

# 2023 Special Awards Candidate Bio Form

Please send this form back no later Friday, October 21, 2022.

If you were nominated for more than one award you must **submit a bio form for each award.**

Email \*

lucas.baumann@outlook.com

Name of Nominee: \*

Lucas Baumann

Award Nominated for: \*

Assistant Golf Professional of the Year

Facility Employed at: \*

Bay Meadows Family Golf Course

Year Elected to Membership: \*

2021

Please describe your achievements/accomplishments that would pertain to this award. \*

I started my golf career in Northern Michigan as the Assistant Golf Professional at Bay Meadows Family Golf Course, in Traverse City MI, under the direction of PGA Professionals, Michael Husby and Scott Wilson. My duties include all aspects of the golf operations such as staff management, budgeting, golf instruction, camp & clinic setup, club repair and club fitting. I am responsible for day-to-day operations of the pro shop and outside bag staff. I currently oversee the staff of 14 employees.

With the mentoring and training from Michael Husby, Owner, PGA Professional, I have improved my knowledge in customer service and sales in the pro shop from clear communication with staff and customers to using positive language and adaptability for certain situations. In 2018 I implemented a new policy and procedure manual in which all employees were trained. This helped bring better customer service to our golfers and improved our staff's self-confidence and communication skills. Over the past 6 years with the help of PGA staff and employees, Bay Meadows has increased rounds an average of 16% per season. In 2016 Bay Meadows had 12,600 rounds with an increase to 22,000 rounds in 2020. Now in 2022 we have set a record number of rounds with 24,500.

Club repair was not offered at Bay Meadows before I started in 2016. Over the past six years we have grown sales and added a club repair workstation for the increased business. I currently offer adjustments for loft and lie, cutting and tipping shafts, epoxy fixes and re-gripping. Re-gripping has been the biggest increase from selling 125 grips in 2016 for total sales of \$1,250 to 740 grips in 2022 for total sales of \$7,755. Club repair & re-gripping has been a great way to expand our business here at Bay Meadows but more importantly how it benefits our golfers. Members, guest and students can bring any club repair or issue right to our pro shop instead of sending items in the mail or to another business.

Bay Meadows had little merchandise on property and low sales when I came on board in 2016. Total merchandise sales for clubs along with apparel in 2016 was \$37,000. Merchandise sales have increased an average of 20% every season. This increase has come from adding new clothing lines such as Puma, Peter Millar and Skechers Shoes and proper sales training through our procedure manual. Last winter we got our hands dirty and renovated our golf shop which brought new clothing racks and track lighting. Club fitting year-round has helped increase our Callaway club sales to boost our total merchandise sales. Our current merchandise sales for 2022 are currently at \$147,000.

With the mentoring and guidance of Scott Wilson, PGA Professional, I have been able to expand junior instruction at Bay Meadows and grow the game for all abilities. The program I am most humbled by and proud of, is the program I started for young adults with intellectual and developmental disabilities. This three-week program gives the opportunity for disabled young adults to experience the joys of golf in an open and welcoming environment. This program covers the "FUN"amentals of golf and learning life skills through golf, with a play day on the final week. This program occurs three times throughout the year with eight different students attending each program. Over the past 7 years I have been able to introduce golf to over 60 young adults and help 4 individuals continue playing at the Michigan Summer Special Olympics.

Away from teaching and day-to-day operations, I participate in chapter and sectional events to grow relationships with members, customers and to stay competitive in the Northern Chapter. During 2022 I played in six pro-ams, one sectional event and a match play event. I finished 3rd in our Northern Chapter Assistant Championship and finished 12th overall in points for the season. My favorite part of the pro-ams is watching my members, friends and or family enjoying the game I love.

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