

## 2025 Assistant Golf Professional of the Year Candidate Bio Form

Please submit this form no later than **Friday, October 4, 2024 at 4pm.**

Email \*

bjamieson013@gmail.com

Name of Nominee: \*

Brandon Jamieson

Award Nominated for: \*

Assistant Golf Professional

Facility Employed at: \*

Spring Lake Country Club

Year Elected to Membership: \*

2017

Explain how you have excelled as a Player and/or Teacher in 200 words or less: \*

As a player, I have had an incredible past year of playing and hosting members in Chapter Pro-Ams. My playing career has excelled in the last couple years and even more into 2024. Being able to play with members on the weekend has helped keep my game in shape. Furthermore, one of the biggest reasons for this is due to teaching and coaching our members here at Spring Lake. I have seen a lot of success from my students as they come back for a series of lessons and have improved their game. Watching videos and following top instructors around the country has helped me become a better teacher. One of the best ways to become a better teacher is to watch top instructors give lessons/clinics and apply the knowledge in one's own lessons. I have been able to gain so much by watching and observing many great instructors and applying it to my lessons and my own game.

Explain how you have excelled on the business side of golf such as with merchandising, tournament operations and/or administrative duties in 200 words or less: \*

In the Spring of 2024, I completed my certification in Golf Operations through the PGA. This certification has given me more insight on many different areas in the business. More specifically, how to manage merchandise/inventory and staff members. The course work went into depth on describing how to best set up a buying plan and execute the plan each year based off trends, club events, and member purchasing. Also, I managed the hiring process and scheduling for our golf shop staff and starters. Furthermore, I have managed both men's and women's leagues and tournaments at the club while managing season long points and match play events. I created online registration for all events at the club to open March 1st and have been in consistent email communications to members reminding them of registration and event information. In addition, I put together several member trips throughout the year into Golf Genius so they can have pairings, scorecards, live scoring, and scoreboards for their trip. Lastly, I set up an event in Golf Genius for the Grand Rapids Women's City league so the league and all hosting facilities/professionals have a consistent and easy to manage event compared to years prior.

Explain how you have made a positive impact on your facility and the game of golf as a whole in \*  
200 words or less:

One of weaknesses our membership identified going into 2024 was communication of events and information pertaining to them. I am confident that all members received organized, consistent, and accurate information regarding golf events. For each event, members have been reminded about registration, pricing, food & beverage, and what is included within the event two weeks and one week prior to the start of the event. During and at the conclusion of the event emails were sent out with round results and the final results with payouts and other details. I have received many emails from members with great feedback on informing everyone with all event details. Another positive impact on our facility relates to our golf shop. Each month we have held a monthly raffle that generates between \$1,000-\$1,500 in revenue for the golf shop. We have given away sets of irons, wedges, drivers, yeti package, and gift certificates to use in the golf shop. Lastly, our junior golf program was one of the largest we have had this year using Operation 36. The program has brought many new kids and their parents to the game of golf.

Give some examples of how you bring credit to the PGA of America and the Michigan Section in \*  
regard to your character, image and integrity in 200 words or less:

I always take pride in my work and love what I do day in and day out as a golf professional. I am proud of what I have accomplished in my career thus far and have many goals yet to complete. In the golf industry it is important to have many traits, but more specifically to be adaptable, friendly, professional, and consistent. I have high levels of expectations for myself which holds me accountable with my work, playing, and how I present myself each day. These are areas I have worked diligently on and continue to work on every day to continue to get better. I strongly believe I hold the qualities and traits required for this award. This is why I am proud to represent the Michigan PGA section.

Name at least one mentor but not more than two and explain why they are a mentor to you in \*  
200 words or less:

The biggest mentor and influence I have had since starting work as a PGA professional has been my head pro at Spring Lake Country Club, Josh Lathwell. I have learned many things such as purchasing inventory, inventory control, budgeting, teaching, and managing employees. To succeed and find the next step in my career, these are crucial areas in the industry to know. I have been able to oversee and get a hands-on experience on all areas while taking initiative on hiring and training staff. Josh and I have built a strong relationship with each other over the last 8 years, and it has played a significant role in where I am today. Being able to have someone to talk to in good and bad times is important. This is the biggest role a mentor can play in order for me to grow not only professionally, but in my personal life as well.

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