

# BIO OF SPECIAL AWARDS CANDIDATE

Name of Nominee: Jimmy Wisinski

Year Elected to Membership: 2010

Award Nominated for: Assistant Golf Professional of the Year

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

It is an honor to have been nominated for assistant golf professional of the year. Since being elected to PGA Membership in 2010, I have been blessed to work in the industry that is also my passion. As a third generation golf professional, I grew up in the golf business and knew early on I wanted to be involved in golf throughout my life.

As a golf professional, we wear many hats in our day to day responsibilities and I enjoy them all. Early on my passion in golf revolved around playing golf and competing in tournaments. That desire to compete will never leave me. I have had success in Michigan PGA events and at the Chapter level, winning many pro-am events in the past. I love getting the competitive juices going and testing my game. I also know this brings credibility to us as a golf professionals.

Now, the part of the game and the business I enjoy the most as a golf professional is building relationships with members and staff. Matt Swan, the head professional at Kent Country Club and also a key mentor for me, believe in building relationships first. Many times this past season I developed a relationship with a member through a series of lessons. From these relationships, success is bound to follow and it has.

Continuing education is very important to me. I always look for ways to keep improving as a professional. A few seasons ago, I completed the Certified Professional Program within the PGA and I am currently enrolled in the Master Professional Program within the PGA. One of my mentors, Andrew Rice is a top 100 instructor. I invited Andrew to Kent this past season for a one day camp, which completely sold out and was huge success. This past season I also introduced several new teaching programs for men, women and juniors that filled up each time and also lead to more individual lessons. Individual lessons more than doubled this season and I gave over 225 individual lessons, up from 128 the previous season. I am responsible for our junior golf summer program, which was up 30% in attendance this season over 2017. With the help of the other professionals on our staff, we also started a fall junior program which has had a great response.

Currently I administer most of our club events at Kent and our Men's League. Participation is up at every event and is at capacity at most events. The field sizes have doubled in the last 3 years. Our rounds of golf have also grown by over 40% in the last couple of seasons as the membership is really engaged and I believe this is because of the relationships we have built with the members. Building these relationships through lessons and club fittings has led to member's utilizing the club more than ever.

My merchandising experience has been shaped by growing up in the family golf retail business. I consider my parents my biggest mentors in my life and they have taught me a lot about the business.

Using my experience, I helped to introduce a special member event at Kent which grossed over \$6,000 in one day. Additionally, I introduced a wedge fitting/clinic day at our club where we were able to fit and sell over 40 wedges at each event over the last three seasons.

One of my responsibilities at the club is hiring and training all golf bag staff and caddies. I enjoy this aspect of the job as our bag staff is vital to the member experience at our club. As caddie master, I hire and train caddies each spring. Over the last few seasons we have had three Western Golf Association Evans Scholarship award winners.

I've had many other mentors over the years. The exceptional golf professionals I was exposed to early on, such as Lynn Janson, Buddy Whitten, Charley Vandenberg and Jeff O'Malley, have shaped the way I act as a golf professional. Also, thank you to Matt Swan for being a great mentor and allowing me to take any task and opportunity at Kent Country Club and run with it. Thank you to the entire staff at Kent, especially Kristina Flynn and Ryan Bayer, for being such a tremendous team. Most importantly, thank you to my amazing wife, Jolene, and to our one year old son, Harvey. You both are the joy in my life and made this past year the best ever!