

# 2022 Special Awards Candidate Bio Form

Email \*

alex\_gutowski@mymail.eku.edu

Name of Nominee: \*

Alex Gutowski

Award Nominated for: \*

2022 Michigan Assistant Golf Professional of the Year

Facility Employed at: \*

Petoskey- Bay View Country Club

Year Elected to Membership: \*

2018

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

This is my eleventh year at Petoskey- Bay View Country Club and the strengths are that I have a great attitude toward my job here. I always try to bring a fun and energetic energy to the work place while keeping a professional and helpful persona to my members. I always try to go above and beyond for my members and staff to make sure that they have the best experience that they can here at Petoskey- Bay View Country Club.

As an Assistant Golf Professional here at PBVCC I have many duties that I have to take on throughout the year: Training, Merchandising, Teaching, and Tournament Operations. To begin the year I am tasked with training my outside service staff getting them ready to provide the best service to our members and how to complete the duties around our facility. I then throughout the year help schedule and assist the outside service staff to make sure that they have the best experience that they can have while working here at Petoskey- Bay View Country Club.

I then assist with all merchandising in our golf shop. The head professional trust me to create my own displays and set ups around the shop, while maintaining all the merchandise to make sure everything is nicely folded and displayed. Our 2021 season was one of the best selling seasons we have ever had here at PBVCC. Both our hard goods and soft goods sold very well.

The 2021 season we have made a dedicated effort to grow the game of golf here at PBVCC. The way that I thought to increase the game of golf here at our club was to increase my teaching schedule especially for junior golfers. Before this year our head professional did most if not all the teaching at our facility, so to meet our goals he requested me to take on the junior golf lessons which I was happy to take on. During the summer we always have our Friday morning junior clinics, but we felt that just wasn't enough time for the juniors just to have one day plus the clinics were more for beginners and excluded our better junior golfers. As a result I came up with the idea of creating a Junior golf Stableford championship that would go on throughout the summer. On our Friday golf clinics we had 20 junior golfers in our program and in our new Monday program we had 18 new Junior golfers participate. I then would do about 2-3 one on one lessons a week with other juniors that couldn't make our Monday or Friday clinics. We are very pleased with the results of our new programs and have seen a sharp increase of family memberships since the beginning of the year. We look forward to continuing to grow the game and make are programs better for next year.

This year at PBVCC we have done a total of 27 tournaments or leagues. I have been placed in charge of the golf genius program, so I am tasked with making sure members are maintaining a handicap, setting up groupings, making scorecards/ cart signs, and creating scoreboards. We have tournaments here that range from 20 players to 150. We have 3 leagues that go on throughout the year in which I create the games, scoring, and payouts for the winners. Our head professional makes sure we are prepared for rules questions if they do arise. At the beginning of the year he has the golf assistants to read the current rule book to refresh on our rule logic. We try to make our tournaments as enjoyable as we can for the members and as a result we have once again seen a great increase in tournament participation during the 2021 season.

Finding time to play during our busy season is often difficult to do, however playing and working on my game remains a top priority of mine. One event that I make sure I'm prepared for and play in each season is the Harbor Cup. The Harbor Cup is a charitable event where PGA members from the surrounding area (Team Harbor) participate in a Ryder Cup format against golf professionals from Boyne USA Resorts (Team

Boyne). This two day event creates a great deal of of comradery among the area professionals and has raised several hundred thousand dollars for surrounding charities over the years. This year alone, Team Harbor's fund raising reached \$32,000 assisting Manna Food Project, the local food pantry with their efforts.

I would like to thank Brian Sanderson my mentor for this recognition he has taught me a lot over these 11 years and look forward to see how we can continue the growth of golf here at Petoskey- Bay View Country Club.

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# 2022 Special Awards Candidate Bio Form

Email \*

cjvandenber54@gmail.com

Name of Nominee: \*

Charles J. Vandenberg

Award Nominated for: \*

Bill Strausbaugh Award

Facility Employed at: \*

Thousand Oaks Golf Academy

Year Elected to Membership: \*

1981

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

Bill Strausbaugh (“Coach” to those who know him) was the quintessential golf professional. A man of unquestioned character, Coach displayed compassion and concern for the welfare of all he met, guided, and represented. I am honored to be a candidate for this prestigious award based on the following criteria:

Mentoring - Over 40+ years as a PGA Professional (including 27 years as a head professional now teaching full-time), I employed and came alongside many fellow PGA members, assistants and instructors. My assistants continued on to top positions in our industry as both club professionals and teachers; I have shared my knowledge by serving as a featured speaker to many PGM students and by authoring several articles for PGA Magazine; and it continues to be my privilege to mentor fellow instructors by sharing my knowledge as they spend time observing me on the teaching tee.

Recognition as a Person of Outstanding Integrity and Character that Reinforces the Values and Image of the Association - It is my sincere hope that my fellow professionals believe I have met and continue to meet this criteria.

