



2017 KPGA PLAYER DEVELOPMENT AWARD NOMINATION

Name of Nominee: Colby Wollitz
Facility Name: Persimmon Ridge Golf Club
Facility Address: 72 Persimmon Ridge Drive Louisville, KY 40245
Facility Phone Number: 502-241-0456
Nominee E-mail Address: cwollitz@pga.com

1. Please briefly describe the nominee's involvement and significant leadership contributions through mentoring and sharing with other PGA Professionals about Player Development and growing the game of golf.

In 2016 Colby had two PGA/PGM student interns work with him for the summer. During those months, they learned the ins and out of player development: how to run successful programs, promoting programs in the community, providing follow up opportunities, and quantifying results. He also involved the PGA assistant professionals at Persimmon Ridge in the junior programs throughout the year.

Colby has served on the Growth of the Game committee for the past four years, chairing the committee in 2016. As a part of that committee, he has helped to direct the focus of the Player Development Coordinator for the KY section. He has been involved in nearly every player development program through the PGA, and will often take the time to encourage fellow PGA Professionals to do the same through phone calls and face to face interaction. During these conversations and through the avenue of group workshops, Colby has freely shared his ideas and programs with fellow professionals. Colby has also welcomed fellow PGA Professionals to shadow his Golf in Schools Program so that they can venture out on their own and help promote the game in schools around their facilities.

2. Please describe each of the programs conducted to grow the game of golf at the facility, in the community, in the Section and Nationally.

Get Golf Ready- In 2016, Colby had two types of GGR programs; one for corporations and one for ladies only. Last Spring, Colby reached out to several large businesses in the area and offered to provide their employees with GGR programs. This GGR program was designed to be for both men and women of the company that were either new or lapsed golfers.

The second GGR program that Colby offered was for women only. This was structured very similar to the GGR manual set by the PGA of America and included both Persimmon Ridge members and non-members.

As part of the GGR programs, Colby offers a copy of his e-book: "Learn to Play Golf. A quick and easy guide to take you from tee to green". He finished this book last Spring and it is for sale on Amazon and Kindle. The book works as a great guide/workbook for the GGR curriculum.

Golf in Schools- Last Winter/Spring, Colby visited 6 different elementary schools with his Golf in Schools Program. He visited each school for 1-2 weeks with the attempt of seeing every student (K-6th grade) at least once. Since its inception Colby has reached over 3,000 kids.

Drive, Chip, and Putt- To coincide with the national program, Colby started a DCP Training series at Persimmon Ridge to help prepare his juniors for their competition. In its second year, the program reached over 20 juniors. 8 juniors made it through the local qualifying stage....one 7 year old missed Augusta National by only 1 point! (But he wasn't too upset....he did get to play Oakmont :))

PGA Junior League Golf- In its second season at Persimmon Ridge, PGA JLG boasted 56 participants. Colby was able to create 3 travel teams and 1 practice team out of the juniors that participated. The practice team consisted of 8-10 juniors that were new to the game. They would practice with the travel teams weekly and competed in their own matches at the end of the season. The season kicked off with a very successful "Fun Night" which included SNAG Baseball, BirdieBall Golf (with the inflatables of course!) It concluded with much of the same: inflatables, SNAG Baseball, and an awards banquet.

Junior Camps- In 2016 Colby directed the following Junior Camps:

PGA Junior Golf Camps- 7 camps conducted reaching 60 juniors. Camps ran Monday-Friday and juniors had the choice to participate in either a half day or full day camp.

Weekly Junior Camps- Colby conducts weekly one-day junior camps year round. These camps totaled over 200 students taught.

EWGA Clinics- In 2016, Colby offered 2x 5-week clinic series' for the EWGA with a total of 12 women participants.

Louisville Golf Expo- Colby volunteered at the KPGA Free Lesson booth at the Spring Golf Expo as well as speaking twice on the main stage.

St. Patrick Middle School Team- In 2016, Colby and The Golf Academy took over the Middle School team at St. Patrick School. The team consisted of 150 juniors that would meet twice a week during the season. Colby coordinated with 6-8 other coaches working on athletic development, short game skills, on course learning, full swing, and of course fun games weekly.

HS Prep- A developmental group for 6-8th grade students aspiring to compete at the High School level and beyond. Colby began this class in the summer of 2015 and it quickly grew. The group now practices weekly during the 6 month "tournament" season. This program focus' on developing a juniors athleticism, practice habits, course management skills, and golf specific training.

The Littlest Golfer- The Littlest golfer consisted of a group of golfers ages 3-5. The program utilized the book "Let's Play Golf" by Nicole Weller and The Littlest Golfer sets were provided to those that did not have their own clubs. Colby is a certified "Little Golf Train Conductor" which specialized in working with kids in this age range.

Juvenile Detention Center- Colby began visiting a local juvenile detention center with SNAG equipment in the winter of 2016. The goal is to provide an incentive for the kids to set goals and stay focused on getting their work done. Colby printed out a goals sheet for each participant. In order to get to do golf the next week, they had to come up with a list of goals as well as steps to achieve them. They also needed to get all of their work done and be on good behavior. 100% of the juniors still at the facility the following weeks succeeded in both of these areas.

3. Please indicate the number of consumers and/or members at the facility who have attended the various growth of the game programs.

| Growth of the Game Program | Number of Participants | Date of Event |
|----------------------------|------------------------|---------------|
| Get Golf Ready | 16 | March-June |
| Golf in Schools | 3,000+ | January-April |
| Drive Chip, and Putt | 20+ | May-June |
| PGA JLG | 56 | April-August |
| Junior Camps (combined) | 200+ individuals | Year Round |
| Juvenile Detention Center | 15 | Winter/Spring |

4. Please describe what the nominee has done to measure the impact of 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.

Retention is measured on a basis of how many students enroll in future programs. Colby will send students an e-mail post program asking them to give honest feedback. All criticism and suggestions are welcomed to help improve customer satisfaction in the future.

Colby uses the Player Development Revenue Scorecard to track the impact that his programs have on the facility. In 2016 Colby and the programs that he ran contributed over \$20,000 to the facilities bottom line.

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

Almost all of Colby's ideas come from continued education. Colby travels around the country to shadow successful programs as well as continually e-mails and calls those that have been very successful at growing the game.

Some ideas that he has successfully implemented include: Color based learning, themed practices, use of non-traditional equipment, game based learning, and short-burst learning (always keeping the student moving, spending limited time on one activity than changing gears), athletic development exercises, variable weight speed drills, critical thinking exercises.

The common theme in all of Colby's programs is FUN. He creates a fun learning environment for all students, regardless of age and ability. When students have fun, they come back.

6. Please briefly describe the nominee's level of service to the Section and National.

Colby served on the KPGA Board of Directors as the District II Director in 2015-2016. He chaired the Special Awards Committee as well as the Player Development Committee.

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

| Award | Year Received | Section |
|--------------------------|---------------|----------|
| Youth Player Development | 2016 | Kentucky |