

2021 Special Awards Candidate Bio Form

Email address *

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Name of Nominee: *

Andre R. Pillow

Facility Employed at: *

Blythefield Country Club

Year Elected to Membership: *

2014

Award Nominated for: *

Player Development Award

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

The following will explain my professional accomplishments, and why I believe that I am this year's Player Development Award winner.

I began a new position as Player Development Professional at Blythefield Country Club, in charge of golf instruction, as well as junior and women's programming. Please note, that I still teach at Grand Rapid Indian Trails, offering a more affordable rate at the city owned facility. I am also pushing a national agenda via DNA Golf Instruction and dnagolfinstruction.com. We share a message that invites everyone to our game, making sure that we create a diverse future.

Female Participation: In the first year at Blythefield Country Club, women's golf generated revenue of \$11,645 (\$5,775 from Green League, and \$5,870 in private women instruction.)

Junior Participation: I feel that we had a successful first year in junior activities at Blythefield CC with revenue of \$15,930 (\$11,750 in junior clinics and \$4,180 in private junior instruction.)

The following chart shows the overall customer base for instruction, by demographics:

2020 Demographics Ratio - 188 students Percentage %

Minority 18:188 9.6%

Female 40:188 21.3%

Junior 46:188 24.5%

Male 148:188 78.7%

Please note, an individual may fit into more than one category, (Example of an African American Women, who would be counted in the female and minority sections.)

Minority Breakdown, by customer type:

Minority Breakdown Ratio Percentage %

Blythefield CC (Private Member base) 3:112 2.7%

Blythefield CC (Public Clients) 7:32 21.9%

Indian Trails 9:44 20.5%

Program Creation @ Blythefield Country Club:

Women's Green League Program Highlight: Prior to my arrival, the female member base at Blythefield Country Club felt neglected by the previous golf instructor. The women's beginner clinics, or Diva league, would have low attendance each week over a 16-week period, with only 5 participants signed up for the program.

My intent as the new instructor in 2020 was to make sure that I provided services consistently to every member, not just the typical male member. I made sure to present myself and my availability for group or individual private instruction, and completely changed the past clinic style and name.

This year's beginner women's group was called the Green League (Greenies became a nickname), and participation increased dramatically in my first year! We ended up with 24 participants, with attendance of 16 or more each week! The women would also play golf after the clinic was finished each week.

Clinic Length Description # of Participants Total

Women's Green League 16 weeks, Tuesdays Women's beginner league 24 \$5,775

Green League Clinics:

- Designed to be fun and informative, with games to make learning easier.
- Discussed golf mechanics, pace of play, and proper etiquette.
- Answered questions to eliminate anxiety and fears in relation to golf.
- Created an avenue for the participants to feel safe, learning the way that they want to.
- Incentive based learning, with Drink Tickets as prizes! (The women absolutely loved the drink tickets!)

In my first year at Blythefield Country Club, I re-vamped the entire junior program. The program was unsuccessful in the past few years, and I made the appropriate adjustments to change the direction. There were 52 clinic participants learning golf in the various group activities offered in 2020.

Clinic	Length	Description	# of Participants	Total
Summer Jr. Clinic	6 sessions	1.5-hour clinics	14	\$5,120
Play Days with Bly-5	8 sessions	Play golf through levels to advance	25	\$4,530
Jr. Elite	5 sessions	Advanced Jr. Group	3	\$1,500
Little People Clinics	2 sessions	Ages 4-7	9	\$480

Junior Golf - Bly-5 Program Highlight:

As previously mentioned, I adjusted the entire junior golf program and related offerings in my first year at Blythefield Country Club. The program lacked excitement, and students were not improving. Programs were created with safety in mind, and there were no reported cases of Covid 19 for the entire season.

The Junior Play Days with Bly-5 was the most successful junior program in 2020. Students played golf from 5 different tee boxes, shooting a score of 36 or better for nine holes to advance to the next tee box.

There were weekly curriculum videos to help students with a golf skill, etiquette learning, and pace of play. (Students would watch the video with their group prior to teeing off and were told to implement what was learned while playing that day. Scoreboards were used so students and parents could track progress weekly.

There were 25 participants who completed a total of 138 nine-hole rounds of golf, in 8 sessions! As mentioned above, the Bly-5 program produced revenue of \$4,530 in 2020.

