

2025 Assistant Golf Professional of the Year Candidate Bio Form

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

Email *

ryan@kentcountryclub.com

Name of Nominee: *

Ryan Bayer

Award Nominated for: *

Assistant Golf Professional of the Year

Facility Employed at: *

Kent Country Club

Year Elected to Membership: *

2019

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

This year I have also increased my lesson revenue up to north of \$21,000, up 12% from 2023. I have become a leader for the junior program. Our PGA Junior League team now has 34 participants. Up from 30 in 2023. As well as the weekly summer camp where I lead pods and develop weekly lesson programs to keep the kids engaged and excited about golf.

This year I finished in the top 3 of the Assistants Championship, and won the Michigan PGA Senior/Junior Championship.

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: *

I wear a lot of hats at the club. Every day is different for me. One we are very proud of this year is decreasing inventory levels to an acceptable level. We were able to use an OTB plan to shrink existing inventory while bringing in fun and fresh ideas to a level that matches where we should be for our square footage.

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 aspect I hold very highly to myself was the revival of the caddy program and work to get our next Evan's Scholar at Kent Country Club. I joined the staff here in 2019, followed by the Covid year which decimated our caddy program. We had historically low amounts of loops which brought up the discussion of abolishing our caddy program. After heavy recruiting our caddy program could not be more rich with kids chomping at the bit to get loops

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: *

This season I have tried to give back to areas that I started in. One main focus was going back to my alma mater high school to give them some of my time to help the current kids. They look up to the strong past that we have had. During the Spring I tried to go once every 3 weeks in coordination with the coach to help the boys golf team.

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

Being a strong Assistant can't come without having strong mentors. My father, Mark Bayer, was always someone who I admired and wanted to be like growing up, and to have him as a mentor who works in the business has meant the world to me. He has always been a simple text or call away from helping me out in any scenario, and we have now gotten to where we can bounce ideas back and forth from each other. Jimmy Wisinski is also a great mentor of mine. Jimmy was the one who hired me back in 2019, and with both of us coming from strong golf backgrounds it was also going to be a great partnership. I sat behind him in 2019, similar to how a back-up quarterback would do in the NFL, to then take his place when he changed his role to Director of Instruction. To where he molded me and shaped me into the golf professional that I needed to be for this job.

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