

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 *

jcarlson@redwatergolf.com

Name of Nominee: *

Jeff Carlson, PGA

Award Nominated for: *

Golf Executive of the Year

Facility Employed at: *

RedWater Golf Clubs / RedWater

Year Elected to Membership: *

2008

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

I am honored to have been nominated by my peers for the 2023 Golf Executive of the Year award. Since becoming a PGA Member in 2008, I have been fortunate to experience the golf business in different roles at different types of facilities in both Colorado and Michigan. My career spans through a variety of roles such as Assistant Golf Professional, Head Golf Professional, and currently as General Manager of Golf and Sports for RedWater Golf Clubs. The transition from Head Professional into my current role started when I was asked by ownership to start improving our merchandise programs at all the clubs in the RedWater group. I now have the privilege of overseeing 8 golf clubs here in West Michigan (6 private and 2 public), 5 private pools, and 4 LiveGolf locations. Daily, I work with our talented PGA Professionals and their operational teams at our clubs, along with the hardworking Superintendents and their crews that maintain our courses and grounds to enhance the golf community in Michigan. I strive to set our staffs and clubs up for success so they can positively impact our members, guests, and patrons through improved facilities and enjoyable experiences. Below are points I would like to highlight for all to consider when voting for this award:

- Currently our RedWater Team has 14 Class A PGA Professionals and I have just created a PGA Associate reimbursement program for our other golf professionals who have career goals of becoming a PGA Member. We have 7 professionals currently in or about to enroll into the PGA Associate program to gain PGA Membership. Our professional group consists of 24 professionals at our clubs, when fully staffed, that I get to help support and work with throughout the season to continue to grow our offerings and services.
- I continue to enhance our compensation packages for our professionals through increases in salaries and additional revenue streams for operational and merchandise success. With these changes in compensation, our goal is to also create a more positive work/life balance for our staffs ensure their future in the golf business.
- I supported and implemented a new RedWater Director of Player Development position to increase our offerings of clinics, new to the game programs, junior golf options, private instruction, and club fitting. Our goal is to ensure that we meet the demand of current players for instruction and continue to bring new people into the game through a variety of options with consistent quality.
- Our clubs host events or activities for the Michigan PGA, PGA Western Chapter, Golf Association of Michigan, West Michigan Golf Association, USGA, First Tee, and currently host 26 High School and College Programs.
- I implemented a successful and more profitable merchandise plan for our Golf Shops through increasing the quantity of sales with more aggressive pricing for our members and guests. Each year we continue to show growth in merchandise through our offerings and personal service for both golf and lifestyle items.
- I have the privilege to recommend and oversee major capital improvement projects at our clubs. Currently we have 2 major golf course upgrade projects happening at Watermark CC and Sunnysbrook CC, 1 new LiveGolf installation happening at Muskegon CC, and a full clubhouse update at Thornapple Pointe to happen over the winter months. Improving our current offerings to the golf community will ensure the game of golf is attractive and exciting into the future.

Again, I am very humbled and honor to be nominated for this year's award. By no means can I list all the items that I get to contribute to within our RedWater group or in the golf community, but I do feel very lucky that I am in a position currently to continue to strive to make changes for the better for this great game.

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