



2014 KPGA PLAYER DEVELOPMENT AWARD (Formerly President's Plaque) NOMINATION

Name of Nominee: Derrick R. Griffitts, PGA
PGA Professional/Golf Course Superintendent

Facility Name: Clear Creek Golf Center

Facility Address: 717 Burks Branch Rd., Shelbyville, KY 40065

Facility Phone Number: (502) 633-0375

Nominee E-mail Address: griffitts@pga.com

The nomination form should be typewritten and completed in the first-person.

1. Please briefly describe your involvement and significant leadership contributions through mentoring and sharing with other PGA Professionals about Play Golf America and growing the game of golf.

The extent of my involvement and leadership in communicating with other PGA Professionals about specific PGA initiatives is most relevant through my role in establishing the Shelbyville PGA Jr. Golf League. My role in this process was focused on collaboration and sharing with other PGA Professional led teams, PGA National Jr. League Staff, and local KPGA Section Staff. I feel that through my involvement, I was able to offer leadership and support in the direction and establishment of this program in our local area. Additionally, I work diligently to open channels for myself and other PGA Professionals to communicate about development programs via the sharing of marketing, operation, and instructional material.

2. Please describe each of the programs you have conducted to grow the game of golf at your facility, in your community, in your Section and Nationally.
 - **Shelby County Golf Report** – Published via Sentinel News - 2006-2007. I authored a weekly article on events, instruction, and included a report on golf course conditions. Awarded 2007 KPGA Media Representative Award for this article.

- **Shelby County Jr. Golf Club/Green Raiders Jr. Golf** – 2007 to 2010 - Established a junior golf league at Clear Creek that allowed kids to compete in an individual and team environment. Modeled after little league sports, and included jerseys and team names.
- **Clear Creek G.C. League** – 2008 to Present – Established a new league program that focused on “low-pressure” involvement, mixed gender, and community gathering. League offering consists of Ladies League, Senior League, Mixed League, and Skins League. All results are reported weekly to local paper and collected for Player of the Year Awards.
- **Jr. Clinics & Camps** – 2008 to Present – Operate annual Jr. Golf Clinics for children ages 5 & under, 6 & above, and regularly offer Summer Jr. Golf Camps for ages 10 & above.
- **Chamber Showcase Golf Booth** – 2008 – Conducted Ryder Cup themed golf booth, with hitting net, games, and information about golf at Shelby County Chamber of Commerce Annual Showcase in 2008.
- **Rocket Power Jr. Golf/Tennis School Summer Camp** – 2008 to 2009 – Conducted weekly sports program at local elementary school that included golf and tennis instruction. On-site gym allowed for setting up of a “softball” driving range and junior tennis net.
- **Sticks for Kids** – 2008 to Present – Initiated and managed grant through program sponsored by Golf Course Builders Association, where children under the age of 16 are allowed to use “free of charge” a set of golf clubs provided through the grant. Was able to procure 12 sets of junior golf clubs for program use.
- **Clear Creek Rewards Program** – 2008 to 2011 – Created program where golfers who collected a certain amount of stamps through purchases received a free mini-golf lesson consisting of 10 minutes of instruction.
- **Distance Tracker Program** – 2009 to Present – Fitted Clear Creek GC with mileage signs to allow golfers more fitness tracking. Signs allow golfers to note their mileage traveled in ½ increments up to 2 miles per 9 holes walked.
- **Golf Yoga** – 2013 – Created a fitness program, at our on-site fitness center, to allow golfers the ability to engage in golf specific yoga exercises for the purpose of reducing pain and increasing flexibility during golf. As well, the program was intended to potentially bring new golfers to the game through fitness. Program was taught by a trained Golf Yoga Instructor.
- **Family Activity Center Program** – 2013 – Created program offered specifically to our on-site fitness center members. This center is part of our parks department, and subscribes approximately 1000 members. Members of this facility were offered specialized beginner clinics and discounts to the golf facility.
- **PGA Jr. League of Shelbyville** – 2013 – Developed, operated, and promoted, along with two other area courses, the PGA Jr. League of Shelbyville. Local league consisted of 18 players (two teams of 9) who participated in regular practices, local-league competitions, and state competitions. The season for the league lasted four months and consisted of 10 competitive events.

3. Please indicate the number of consumers and/or members of your facility who have attended your various growth of the game programs.

Growth of the Game Program	Number of Participants	Date of Event
PGA Jr. Golf League	18	2013
Clear Creek Golf Leagues	135 Unique Participants Weekly Averages: Ladies League – 18 Senior League – 48 Mixed League – 48 Skins League – 10	2013
Yoga for Golfers	8	2013
Jr. Golf Clinics	5 & Under – 4 6 & Above - 18	2013

4. Please describe what you have done to measure the impact of your growth of the game programs in the areas of player retention, increased rounds played, increased customer satisfaction, and impact on growing revenues and decreasing expenses.

In order to measure the results of our programs, we regularly modify our registration processes to record any rounds which are a result of golfer development programs. Specifically, we may issue vouchers with our programs that once redeemed allow for measurement of program success.

5. Please describe your best practice ideas that have been successful in your growth of the game programs.

One of my most successful best practice ideas has been the creation of the Distance Tracker Program. Through this program, signs were placed at ½, 1, 1 ½, & 2 mile markers on the course, and these signs have resulted in an increase of rounds played at our facility for health and fitness. More than anything, I believe that this sort of support for our players has resulted in encouragement to play more and to be conscious of the physical benefits of the game. Over the past few seasons, we have continually seen more rounds walked, and through player comments we have found that these markers have had a significant impact on individual fitness activity. These signs have been so impactful that the creation of our new “GolfSteps” Program is a direct result of the success and importance of these signs.

Another of my best practice ideas has been to work closely with our local newspaper to consistently have our weekly event results announced in the sports section of the newspaper. Through this relationship, and through the work of submitting those results, we have been able to bring more attention to our events, encourage the competitive spirit of our participants, and as well recruit more new players for our events. Surprisingly enough, the announcement of our event results in the newspaper has been said to reduce the anxieties in new players, as they get involved through friends they recognize in the announcements. Each week our announcements in the newspaper note all league results,

special contest winners, and all recent hole in one accomplishments. Additionally, I utilize the KPGA Hole in One Certificate Program for each hole in one made at Clear Creek, and have found that program to be a great compliment to our programs that support continued golfer development and improvement.

6. Please briefly describe your level of service to your Section and National.

As for my level of service to our association, I regularly attend section meetings, participate in numerous section tournaments, and frequently attend educational seminars. I as well, routinely participate in surveys and performance questionnaires such as PerformanceTrak.

7. Please list any Section or National awards you have received.

Award	Year Received	Section
Media Representative of the Year	2007	Kentucky

Nomination Deadline – December 9th, 2013 4:00 p.m. EDT

Return forms to:
Kentucky Section PGA
Golf House Kentucky
1116 Elmore Just Drive
Louisville, KY 40245
(502) 243-9266 fax

Email Word documents to:
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