

# 2014 KPGA Assistant Golf Professional of the Year Nomination

Name: Tommy Betz

Facility: Iroquois Golf Course

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## RESPONSES

### 1) Please describe the nominee's overall performance as an Assistant Golf Professional.

For seven years Tommy has been an outstanding Assistant Golf Professional at Iroquois Golf Course. His sincerity and passion to lead at our facility has made our facility more productive and not only creates a fun environment for our customers but also for his co-workers. Tommy has improved our facility in many areas including developing several programs to grow the game of golf, utilizing modern technology for marketing, recruiting charitable and corporate golf outings, writing and implementing a new policies and procedures manual for our facility, and supervising an entire staff as large as 22 employees. Overall his value to our facility is priceless. Profitability along with customer retention is evidence of his effectiveness.

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

Tommy has been a PGA member for four years now and was an Apprentice for 3 years prior. Over these years he has volunteered his time to many great events for the Kentucky PGA Section and the Association. For tournaments he has volunteered for the Ryder Cup and the Senior PGA Championship. He also participated both times in the Junior Clinic prior to the tournament. Tommy has worked for the First Tee of Louisville in the past helping children with life skills along with their golf game. Every year he participates in growth of the game programs including Play Golf America initiatives such as Play Golf America Days, Free Lesson Month, Free Fitting Month, Family Golf Month, and Patriot Golf Day. Tommy participates in as many golf tournaments as his schedule allows within our Section. This past year he competed in the Section PGA Championship, Assistant's Championship, Assistant's Match Play Championship, Pro-Pro Championship, and other Pro-Am events. He also contributes creative ideas during meetings and education seminars in which he attends and always submits information for every survey that is very valuable to our Section and the Association. Continually he contributes all of the intangibles that add up to being a model PGA member.

### 3) Please briefly describe the nominee's leadership ability.

Tommy has been a tremendous leader in many aspects of his life. As a PGA member he continues to make everyone around him a better golfer, worker, and employee. His philosophy is to always set by example. He says that "exceptional customer service and the ultimate key to business starts with an enthusiastic and charismatic golf professional, trickles down the entire staff, and ultimately to our customers." Tommy truly makes everyone around him better while getting the most productivity out of our employees. It is easy to realize when at our facility that each employee duplicates Tommy's enthusiasm.

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

I believe that Tommy has inspired several other Assistant Golf Professionals to become PGA members over the last several years. We have had five other PGA Apprentices work under Tommy, two of which became PGA members the last two years and the other three are still working toward membership. His ability to make them believe that it is possible to achieve with dedication has helped them through the PGM program. Tommy is still a student of the profession, as all of us are, but has also displayed that he is a great mentor and will continue to mentor other professionals in the future.

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

Tommy has a knack for understanding that the ability to grow the game of golf is the most important asset of being a PGA professional. His development of this asset is absolutely astonishing. Some particular achievements he has are growing our Junior Golf Program participation by over 300 percent since 2008 when he took over and starting a women's clinic series that fills up year in and year out. His teaching business grows every year and develops new golfers and customers not only for our facility, but throughout the area. Tommy donates his time volunteering to teach two local high schools a week long program every year. He has worked for the First Tee of Louisville which assists children in developing life skills within a golf atmosphere.

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

Tommy was named to the President's Council for growing the game in 2008 and 2010.