

# 2021 Special Awards Candidate Bio Form

Email address \*

braddean@interlochengolf.com

Name of Nominee: \*

Brad Dean

Facility Employed at: \*

Interlochen Golf Course

Year Elected to Membership: \*

1993

Award Nominated for: \*

Merchandiser of the Year - :Public

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

Purchasing a golf course and opening a restaurant has given me the opportunity to create a new brand for the facility. It started by changing the name from Interlochen Golf Club to Interlochen Golf Course as many people perceived this course as a private club. We created new logo's, signage and marketing plan allowing us to sell many different product lines, not just golf clothing. I also custom fit Callaway equipment using a Full-Swing Simulator. This has proven to be a huge revenue source.

---

This form was created inside of PGA of America.

Google Forms