

2025 Player Development Award Candidate Bio Form

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

Email *

lteachpro@kuhlmangolf.com

Name of Nominee: *

Kelly Kuhlman

Facility Employed at: *

Twin Lakes Golf & Swim / Kuhlman Golf

Year Elected to Membership: *

2008

Please describe each of the programs conducted to grow the game at your facility, in the community, in the Michigan Section and nationally including the number of consumers who have attended these programs in 350 words or less: *

The many programs that are run out of Twin Lakes Golf & Swim or from Kelly Kuhlman's indoor space in downtown Rochester, MI go year round. In a calendar year Kelly will run a winter training program that will go from November thru March with around 50 students coming in either once or twice a week to train there golf game. This 2024/2025 season Kelly is moving from a small space she has been in over the past 3 years to a larger space in the RARA building in Rochester to allow for more 3-4 juniors to train at one time up from 1-2 students and the thought of also having a PGA JR League to happen over the winter months. It will also allow for daytime womens leagues/training sessions to happen with 3-6 women at a time.

This past year PGA HOPE was offered in the winter at Twin Lakes allowing for 10 Veterans to coming in an learn a few swing tips and practice in the simulators. The spring PGA HOPE program brought in 15 Veterans with Jeff Coble, Steve Vickery, and Kelly all as lead coaches.

Kelly is very passionate about PGA Jr League and PGA HOPE. In 2015 she took over running PGA Jr League at Twin Lakes Golf & Swim and has never stopped. In 2019 Twin Lakes continued with the Travel League that consisted of playing other courses in the local area and also started an In-House League. There are now around 95 players that play out of the Twin Lakes PGA Jr leagues on an annual basis.

The additional junior golf offering of Operation 36 from Pee-Wee's up to High school aged juniors has over 340 juniors coming out to learn to play golf. This not only keeps the course and range busy all season but brings out more families during the summer months to play together.

Fore Women Golf Get Golf Ready has been successful in bringing women out to learn in a group over a series of weeks to then take their game to the course in a league or with just occasionally with friends.

Girls Golf is something that Kelly has become passionate about in recent years. The creation of Girls Golf with the LPGA is fun to implement in the summer months with theme's around golf. From Solheim Cup, Super Heroes, Bring A Friend there is just so much creativity that goes on with Girls Golf. Incorporating golf games, having snacks, bringing girls together through teaching them how to golf and creating new friends along the way! 24 girls came out in 2024 to be a part of the clinics on Friday's and it is a lot of fun for everyone!

In addition to all that she has going on developing golfers she also was a host for a local Drive Chip Putt local qualifiers.

2024 programming- Twin Lakes

OP 36 Junior Academy classes Spring (75 juniors)

OP 36 Junior Academy 3 camps (130 total juniors over the summer)

OP 36 Junior Academy classes Fall (50 juniors)

Girls Golf- LPGA/USGA (24 girls)

HS Camps (2 camps- 25 juniors)

Twin Lakes Friday Summer League (18 juniors)

Winter Training (50 juniors)

In-House PGA Jr League 13U (50 players)

In-House PGA Jr League 17U (28 players)

Travel PGA Jr League 13U (13 players)

DCP local qualifier in 2024 at Twin Lakes (123 juniors)

Total: 438 + 123 DCP = 561 junior golfers touched in various offerings at Twin Lakes

PGA HOPE (25 Veterans- 2 programs in 2024)

Fore Women Golf (78 women- 13 clinic offerings over the 2024 season)

Please describe what you have done to measure the impact of growth of the game programs in the areas of player retention, increased rounds, increased customer satisfaction and impact on the facilities bottom line in 250 words or less: *

Going back to 2015 when Kelly first started at Twin Lakes to what has been implemented in 2024 player retention is up with over 80% on a yearly basis to participate in one or many of the programs offered. Rounds have also been on the rise at Twin Lakes with the number of leagues increasing since 2020 and the outings continuing to rebook annually.

Revenue for the Twin Lakes Academy has been on a steady increase with revenue starting with the 2021 season with \$101,000 to today with it exceeding \$170,000. With this growth does come expenses of having the staff of former high school players and some returning college players who are coaches in the summer months to make the classes and camps run with success. Head Professional Jeff Coble and Assistant Golf Professional Chris Jain are also a big part of making the programming at Twin Lakes successful each year. But overall keeping a good eye on the budget net profit has been outperforming in recent years.

Please describe your involvement and significant leadership contributions through mentoring and sharing with other PGA Professionals about Player Development and Growing the Game in 250 words or less: *

For the Spring Michigan Section Teaching/Coaching Forum Kelly was a part of a panel with Jimmy Wisinski and Michael Fay to give best practices and share with other professionals in our state what is working well at her facility and with her students. I am also growing in my role as the committee chair with the Growth of the Game Committee to help bring more awareness to our membership and communities about the programs we offer throughout the section.

Please describe up to 3 Best Practice Ideas that have been successful in your growth of the game programs in 250 words or less: *

The creation of the In-House PGA Jr league league has been the "best practice idea" implemented at Twin Lakes. The growth that the program has seen from All-Star players, to Family Cup participation is steady every year.

The other "best practice idea" is small coaching groups for women. Offered on Kelly's website will allow women to form their own groups of 2-4 women to take lessons with her. This format allows women to still learn in a small group but with the ease with which women can schedule the lessons at their leisure and create the lesson to be on the range or the course. The times and dates are all when the group of women can participate based upon their schedules.

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

Kelly is currently about to end serving her 2nd year of a 2 year term on the board. She has now been a part of the MI Section Board for the 3 years having served a previous term. She is also now the Chair of the Growth of the Game committee so will continue to remain part of the Michigan Section board for another year.. Kelly is a part of the PGA Jr League Rules Committee on a National level and was in Frisco, TX for the 2023 13U PGA JR League Nationals, the 2024 Regionals in Iowa and will be in New Mexico for the 2024 17U PGA Jr League Nationals.

Award	Year Received	Section
Game Changer Award- PGA Jr League	2020, 2022, 2023	National- Michigan
Player Development Award	2022, 2024	Michigan Section
Youth Player Development Award	2021	Michigan Section
OP 36 Top 50 Coach	2022	National for OP 36
US Kids Coach	2016	Honorable Mention
Sandy LaBauve Nomination	2023	National LPGA Girls Golf

This form was created inside of PGA HQ and sections - all Google users.

Google Forms