Section Service and Activity - I have served multiple years on the Michigan Section Education Committee as chairman, vice-chairman and member (instrumental in securing speakers for our meetings including Mike Bender, Mike Shannon, Jim McLean, Paul Calloway, and Dr. Gary Wiren), the Michigan Section Teaching Committee as both chairman and member, and the Michigan Section Special Awards Committee where I am currently completing my ninth and final year. I was the 2019 Chairman of the Michigan Teaching Summit and a committee member for the inaugural Michigan Teaching Summit in 2009. I have also volunteered for several years at the PGA Senior Championship, assisted at the Folds of Honor Fundraiser, and was the featured speaker at the West Michigan Golf Show for multiple years.

Non-golf Community/Civic Activities - My most noted endeavor was the “Golf Marathon of Hope”, an annual individual fundraiser (1997-2006) in which I played 400+ holes in 24 continuous hours per year, raising over \$500,000 for a local West Michigan homeless shelter (retiring due to injury). I have also participated in many golf events over the years raising money for charities, as well as continuing to support homeless shelters in ways in which I have chosen to remain anonymous.

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# 2022 Special Awards Candidate Bio Form

Email \*

jabbergolf@aol.com

Name of Nominee: \*

Dean Marks

Award Nominated for: \*

Golf Executive of the Year

Facility Employed at: \*

Milham Park Golf Club

Year Elected to Membership: \*

1997

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 a very prestigious award and I am honored to be considered for it. I have been a PGA Member for 24 years, but have been in the golf business since my parents built a golf course 48 years ago when I was 3 years old.

I have always been passionate about sharing the game I love with everyone I can. I have run a junior golf program for over 20 years that averages 350 participants a year. I have coached a college women's golf team for 17 years. I have been the Director of Golf the last 9 years for the 3 golf courses owned by the City of Kalamazoo. I have advocated for having a First Tee program in Kalamazoo and after many years, became a satellite location to the First Tee West Michigan chapter in spring of 2021. I have taught veterans at the VA Hospital in Battle Creek through the PGA HOPE program since 2013. I had the 17th largest PGA Jr League program in the country with 117 participants in 2020. And because I didn't have enough on my plate, I purchased Olde Mill Golf Course in 2020 with the intention of improving the course conditions while keeping the prices affordable. (Yes, I closed the deal on March 12, the day before our governor shut down the state).

I strive to provide the best golfing experiences at affordable rates, whether it's the \$5 for 9 holes I charge at our Red Arrow Golf Course, or the \$70 I charge in my junior golf program for either 6 weeks of instruction or to play in 5 tournaments. I even ran a 3-year membership special at Olde Mill for \$49 per year that acquired over 2100 new members. I feel I have a strong network of mentors and have 21 different facilities who donate playing time for my junior programs. I hire PGA professionals at all of my facilities, and encourage them to participate in as many community events as possible. I feel that whatever I can give back is minor considering what the game of golf has given to me over the years.

Thank you for taking the time to read about some of my highlights.

- PGA Certified Professional in Instruction 2009
  - Michigan PGA Junior Golf Leader award 2007, 2012
  - Michigan PGA Player Development award 2017
  - TPI Certified Level 2 Junior Coach 2010
  - US Kids Golf Top 50 Kids Teacher 2008, 2009, 2010
  - US Kids Golf Master Kids Teacher 2011
  - US Kids Golf Certified Coach 2012
  - US Kids Golf Certified Coach Level 2 2018
  - Kalamazoo College Women's Golf Coach 2003-2020
  - First Tee Level 1 Coach 2016
  - USGA Rules of Golf Advanced Certification 2019
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# 2022 Special Awards Candidate Bio Form

Email \*

dbell@americandunesgolfclub.com

Name of Nominee: \*

W. Douglas Bell (Doug)

Award Nominated for: \*

Golf Professional of the Year

Facility Employed at: \*

American Dunes Golf Club

Year Elected to Membership: \*

1991



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

Thank you for the consideration and honor of this award. Over my 30 years as a Member of the PGA and the 5 years prior as intern in the Ferris State program I have always tried hard to represent the brand of the PGA in an honorable way. Having worked at facilities in Texas, Alabama, Maine and Florida, I learned and observed from many great PGA Professionals. Settling back in Michigan in the 90's it has been home since. Working my career at Public Facilities most of my career, it has been wonderful to see and work in the tourism side of Michigan and see how Golf is a major player in this economy. I have been very fortunate to be "hands on" involved with the construction of 3 course now in the state.

My time at Eldorado Golf Club in Cadillac was my first exposure to construction as I was a key part of the construction team prior to converting to golf operations and setting up the inside golf operation and staffing.

4 years later accepting the opportunity to run Manistee National G & R in Manistee, we built our second course and again I found myself in a construction mindset for one course while operation of the original course was underway and during this time learning the hotel business. This is where I learned more about tourism and working with other facilities both north and south in our state to run a successful operation. 20 years at Manistee National and I was again approached to move south the Grand Haven for the opportunity to head up the construction and development of the course, team, and assist in the mission plan at American Dunes.

Teaching, playing, golf operations and service to our customers and community are all facets of our jobs as a PGA Professional and are listed as criteria in this award.

My early career I was an instructor with Golf Digest Schools and feel that I am a competent and knowledgeable instructor who can relate well to students and help them. I played more in my younger days and supported the Northern Chapters and Section events as time allowed.

