



2014 KPGA JUNIOR GOLF LEADER AWARD NOMINATION

Name of Nominee: Ralph Landrum
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1. Please briefly describe the nominee's contributions to junior golf programs in the Section and on a National level including service as a chairperson or a member of the Junior Golf Committee.

I have twice been awarded the Junior Golf Leader Award for the KY Section. I have been the Co-Chair for the Junior Golf Committee for two years. I was recently appointed to the KGA-PGA Junior Golf Task Force.

2. Please briefly describe the nominee's involvement in the promotion and development of junior golf at the club level and within the community.

Junior Golf Programs held at World of Golf:

The World of Golf junior golf program has become a series of year round programs for kids of every age, ability level and social status. Each year at World of Golf we will host approximately 500 different kids in our various junior programs. This past winter, we began to incorporate ideas learned from the PGA Sports Academy documents. Below are some of the various types of junior programs we offer at World of Golf:

- In the off season (October-April) I will host after school instructional programs in our indoor range. Most are two hour classes with four visits per session which I limit to 8-10 young golfers per program with a cost of \$60 per child.
- I host several different six visit junior leagues each summer. Some are two weeks in length with three visits per week. I also have six week camps with one visit per week. Cost is \$150 per child. I will provide five 10-minute instruction stations after which the kids play nine holes. The first of the stations is based upon the PGA Sports Academy fitness manual. The second station uses PGA Sports Academy's three workbooks. I do have a college or high school golfer walk with each group to provide etiquette and safety advice. Often I will have a college golfer on the course to provide instruction on a particular idea such as bunker play, chipping, lag putting, etc.
- My favorite junior program each year is the Pee Wee program. The program is for three- to six-year-old boys and girls. The program consists of an hour and a half class each week for six weeks. Cost is \$80 per child with a limit of 32 kids per class. I will have three stations at which the kids spend 30 minutes at each station. About the third week the kids who are more advanced will end up on the golf course to play a couple of holes in a scramble format. All the kids will end up on the course before the program is

completed. I have three sessions each summer. I place a high school or college golfer with four of the pee wee golfers to be with them the entire time. I also will run five Pee Wee winter and spring after school programs for an hour per week for four weeks with a fee of \$50 per child.

- PGA Junior League was new to the Kentucky Section and World of Golf in 2013. I had five teams and a total of 60 kids participating. I provided six practices and six matches to each of the teams and took an All Star Team to the State Tournament.
- The High School Prep program is designed for the parents who wanted a little more instruction for their kids than what is offered in our junior leagues. The High School Prep is for those who may be interested in playing a little more than just casual golf. I provide forty-five minutes of instruction and then the kids play golf without a walker. I have two of my assistants go along with the group while they play moving back and forth between groups. I have two college golfers also move around with the groups.
- The Junior Elite program is for the young golfers who wish to play competitively. I provide a one hour private lesson once per month and then have one of my assistants provides a one hour follow up session also each month.
- I invite to World of Golf an expert in how to prepare for the college golf recruiting process to speak to the parents and players who may be interested in this process.
- I am a certified member of the Positive Coaching Alliance. This coming winter I will host a “How to be a parent of a young golfer” evening in hopes of helping parents understand how to create a positive experience for their child as well as themselves as their young golfer works his or her way through junior and high school golf.
- World of Golf annually hosts the Tri-State Pee Wee tourney for kids ages 5-12.
- Each fall World of Golf hosts the Tri-State Middle School golf tourney. This past fall I had approximately 60 grade and middle school kids participate.
- I began Project Golf in 2013. It was a high school team camp. One of the teams qualified for the state tournament for the first time in over 20 years.
- May-September World of Golf will host a junior golf tourney. The goal of the tournaments is to provide an opportunity for the kids to enjoy additional competition in hope they will enjoy the game more.
- This past year I began a Junior Supervised Practice program. The kids pay a small fee to have me run them through an hour of different drills.
- World of Golf now offers during the winter a Junior Players as well as a Junior Futures Programs. The young golfers come once per week for four weeks for various training.
- The World of Golf LPGA-USGA Girls Golf grew quite a bit in 2013 which was just our second year of this program. The past two winters I applied for and received a grant to host a young ladies golf camp. The seventy young girls came for ten visits over five weeks and were provided two small parties, golf instruction and played golf four times. The economic and social background of the girls was quite varied. The last night their parents joined them on the golf course. I had Janet Carl, the Women’s Golf Coach at the University of Cincinnati speak to the young ladies at one session. Coach Carl caught the attention of the girls. The program only cost \$35 per young lady due to the additional funding from the grant. Without the grant I am sure many of the young ladies would not have been able to afford the normal cost of such a program.
- World of Golf will host as many as 20 of the local high school golf teams for practice at World of Golf. Several of the middle schools will not only practice at World of Golf but will host their matches at our 18-hole executive course.
- World of Golf is the home practice facility for Northern Kentucky University and Thomas More College Golf teams.

