



2017 KPGA PLAYER DEVELOPMENT AWARD NOMINATION

Name of Nominee: Derrick R. Griffitts, PGA
Facility Name: Clear Creek Golf Center, Shelby Co. Parks
Facility Address: 717 Burks Branch Rd.
Facility Phone Number: (502) 633-0375
Nominee E-mail Address: griffitts@pga.com

The nomination form should be typewritten and completed in the third-person.

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.

As a PGA Professional, Derrick's mindset and efforts are completely focused on sharing the game and growing the business. From assisting other local professionals with club repair, to assisting in forming a youth golf foundation, to sharing media opportunities, Derrick's work remains focused on enhancing the local demand for the game at both his facility and those of his fellow professionals.

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.

Derrick's career work to enhance the growth of the game includes the following programs:

- ***Hosted more than 56 league events in 2016 for Senior Golfers, with approximately 30-45 attendees each event. These events are specifically vital to these participants to stay active and connected with their community.***

- ***Organized and Conducted free golf lessons at the 2016 Jewish Hospital Men's Health Fair in Shelbyville. Inflatables from the section office were utilized and approximately 30 lessons were given at the event.***
- ***Multiple clinics at local Chamber of Commerce events giving free golf lessons to children during event. Most events hosted up to 120 kids during the 5-hour program. This "Chamber Showcase" has included a Ryder Cup theme, inflatables, promotion of PGA Jr. League, and scholarship programs for involvement with local golf events.***
- ***Active member of the Sticks for Kids Program through the Golf Course Builders Association. Annually we coordinate more than 250 kids use of this program to provide clubs on-course, during clinics, and on the range.***
- ***Operated multiple activities through the Shelby County Parks Department to offer free instruction to Summer Camp participants. Events average approximately 25 children per event, and include inflatables and multiple visits to the golf course.***
- ***Authored "The Shelby County Golf Report". This report had a distribution of approximately 16,000 homes and was published bi-weekly for 8 months per year. Additionally, the report covered local events, holes in one, and course conditions.***
- ***Developed and operates the GolfStepz® program which focuses on driving rounds, bringing back previous players, and creating new players through focusing on the health aspects of golf. This program incorporates mileage competitions both at the facility and via GolfStepz.com.***

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
<i>PGA Jr. League</i>	<i>75 (added 2 teams)</i>	<i>2016</i>
<i>PGA Jr. League</i>	<i>39</i>	<i>2015</i>
<i>PGA Jr. League</i>	<i>35</i>	<i>2014</i>
<i>PGA Jr. League</i>	<i>18</i>	<i>2013</i>

GolfStepz®	130	2016
GolfStepz®	120	2015

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.

Derrick's continued operation of the GolfStepz® program allows players' rounds to be collected in the form of mileage, both when walking and riding. To inspire the player to invest more in playing, spreadsheets are posted visibly in the golf shop and online. In 2016, GolfStepz® has been utilized as the primary rewards program at Clear Creek offering discounts and prizes for player accomplishments. It has been an extremely successful program that has grown membership and improved our "regular" daily golfers. Additionally, with GolfStepz's ® emphasis on health, the player's inherent value in the game is increased. In 2016, Derrick saw an increase in the number of players walking over 500 miles from 1 to 7. Integral to this increase is a shift to thinking of golf as a necessity; to play the game not just for enjoyment, but also for health and an improved quality of life. Derrick sums the operational mindset of GolfStepz® simply as: "Health and golf activity can be combined to benefit both the player and the facility". With that in mind, the more a player plays, cart or not, we improve our bottom line both in the short and long term. "It's just good business to have a product that is a need instead of only a want," adds Griffitts.

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

Derrick's best practice has been giving away a special golf balls to kids when it's their first trip to the golf shop. These golf balls are collected throughout the year, and are either colored, have special logos, or special numbers. Most of these kids come back to visit after their round or to show off they still have their ball, or bring it to show Derrick on their next trip to the course. The nominee believes that these interactions are critical in creating a connection with future players of the game. m

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

KPGA Marketing Committee – 2016

Instructor at KPGA/Kroger Family Fun Zone - Shelbyville

KPGA Tournament Committee – 2014

Host Professional – 2013 PGA Jr. League State Championship

Volunteer Instructor at PGA Experience – Ryder Cup 2008

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

Award	Year Received	Section
<i>KPGA Media Representative of the Year</i>	<i>2007</i>	<i>Kentucky</i>
<i>KPGA Player Development Award</i>	<i>2016</i>	<i>Kentucky</i>

Deadline – December 12, 2016

Return Forms To:
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Email Word documents to:
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