PGA Section and Chapter support

Past Northern Chapter Tournament Chair

Past Northern Chapter President

Past at Large Board Member for Section as Chapter President

15- year member of Section Special Awards Committee (3 as committee chairman)

Host of 36-hole Northern Chapter Pro-Am for 20 consecutive years at two different facilities

Hosted Section Tournaments on two occasions at Manistee National

Section Professional Volunteer at PGA Champ and Ryder Cup at Oakland Hills

Present Western Chapter Member

Staff support and mentoring

Over my career I have had the fortune to hire and train many great individuals striving to be PGA members and advance to their own positions.

I have hired and employed on my team over 15 PGA Professionals over this time and influenced 12 more to enter the PGA PGM Program at Ferris State, all graduating and 10 still currently in the PGA.

Countless more individuals in the Hotel and food operations I have operated and many of these have now moved on to terrific careers.

## Community Support

### Bear Lake GC (1st Head Professional position)

- Bear Lake Lions Club Member

### Eldorado Golf Club (Cadillac)

- Member of the Cadillac CVB Tourism board to assist growth of golf in tourism mix)
- Member of "Golf Cadillac" Marketing board
- Initiated the development of C.A.J.G.A (Cadillac Area Junior Golf Assn) junior tour
- o 501 c3 that promoted junior tour opportunity to high school players

### Manistee National G & R (Manistee)

- Manistee County CVB Tourism Board for 20 years promoting tourism in Manistee County
- o 4 years as chairman
- United Way of Manistee County Board for 15 years
- o Annual fundraising chairman for 2 years
- Creator and 20-year member of "Golf Manistee" Tourism Council
- o Managing member 18 years
- Member of the Manistee County Airport Authority for 6 years
- o Chairman of Authority 3 years
- Member of America's Summer Golf Capital Marketing Group 7 years

### American Dunes GC (Grand Haven)

- Fold of Honor Michigan Chapter Board Member (3 years current, 1 year while at Manistee)

### Past Section Awards honored to have received

- 2005 Michigan Section Merchandiser of the Year Resort Category
- 2017 Michigan Section Patriot Award
- 2020 Michigan Section Patriot Award

Looking back over my years in the PGA, I can say it has been fun, fast, and forward thinking. I have tried to present a positive attitude to my customers, members, and staff while striving for the goals of the owners I have been employed by. I have been blessed to work at one facility for 20 years and help shape and mold its future, and at the same time I have been fortunate to have the opportunity to move through 4 Michigan facilities, learn and grow at each and assist my team of PGA Staff and beyond to be better everyday and for them to move on.

To say at this point in my career I have been in the dirt having helped create and initiate operations for 3 courses in Michigan is certainly a badge of pride I will wear when its time to look back.

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# 2022 Special Awards Candidate Bio Form

Email \*

emily@bucksrun.com

Name of Nominee: \*

Emily Rohdy

Award Nominated for: \*

Merchandiser of the Year Public

Facility Employed at: \*

Bucks Run Golf Club

Year Elected to Membership: \*

2015

# 2022 Special Awards Candidate Bio Form

Email \*

csivier@pga.com

Name of Nominee: \*

Chris Sivier

Award Nominated for: \*

Merchandiser of the Year - Resort

Facility Employed at: \*

Arcadia Bluffs

Year Elected to Membership: \*

2007

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

Thank you for the nomination of the 2022 Michigan PGA's Merchandiser of the Year - Resort Award. It is a very special honor.

What a year this has been; record rounds and record retail sales, all while trying to overcome the many obstacles of the supply issues we were all challenged with. Fortunately, we have a team of staff members and vendors that understand our vision of providing our many guests with the best in retail options and service. We worked diligently together and were able to stay ahead of the shortages by discussing our buying plan and stock levels on a daily basis. That buying plan strives to provide our guests with many retail options from decals and beach towels to the very best in men's and women's wear. There really is something for everyone. My service focus is always in "front of the counter", helping find that size or that color that our guest is looking for while at the same time pointing out other options that may interest them. Our golf shop goal is to keep the shop as stocked as we can to ensure we provide all options for our guests. We feel that if someone cannot find their size they will not ask thus costing us a sale.

The year 2021 provided Arcadia Bluffs with an unprecedented season. When compared to 2020 (also a record year) we saw an increase in retail revenue of 30%. Our guests were also spending more per round, dollars per round went up over 12%. Cost of goods also fell 2% compared from last season from 48% to 46%.

I could not submit our accomplishments without saying thank you to the people that made 2021 possible. To our vendors – Thank you! You answered every phone call and every email knowing what we were asking you to do. This season I was also presented with another obstacle – replace an experienced golf operations team with a new team. The new staff that was brought in played an essential role in making this season a success. They believe in our "it's my pleasure" attitude and show great satisfaction in providing world class service to each guest. Thank you for your hard work and dedication to our guest's satisfaction.

2021 was a season to remember and one that we will learn from for the future.

Chris Sivier, PGA  
Director of Golf  
Arcadia Bluffs

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# 2022 Special Awards Candidate Bio Form

Email \*

dbell@americandunesgolfclub.com

Name of Nominee: \*

W. Douglas Bell (Doug)

Award Nominated for: \*

Patriot Award

Facility Employed at: \*

American Dunes Golf Club

Year Elected to Membership: \*

1991

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

It is an honor to be nominated and considered for this award and certainly was an honor to be selected in the past as a winner in 2017 and 2020. I appreciate the consideration of the membership. I did not serve in the US Military but have been drawn to supporting those that have. My unique family life has placed me in a position to support them and the loss of 1st Lt Jeff Davis, my wife Ann's first husband and father to the children.

