



## 2014 KPGA HORTON SMITH AWARD NOMINATION

**Name of Nominee:** Craig Heibert  
**Member Number:** 10281450  
**Facility Name:** Shawnee Golf Course  
**Facility Address:** 460 Northwestern Parkway  
**Facility Phone Number:** 502-776-9389  
**Nominee E-mail Address:** cheibert@mac.com

- 1. Please briefly describe the nominee's contributions to the National PGA education program over the past five years (indicate whether participation was on a voluntary or paid basis).**

In 2011, I was invited to participate in the PGA of America's Mentoring Conference in Cancun, Mexico. During this conference, the Keynote speaker made not just a challenge, but insisted it as a responsibility for current PGA Professionals to take an active role in mentoring and educating our fellow PGA Professionals. When I returned from this conference, I rejoined the Education Committee and since then I have worked closely with the committee to assist our current PGA Professionals through Education and the formation of the Pro2Pro program. (Voluntary contribution of time)

- 2. Please briefly describe the nominee's contributions to the educational programs in the PGA Sections (indicate whether participation was on a voluntary or paid basis).**

I have served on the Kentucky PGA Education Committee on two different occasions. During my time on the committee, I have organized two Public Golf Summits, served on a Panel discussion twice and conducted a seminar for apprentices on using video during instruction. Before coming to Kentucky, I spent five years on the education committee in Indiana, serving as the chair for two years.

I have additionally looked outside of the current education offerings for myself and other KPGA Members. I helped organize two teaching workshops for KPGA Members, one featuring current KPGA Professionals and the other at Valhalla Golf Club with Brian Manzella. These events were not KPGA sponsored, but did offer CE hours for our members as well as valuable information.

Lastly, I am proud to be on the committee that is responsible for creating the KPGA Pro2Pro program. I feel if nurtured in its infancy, this program could prove to be one of the most important initiatives our Section has ever undertaken. (Voluntary contribution of time)

- 3. Please briefly describe the nominee's contributions toward development of articles or materials related to and benefiting education.**

As I returned from the PGA Mentoring Conference in 2011, I formulated a plan for mentoring that I forwarded to the Section President. In early 2012, our Section went through a lot of changes while hiring a new Executive Director and losing our Membership Director in a tragic accident, so the mentoring plan was lost in concept. Later in 2012, during discussions of the Education Committee I shared my thoughts and outline with committee chair, Pete Garvey. This concept, along with committee direction and input, formulated our current Pro2Pro initiative. Creating something new to better fellow PGA Professionals and Apprentices is the most rewarding experience.

**4. Please briefly describe the contributions the nominee has made to build the image of both PGA Professionals and the Association.**

I think doing the right thing and having genuine care and commitment to the long-term health of the game, our industry, and fellow PGA Professionals is the responsibility of every PGA Professional, and I take this very seriously. I am proud to represent our Association through my activities related to my work with the city of Louisville, as well as, civic and charitable organizations that I support. I am very involved with The First Tee and believe strongly in living by their core values as a role model to young people. Serving as their Vice President, I have the honor to represent The First Tee in the Louisville community. I feel being recognized as a PGA Professional involved in this program adds credibility to both organizations.

**5. Please briefly describe how the nominee inspires fellow PGA Professionals and promotes the game of golf.**

Inspiring fellow PGA Professionals is very humbling. I feel honored to wear the badge that we have all earned. The great thing about being a PGA Professional is that you learn from the many great men and women that have so much passion for the game and business of golf. I would hope that throughout my career, I lead by example. Doing positive things for our game, my employer, the citizens of Louisville and fellow KPGA members is not just a responsibility, but an honor.

Promoting the game of golf is easy, as I get to live the dream of a Public Golf Course Professional every day. One fun thing that I started doing this past year was shooting video “tips” out on our golf course on a “by request” basis. These tips have covered the shank, the slice, improving your short game, etc. What is most remarkable about these short little video clips was the reach they had in a city the size of Louisville. It is rewarding to walk through a Walmart and have a total stranger come to you and say, “thanks for the video on “shanking;” it worked wonders!” This encounter has happened on numerous occasions, which gives you a strong feeling about its reach and promotion of the game.

**6. Please list any Section or National awards the nominee has received**

Award	Year Received	Section
Merchandiser of the Year	2001	Indiana
Horton Smith Award	2003	Indiana
Presidents Plaque	2006	Kentucky
Junior Golf Leader	2008	Kentucky