

## 2025 Player Development Award Candidate Bio Form

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

Email \*

kplaisier@redwatergolf.com

Name of Nominee: \*

Kelly Plaisier

Facility Employed at: \*

RedWater Golf

Year Elected to Membership: \*

2010

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: \*

I oversaw the implementation of the following programs in 2024:

RedWater - PGA Jr League – 12 Teams totaling 142 participants  
RedWater - Development League – 52 participants  
Thousand Oaks – Active Start – 28 participants  
Thousand Oaks – FUNdamentals Edge – 165 participants  
Thousand Oaks – Competitive Edge Pods – 65 participants  
Thousand Oaks – Ladies Edge – 148 participants  
Thousand Oaks – High School Boys – 10 participants  
Thousand Oaks – High School Girls – 11 participants  
Thousand Oaks – FCA Clinic – 69 participants  
Thousand Oaks – LiveGolf Junior League – 30 participants  
Thousand Oaks – PGA HOPE Grand Rapids – 7 participants  
Watermark – Get Golf Ready – 13 participants  
Watermark – Junior Camp – 36 participants  
StoneWater – Junior Camp – 16 participants  
StoneWater – Get Golf Ready – 5 participants  
StoneWater – Junior Golf Sessions – 6 participants  
Sunnybrook – LiveGolf Group Program – 12 participants  
Sunnybrook – Ladies Academy – 20 participants  
Sunnybrook – Little Swingers – 13 participants  
Sunnybrook – Junior Camp – 14 participants  
Sunnybrook – Operation 36 – 29 participants  
Macatawa – Winter Ladies Clinic – 4 participants  
Macatawa – Spring Kickoff Clinic – 9 participants  
Macatawa – FUNdamentals Edge – 31 participants  
Macatawa – Ladies Laugh & Learn – 24 participants  
Macatawa – National Women’s Golf Day – 10 participants  
Muskegon – LiveGolf Competitive Group Program – 22 participants  
Muskegon – Cocktails & Caddies – 52 participants  
Muskegon – Competitive Juniors – 12 participants  
Muskegon – Junior Golf Schools – 48 participants  
Thornapple Pointe – PGA HOPE Grand Rapids – 36 participants  
Thornapple Pointe – Ladies Program – 83 participants  
Thornapple Pointe – Junior Program – 9 participants  
Ravines – Weekly Junior Program – 25 participants

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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: \*

As part of my role as the Player Development Director, it is essential for me to track not only the program numbers but also the golf course revenue to be sure they directly relate to each other. In 2024, RedWater programming and instruction is up \$17,000 (4%) from 2023. As a result, RedWater is also up 14.6% in green fee revenue, 40.4% in range fee revenue, and 12.3% in merchandise sales. Introducing golfers to the game and helping golfers learn to love the game ultimately helps the game as a whole which is directly seen in these numbers.

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: \*

I have the opportunity, as the Player Development Director for RedWater, to oversee 10 instructors throughout the 8 RedWater properties. In addition, I come along side our golf operation staff to assist with all growth of the game needs.

Being involved in the Michigan PGA is vital to knowing the opportunities that are available at the national level as not all instructors have the time to be heavily involved. Being able to mentor others on PGA HOPE and PGA Jr League are key pieces to growing the game. My involvement in the Growth of the Game Committee also provides direction to the instructors.

In addition, creating a positive community and network among our golf instructors helps with idea sharing, cross-promotion, team spirit, and professional development. Regular meetings to review, forecast, and brainstorm are all a part of the leadership contributions and mentoring.

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

1. Think outside of the box: Within RedWater, 6 of our 8 locations are private which means we are hitting the same market year after year. Thankfully, we are able to teach to the public as long as we serve our members first. Getting creative with our ways to target the new customer is essential for us. Reaching out to area high school coaches, homeschool programs, and ladies within the community are just a few examples of how RedWater instructors have thought outside of the box.
2. Dive deep not wide: At each location, there is a staple program or programs that have proven to be great and continue to grow. Rather than investing too much time in new programming, RedWater instructors have focused on the programs that are successful and continue to make improvements each year. PGA Jr League, FUNdamentals Edge, and our ladies' programs are just a few programs that continue to grow each year.
3. Make sure there is something for everyone: We try to have something for every target market at each of our 8 locations. We continue to grow in this area, but having something for ladies, beginner to intermediate juniors, competitive golfers, and men are all part of the program development at each location.

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

Dul Family Player Development Leadership Award - 2018

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