This position has turned into a path of support for others in the way Folds of Honor. Historically it began as many fellow professionals did with small fundraising efforts at the course. That turned into the large fundraising at Manistee National for many years and now the path to American Dunes Golf Club.

I am currently the General Manager at American Dunes and have been a proud member off the PGA since 1991.

In my current position I have guided the construction and opening of the course and clubhouse for Lt Col Dan Rooney and his partners. Overseeing all aspects on site for the course completion to management team staffing and setting up the operations plans. We have just completed our 1st operational season.

Our mission here is to spread the word of Folds of Honor to our customers and beyond, while supporting our Military member and Veterans as well as their families. Every day we open the doors it is Patriot Golf Day at American Dunes. With 100 percent of our Profits being donated to Folds we have a fundraising effort every day we are open.

Representing American Dunes and Folds of Honor on site, speaking with customers, veterans and VIPS's that visit the site is invigorating work. A large percentage of our clientele arrive to play the course with no knowledge of what Folds of Honor is or what the organization does. So daily discussions on educating many of our guests happens.

Outside our property lines I have been fortunate to speak for Folds at other events, both golf-related and non-golf related.

Regional and Nationally...2021 so far has allowed me to speak on behalf of Folds of Honor in

- Kansas City, MO to play in and speak with fundraisers at the Kansas City Chapter of Folds of Honor golf event.
- November will bring a scheduled speaking event in Detroit at the Michigan Freedom Centers 10th Anniversary near Veterans Day.
- November also has a scheduled trip to Dallas for the North Texas Chapter of Folds Gala to discuss American Dunes with those fundraisers in attendance.
- Several professionals from around the country now call to discuss fundraising events and how our team can assist them
- Working with Folds of Honor Chapters from Texas to Philadelphia, South Carolina and Minnesota and many more to coordinate the American Dunes story into their fundraising efforts.

Michigan Support...2021

- I am an active member of the Board for the Folds of Honor Michigan Chapter which guides and supports and assists local Michigan Events.
- Discussions with other professionals about raising funds for Folds and connecting them with the

proper information to assist their efforts.

- Speaking or attending other events such as the Fundraiser held at Washtenaw Country Club both as a player and as a guest speaker or simply a supportive site visit to shake hands and thank players who are fundraising in that clubs events. I am proud to be able to give advice or help in any way that I can for other professionals that call about how they can get involved and sharing success ideas.

#### Veterans and Active Military

I mentioned our mission and a big part of it is the support of those that visit our facility that served or are serving. To introduce daily at 1300 hours during our TAPS presentation veterans who come to experience the course, or the memorial is amazing. We have had veteran of all ages and been blessed to have many of our WW2 heroes on site and also here to play.

The letters and emails I receive daily expressing thanks for “doing” what we do and for “honoring our fallen” is an emotional part of every day. I am always humbled by the appreciation shown by those that served....who are thanking my team, when it really is meant the other way around.

#### Fundraising Support

What began years ago for me, to raise funds for Folds of Honor has turned into a much broader daily mission. Will we raise and contribute funds...yes and it will be an amazing amount.

But spreading the word and helping others is where I am headed now. Speaking to a Veteran onsite or customer from another state, taking the time to express the Mission of Folds...and then a week later to receive a large check in the mail from this person as a donation to Folds, along with a “thank you for our experience” note....is something I never thought I would experience but it happens daily.

Thank you for your consideration in this award.

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# 2022 Special Awards Candidate Bio Form

Email \*

jcwisinski@pga.com

Name of Nominee: \*

Jimmy Wisinski

Award Nominated for: \*

Player Development Award

Facility Employed at: \*

Kent Country Club

Year Elected to Membership: \*

2010

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

It is an honor to be nominated for the Player Development Award. As a golf professional for over 16 years, I realize the growth of our game and the health of our business depends on continued growth in establishing new golfers, while also retaining golfers over time. This is especially true with the amount of new and reengaged golfers over the past couple of seasons.

Once again, our most successful program was our "Lessons & Libations Series" for the ladies at the club. Each Tuesday evening throughout the month of May we offer these clinics. Our teacher to student ratios is kept low as we setup multiple stations each clinic and rotate through. We had 35-40 ladies each week attend this hour and a half clinic. The main theme was to come have a glass of wine or a cocktail, which was included in the clinic and to socialize while learning more about golf. Seeing new members and longtime members engage and learn about golf and each other, is the entire goal for this very successful program.

During the summer months, Kristina Flynn and I expanded our golf clinics and school offerings. The demand for group learning was extremely high due to our approach of making these sessions fun and social for all participants. All instructional elements were kept as simple as possible. Some of the offerings included, Ladies Putting School, Ladies Driver Clinic, and a Ladies On-Course Clinic. These clinics and schools were also offered for the men. Every one of these offerings filled up to capacity fast. After each clinic we would summarize key points for the golfers and email them a summary of the session based on their individual needs or upload these notes in our Coach Now app.

