor

Career Achievements and Leadership

- Currently oversee 12 resort golf courses (10 in Michigan)--agronomy, course, and golf shop operations as Senior Vice President of Golf Operations and Resort Sales for Boyne; joined Boyne Resorts team in 1975
- Lead 16 golf professionals and 10 golf course superintendents with a staff of 200+
- President of Operations - Bay Harbor Golf Club
- President of Operations - Country Club of Boyne

- Opened four award-winning Boyne Resorts courses: The Monument, Donald Ross Memorial, Arthur Hills, Bay Harbor Golf Club (27 holes)
- Collaborated with Everett Kircher, Stephen Kircher and Jim Flick on hole selection and sequencing for Donald Ross Memorial
- Formed and launched BOYNE Golf Academy in 1986
- Fostered relationship with American Junior Golf Association to establish Boyne Highlands Resort as an annual tour stop starting in 20XX and more recently introducing annual tournaments at Sugarloaf in Maine (est. 2016) and Big Sky Resort in Montana (est. 2018)
- 2017 *Distinguished Service Award*, Northern Chapter of Michigan PGA
- 2001 and 1998 *Golf Professional of the Year*, Michigan PGA
- 2012, 2006, 2004 *Merchandiser of the Year - Resort*, Michigan PGA (Bay Harbor Golf Club)
- 2007 *Merchandiser of the Year - Resort*, Michigan PGA (The Heather at Boyne Highlands Resort)
- 1990, 1991, 1992, 1994, 1995, 1996, 1997, 1998, 1999 *Merchandiser of the Year - Resort*, Northern Chapter of Michigan PGA

Service to Industry and Growth of the Game

- Active role in establishing and founding Board member, The First Tee of Northern Michigan
- Active role in forming America's Summer Golf Capital Association
- Board of Directors, Michigan Golf Course Association - 2014 to present
- Member of Dasler Board, adidas – 2017 to present
- Chairperson of Employment Committee, Michigan PGA - 2018 to present
- Board of Directors, America's Summer Golf Capital Association - 2013 through 2018

Top Honors and Awards

- Two-time winner of Michigan Golf Course Association's *Golf Course of the Year*
- 2017 *Industry Honors Winner*, International Network of Golf
- [Collection of awards](#) from *GOLF Magazine*, *GOLF.com*, *Golf Digest*, *Golf for Women*, *GolfWeek*, *Conde Nast Traveler*, *Travel + Leisure* and more
- Selected to host The Golf Channel's *Big Break X: Michigan* in 2008 (Boyne Highlands Resort)
- Hosted *Shell's Wonderful World of Golf* in 2001 (Bay Harbor Golf Club)
- Earned privilege of hosting many premiere events for Michigan PGA and Golf Association of Michigan including 100th Michigan Amateur Tournament of Champions

Community and Non-golf Contributions

- Co-founder and co-leader of annual Harbor Cup event which has funneled nearly \$400,000 raised by BOYNE Golf professionals to The Manna Food Project in northern Michigan, The First Tee of Northern Michigan, school-based golf programs, and local charities
- Created and implemented ongoing programs for youth to play golf for free