



## 2014 KPGA ASSISTANT GOLF PROFESSIONAL OF THE YEAR NOMINATION

**Name of Nominee:** Alex Martin  
**Facility Name:** Lexington Country Club  
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1. Please describe the nominee's overall performance as an Assistant Golf Professional.  
I worked above and beyond expectations set forth at the beginning of the year. I have had a banner year in not only the business of golf but playing ability as well. In only my second year, I have achieved Top 10 points status on our Player of the Year points race. It was my goal to be a Top 10 player this year and fortunately I was able to achieve such status. Also this year I was able to use a systematic approach with a new scheduling system I created which help save the club over 25% in employee cost. Junior Clinics have seen an overall increase in Participation by nearly 15%. Our Junior Camp this year was the highest total number of participants in the history of the club. Our clubs participated in the PGA Junior League and was fortunate to not only have the best record in our division but were able to capture the hearts of many new kids which led into lessons and more clinics. This year I was also able to put create a new caddie program for our club. We will be the only private club in town that will offer this service and should bring in new job openings and an increase in revenue through our strategic plan. Also this year I was placed on the Membership Committee and was able to recruit over 12 new members in less than 3 months during a time when we have never received new members. This should have an impact on the club as a whole more than anything I have ever done since being here. I am looking forward to continuing the forward momentum and have set a goal for 50 new members in 2014.
2. Please briefly describe the nominee's service to the local Section and to the Association.  
My service to the section has included competing in nearly every playing event possible. This was mainly an effort to meet and build relationships with the KGA section as this was my first year to be part of the Association. I enjoyed building rapport with the other PGA professionals and assistant professionals, as well as the vendors that are there to support us. Also, I was featured in PGA Magazine for an article I wrote for PGA Best Practices. The article was selected by PGA Magazine to be featured in their June issue. I was extremely proud that I was able to represent not only my club but my section on a national level. I was contacted by so many with them wishing me congratulations, but one that meant the most was our former Head Professional and National PGA Member of the year Jack Barber.

3. Please briefly describe the nominee's leadership ability.  
Leadership has been a challenging but rewarding process. Learning how to manage individuals and groups to all work and strive for the same goal is a process that must be earned through hard work and determination. It is something I work on everyday and feel as if I'm a better leader today than I was yesterday.
4. Please briefly describe how the nominee inspires fellow Assistant Golf Professionals.  
I play golf weekly with other local assistants and our own second assistant. Having them around to share ideas and converse teaching philosophies is a way to really build knowledge. I have been inspired by the efforts and attitudes of my friends and colleagues. I strive to show my enthusiasm for the game which has hopefully given inspiration to them. I also try to mentor my second assistant and other local assistants with my expertise and advice. I believe in helping others more than helping yourself.
5. Please briefly describe how the nominee grows the game of golf at the facility, in the community and throughout the Section.  
Working with junior golfers and our ladies inside my club as well as outside of the club has really helped grow the game. I have given clinics to Morton High School Boys as well as Henry Clay High School Boys to support our community. I have also given small group clinics to women, juniors, and young men inside our club that are set up to accommodate their schedules instead of ours. This has been extremely helpful as many people are very busy and the option for them to pick and choose a time that works for their group has attracted many new golfers.