In the summer a member at our club approached me to setup a re-occurring golf clinic for summer interns at his large law firm. I setup a 10-week standing clinic during a lunch break for this summer staff. Almost all of the students were brand new to the game. Seeing them learn the game and enjoy it was amazing. Many of them would comment that they were playing golf on their own over the weekend and how much they enjoyed golf. The firm has decided that this class was very beneficial and will be offered it 2022 as well.

2021 at our club was a year of growth, as we welcomed over 60 new family memberships. Many of the new memberships were young families that were joining a club for the first time. In my opinion one of the keys to retaining members is to make sure multiple family members play golf. With so many young families joining, many spouses expressed a desire to learn golf. Having so many new golfers learning the game at the same time created an opportunity at our club to offer more instructional programs late in the season.

In the fall, we offered Ladies 'Get Golf Ready' Clinics. These Ladies Get Golf ready clinics are meant to be fun first and learning about golf second. My belief is that when we can help new golfers have fun at the club, they will want to learn and get better too. All of our weekly Ladies Get Golf Ready clinics attracted between 16-30 ladies. We offered these one-hour clinics in the evening throughout the fall. Building off this ladies group offering we also offered a "Back to School" Junior Golf series for younger kids. This one-hour clinic ran from early September to Mid-October.

As we enter the winter months at the club, I will offer a group Titleist Performance Institute (TPI) class to help keep members moving and golf ready in the winter. I'll develop specific programs for these members to deal with physical limitations that effect their golf swing.

To be nominated for this award means that the staff around me is phenomenal as well. Keeping our teacher

to golfer ratios low helps provide the best instructional environment.

I'd like to thank our Director of Golf, Matt Swan, Teaching Professional Kristina Flynn and our assistant golf professionals Ryan Bayer and Blake Male. They were instrumental in the success of our instructional programs.

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# 2022 Special Awards Candidate Bio Form

Email \*

jrichter@boyne.com

Name of Nominee: \*

Josh Richter

Award Nominated for: \*

Professional Development Award

Facility Employed at: \*

BOYNE Resorts

Year Elected to Membership: \*

2005

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

Josh Richter has been a PGA Professional for 16 years, spending the entirety of his career at Boyne Resorts since 1999. In his current role as Director of Golf overseeing all 13 BOYNE Golf courses nationwide, he has hired and/or promoted over 10 Assistant and Head Professionals and has helped develop future careers for over 30 PGM student interns, the majority hired from his alma mater Ferris State University. For the past six years, Josh has been active as a board member for First Tee of Northern Michigan as well as serving as Golf Committee Fundraiser Tournament Chair and helping the program not only grow in numbers, but also provide a place for students to learn and develop their game at Boyne Highlands. Through his involvement with the Harbor Cup Fund, over \$750,000 has been raised for local charities since its inception 25 years ago. He is a regular contributor to golf publications including PGA Magazine, in which he wrote a best practices article on team building in 2019. His dedication to the PGA thrives as his relationship between the Michigan PGA and GAM remain mutually beneficial for the game of golf as BOYNE Golf hosts numerous tournaments annually. Josh excels outside the golf community as well by donating his time to volunteering at Manna Food Project and local school programs.

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# 2022 Special Awards Candidate Bio Form

Email \*

Info@lockgolfacademy.com

Name of Nominee: \*

Daniel Lock

Award Nominated for: \*

Teacher & Coach of the Year

Facility Employed at: \*

Lock Golf Academy @ Tanglewood Golf Club

Year Elected to Membership: \*

2019

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

1. Overall Impact on teaching/coaching at the candidate's Facility to include number of hour lessons clinics and dollars generated.

The mission of Lock Golf Academy (LGA) is to facilitate the growth of all students through unparalleled training, education, and instruction. By combining "hands on" practice with digital schooling we're not only able to lower scores and improve production in all student's, but our unique approach has also resulted in over 800 hours of lessons and \$59,000 in continued revenue.

2021 Season

-696 Hours of private general teaching generated \$49494.67

-71 Hours of Group Lessons Jr and Adult Generated \$9631.00

-Nominated for teacher of the Year in Michigan 2 Times

-Director Of instruction and Owner of "Lock Golf Academy"

-Created successful Jr programs in the South Lyon Area for all age groups.

2. Unusual, Innovative or special teaching programs initiated or implemented.

There is no "one size fits all" program that fits all students in golf. That's why LGA is constantly changing and upgrading each one of our highly sought after group, and individualized, sessions. Some of our more popular this year include:

-GET GOLF READY 1&2 – Level 1 Aimed at bringing new people to the game. 5 sessions including on course instruction. In 2021 I created a level 2 Get Golf Ready for people that have taken level 1 and are looking for more advance instruction in a group setting.

-JR FUNDAMENTALS– Aimed at getting kids of all age's interested in the game as non-experienced JR. 4 sessions 1.5 hours long.

-AFTER SCHOOL PROGRAM NOVI MIDDLE SCHOOL . After school program aimed at getting kids trained in the basics of golf and etiquette . Many graduates in this program have gone on to play on the high school teams as Freshman and dominate as underclassman. 6 sessions 1.5 hours long Including on course play.

-SOUTH LYON GIRLS GOLF TEAM CAMPS. Designed to help incoming freshman and new female golfers prepare for the fall golf season at the high school level. 10 sessions 1.5 hours long Including on course play.

