



# PGA

Michigan Section

## SPECIAL AWARDS CRITERIA

### ASSISTANT GOLF PROFESSIONAL OF THE YEAR

- Strengths as a player/teacher/merchandiser/tournament administrator/businessperson and overall golf professional
- Contributions made to the success of the candidate's facility and the game of golf itself
- Character, image and integrity of the candidate
- Examples of the candidate's mentors

### BILL STRAUSBAUGH AWARD

- Involvement and significant contribution through mentoring of fellow PGA Professionals/Associates/PGM students
- Recognition as a person of outstanding integrity and character that reinforces the values and image of the association
- Level of service and activity to the Section, Association and the game itself
- Previous awards and participation in non-golf community/civic activities

### GOLF PROFESSIONAL OF THE YEAR

- Strengths as a player/teacher/merchandiser/tournament administrator/leader/mentor and lifelong example of a model golf professional
- Examples of contributions made to candidate's facility and the game of golf within the Michigan Section
- Previous awards and non-golf community involvement

### MERCHANDISER OF THE YEAR (PRIVATE, PUBLIC AND RESORT)

- Summary of exemplary retail philosophy and image
- Examples of excellence in profit margin/stock turn/cost of goods/sales/dollars per round/inventory mix and other metrics used to evaluate golf shops
- Innovation in displays, merchandising techniques, staff training and the overall success and growth of the candidate's operation.
- Continued education and advancement in the retail arena

### PATRIOT AWARD

- Contributions and support of the US Armed Forces personnel and veterans
- Examples of providing opportunities for US Armed Forces personnel and veterans to learn and play golf
- Outstanding leadership and a strong moral character
- Continued growth and success in programs and fundraising for Folds of Honor or other similar military initiatives

### PGA HORTON SMITH AWARD

- Candidate's contributions, techniques and support of both National and Section Education programs and seminars
- Articles or programs that directly relate to education of fellow PGA Professionals
- Contributions made by the candidate to grow and strengthen the image of a PGA Professional
- Examples of the candidate's leadership and networking ability

## **PLAYER DEVELOPMENT AWARD**

- Recognition as a PGA Professional for extraordinary efforts in administering Play Golf America initiatives
- Development of candidate's own programs that support both growth and exposure to the game of golf
- Overall image of the professional as a teacher/coach
- Use of innovative techniques and specialty certifications that enhance the candidate's programs and ability as a golf instructor

## **TEACHER OF THE YEAR**

- Overall impact on teaching/coaching at the candidate's facility to include number/hours of lessons/clinics and dollars generated
- Unusual, innovative or special teaching programs initiated or implemented
- Instructional articles, videos or publications written or produced
- Examples of innovative techniques/technologies used or specialty certifications that enhance the candidate's programs, lessons and ability as an instructor
- Continued education and training in the area of golf instruction

## **YOUTH PLAYER DEVELOPMENT AWARD**

- Number of participants and length/frequency of junior golf clinics
- Amount and overall size of junior golf tournaments
- Teacher-to-student ratio and agenda of junior golf program to include goals and metrics of success
- Previous awards or non-golf community/civic involvement

***Awards that require 10 years as a Class A Member in good standing to win National Award:***  
*Golf Professional, Teacher, Bill Strausbaugh, PGA Horton Smith*

***Awards that require 10 years as a Class A and/or Associate in good standing to win National Award:***  
*Player Development, Youth Player Development, Patriot*