

## 2026 Player Development Award Candidate Bio Form

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

Email \*

kostaramirez33@gmail.com

Name of Nominee: \*

Kosta Ramirez

Facility Employed at: \*

Mines Golf Club

Year Elected to Membership: \*

2015

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 The Mines Golf Course and throughout the Grand Rapids community, I've made it a priority to create inclusive, high-quality programs that make the game of golf more accessible and enjoyable for all players.

Each spring, I launch a Ladies Spring Clinic Series designed to help women gain confidence and competence in every area of the game. This six-week program includes two fully booked sessions of eight participants each, covering all facets of golf—from putting and short game to full swing and course management. The focus is on learning in a relaxed, social environment that encourages long-term participation.

I also lead PGA HOPE (Helping Our Patriots Everywhere) clinics each January, providing military veterans with an opportunity to learn golf in a supportive and therapeutic setting. Our five-session program, typically hosting 10–15 veterans, runs for an hour and a half each week and emphasizes both skill development and the camaraderie golf can foster.

In the junior development space, I serve as a First Tee instructor in the Grand Rapids area and provide private coaching for approximately 10 juniors who seek more personalized instruction beyond group programming. These young athletes develop strong fundamentals, learn important life skills, and are encouraged to stay engaged with the game year-round.

Additionally, I've worked with multiple local high school golf teams—both boys' and girls' programs—helping players refine their techniques, build confidence in competition, and understand how to practice effectively.

At the collegiate level, I serve as an Assistant Golf Coach at Ferris State University, contributing to player development for both men's and women's teams. I also mentor Professional Golf Management (PGM) students, allowing them to shadow my lessons and gain real-world experience in player development and instruction.

Across all programs, my goal remains consistent: to make golf more approachable, enjoyable, and sustainable for every player I work with.

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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 played, increased customer satisfaction and impact on the facilities bottom line** in 250 words or less: \*

While I don't track specific metrics like rounds played, my focus has always been on creating an enjoyable and results-driven learning experience that naturally leads to greater player engagement and retention. My philosophy is that when golfers have fun, see improvement, and feel more confident, they're far more likely to practice and play consistently—positively impacting both participation and facility usage.

I place strong emphasis on making the first experience memorable and enjoyable, especially for new juniors and beginners. When students leave their first session excited to return, that initial spark often leads to continued involvement at The Mines, whether it's through lessons, range sessions, or rounds with family and friends.

In terms of customer satisfaction, nearly every player I've coached has seen measurable improvement in their performance, including lower handicaps and increased confidence on the course. This progress directly translates to student retention and frequent referrals, which are key indicators of satisfaction.

Although I don't formally measure financial outcomes, I have seen clear evidence of growth through lesson volume and facility activity. Many of my students have purchased range memberships or practice more regularly at The Mines as a result of our training programs. I also consistently attract new clients through word-of-mouth and social media, which contributes to both the facility's bottom line and the overall image of The Mines as a place where golfers can learn, improve, and enjoy the game.

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

I've developed several best practices that have greatly enhanced both the player experience and the overall effectiveness of my growth-of-the-game programs.

#### 1. Personalized Lesson Summaries & Practice Plans

After each lesson, I send every student a detailed digital summary including key swing focuses, a structured one-hour practice plan, and suggested drills to reinforce improvement. I also attach before-and-after swing videos with voiceover analysis to ensure students clearly understand their progress and next steps. This structured follow-up builds accountability, accelerates learning, and increases long-term engagement.

#### 2. Streamlined Scheduling Through PGA Coach

I rely on the PGA Coach platform to manage all lesson bookings and communications. The system allows students to easily view availability, reschedule sessions, and receive reminders—all of which have been praised for their convenience and organization. This accessibility makes participation simple, reduces barriers to entry, and supports retention.

#### 3. Integrating Technology for Measurable Improvement

I use TrackMan, Sportsbox AI, and data-driven stat tracking tools like Decade and Clippd to quantify progress and make lessons more engaging. These technologies allow players to visualize their development and understand performance metrics in real time. By connecting improvement with measurable feedback, students become more motivated to practice and play, which supports both growth of the game and player retention.

Together, these practices have created a more professional, transparent, and motivating environment that keeps players excited to learn and continue their golf journey.

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 take great pride in sharing my experience and knowledge with other PGA professionals and aspiring professionals to help elevate player development across our section.

At Ferris State University, I regularly mentor PGM students, both as part of the golf team and through my work as an instructor. Many students shadow my lessons in Grand Rapids, where I provide insight into lesson structure, communication strategies, and the use of technology in coaching. My goal is to help future PGA professionals develop the confidence and skills to create meaningful player development programs of their own.

I also work closely with high school players who express interest in pursuing golf as a career, introducing them to the opportunities within the PGM program and the benefits of becoming a PGA member. Helping young players see golf as a lifelong profession is something I'm deeply passionate about.

Beyond the academy, I frequently collaborate with other PGA professionals across Michigan. Whether it's exchanging coaching philosophies, discussing TrackMan data, or simply talking shop on the range—as I recently did at Meadowbrook Country Club with one of my early mentors—I value every opportunity to learn from and share with my peers.

These ongoing conversations and mentorship experiences not only strengthen my own teaching but also contribute to a more connected and progressive PGA community focused on growing the game together.

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

Michigan PGA Player of the Year – 2022

Golf Digest “Best Teachers in State” – 2026–2027

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