2020 Revenue Breakdown:

Revenue Source	Total Revenue (\$58,222)
BCC Private lessons	\$25,042
BCC Women's Green League	\$5,775
BCC Junior Clinics	\$11,750
Indian Trails Private Lessons	\$6,675
Online Revenue (Instruction, Apparel)	\$479
Grants/Investments	\$8,500

Accomplishments:

Growth of the Game Committee: I have been an active member, participating on the Michigan Section Growth of The Game Committee since 2016

Blythefield Country Club, Diversity and Inclusion Committee: In the first year at a new facility, I was asked to join this committee. The intent of the committee is to create more diversity amongst the member base, as well as to create a consistent experience for all members and guests.

Guest Speaker 2020 (Zoom/Facebook Group):

Black Junior Golfer: Guest speaker for online webinar discussing competitive junior golf, and how to get to the next level. Parents asked questions, and most of the junior golfers in attendance were competitive

players with potential.

Mixed Staffing and Recruiting: Guest speaker discussing race and golf and being a leader within the community. Providing perspective into our sport as a fun healthy activity as well as a potential career path for minorities.

Facebook Groups (minority & women focused groups): Black Golf Association, Black Golf Alliance, Minority Golf Association, Golf Lessons, Metro Detroit Golfers, Black Men & Women Golf, Feel Good Golf, For the Love of Golf, Black Wall Street 2020, South Carolina Golfers, The Black Golfer,

Facebook Junior Groups: Black Junior Golf, Junior Golf for Parents and Golf Professionals, United Golfers Association, Kids & Junior Golf, Grow of the Game Initiative

ADM Certified: – American Development Model certified, with an active profile on PGA.coach.

PGA National Exposure: (via pga.com and pga.com on Instagram)

1.PGA.Com, I currently have four videos and articles available to view on pga.com.

2. PGA Instagram takeover: All day long I answered questions from viewers on the PGA’s Instagram page, and gave tips to help with improvement. (Quick video form)

DNA Golf Instruction, LLC, and Branding: In 2015, DNA Golf Instruction was founded, with the mission, “To help golfers of all backgrounds reach their individual potential in relation to the game of golf. We want our customers to “Discover Natural Ability” and enjoy the game in a manner that is desired by them.”

DNA Golf Company Highlights:

Currently teaching at two facilities: Indian Trails Golf Course and Blythefield Country Club.

Website: dnagolfinstruction.com (Nationwide reach) began April 2020

Instruction videos – Videos available on website, YouTube, Facebook, TikTok and LinkedIn. (Highest video views of 175K on Tik Tok!)

Social Media Growth:

Social Media	Followers	Reach/Likes	Highest Video Views
Facebook	3,110	75,000–100,000K	20K
Tik Tok	4,546	28,000	176K
Instagram	667	N/A	2K
YouTube	154	N/A	600
LinkedIn	n/a	N/A	5K

Other Accomplishments:

PGA Lead Cohort III: Completed the PGA Lead Cohort III Program, designed to increase inclusion amongst PGA Leadership at the chapter, section and national levels. Opportunity to learn and attend two PGA Merchandise Shows and PGA Annual Meetings, gaining knowledge that will help him lead the next generation of PGA Members.

\$20,000 SAFE Grant (Previous Position): Received a \$20,000 Grant from the City of Grand Rapids SAFE Alliance, to bring 550 Grand Rapids Public School Students to the golf course for a one-day experience. All of the students were on free/reduced lunch, and approximately 95% of the students were minorities.

Students were bussed out to Indian Trails Golf Course by school, and each student participated at a putting station, chipping station, pitching station, full swing on the driving range, and played one golf hole. The event and grant were highlighted as PGA Magazine's Best Practices for development, and also won recognition as a 2019 Top 5 Best Practice.

PGA Junior League Growth (Previous Position): Instrumental in the development of The First Tee of West Michigan's Four-Team PGA Junior League. Prior to 2019, the chapter had two teams which competed in a larger league. I thought that we could taking advantage of the scholarship opportunities to expose more students to the competitive side of golf at little to no cost.

(The organization went from one team, to two teams in 2018, and its own in-house league in 2019!)

Community Involvement: Won the 2018 ELO Rising Star Award for involvement with public school youth.

Also assists and volunteers for the Michigan Section PGA, when possible.

Family Fun Golf Clinic: Annual event has exposed 160 participants (80 parent/child pairings) to the game of golf from 2016-2019.

Middle School Golf: In 2018 the middle school golf I was instrumental in starting middle school golf for Grand Rapids Public School Students. There were only two participants in the first season. In 2019 (year 2) all 12 available slots were filled with middle school golfers!

This form was created inside of PGA of America.

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