



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

Name of Nominee: Charles Whelan
Facility Name: Ben Hawes Golf Course
Facility Address: 400 Booth Field Rd, Owensboro, Ky. 42301
Facility Phone Number: 270-687-7134
Nominee E-mail Address: whelance@owensboro.org

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.

I have actively encouraged others to embrace many of the Play Golf America ideas and concepts. Through The First Tee of Owensboro and Ben Hawes Golf Course, I have tried to lead by example to area courses on what can be done to improve the game of golf.

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.

In addition to serving as the Head Golf Professional for the City of Owensboro's two golf courses, I am also the Executive Director and Program Director for The First Tee of Owensboro. We serve over 3,500 children per year through various outreach programs and regular programming. The true solution to growing the game is through the children and their families. I have introduced golf to schools by teaching their Physical Education classes, reaching as many as 500 children in a week. I have also taught entire 5th grade classes a nine-week course, introducing fundamentals of the game, etiquette and what it takes to play golf the right way, by the rules. During the Spring, Summer and Fall I taught over 200 First Tee participants about golf, introducing them not only to the practice facility but also to the golf course by providing access, knowledge and equipment if needed.

One of my biggest pushes for the golf course at Ben Hawes was the Play It Forward campaign. I really encouraged players to use a forward tee, which has a huge difference in playability for seniors and less accomplished players. One of the ways we accomplished this was to move our normal Men's Tee (white) and Championship Tee (blue) forward and added a back tee (black) where the championship tee previously was. We also recolored our forward tee from red to green. These subtle changes vastly improved play for many because they continued to play their normal color tees regardless of the overall yardages.

We also hosted a Parent-Child scramble and encouraged parents to bring their children out to play in a fun atmosphere; hosting older participants for 18-holes at Ben Hawes and the younger participants at Hillcrest.

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
Juniors	225	Spring, Summer, Fall
Junior School Program	3500	Winter
Patriot Day	530	8/30-9/2
Parent Child Scramble	45	June 22

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.

I do a monthly participation report that tells us about our various programs and tracks numbers on programming, as well as rounds and revenue. I also do a database on all participants and this gives me the ability to track their vital information and also ages, retention rates, etc...

Budgeting numbers and comparisons let me know how I am doing on expenses and can be broken down to various segments, but customer satisfaction is left to guys on the front lines. My employees let me know when people are happy or displeased. The biggest shock for me is watching a group head to the white tee, which is now forward and later listening to them talk about their round and how they carried a ditch they couldn't before.

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

The first one was adjusting the tees, golfers get caught up playing the same group and tees all the time. We moved ours forward, changed the forward tee color to green, away from the traditional ladies red and added a back tee. Majority of the golfers gravitated to their normal tee color regardless of the location. I posted "Tee It Forward" information and marketing material all over the golf shop and any chance we got to plug the idea we did, some subtly and some not so subtle. In the end, it seemed golfers enjoyed the game more and average round time seemed quicker.

The other grow the game practice is to get into the elementary schools. If you can get a PE teacher to let you help teach her class golf for two days one week, you can see the entire school, for me that's 350-550 students and twelve hours of work tops. A few mats, clubs and tennis or short flight balls and students will know you as the golf guy next time you see them!

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

I try to participate in as many programs and opportunities as time will allow including: meetings, volunteer opportunities, Play Golf programs and occasional golf tournaments.

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

Award	Year Received
Player of the Year	Never
Junior Golf Leader	In future hopefully
Player Development Award	2014???????