-SOUTH LYON BOYS GOLF TEAM CAMPS. Designed to help all High school Aged Boys take their game to the next level and prepare them for the spring golf season. 10 sessions including on course play.

PAR CLUB PGA GOLF ACADEMY. Designed for kids that have some experience or advanced kids. Course includes Range and oncourse instruction. 5 Sessions 2 Hours long Including on course play.

-2 Person, 3 Person, 4 Person semi private lessons. Due to COVID regulations, these class are designed to place small groups in a more comfortable setting while also increasing the amount of time able to focus on

each student. This was very successful over the last couple of seasons.

-Teaching during covid has been a challenge to make students feel comfortable and safe. I have worked very hard to adapt my teaching style to make sure that a comfortable distancing is maintained from the student as well as adapting class sizes to keep students safe from being in large groups.

3. Instructional articles, videos or publications written or produced.

Due to COVID regulations, Michigan's harsh winters, and our client's busy schedules, there's been an ever increasing demand for more online content. As a result, we've made it our top priority to increase our digital content on all forms of social media and streaming services.

These are just some examples of the videos that were produced in 2021.

Hold, Hold hit drill. This exercise helps students get the feeling of not early releasing the hands at impact and rotation of the lower body so that the club will not early release in the downs swing

<https://youtu.be/k6q-qjSYrEY>

Extension Drill, Drill Helps with creating better extension through the ball after impact. Very good drill for practicing hitting a ball of a tee for par three's.

<https://youtu.be/qQR2nedQ5qY>

Takeaway Drill, Drill helps get the club started back in correct location. So the club goes up the swing plain. Helps with teaching a one piece take away.

<https://youtu.be/sW0tiDiO-Z0>

Split Hand Drill. Drill helps with keeping lag in the down swing and helps with connectivity of the trailing arm in the back swing. Helps with body rotation

[https://youtu.be/Feq\\_VaL022Q](https://youtu.be/Feq_VaL022Q)

Push Drill Putting, Drill helps with extension after impact and following through to the hole. Helps to create a long follow through after the impact.

<https://youtu.be/5gvxPgN-DbY>

Left Arm Support drill, Helps Students focus of on extension of the left arm at impact and helps with keeping the arm extended as well as releasing at Impact.

[https://youtu.be/0M9\\_8D\\_MEVQ](https://youtu.be/0M9_8D_MEVQ)

The Knock Down Drill, Drill Helps with early extension in the down swing and or early release. Also helps student feel what proper hand forward contact should feel like with lower body rotation.

<https://youtu.be/-pPNiYOlw0>

Driver Stop Drill, This video helps you gain club head control with the driver and helps square the club at impact and helps students stop their hands and release the club at impact.

<https://youtu.be/p2IMbkzHgKI>

Ladder Putting Drill, Putting Ladder Drill to help create excellent distance control for putting.

<https://youtu.be/vEwk0pANfAc>



Inside Chipping Drill, Drills that can be performed indoors that will help your chipping Drill created during Covid last year to help people practice indoors

<https://youtu.be/2gJdFhAdo9A>

Inside Putting Drills, Drills to help your putting that can be performed indoors in the winter time.

<https://youtu.be/VEeMR--NRf8>

Split Hand Drill Two, Drill helps create a good impact position and body rotation. Also helps feel connectivity with the trailing arm in the back swing.

<https://youtu.be/6NJd7kCgH98>

Hinge & Hold Drill, Drill is great way to improve consistency of your chip shots.

<https://youtu.be/pPORXHSGlp4>

Full Swing Drills that can be done inside, Drills to help your full swing that can be performed indoors

<https://youtu.be/v9LpCK0Mlh8>

-Examples of innovative techniques / technologies used or specialty certifications that enhanced the candidates programs , lessons and ability as an instructor.

At LGA I use all of the latest video and launch monitor technologies. For video lessons I use Onform & Trackman Video which allows me to send lesson videos that include voice over swing analysis and drills to help with the learning process and I can receive videos from students in order to help with progress in between lessons.

I also currently use and ES14 launch Monitor and Trackman when teaching indoors in the winter and have found that teaching with technology has really enhanced communication and retention with students.

-Continued Education and training in the area of golf instruction.

USGTF Master Teaching Professional Since 2011

Trackman University Level 1 & Level 2 Completed.

Completed ADM Training I have also implemented "American Development Model" to all of my Jr programs.

PGA Specialized Professional Program started, but have not completed yet. Found training very helpful looking forward to completing in the off season as time becomes available.

I am constantly reading and researching new techniques, and drills to help enhance my teaching skills. I have been teaching for 11 years and I find myself still learning and enhancing my craft in order to better communicate to students.

Dale Carnegie training to help with Public speaking

Who dares to teach must never cease to learn!

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# 2022 Special Awards Candidate Bio Form

Email \*

joethepro@pga.com

Name of Nominee: \*

Joseph Simpson

Award Nominated for: \*

Youth Development Award

Facility Employed at: \*

IMA Brookwood G.C.

