

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 *

tsimons@cclansing.org

Name of Nominee: *

Tiffany Simons

Award Nominated for: *

MI PGA 2023 Assistant Golf Professional Award

Facility Employed at: *

Country Club of Lansing

Year Elected to Membership: *

2014

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

Assistant Golf Professional of the year (Tiffany Simons):

I have been a golf professional for 8 years and have found my passion in the game of golf. I am in the fortunate position of having found a career in an industry that I love and can continue to grow in. My understanding and love of the game has helped me become a respected and prosperous golf professional. My desire to teach and help others develop their game and my willingness to continue to learn give me the chance to become better every day. My career has allowed me to work in four different states including two of the top resorts in the country, Kiawah Island Golf Resort and Whistling Straits. I have also been fortunate to work alongside several great class A professionals that have helped shape my career. While employed at Kiawah, the resort hosted the 2012 PGA Championship, which allowed me to experience an entirely different sector of the golf industry. With the rescheduling of the 2020 Ryder Cup at Whistling Straits, I was still able to return and volunteer on my intended committee. At each of the facilities I've worked at I have learned a variety of different training methods, different tournament software, and overall different work responsibilities.

I am currently in my second year as an Assistant Golf Professional at the Country Club of Lansing (CCL). Having come from a resort style facility I was excited about my new adventure working at a private club where I would see the same members throughout the season and would be giving lessons on a more regular basis than I ever had before. Over these last two years I have learned from the Director of Golf John Lindert and Head Professional Logan Simmonds who have both helped tremendously as I transition from a resort style facility to a private country club.

To my delight I love the private sector as it allows me to build relationships with my members. One of the most rewarding aspects of being at a private club is seeing my students succeed. I have taught over 300 lessons since joining the CCL team and just this year got to see a student win her flight in the Club Championship and go on to win the Couples Club Championship. One of my favorite parts of the job is seeing a non-golfer grow into someone who loves the game. Two years ago, I began a ladies clinic, 'Women, Wine and Wedges,' that met once a week for 5 weeks and targeted all aspects of their golf game. We followed each session with a glass of wine and time to socialize! It was a huge success and is now a yearly event that averages over 30 members. Women, Wine, and Wedges continues to grow and bring new golfers to the club as well as growing our WGA.

Prior to my arrival at CCL the WGA averaged 180 participants in a season. Over my last two seasons the WGA has grown, and this season had 261 participants. I lead all WGA events including league and the Women's Invitational. CCL also hosts three member-guest events, two year-long match play events, and a spring and fall league. This past season I added an additional event to the WGA schedule. All the ladies' events grew significantly throughout the last two years as well. The Women's Invitational has increased 10 additional players each year and our Tri-Member doubled in size over the last two years. At each event the professional staff goes above and beyond to make sure our membership has the best time on the golf course.

Another area that I take great pride in is being a role model to my junior players, especially as a female in a male dominated industry. Having a part in continuing to grow the game by teaching juniors is what makes my job incredibly rewarding. Both years I was able to secure a grant from the Michigan Section for our juniors' activities and programs.

One thing that I was tasked with when coming onboard at CCL was merchandising the proshop. This was a new area for me as it was not something I had gotten into at past facilities, and I love it! In the last two years I have opened numerous accounts that include, Kinona, Tzu Tzu, 7 Diamonds, Scales, and several other brands. I am continuously researching and keeping up with the latest brands for our members. I started an Instagram page for John Lindert's Golf Shop where we promote new brands and show our membership when new merchandise has been delivered. This account has gained several hundred followers in just one year. Our social media presence has noticeably increased sales as well. In the last year I have taken over the buying, merchandising, and special-order responsibilities for the pro shop and sales have increased \$106,000 over the last year alone. I revamped the special-order system and help reduce shrinkage by 50%. Our corporate orders also increased 23% over the last two years as well.

As busy as the golf season is, I make it a priority to continue working on my game and playing as much as possible with both my colleagues and members. Furthering my education has also been a high priority as well as my hands on experience, which is why I became a Certified Professional in Golf Operations. I plan to continue my educational path to becoming a Master Professional in the future. I continue to participate in as many section events as possible. I enjoy meeting members throughout the state as well as playing new facilities around when the chance presents itself.

Throughout my career I have been extremely fortunate to have great mentors, these include:

Ric Ferguson (Head Professional at Osprey Point, Kiawah Island Resort)

Michael O'Reilly (Director of Golf at Whistling Straits)

Michael Aschenbach (Head Professional at Whistling Straits)

Josue Reyes (Director of Merchandising for Destination Kohler)

John Lindert (Director of Golf at the Country Club of Lansing)

Logan Simmonds (Head Professional at the Country Club of Lansing)

Thank you for considering me for the Assistant Golf Professional of the year. I am very thankful to be nominated for this award.

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