



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

Name of Nominee: Ron Roberts
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- 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. The Play Golf America is a great program.

PGA Professional Chris Kraftic, the golf coach from Cumberland College and I are working with parents and high school and middle schools to get as many kids introduced to the game of golf as possible. This program makes it possible for a new golfer or a current golfer to afford to learn the game or get a tune up on their game without breaking the bank. As long as a PGA Professional makes it fun and educational and gives the student a great experience we will grow the game.
- 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.

I started up a middle school golf program last March and April with three different counties involved. After the middle school program in March and April we had a meeting with the coaches and parents. One of the parents was the principal of the elementary school in Jackson County. I told him about my Golfer Development Program and he liked it. He set up a meeting with 5 principals from Jackson County. I introduced the program to them and they liked it very much. They are going to incorporate golf into their PE Curriculum for all 5 schools in Jackson County K-5. This will affect 2,100 students.

This year September 10th 2013, Harlan Independent Middle and High School introduced golf into their PE Curriculum. This will introduce 400 students to the game of golf. I went to Harlan County and taught the PE Teachers and 10 volunteers in August to prepare them to teach this golf program. I will be going back in December/January to help teach the next class.

On Wednesday September 18th I had a meeting with the head person of the Laurel County Chamber of Commerce (Deanna Herrmann) and we discussed my Golfer Development Program for Laurel County. At this time all the schools are having budget problems, for that reason we came up with a plan to ask all members of the chamber to make a donate to help pay for the golf program. In Laurel County we have 800 members that belong to the Chamber Of Commerce.

On Thursday October 3rd I had a meeting with the chamber board (20 people) I presented the Golfer Development Program to them and they voted unanimously to support the program. At this time we are setting up a meeting with the superintendent of Laurel County to coordinate with the school and the chamber.

I had a meeting on Friday October 25th with the assistant superintendent (David Cox) from the Corbin School System. The meeting went very well, set up a 2nd meeting on Friday November 1st with the principals of the schools.

I had a meeting on Monday October 28th at 9:00 with the AD from Pulaski County (Scott Gregory) to discuss the Golfer Development Program K-12. I talked with Mr. Richardson the assistant superintendent of Pulaski and informed him on what the Laurel County Chamber is doing. He is going to talk with Mr. Butcher the superintendent and discuss doing the same in Pulaski County.

I had a meeting with the board of education on November 4th at 6:00 pm in Clay County to introduce the golf program. I also had a meeting on November 4th at 9:00 am with the superintendant from Laurel County and the Chamber of Commerce to show him the golf program as well.

Both meetings on November 4th went very well. Laurel County has decided to move forward with the Golfer Development Program K-12 for the entire county. There will be a press release in the paper on Friday December 6th.

I am still in discussion with Clay Counties' superintendent he likes the program; we are working with several businesses on the funding for the program. At this time Operation Unite, Lipari Energy are going to donate and the Chief of Police Kevin Johnson is working on a donation to help pay for the golf program.

I talked with the David Cox the assistant superintendent from Corbin and we are going to go through the Chamber of Commerce just like Laurel County did. The good news is that Corbin and Williamsburg have a combined chamber. If we can get the Chamber involved we may get both counties on board for the Golf Program.

I had a meeting on Monday November 25th in Clay County at Oneida Baptist Institute with Mr. Gritton the President of the school. The meeting went very well and he is going to talk with his principal and the PE Teacher. I have given him the name of the Operation Unite representative for Clay County and we will have another meeting after they talk. At this time Operation Unite is going to donate and I talked with Vinland Energy and they may match the donation from Unite. They will get back with me next week.

Dan Smoot the president of Operation Unite has grant money to help pay for the golf program. This grant money is on a 6 month cycle. Operation Unite is in 36 Eastern Counties in Kentucky. Along with their grant money and support from the local business (Chamber of Commerce) I will be contacting each county. This is my way of growing the great game of golf and also getting the support of the community to support the kids in their community.

