

## 2026 Player Development Award Candidate Bio Form

Please submit this form no later than **Monday, October 6, 2025 at 5pm.**

Email \*

jcwisinski@pga.com

Name of Nominee: \*

Jimmy Wisinski

Facility Employed at: \*

Kent Country Club

Year Elected to Membership: \*

2010

Please describe each of the programs conducted to grow the game of golf 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: \*

At our club, we offer a variety of golf schools and clinics designed for players of all skill levels. Our ladies' programming includes:

- One-Day Golf School with Top 25 Golf Coach Andrew Rice (8 participants, sold out)
- Pressure Putting School with Performance Coach Andy Matthews (8 participants, sold out)
- Spring Ladies Lessons & Libations (40+ ladies, Tuesday evenings in May)
- Spring Junior Golf Practice with the Pros (12 juniors)
- Ladies Spring Golf School (8 ladies, sold out)
- Ladies Fall Golf School (8 ladies, sold out)
- Spring After-School Junior Golf Clinics (20 juniors)

We also host clinics for men and women covering all aspects of the game: Full Swing, Putting, Short Game, Driver, and On-Course play. Each clinic is limited to 8 participants, and all sessions consistently sell out.

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

We measure the impact of player development by analyzing round played, cart revenue, golf shop sales and food & beverage reports. On days with lessons, clinics and schools we consistently see increased sales. Additionally, rounds played at Kent Country Club have doubled over the past six years, reflecting a strong culture of learning. Member retention is also at an all-time high. In 2025, my lesson book was full, and our Lead Instructor, First Assistant, and Second Assistant all experienced record-breaking teaching years. Overall, the facility saw a 30% increase in lesson and clinic revenue, highlighting the success of our player programming.

Throughout the season, students frequently share how their game has improved and how much more they enjoy golf. Participants not only play more but also spend additional time at the club, resulting in increased rounds and engagement. For example, six ladies who had not played golf three years ago now take 2–3 lessons per week and play 3–4 times per week together, often staying for lunch or dinner afterward. These members are a source of pride and a reminder of why I love teaching.

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

Our top priority is ensuring golfers have fun. We achieve this by offering reduced participant ratios in all clinics and schools, allowing for personalized attention. Every program is built around a clear plan, outlining the timeline, skills, and drills to ensure each session is effective.

The social element is key to creating an enjoyable experience. For our ladies' programs, we emphasize being Fun, Social, and Engaged—principles that guide all growth-of-the-game initiatives. During clinics, golfers rotate through stations covering different aspects of the game. Our goal is not only to teach multiple skills but also to keep participants actively involved through engaging drills and stations that reinforce the day's learning objectives.

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: \*

In the fall, I hosted the Michigan PGA Golf Coaches Roundtable at Kent Country Club, managing all setup and organization. The event welcomed 23 participants and included a roundtable discussion on industry topics, followed by a live lesson with Top 25 Coach Adam Schriber. I secured two sponsors, developed the agenda, and facilitated the forum. This was my third time hosting the roundtable, which is now officially recognized as a Michigan PGA Educational event.

In fall 2025, I organized and will facilitate a teaching and coaching educational Zoom session with special guest Alex Riggs, a Golf Digest Top 100 International Coach and mentor to numerous PGA professionals.

Within our staff, I lead multiple meetings focused on lesson structures, clinic design, and effective teaching methods. Emphasis is placed on lesson format and cause-and-effect principles and motor learning to maximize student improvement.

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

- 2025 Michigan PGA Teacher & Coach of the Year
- 2025 Michigan PGA Professional Development Award
- 2026–2027 Golf Digest Best in State
- 2024–2025 Golf Digest Best in State
- 2023 Michigan PGA Section Player Development Award

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