



## 2014 KPGA GOLF PROFESSIONAL OF THE YEAR NOMINATION

**Name of Nominee:** Michael J. Kehoe  
**Facility Name:** Campbellsville Country Club  
**Facility Address:** 3064 Hodgenville Road  
Campbellsville, KY 42718  
**Facility Phone Number:** (270) 465-3620  
**Nominee E-mail Address:** mjkehoe@windstream.net

**1. Please describe the nominee's overall performance as a Golf Professional.**

Having been a golf professional at three very different facilities over the past 18 years, I have learned to adapt to my surroundings. Having worked at an upscale, high fee facility in Louisville, to an exclusive rural club in Pikeville, to my current low fee rural facility in Campbellsville; I have had to do everything from set up golf tournaments to fix air conditioners. At each facility, I have made my goal to make every member both my boss and my friend and I am proud to say that I feel comfortable in using any member at any of the facilities I have worked as a reference in any way. The jobs I left were always in better condition than when I started and in my 13 years at Campbellsville we have improved our course, our building structures and lead the area in growing golf and the enjoyment of our community. I would stand that my performance as a PGA Golf Professional has been the absolute best that I as a person, a father and a PGA Member could offer.

**2. Please briefly describe the nominee's service to the local Section and to the Association.**

I have served on committees and have secured money and sponsorship for both section events and senior amateur events. Having been on the special awards committee three times I have had the honor to review my peers. Serving in the capacity of presenter at two KPGA Section meetings and having hosted a KPGA Assistants Merchandising Seminar have been great honors, as this recognition from fellow golf professionals is seldom seen for a small town golf professional. In addition to this service, I have secured an annual agreement with Amazon.com to sponsor a section event to the tune of \$3000 for my fellow golf professionals to play and interact with senior members of their clubs. This money was originally earmarked for the Kentucky Senior Golf Association, but with a little arm-twisting I was able to change that to a KPGA sponsorship and it will continue to grow in the future.

I have never served on the Section Board as I have made the choice to spend what little time I have away from work with my family. We all have to make choices with our time and I have seen too many Golf Professionals end up divorced, with family issues or just unhappy because they end up devoting so much time to work that they end up neglecting family. This may be my main weakness in ever being named Professional of the Year: I have never served on the KGA Board. But this choice has

allowed me to have a great relationship and watch 3 children grow up with and around me. This, I hope, will be my greatest service to the Section, a family that will carry on the hard work and tradition of golf in Kentucky, because it truly has been a family affair.

**3. Please briefly describe the nominee's leadership ability.**

Leadership: a process of social influence in which one person can enlist the aid and support of others in the accomplishment of a common task

I have never accomplished a goal on my own. The fact that I have seen three of my former assistants become head golf professionals and three others become successful outside of golf speak volumes for the help that I have been fortunate to have. Any successful person must have good parents and I try to lead just as my mother and father did, by letting those around me accept responsibility and make decisions with me. The best way I can describe my leadership ability is that like many others I try to do the best I can each day and help those around me to do the same. Example is the way many people lead, but I choose partnerships instead. By putting both pressure and responsibility on my staff, my children and myself, I make sure that we all work for one goal of success in the shop, at home or on the field. In addition, I try to make sure that everyone in the group shares any accomplishment. If I get a bonus at work, the family all gets to choose how we spend it, as they are integral in that success. At work, I share profits from tournaments and shop sales with employees to make sure they know their hard work is both appreciated and paying off for us all.

I have taught in the school system, taught at Campbellsville University and have coached numerous teams with my family. In each case, it is my goal to not lead, but to partner with my students, parents and players. My father told me if I want to be like someone when I grow up, I better learn to team up with him or her. To truly be a leader, you must first make sure you have people willing to go with you where you lead.

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

In life the greatest inspiration is having fun. Now, don't get me wrong, pain and fear make some great motivators, but the ability to smile and have fun are far more easily experienced.

I have always tried to make each day fun for my staff, my students and those around me. The golf business is not for everyone; especially considering the time commitments most PGA Professionals must endure. So we have to make it fun. Whether hosting an event, calling the office and having fun with the staff, or speaking in front of a section meeting I try to imply that our job is fun. When I call the KGA office they call me chicken man from a story once told about a trip to the rooster fights in Eastern Kentucky. In the times I have been asked to present to either the Assistants Association or the Kentucky Section I am always upbeat in my presentations and try to imply that if a guy from Campbellsville Kentucky can do this then it can be done by anyone.

I have had some great assistant professionals over the years, and I have made it my goal to help them improve in life. Three of them are golf professionals at their own courses and three are actually making good money and a nice life outside the golf business. Each time I talk to them, to this day, I ask them the same thing I ask my little league football team at the end of the game: did you have fun? Isn't that what inspiration is all about - helping people find fun in what they do.

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

When we originally came to Campbellsville there was no junior golf. We quickly rectified this by creating one of the largest junior golf programs in Kentucky. Through a week long camp and Tuesday morning junior golf events each week, we now boast over 80 participants yearly in our junior program.

We took the same plans to Old Bridge in Danville, where local high school golf participation has been dwindling (Danville High now only has three boys and no girls on their teams). Through programs issued with the school systems, access to Old Bridge was made for kids wanting to play golf in Boyle, Casey, Garrard and Lincoln Counties. In addition, through a partnership with Superintendent Roger Cook at Taylor County Schools, we have started a golf curriculum in the normal Physical Education rotation at the Taylor Elementary and Middle Schools.

The one area where both the PGA and the USGA have lost the most golfers, however, is in the post high school age division. Men and women who played high school and college golf often get out of the game for several years post high school or college. We keep beating the same drum of junior golf and women's golf, but it is not an issue of new golfers today as much as the issue has become keeping the golfers we introduce to golf in the system for life, not just a few years. In Campbellsville, we have implemented a program with the help of Campbellsville University to get the college kids out playing golf and offering them discounted membership, lessons, and equipment. My staff and I teach a college course at Campbellsville University. We then use this course to not only introduce golf, but also to introduce our community, club and members to students in our local college. This has been my focus and with the help of Campbellsville Country Club we are growing this demographic at our club faster than any other, while offering just one more reason for our best young people to stay in our community and make it better for years to come.

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

Award	Year Received	Section
Merchandiser of the Year	2010	Kentucky
Callaway Fitter of the Year	2008	Callaway Golf Company
Merchandiser of the Year	2006	Kentucky
Merchandiser of the Year	2005	Kentucky
Merchandiser of the Year	2003	Kentucky