

2024 Bill Strausbaugh Award Candidate Bio Form

Please submit this form no later than **Friday, September 29, 2023 at 4pm.**

The respondent's email (**kmckinley@thefirstteenorthernmichigan.org**) was recorded on submission of this form.

Email *

kmckinley@thefirstteenorthernmichigan.org

Name of Nominee: *

Kevin McKinley

Facility Employed at: *

First Tee Northern Michigan

Year Elected to Membership: *

2002

Please describe your involvement and contributions through mentoring PGA Professionals and Associates and illustrate the significant impact on their careers in 250 words or less: *

- Kevin has held leadership positions at 2 prominent resorts in Michigan (Crystal Mountain and Treetops) as well as the Executive Director role at First Tee for over 25 years. These positions allowed him to employ and mentor in upwards of 300 employees in golf and ski operations. Of these employees, over 30 have been PGA Professionals and/or Associates.
 - Those who have worked for Kevin have gone onto significant jobs both inside and outside the golf industry. Focusing on those inside the industry, here are some highlights:
 - o General Managers – 3
 - o Director of Golf or Head Professional – 12
 - o Director of Instruction – 4 (3 have been named Teacher of the Year within their Section)
 - o Director of Sales – 2
 - Kevin has shown exemplary examples of care when it comes to helping individuals take the next step in the industry. Here are a few examples:
 - o To have the chance to mentor and African American aspiring professional enter the industry, Kevin offered to adopt his Doberman so that he could live in employee housing and get his first taste of the golf industry as an entry level Assistant Professional. Kevin also assisted this same professional in securing winter employment at Fisher's Island in Florida where he worked in the winter of 2022-23
 - o In 2019, Kevin assisted his current Director of Instruction in securing employment at neighboring Boyne Highlands Resort. Knowing the skill set that he brought to the table and the technologically advanced teaching program that Boyne had built, it was just the right fit so Kevin went to work with his colleagues at Boyne in addition to coaching Joe to help him secure employment as Director of Instruction even though it meant losing him at Treetops.
 - Through Kevin's leadership roles with the section (through the officer chairs), he mentored multiple aspiring leaders in the Section and also created the Section's Orientation Program that helped rank and file members become more aware of the Michigan Section and PGA of America.
- * As Executive Director at the First Tee, Kevin immediately looked to hire and mentor a PGA Associate through a PGM University.

Please describe the characteristics you possess relative to your overall integrity and recognition ★ as a person of outstanding character and furthered the values representative of the PGA in 250 words or less:

- Kevin has been recognized on numerous occasions by the Michigan Section and PGA of America with awards, offices and placement on panels to further educate professionals within the industry. What is possibly more impressive and speaks to the man people outside of PGA think he is are the many awards and honors that he has received from outside of our Association:
 - o Otsego County Businessperson of the Year (Chamber of Commerce)
 - o Leadership Otsego County Graduate, Steering Committee and Mentor (Chamber of Commerce)
 - o Board Member (Chamber of Commerce)
 - o Leadership Team Chairman (Gaylord Evangelical Free Church)
 - o Grant Committee Chair and Board Member (Otsego Community Foundation)
 - o Extreevaganza Emcee (Otsego Community Foundation)
 - o Gaylord Evangelical Free Church Chairman
 - o Civilian of the Year (Michigan Army National Guard)
 - o Award of Excellence (VFW)
 - o Legion of Merit Medal (Department of Defense)
 - o Patriotic Employer Award (Employer Support of the Guard and Reserve)
 - o Father of the Year (Golfweek Magazine)
 - o Inaugural Dancing with the Stars Champion (Otsego Memorial Hospital Foundation)
 - o Chairman (Gaylord Golf Mecca)
 - o President (America's Summer Golf Capital)
 - o Otsego County Best Boss (Gaylord Herald Times)

Please describe your level of service to your chapter, the Michigan Section and/or to the PGA of America in 250 words or less: *

- Kevin has served our Section concurrently since 2003 at the Chapter Level, Section Level and National Level. His service includes all Chapter Officer Chairs, Section at Large Board Member, all Section Officer Chairs and 3 National Committees.
- Specific to Employment and Club Relations, Kevin flipped the traditional script when he became President of the Michigan Section. In lieu of the traditional means to select committee chairs from an existing pool of board members who may or may not be the MOST qualified for that particular seat, Kevin decided to utilize the entire pool of talented Michigan PGA Professionals to select his committee chairs. In the case of the very important Career Services Committee, he chose one of the greatest employers of PGA Professionals in the history of the PGA and Boyne's own Bernie Friedrich. Kevin approached Bernie with a very well-prepared outline of the impact that he thought could be made in this arena and Bernie accepted only because of the way Kevin presented it. Bernie worked hard with Career Consultants Kathy Grayson and then Todd Smith to make significant impact on the careers of Michigan PGA Professionals and great headway was made on creating additional opportunities at clubs that traditionally did not employ PGA Professionals.

Please describe the influence you've had on PGA Professionals and/or Facility operators in regard to employment in 250 words or less: *

- In addition to being a cheerleader for PGA Professionals in the Section and giving them the tools to be their absolute best, Kevin has been a significant employer of PGA Professionals himself while serving as Director of Golf and Assistant General Manager at Treetops. In his 19 years of service at Treetops, he always had multiple PGA Professionals working for him. In addition, Kevin worked to employ PGA Professionals in non-traditional roles at Treetops including lobbying for a PGA Professional in the role of Director of Sales for multiple years.
- Kevin was also a liaison for a number of years between Treetops and the Michigan Golf Course Owner's Association (now the Michigan Golf Course Association). He served on panels at education conferences and also was awarded two different honors including a Player Development Award (2 occasions) and a Distinguished Service Award. During Kevin's tenure, multiple PGA Professionals in addition to him were also chosen for these awards showing significant synergy between our Section and the Association responsible for employing most of us.
- In Kevin's new role with the First Tee, he sees the potentially synergy between the two organizations and immediately hired a PGA PGM Intern from University of Colorado - Colorado Springs and served as a mentor for him during the 2023 season. In an effort to secure this intern, Kevin successfully applied for a grant from the Petoskey/Harbor Springs Community Foundation to pay for lodging for the entire summer for this individual.

List any other PGA Section or National Awards you've received and the year(s) you received them (50 word limit): *

2017 PGA of America (National) Patriot Award
2022 Michigan Section Golf Executive of the Year
2019 Michigan Section Professional Development Award
2018 Michigan Section Bill Strausbaugh Award
2017 Michigan Section Golf Professional of the Year
2016 Michigan Section Patriot Award
2015 Michigan Section Patriot Award
2013 Michigan Section Patriot Award

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