- Currently we are hosting a Hook-A-Kid on golf program for a Hispanic group from a local Catholic Church. We applied and received a grant for this program. We rose the grant's matching funds through a fundraiser held by my staff.

Community Outreach Programs

- World of Golf is a member of the Greater Cincinnati Hispanic Chamber of Commerce. Due to our membership we were asked to set up the KY PGA's inflatable driving net at the Cincinnati Cinco De Mayo Festival on Fountain Square in Downtown Cincinnati. We were able to expose the game to many Hispanic kids who might have been exposed to the game.
- I gave two series of five lessons at the Covington Boys and Girls Club. The program was part of the National PGA's Growth of the Game initiatives. The kids have been invited to visit World of Golf in the winter for a follow up.
- World of Golf visits the Boone County Y.M.C.A. to provide golf lessons in their activity room. This past year it was just for kids but this coming year the program will also include adults.
- World of Golf visited eight different schools during 2013. We provide instruction during the schools gym classes and also in their after school programs. We estimate we saw approximately 2,000 different kids during all of our visits.
- The Florence Freedom invited us to work with the kids who attended the activities they had scheduled both before and during one of their minor league baseball games. This year our visit was scheduled on Boy Scouts night. We were able to work on the field with many of the kids before the game and used the KPGA inflatable driving net during the game.
- World of Golf set up the KPGA's inflatable driving net at the Boone County Activity Fair. The Boone County Board of Education hosted the program to provide information to the community about different healthy activities available during the summer in the area. This provided us a way to promote many of our junior programs.
- World of Golf set up the KPGA's inflatable driving net at the Queen City Sausage Festival. The festival is held on Newport's River Boat Row overlooking Cincinnati and is one of several popular summer time festivals held on the banks of the Ohio River. We provided short golf lessons to the patrons of the event. Many of our visitors were families with kids.
- Caywood Back to School Bash is an event held at one of the larger elementary schools in the Kenton County School system. World of Golf set up the KPGA's inflatable net and gave short golf lessons to the kids and their parents.

3. Please briefly describe the nominee's image and leadership in the area of junior golf and the nominee's overall integrity.

I have long been the promoter of junior golf in Northern Kentucky. I began the junior program at World of Golf in the late 1970's. I began a similar program at both Devou Park Golf Course and The Golf Ranch when I was operating multiple facilities. I taught golf in schools for the City of Covington during their summer programs. I received grants to run a Hook-A-Kid on golf program for the City of Covington and at World of Golf. In the past couple of years we have begun to teach golf to kids in the Boone County, Kenton County and Erlanger-Elsmere School Districts in the gym classes and after school programs. At World of Golf we have held parent/child, pee wee and junior tournaments/outings for many years. When my youngest son was in middle school I began the NKY Middle School Golf League with 6 different private schools. Now over 25 public and private schools have teams. I coached my former high school's golf team for a couple of years. I have spoken at Covington Catholic High School and am scheduled to speak at St. Henry High School at their career days. The credibility I have

as being a former PGA Tour Member as well as my long time commitment to junior golf as a business, as a vehicle to grow the game and as way to give back to the game has allowed me to introduce and support many junior golfers from Northern Kentucky over the past 35 years.

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

I have won several awards for both growing the game and for my efforts with junior golf in the Kentucky Section. When my fellow PGA Members see the fun and enthusiasm I have with these efforts, I would think it inspires them to do more on their part. Being on the KPGA Board of Directors for several years provides a platform for me to speak about the need to grow the game both with adults and kids. I try and speak about how these programs can improve most every line of your income sheet. When I began my junior programs the other public facilities in the area did not have any such programs, now they all do. I hope my leadership has contributed to the growth of golf in Northern Kentucky.

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

PGA OF AMERICA NATIONAL OR SECTION AWARD(S) AND YEAR(S) RECEIVED

Award	Year Received	Section
Junior Golf Leader	1997, 2013	KY
Growth of the Game Award	2000	Southern OH
KY Player of the Year	1986, 1987 & 1988	KY
KY Senior Player of the Year	2009	KY
Presidents Plaque Award	2008, 2009, 2010, 2011, 2012 & 2013	KY
KPGA Golf Professional of the Year	2010	KY
PGA Quarter Century Award	2010	KY