

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 *

rolla@foundationgolfcenter.com

Name of Nominee: *

Rolla Frisinger

Award Nominated for: *

Executive of the Year

Facility Employed at: *

Foundation Golf Center

Year Elected to Membership: *

1983

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

I am honored to be considered for The Golf Executive of the Year Award as I complete my 47th year in the golf business. I am thankful for where my career is at this point and the unusual and sometimes risky path it took to get there. Most importantly, I am thankful for the many friends that I have met along the way and who have supported me in my endeavors and for the nearly 700 staff members I have had the pleasure to work with along the way. Without the help of all of these people, I would not have accomplished anything. Having grown up on a golf course it was a natural transition to become the golf professional at my local course at a young age. I learned a lot of lessons the hard way by thinking I knew a lot more than I really did about teaching and about merchandising in those early days, but those mistakes with my own money, made me grow up fast and learn even faster. Those early mistakes led me to where I am today-owner of The Foundation Golf Center (a 30 acre golf practice facility) in Coldwater, Michigan and Founder and President of The Game Of your Life Foundation (G.O.L.F.) I had The Foundation Golf Center built in 1997 because of the tremendous growth of my retail operation at Coldwater Country Club and the tremendous demand for the Power-Bilt Junior Tour that was being run by the non-profit corporation The Game Of your Life Foundation (G.O.L.F.) which I founded in 1994 to provide youth golfers quality competitions at quality facilities. This Tour, which is just wrapping up it's 29th season and has conducted 1140 events since its inception. Building both of these businesses from scratch was quite a challenge at the beginning and quite risky by investing hundreds of thousands of dollars in the hopes that we would have a product that people would support and become loyal customers. My goal from the very beginning was to provide a product with professionalism and friendliness and here we are at the end of the 2022 season celebrating 25 years of success at The Foundation Golf Center and about to begin our 30th season with what is now called the Callaway/Meijer Tour. I am extremely proud of how both of these operations have promoted and grown the game of golf, not only in our community, but throughout the country as some of the staff members that got their start at The Foundation Golf Center have gone on to successful careers across the country and some of the players from the Callaway/Meijer Tour have gone on to win events on the PGA and LPGA Tour or gone on to become successful golf professionals in our industry. Probably the thing I am most thankful for is the fact that The Game Of your Life Foundation (G.O.L.F.) has been able to award \$536,000 in scholarships to deserving student athletes.

This has been a great 47 year adventure thus far and I can't wait to see what the next chapter brings and these are the axioms that have led me to where I am today...1) Treat people the way you want to be treated. 2) Hire people smarter than you. 3) Always thirst to learn more. 4) Do something EVERY DAY to make yourself better so you can make those around you better. 5) Have a great work ethic because Champions are made when no one is looking.

I appreciate the opportunity to tell my story and thank God for his continual blessings and grace.

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