

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 *

tomham@renaissancegolfmanagement.com

Name of Nominee: *

Thomas Ham

Award Nominated for: *

Golf Executive of the Year

Facility Employed at: *

Renaissance Golf Management Group, Inc and Huron Breeze Golf Club

Year Elected to Membership: *

1995

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

I began my career in the PGA (Quarter Century Member) with the goal of improving the player experience as a PGA Head Professional at Huron Breeze. As I pursued more responsibility, I earned the distinction of General Manager and continued developing my craft by achieving Master Professional status certified in General Management.

Several years ago, that simple goal turned into a mission of assisting owners and board of directors that are dedicated to provide a venue for our incredible game of golf. In 2007, I founded Renaissance Golf Management Group, Inc. for that purpose. As the founder of Renaissance Golf Management Group, Inc., I recognized it requires a great dedication of time and resources of owners to provide playing experiences at golf facilities, I felt a calling to assist those struggling to provide venues for all of us to enjoy the game we love.

My company, Renaissance Golf Management Group, Inc., began by performing feasibility analysis for a few clients. In that process, it became apparent the benefit of creating stable management for owners and board of directors. Within a year, Renaissance had three facilities to focus on and the natural progression was to eliminate the detrimental effects/reliance on third party providers. Renaissance went to work for our facilities by becoming proficient in a variety of services to include:

- Providing overall facility management (elevating PGA members to general management positions, hiring support staffing, accounting, business planning, employee incentive plans, employee performance standard documentation, etc.).
- Online Marketing (importance of controlling your own domain, website hosting, website design, website marketing)
- Email Marketing (creation of our own email marketing module, auto response, and database segmentation)
- Social Media Marketing (creating social sites, criteria for posting, and PPC)
- Removal of convention untraceable advertising
- Financial Management
- Developing comprehensive business plans to include strategic goals, management objectives, personnel standards/manuals, budget planning, budget justification templates, and more.

Renaissance Golf Management Group has given me the opportunity to employ, collaborate, educate, learn from, support, and, at times, bridge the gap in understanding operational challenges between owners and management for some of Michigan's finest PGA/GCSAA Members and facility support staff, such as, most recently:

- Lt Col Dan Rooney, PGA
- Dave Mocini, PGA Past President
- Bob Bales, PGA Past President
- Doug Bell, PGA
- Ed Bialek, PGA
- Michael Rey, PGA
- Kevin Krohne, GCSAA
- Jason Culver, GCSAA
- Raymond Hearn, GCAA
- Ian Ziska, PGA
- Joe Verduin, GCSAA
- Paul Cornwell, PGA
- Erica Reed, PGA
- Rick Dewling, CMAA
- Dan Contraras, GCSAA
- Adam Boyn, GCSAA

Over the last 13 years, I have been very fortunate to call so many of these facilities 'partners' and most are still part of Renaissance Golf Management Group. Currently, I am assisting eight facilities.

It is an honor to be considered for this achievement and I thank you for the nomination.

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