



PGA
Kentucky Section

2017 KPGA GOLF PROFESSIONAL OF THE YEAR NOMINATION

Name of Nominee: Craig Heibert
Facility Name: Shawnee Golf Course
Facility Address: 460 Northwestern Parkway
Facility Phone Number: Louisville, KY 40212
Nominee E-mail Address: cheibert@mac.com

1. Please describe the nominee's overall performance as a Golf Professional.

In my entire professional career, no question has been more difficult to answer. Identifying my overall personal performance is often difficult in my profession, considering that I am surrounded by KPGA Section Members who perform similar duties and tasks on a daily basis. It is an honor to be identified by my peers as a nominee for this award.

The core measure of my overall performance is found within my dedication to perform every task to the fullest. A personal and deep investment is made into every project I have, which often leads to me being my toughest critic.

With multiple projects going on at the same time, delegation of tasks and the utilization of my staff are incredibly important in daily operations. In an effort to create measurements within the operation, I create specific goals within each department. When analyzing these benchmarks, I will often ask my staff about areas where we can improve. When looking at the business overall, the analysis of these individual departments allow me to see where the operation has been successful and where we need to make improvements.

Additionally, I am a dedicated golf professional who enriches the business through my own core beliefs: honesty, integrity, courtesy, and genuine care for those that I work with and serve. While this profession often requires you to remain focused on the immediate jobs in front of you, I also look for innovative

ways to further develop my understanding of the golf business and create ideas that can benefit others.

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

Over the last three years, I have served multiple roles within the KPGA Board of Directors. Currently, I am the Secretary of the Kentucky Section PGA and serve as a Board of Director for the Kentucky Golf Foundation and the KGA-PGA. During my time with the KPGA, I have also served as the Education Chair and have been a member of the Finance Committee. Before joining the KPGA Board of Directors, I served four years on the Education Committee and one year for the KPGA Junior Golf Task Force.

In addition to my duties with the KPGA, I have also hosted PGA of America Junior Clinics during the PGA Championship, Senior PGA Championship, and the 2008 Ryder Cup. I continue to serve on the KPGA Foundation's Don Fightmaster Committee and have hosted their annual event for 10 of the last 12 years.

In recognition of the partnership with the amateur body and the Kentucky Golf Foundation, I offered Persimmon Ridge Golf Club at no charge for one day in 2016. The KGA Board members were allowed to become Members of Persimmon Ridge for a day and entertain potential donors to the Foundation.

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

One of my philosophies has been to create an environment in which the people I employ can flourish. I believe in the golf professional's responsibility to mentor his staff and create environments for positive development. Throughout my 20+ years as a golf professional, I have more than 10 individuals that have moved on to head positions within the golf business and several others staff members who have successfully demonstrated leadership qualities in other areas of business.

In our golf profession, I have found success through being direct and honest. By utilizing integrity through all phases of the golf industry and business, I have had the honor of serving on the Board of Directors for The First Tee, Urban Youth Golf Program, and the local Chamber of Commerce. My leadership ability within

the golf business has allowed me to also have an impact on areas outside my normal duties.

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

As I stated earlier, I have had over ten assistants who have trained with me and moved on to become head golf professionals at reputable golf facilities. I feel that I inspire fellow golf professionals through leading by example and not becoming content with my personal development. Continuous learning is essential for the future of this business and we must always look for new and original ideas to make golf a better game.

I am committed to all aspects of my work through Shawnee Golf Course, Persimmon Ridge Golf Club, and Polo Fields Golf and Country Club. With multiple staffs and a variety of needs within each facility, I feel that I provide one of the most unique perspectives of any golf professional in the state. As a fellow golf professional, I believe it is my duty to be an open resource to anyone who needs assistance, guidance, or direction within this business.

A few years ago, I attended a PGA of America Mentoring Conference in Cancun, Mexico. This experience along with many discussions with PGA Professionals led to me pushing hard to assist in the development of the Kentucky PGA Pro2Pro Program. While this program is still in its infancy, I view promoting the fraternal aspect of our business as an important responsibility of our leadership.

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

I feel all golf professionals promote growth of the game in many unique ways. While I have always tried to participate in PGA of America Growth of the Game initiatives, I am very proud of the Programs I have developed which are based on local customer needs.

At Shawnee Golf Course where I am the PGA Golf Professional, I am extremely involved with The First Tee Program. At The First Tee, we have grown our Program to four campus locations which all experience full registrations. In 2005, I created a Golf In Schools Program with three local schools which has grown to 38 schools in 2016. The success of this Program has drawn the interest of the Jefferson County Public Schools and they are exploring options on implementing golf curriculum for all of their Middle and High School students.

I grew up in Brandenburg, Kentucky and identified a need to develop a golf program at their local golf course. After setting up a week long clinic at the golf course, it helped to launch the expansion of a First Tee affiliate. This expansion also led to me becoming the PGA sponsor of their very first PGA Junior League Team.

Upon purchasing Persimmon Ridge Golf Club in 2015, I saw the need for a dedicated Player Development PGA Professional. By adding this position, we have hosted countless camps, schools, Get Golf Ready Programs, PGA Junior League and a standalone Learning Center. In seeing the success at Persimmon Ridge, I have since added a Director of Player Development position at Shawnee Golf Course. While developing ideas through the inspiration of other PGA Golf Professionals, I pride myself in creating and developing programs in areas where they are needed.

Lastly, I am an avid teacher; it is one of the aspects of my job I truly enjoy. On average, I give about nine hundred lessons a year. My clients include the very young beginner, the advancing high school player, the collegiate, the competitive adult, as well as a number of senior players. From the most inexperienced to the very experienced, I enjoy being able to inspire the player to play more and better golf. I truly believe and live by the mantra that golf is a lifetime sport. Growing the game is good for all members of the golf community.

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

Award	Year Received	Section
Horton Smith Award	2015	Kentucky
Merchandiser of the Year – Public	2014	Kentucky
Junior Golf Leader	2008	Kentucky
Presidents Plaque	2006	Kentucky
Horton Smith Award	2003	Indiana
Merchandiser of the Year – Public	2001	Indiana