Year Elected to Membership: \*

1998

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

I have been a member of PGA since 1998

Since starting in the golf business, I have had a love for teaching the game and helping my students become the best they can be. As I developed my teaching skills, I quickly realized that Jr. Golf was my real passion and I started focusing my effort to help more juniors from all backgrounds learn and play the game of golf. I currently serve on the Growth of the Game Committee for the MIPGA and was chairperson in 2015-2016. I have completed the ADM program and am PGA Coach certified. These are some of my highlights.

#### Jr. Golf

In 2000, I revamped the Jr. Golf Program at Davison Country Club to make it a community based program vs. a member only program. In the first year we went from 30 kids to over 100 participants. Due to the success of the program, Davison High School Boys and Girls golf teams became highly competitive and were consistently ranked in the State. We also developed several collegiate level players.

#### Boys and Girls Club

In 2010, I started teaching at IMA Brookwood in Burton, MI and was tasked with increasing participation in their Junior and Adult programs. One of our goals was to include children that otherwise would not have access to the game. I developed a partnership with The Boys and Girls Club of Greater Flint and we piloted an off season golf program using SNAG Golf equipment in their gym. The goal was to introduce these "at risk" kids to the game of golf in the winter months and then transition them to our summer program at IMA Brookwood. This program was a complete success and in 2012, The PGA of America and USGA launched a partnership with The Boys and Girls Club to introduce the game of golf to BGCA members nationwide. Due to the success of this program, I was featured in PGA Magazine Industry Insider detailing my work with The Boys and Girls Club. One of my star pupils was a young girl named Journei Daniels and we were featured in a 1 hour television special that was produced by the PGA of America and shown nationally on CBS.

#### First Tee

In 2011, in order to expand our reach, our junior golf program at IMA Brookwood became a program location of The First Tee of Detroit. This allowed us to attract a more diverse audience and gave us additional exposure and fundraising opportunities. In 2012, we were approached by the First Tee home office with the idea of starting our own First Tee Chapter in the Flint area. In 2013, we became First Tee - Eastern Michigan! Serving as the Program Director, I was responsible for increasing participation numbers, recruiting and training volunteer coaches, and expanding our program to new green grass facilities. In 2021, our service area includes six counties, and we have over 500 kids in our summer Life Skills programs at 6 different facilities. We also have 19 elementary schools teaching the game of golf in PE classes as part of our First Tee School Program. All totaled, we have reached over 10,000 children with our unique golf and life skills program.

#### Diversity

It has been my goal to introduce the game of golf to a diverse group of students, who might not otherwise

have access to the sport. I have been able to accomplish this through our programs at The Boys and Girls Club and by partnering with after school programs in Flint, Mi. In 2013, I started doing after school programs at all Flint area schools. We also held a Family Golf Day Field Trip to IMA Brookwood with over 800 kids and family members attending. Our hope is that these students will transition into our summer programs. We continue to do after school programs, although COVID has limited this program in the last two years.

#### PGA Junior League

In 2106, we started a PGA Junior League team made up entirely of First Tee kids. It was a rough start due to the fact that we were in a league with mostly private clubs. I think we won one match in that first season. Since then, we have continued to improve and have become very competitive in our league. This year, we started an all First Tee 17U team and to my surprise we won the State Championship and placed second in the Regional Championship at Purdue. PGA Junior League has been a huge success for us and we are starting to see more kids wanting to get better at golf so they can be on our team. This has led to additional lessons and additional play at IMA Brookwood.

#### Youth on Course

I have been a strong supporter of Youth on Course and IMA Brookwood has been a host club since its inception. We see a lot of young people who might not be able to afford to play golf coming to our facility because we are YOC. We also provide YOC membership to all of our teen First Tee participants.

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# 2022 Special Awards Candidate Bio Form

Email \*

jliss@truenorthgolf.com

Name of Nominee: \*

Jimmy Liss

Award Nominated for: \*

2022 Merchandiser of the Year - Private

Facility Employed at: \*

True North Golf Club

Year Elected to Membership: \*

2018

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

As many of you know, the pandemic caused a great deal of uncertainty at the outset of the 2020 golf season. But as lockdowns lifted for golf courses, fears about whether the season could even continue were quickly erased, leaving professionals scrambling for the remainder of the season. The events of 2020 drastically impacted the buying behavior for the 2021 season as professionals found themselves buying far more than ever before to account for the overall increase in rounds that the golf industry experienced as many players sought golf as a fun escape from reality. Still, the increase in buying was not enough to combat the surge of activity. We watched basic golf merchandise become scarce; our golf ball supply dwindled and our golf bags ran out with no replacements in sight from our vendors.

As Golf Professionals, our challenge became how do we manage our inventory in a way that we can maximize sales during this period of unprecedented activity? Due to the supply chain issues, you could no longer “chase” inventory as was done in the past. These issues created a large-scale reliance that orders placed months ahead of time must get you through an entire season as options to fill in additional orders were severely limited.

My team and I were faced with some unique challenges this season. One of the first obstacles we faced: how do we stock the golf shop appropriately given the increase in sales while also battling the fact that we have a very small footprint in selling space and in extra storage?

