

# 2021 Special Awards Candidate Bio Form

Email address \*

brandondean@crystalmountain.com

Name of Nominee: \*

Brandon Dean

Facility Employed at: \*

Crystal Mountain Resort

Year Elected to Membership: \*

2017

Award Nominated for: \*

Assistant Golf Professional of the Year

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

First and foremost, thank you to the PGA and Michigan PGA members for the nomination for the 2021 Assistant Golf Professional of the Year. It is an honor and privilege to have met so many great professionals in the Michigan section. My name is Brandon Dean; I am a graduate of the PGM program at Ferris State University, class of 2016. I have been active in the Michigan section for 4 years, all under the direction of Greg Babinec at Crystal Mountain as an Assistant Golf Professional.

Since starting at Crystal, I have learned new and improved my knowledge in all aspects of the golf operation, including instruction and playing the game itself. One of the biggest changes that I created at Crystal Mountain is the implementation of a Dynamic Pricing Tool. Increasing rates at busier times and making slower times more appealing has ultimately increased the number of rounds played leading to more revenue compared to previous years. Being that we are a team at Crystal Mountain, all of these changes that I have created were discussed thoroughly between the rest of the golf staff and our revenue management team who provided much insight.

I have coordinated with members to help run 3 different leagues that occur at Crystal with each year, our goal being to increase the number of participants who play in these leagues. Promoting to other members and non-members alike has helped reach that goal this year and we are pushing for another increase next year. Managing payouts and the type of competition being played that day has taken some of the burden off the member coordinator for each league and has helped them enjoy their games more. I also work with large groups of non-member players who come to Crystal Mountain to enjoy the 2 impeccable courses and other entities that are provided. I strive to make sure each golf group enjoys their visit and make it my duty to get them back the following year. Over my three years at Crystal, we have retained numerous of these groups throughout the year with each of those group stating that each year the course conditions and overall direction has improved.

Crystal Mountain Golf School has increased my knowledge of the swing and overall teaching abilities. Instruction has become one of my favorite entities of the game in providing my knowledge of the swing to all levels of the game. Protecting and continuing the integrity of the golf school is very important and allows each student to receive the best instruction and attention available. Without the help of Ed Laprade, director of instruction, this would not have been possible. He has mentored me in every aspect of the swing, constantly testing my ability to explain various types of shots and swings to the best of my knowledge.

Through the PGA, I have had the opportunity to travel to extravagant places all over the world. I was fortunate enough to volunteer for the R&A, Augusta National Tournament Committee, and Rolex for 2017 Asia-Pacific Amateur Championships at Royal Wellington Golf Club in New Zealand. Setting up Rolex clocks and overseeing all golf carts on-sight during the tournament has overall increased my knowledge in tournament operations to what it requires to run a major amateur event. Crystal Mountain hosted the Michigan Women's Open for the 18th consecutive year. My major duty during this tournament was coordinating and staffing a successful volunteer crew of 50-55 for the duration of the tournament.

Along with 2018 and 2019, through guidance and working to constantly improve my knowledge and business of the game, this past year I was named the 2020 NMPGA Assistant Golf Professional of the year. I actively participate in multiple Northern Chapter pro-am and section events.

Again, thank you to the PGA and to all the Michigan PGA members who have made this possible.

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