

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 *

joseph.charles@boyne.com

Name of Nominee: *

Joe Charles

Award Nominated for: *

Player Development

Facility Employed at: *

BOYNE Golf Academy

Year Elected to Membership: *

2005

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

Thank you for your consideration for the Player Development Award for the Michigan PGA. The outlined criteria below summarizes my credentials as it pertains to this award. As a 17 year member of the PGA of America I believe that administering Play Golf America initiatives is at the core of what we do at the Boyne Golf Academy. In 2022 I implemented a Get Golf Ready program in the spring that had 40 registrants and was able to garner the support of 11 PGA Professionals from our team to implement weekly clinics designed to attract lapsed golfers back into the game and also to make the game more enjoyable and relatable for new golfers with interest. This program was so successful that we are hosting a follow up Get Golf Ready 2.0 this fall which will already has 15 registrants. This program will feature advanced skill building clinics along with physical fitness training and off-season practice routines. In addition to establishing our GGR programs I have also volunteered my time with the First Tee of Northern Michigan running the local PGA Junior League program here in the Petoskey/Harbor Springs community.

In addition to supporting PGA initiatives, I have developed my own programs that support both growth and exposure to the game of golf. These programs our highlighted by 3 different destination adult golf schools which I introduced in 2021. The customizable 1 Day Workshop, Ladies Golf School and very popular Couples Golf School all enjoyed success this season with over 100 attendees traveling from all over the mid-west as well as the rest of the US in the inaugural season. I anticipate that these programs will grow in popularity as is evident from the great reviews we have received which I encourage all of you to check out at www.boynegolf.com/testimonials.

Part of my job working with and representing the Boyne Golf Academy is maintaining a positive overall image as a teacher/coach. In recent years I have traveled to many of the winter golf shows speaking about instruction related topics. I have also appeared on golf 360 tv in Chicago with multiple digital golf tips. I have also established a relationship with the Grand Rapids Women's Golf Association contributing instructional content to their newsletters. As a Golf Channel Academy Lead Instructor I also had multiple facebook live broadcasts through their social channels and also appeared on the Morning Drive television show in 2018. I have contributed 5 best practices articles to PGA Magazine about growing the game and teaching, the most recent being in the August 2021 issue entitled "Teach Your Players to Self Diagnose Their Own Swing". In 2021 I also had a 3 page article on "Coaching Coaches" where I discussed our approach to building relationships with players and helping them achieve their goals. My favorite achievement has undoubtedly been being part of and leading a great team of instructors at BOYNE. This culminated in my second year (this year) where we were recognized as one of Golf Digest Editors Choice for best Golf Academies in America. One of only two academies in Michigan to receive this designation.

Golf is always evolving and one of our duties as teachers is to stay on top of current trends and educating ourselves. In an effort to use innovative techniques and specialty certifications to enhance programs and my ability as an instructor I have acquired the following credentials... TPI Level 1 certified instructor, TPI Level 2 Junior certified instructor, US Kids Golf certified instructor, Trackman certified instructor, Eyleine Golf certified instructor, completed PGA of America American Development Model Training, attended the last 4 PGA Teaching and Coaching Summits, been a member of the Proponent Group, attended the Michigan PGA as well as nearby sections Teaching and Coaching Summits, represented Callaway as a Professional Staff Member as well as attending their advanced fitting and equipment training at the PGA Show.

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