



2014 KPGA GOLF PROFESSIONAL OF THE YEAR NOMINATION

Name of Nominee: Eric Gilliland
Facility Name: Audubon Country Club
Facility Address: 3265 Robin Road, Louisville, KY 40213
Facility Phone Number: 502.637.5625
Nominee E-mail Address: golfshop@auduboncc.org

1. Please describe the nominee's overall performance as a Golf Professional.
At the Fall KPGA Business Meeting, Ted Bishop shared that difficult decisions were made in letting a number of PGA staffers go at our headquarters. Those individuals had lost the focus of serving the PGA Member. I believe I excel as a PGA Professional because my unwavering focus is the experience of the Audubon member and his/her guest. I have been fortunate to surround myself with staff members who share this philosophy.

I have tried to remain forward thinking as our competitive industry has quickly evolved. My staff and I have embraced technology and communication through social media. We have grown our junior program to over 80, over half of whom are age 11 and below. We have added a senior tour to our tournament program which has returned over 40 seniors to tournament golf. All of our major golf events were full with a waiting list in 2013.

Equally important, is that my staff and I act with integrity in all our endeavors. I impress upon staff that the correct decision is often more difficult to make. In the long term, being fair, unbiased, and consistent will inure to the benefit of your reputation and foster the respect of the membership.

2. Please briefly describe the nominee's service to the local Section and to the Association.
I am currently involved with the KPGA Pro-Pro initiative and serve on the Special Awards Committee. I have previously served two terms on the KPGA Board of Directors, chairing and/or serving on the following committees: Education, Tournament, Sponsorship, Membership, Communications and Special Awards. I have attended two national meetings and a District 10 meeting. I contribute monthly to the PGA Magazine's "What's Selling" segment.

3. Please briefly describe the nominee's leadership ability.
As the PGA Head Professional at my facility, I believe it is my responsibility to ensure that the club's golf operation is among the best in the area. To that end, my staff members are integrally involved in all aspects of the operation. I ask assistant professionals to prepare for and present on various topics at golf committee meetings. They provide research for various line items in our annual golf operations

budget. Goals and action plans are outlined in our offseason meetings to ensure that we are moving all of our programs forward to the benefit of the membership.

In the community I am fortunate to be involved in a number of volunteer roles. I am currently working with Catholic Charities to provide homes and basic necessities for refugee families arriving in the U.S. My wife and I also work with “FlowerBuds”, an organization which repurposes flowers from groceries, florists, and funeral homes to Louisville area charities. I also coach two youth basketball teams. Each of these represents an opportunity to attach the PGA name to worthwhile causes away from my facility.

4. Please briefly describe how the nominee inspires fellow Golf Professionals.

I don’t believe it’s possible to objectively measure the inspiration of golf professionals. My hope is that through my day to day efforts that I am able to set an example for the young men and women that I employ. I have involved former and current employees in some of my golf and non-golf community involvement and hope to have made the impression that their position affords them a great amount of influence and opportunity to make a difference.

5. Please briefly describe how the nominee grows the game of golf at the facility, in the community and throughout the Section.

My staff and I recognize that retention of golfers is as important as recruitment of new golfers in the growth of the game. To that end, I conduct an orientation for all new members. In the orientation, I set up handicaps for the member and family, introduce them to staff, cover relevant club rules, and schedule their first round of golf. They are paired with members who are likely to be compatible, so that they integrate right away.

Our Trophy Fund and Senior Trophy Fund Tours are connected to a Fed Ex Cup-like points list. Top players on each list are rewarded with golf shop credit and an opportunity to win more in a year-end championship. Individual event results and points list updates are e-mailed and tweeted regularly to feed interest. Over 75% of our male golfers now participate on one of the Tours.

I believe that my community involvement feeds the growth of golf in our are and that my continued involvement with section programs and activities is an important part of fulfilling our growth of the game goal.

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

Award	Year Received	Section
Merchandiser of the Year- Private Facilities	2002	KY
Merchandiser of the Year- National Finalist	2003	KY
Golf Professional of the Year	2004	KY
Bill Strausbaugh Award	2005	KY
Horton Smith Award	2008	KY
Bill Strausbaugh Award	2010	KY
Merchandiser of the Year- Private Facilities	2013	KY