

# 2021 Special Awards Candidate Bio Form

Email address \*

BRANDONARCHIBALD@PGA.COM

Name of Nominee: \*

Brandon Archibald

Facility Employed at: \*

Forest Lake Country Club

Year Elected to Membership: \*

2018

Award Nominated for: \*

Assistant Golf Professional of the Year

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

First and foremost, it brings me great pleasure to have been nominated for such a prominent award such as the Assistant Golf Professional of the Year. Going down the list of past winners it is certainly an honor that I do not take lightly.

I was elected to membership in the fall of 2018 after graduating from the Professional Golf Management program at Ferris State University. As a former professional athlete, my current career path was not always my first choice, but one that I grew to love and grew a passion for during my time at Ferris State. Continuing my education after graduation was always something I had expected to do and that started with Titleist Performance Institute certification in 2018. In the summer of 2019, I completed the PGA Certified Professional Program in Golf Operations with aspirations of completing the Master Professional Program in the future.

Being a member of the PGA has allowed me to curb the desire to compete again in Michigan PGA and Chapter events. Growing up I played in many junior leagues, however once my hockey career began to take off, competitive golf had to take a back seat. I look forward to every golf season starting in Michigan so that I can begin another tournament schedule.

The most rewarding part of the business for me is not only the relationships I have built with other members of the PGA, but the connections I have made with the members at the courses I have been at. Serving the membership at Forest Lake over the past four years has been some of the most rewarding times I have had. I began as an assistant at Forest Lake Country Club in 2017 after being contacted to help with their invitational from a friend who said they were short staffed. At the completion of the tournament, the Head Professional at the time, Dom Izzo, invited me to come on board. I jumped at the opportunity as I knew from over the four-day tournament Forest Lake would be a great fit for me post University.

A lot has changed over the years at Forest Lake from Head Professionals, General Managers, even the course set up. Communicating with members throughout the years I have been able to give countless lessons, as well as implement programs and playing opportunities that I believed would better serve the members. Perhaps the biggest change I was able to make was to our Junior Golf Program. I overhauled the Forest Lake Junior Golf Program in 2018 using my background as an athlete and applying my teaching philosophy of "creating athletes, not golfers". This idea implies that we need to teach juniors the basics of running, skipping, jumping, throwing, etc. if they are going to be able to play their best. In four short years we have seen unimaginable growth from 45 juniors in 2017 to 80 in 2020, and in my opinion had the opportunity to be much higher if it were not for the Covid-19 Pandemic

I also set up many of the leagues and tournaments at Forest Lake with the help of Head Professional Jeff Rachar, and Associate Professional, Nick Bernardi. If it were not for these two individuals, I would not have the pleasure of writing this bio. The biggest help they have been is allowing for changes that I have made and allowing me to try out different ideas. In 2019, I started a "Play with the Pros" season long tournament that saw 21 members participate. With the help of Jeff, we saw that number more than double to 45 members in only its second year. I have also implemented many teaching clinics such as women's "Wine and Wedges" and "Sipping and Swinging" that has grown the women's leagues.

Although my role of a merchandiser at Forest Lake is limited due to the tournament operations, I have learned a tremendous amount with the help of the professionals at Forest Lake. In 2018 we saw the

departure of one Head Professional in the fall which allowed me the firsthand experience of creating a small budget to buy with until the next Head Professional was announced. Once Jeff Rachar was revealed as the new Head Professional, I gained more experience in both helping him select product based on my knowledge of the membership at Forest Lake as well as his merchandising philosophy.

I would not be where I am at today if it were not for mentors such as Jeff Rachar (Forest Lake Country Club), Dom Izzo (Grey Oaks Country Club), Ian Ziska (American Dunes), as well as my parents. My parent's have supported me every step of my life whether it be through my hockey or golf careers. Lastly, I would like to thank my wife Kaitlynn who has been there to support me throughout the long summer months of early mornings and late nights all while taking care of our 8-month old son, Stetson! You two have made the journey of becoming a PGA Head Golf Professional one day the best that it could be!

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