2022 Special Awards Candidate Bio Form

Email *

kmckinley@treetops.com

Name of Nominee: *

Kevin McKinley

Award Nominated for: *

Golf Executive of the Year

Facility Employed at: *

Treetops

Year Elected to Membership: *

2002

Using the Special Awards Criteria (link in the email,) describe your achievements/accomplishments that would pertain to this award: *

The Golf Executive of the Year Award is given to a golf professional who performed outstanding services for a multi facility operation as an executive manager for at least 3 years, has a substantial record of service to the Association as well as help in educating in support of innovation and player development, is regarded as a model PGA Member possessing outstanding qualities of leadership, vision, courage and strong moral character and has developed an image and reputation with the ability to inspire fellow PGA Professionals. I believe that I embody these traits in the following ways :

•   Executive Manager at a multi facility operation – Now in my 17th year at Treetops, I've worked my way from Head Professional to Director of Golf to my current position as Assistant General Manager. Our 81 holes span two distinct facilities and my oversight is now over all aspects of the operation. Treetops has flourished in the past 10 years as my role has gotten larger with the resort as evidenced by the extensive capital improvements taking place in the last few years.

•   Level of Service to our Section and Association – I have served concurrently for the past 16 years at all levels including all officer chairs with the Northern Chapter of the Michigan Section, at large board position, committee positions, Secretary and Vice President of the Michigan Section and sat on the Inclusion Committee and Special Awards Committee for the PGA of America. Some highlights of my service include enhancing the MI PGA Hall of Fame process as chairman of that committee for two years, authored and delivered a Michigan Section Orientation program at chapter meetings and Ferris State University, making significant changes to the Michigan PGA Constitution and assisting in creating the job scope for Michigan Section's first Player Development Coordinator. I've also been active in bringing all PGA promoted player development programs to Treetops including being the first facility in the state to have an in house PGA Junior League. We consistently have more than 40 kids and topped out at a record 61 kids in 2021.

•   Being regarded as a Model PGA Member - Being recognized by individuals and groups outside of the Association is certainly commensurate with this criterion. Some of these honors include:
o   Otsego County Businessperson of the Year
o   Leadership Otsego County Graduate and Mentor
o   Otsego County Community Foundation Grant Committee Chairman
o   Michigan Army National Guard Outstanding Civilian of the Year
o   Veterans of Foreign Wars Award of Excellence
o   Department of Military and Veteran Affairs Legion of Merit Medal
o   Gaylord Golf Mecca Chairman
o   America's Summer Golf Capital Chairman
o   Golfweek Father of the Year
o   One of 10 "local stars" raising funds for Otsego Memorial Hospital in their first ever Dancing with the Stars.

•   Image, Reputation and ability to inspire other PGA Professionals:
o   Mentoring – Former employees of mine have moved on to some great positions:
        2 current General Managers
        12 current Head Golf Professionals
        4 current Directors of Instruction (three out of four been awarded teacher of the year in their respective sections)

o   My work with Patriot Golf Day and Military Golf League has created pockets of inspiration around the state and the country with others following suit to create what we have created here at Treetops

- Golf Awards
o   3- Time Michigan Section Patriot Award Winner
o   2017 PGA of America Patriot Award Winner
o   2017 Michigan Section Golf Professional of the Year
o   2018 Michigan Section Bill Strausbaugh Award
o   2019 Michigan Section Horton Smith Award

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