The Golf Shop at True North Golf Club is roughly 750 square feet. However, only about 700 square feet of that is usable selling space. Most clubs have a “back room” for keeping additional merchandise. At True North, we have a small area above the Golf Shop that can be accessed via a drop ladder from the ceiling. Previously, this space was used for club storage and was full of old and unused items. This season, my team and I redeveloped this space to maximize the area to store extra inventory. We purchased shelving units so that merchandise could be stored efficiently by style, color and size. A new storage rack was also purchased so that we could rotate merchandise in and out of the golf shop during the season to ensure that we always maintained a fresh image. This rack allowed us to also save time that was previously lost when clothes were taken off the floor and had to be taken off hangers and then folded in order to be put upstairs in the storage area.

In 2020, which was a record year for the club, we did \$206,000 in merchandise sales. In 2021, we set another record, and increased sales by more than \$100,000 compared to the year prior. This significant increase was fueled by taking advantage of many vendor tools to monitor inventory levels of various products throughout the season. In late May, after recognizing that the high rate of sales was going to continue into 2021, I utilized tools such as RepSpark from Peter Millar to find items that were still in stock and could be turned around with customized embroidery fairly quickly. These tools helped me navigate around the hurdles in the supply chain that hindered many from placing additional orders in the quantities and styles that they were looking for.

Armed with this information, I made a large order for a variety of pieces to ensure that we would have pieces in all sizes for the membership. This order was a key piece in helping the operation achieve the sales numbers that it did in 2021. While these sales numbers may pale in comparison to others nominated for this award, it is important to realize that True North Golf Club is only open for five months each season as we open in mid-May and close in mid-October and just recently reached our cap for membership in September

at 200 members.

In 2021, during this timeframe we did approximately 7,000 18-hole equivalent rounds. The merchandise sales this season were up 50% compared to 2020; 68% compared to 2019; and up 117% compared to 2018. This was done all while achieving an average margin of 26.46% in 2021. In my time as the Head Golf Professional at True North I have adopted a retail strategy where I strive to provide my members and guests with high quality merchandise that they can utilize not only at the club but in everyday life, as well.

This strategy allows the golf shop to appeal to member wants and needs and capitalize on the latest fashion trends. I have also made a point to incorporate and support various brands that hold name recognition within the state of Michigan. In 2020, we became the second golf shop in the state to have a retail account with watchmaker Shinola. Our partnership with Shinola resulted in over \$20,000 in watch sales this season alone. Almost all our headcover business is handled by the Winston Collection out of Rochester Hills and, this year, we brought in candles from Kalamazoo Candle Company.

The success that the golf shop has seen this year could not have been possible without the help of my staff. My Assistant, Ben Proben, did an incredible job of helping to ensure that the shop had a new look each week. The constant change of scenery generated above average sales and allowed members to see items that they may not have noticed before. I was fortunate enough to have worked for the legendary Dick Stewart. Dick has remained a guiding light for me in the industry and it would be a true honor to follow in his footsteps with this prestigious award. I appreciate the opportunity to share a little bit about my operation. Thank you for your consideration.

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# 2022 Special Awards Candidate Bio Form

Email \*

jcwisinski@pga.com

Name of Nominee: \*

Jimmy Wisinski

Award Nominated for: \*

Youth Development Award

Facility Employed at: \*

Kent Country Club

Year Elected to Membership: \*

2010

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

Being nominated for the Youth Player Development Award means so much to me. These are the future golfers of our game and I remember how and where I learned to play with fond memories. I feel it is a privilege and responsibility to make golf fun and enjoyable for these kids as their first interaction with the sport.

The youth movement at our facility has been tremendous. With the growth of our membership and the younger families joining our club, our junior programs have had unprecedented attendance. We offer a weekly Summer Golf Program that starts in mid-June and goes through mid-August. This program had over 100 junior golfers, compared to under 60 two years ago. The weekly junior golf program runs 3 hours for juniors age 9 and up, 2 hours for those 7 to 8 years old and 1 hour for those age 6 and under. There are ten total weeks of the program culminating in the Junior Club Championship, which I decided to make part of the program. In 2018, our Junior Club Championship had 12 juniors compete in 3 divisions. This season we had over 40 juniors compete in 8 divisions.

One of the big successes in the program was the process of earning "achievement tickets." I started the tickets idea two seasons ago as a way to motivate juniors throughout the entire length of the program. Juniors could earn tickets for skills competitions, good attitude, or passing skill checkpoints in certain golf skills. These tickets were earned weekly and at the end of the program, the kids could "cash in" their tickets towards prizes.

In the middle of the summer, we held a week-long junior golf camp that was filled with 12 juniors right away. Each day the juniors worked on all aspects of the game around the practice facility. I used block practice techniques to work on technical swing changes in the early sessions. Then we all had lunch together before we had randomized practice to create variability and on course competitions. The juniors all love to compete and we used this competitive spirit to our advantage and challenged them daily. We awarded small prizes to the daily winners.

This fall we offered a program that I brought to Kent last season, our Back-to-School Junior Clinic. Each Thursday afternoon from early September until mid-October we had 10-12 juniors come work on their golf game and compete. These younger juniors had a blast and that's our entire mission. Have fun first and then the kids will be willing and eager to learn.

Thank you to my early influences in junior golf, my dad, Charlie Vandenberg, Lynn Janson, Tom Harding and Rolla Frisinger. All of these great leaders in the game helped to shape me and how I present and teach the game of golf to juniors.

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