Press Release Friday December 6th 2013 Laurel County Sentinel Echo

The London-Laurel County Chamber of Commerce, Golf Stupid Simple, LLC and the Laurel County Board of Education announce the implementation of an Educational Golfer Development Program for Kindergarten through Twelfth grade in the Physical Education Curriculum. Ron Roberts's founder of Golf Stupid Simple presented to the London-Laurel County Chamber of Commerce and the Laurel County Board of Education a program to introduce golf into the PE Curriculum for all the schools throughout Laurel County. The objective of the program is to introduce the basics of GOLF to children in the Laurel County School system on all three levels (Elementary, Middle and High School). PE Teachers, Golf Coaches and Volunteers will learn the techniques from Golf Stupid Simple in a one day class hosted by Ron Roberts. The program teaches the fundamentals of golf along with; full swing, chipping, putting and scoring. For the student that wants to take it to the next level they will have the opportunity to play golf on a golf team as well as play in tournaments. There are a number of colleges that offer full and partial golf scholarships to both boys and girls all around Kentucky and across the United States. PGA Professional Ron Roberts has developed this program over the past four years with a goal to introduce golf into the PE Curriculum. This will teach the students a GAME FOR LIFE and help fill the many college scholarships that go unclaimed each year. In 2011 Roberts was awarded the Junior Golf

Leader Award by the Kentucky PGA Section for this program. Ron continues to take this program across the state allowing many other counties to introduce GOLF to their community. A generous donation by the Laurel County Operation Unite Coalition will purchase some of the Wilson golf equipment used in this program. The remaining funds will be acquired from various businesses in the area. Along with Operation Unite, Wilson Golf, the equipment patron of the program, is supporting this Educational Golfer Development Program K-12. “We consistently look to team up with organizations that share our passion for growing the game,” commented General Manager of Wilson Golf, Tim Clarke. “We believe Ron’s focus within schools and exposing pupils to the fundamentals of the game is an innovative and unmistakable route to recruiting new players.” Their mission, along with everyone else involved, is to GROW THE GAME OF GOLF!

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
Educational Golfer Development Program K-12		
Jackson County	2,100	Throughout the school Year
Oldham County	2,400-2,800	Throughout the school year
Harlan County	400	Throughout the school year
Laurel County	10,048	Throughout the school year

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.

We offer a junior pass for \$300 per year walking. We have a family night as well as early bird and working man’s special. We expect the number of junior passes sold to continue to grow as well as rounds as we get golf into the PE Curriculum of the school system.

Our driving range revenue has gone up dramatically with the growth of junior golfers. Some of the parents play golf with their kids and the parents that don’t play golf rent golf carts to follow their kids while they play. They buy something to eat and drink all day long. As far as my expenses go it costs me X dollars to staff and stock my operation that stays the same but the revenue and rounds are definitely on the rise.

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

My best practice idea has been the development and implementing of my Educational Golfer Developmental Program K-12 and my fundamentals of golf instruction book. This program takes a lot of hard work to get it in front of the school board but once golf is in the PE Curriculum it will be there forever!

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

I have worked very hard on this program and I know that this is the only way to truly grow the game in the long haul. I have offered to share this program with any PGA Professional or assistants in our section. I have talked with Bob Baldassari from PGA National and gave him a copy of my program and book. I send him updates from time to time to keep him in the loop. At some point as the success

of this program grows I am hoping that PGA National will come on board and support this program. There are a lot of great PGA Professionals with some outstanding junior programs throughout the country. The problem that I see is that when they all retire and move on, their junior programs stop as well. This is the reason that I believe that we have to get golf into the schools. We the PGA Professionals must teach the PE Teachers/Volunteers and Golf Coaches the basic fundamentals of the game. They can take the lead in the schools and we, the PGA Professionals, will be their support system. When they have students that are interested in taking the game of golf to the next level then they can have them contact their local PGA Professional.

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

Award	Year Received	Section
Merchandiser of the Year	2010	Kentucky
Junior Golf Leader	2011	Kentucky