



PGA
Kentucky Section

2017 KPGA GOLF PROFESSIONAL OF THE YEAR NOMINATION

Name of Nominee: Chris J. Redle, PGA
Facility Name: Golf House Kentucky
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1. Please describe the nominee's overall performance as a Golf Professional.

As Chris developed as a Golf Professional, he has continually strived to be a positive role model and proud PGA Member while serving the Association as the Director of Junior Programs at Golf House Kentucky, a two-time past President of the Assistants/Apprentice Division, and previous member of the KPGA Board of Directors.

As the Director of Junior Programs, Chris has resurrected the Kentucky PGA Junior Tour that was facing the possibility of folding because of financial struggles. As a Board member, Chris shared his thoughts on the importance of planting seeds with junior golfers throughout the state to gain their loyalty toward the Junior Tour. While that wasn't shared as a plan to take over as the Junior Tour Director, it served as an insight to the potential of the Tour with Chris as the leader. In just two short years, the Tour has grown from by over 100 total members with more than 1000 additional tournament entries. This has been accomplished with fewer staff resources that are now being efficiently added by creating additional revenue to the Tour. Through hard work, Chris is continuing to expand the opportunities to all parts of the state. While previous financial struggles put the program at risk of being terminated, Chris' efforts have renewed the importance of the Junior Tour toward the financial success of Golf House Kentucky.

While many new programs have been introduced through the Junior Tour, one highlight is the creation of the KPGA Middle School State Championship. The demand for the first event in 2015 led to the creation of six Middle School Regional Championships feeding the State Championship entries in 2016. While achieving the improved financial success for the Kentucky PGA Junior Tour, Chris has also been able to benefit the KPGA Members and host facilities. While Junior Tour events are not always the most profitable events for host facilities, they have generated over \$160,000 in revenue to host facilities and host staffs over the past two seasons. This represents a significant increase from the previous Tour model making the Kentucky PGA Junior Tour program beneficial to host facilities while also generating a positive income toward the Kentucky Golf Foundation.

Chris was also a model PGA member while serving as an Assistant Golf Professional. While working at Wildwood Country Club, Chris was directly responsible for the tournament program, staff scheduling, staff training, and golf instruction programs. Chris was also responsible for coordinating different golf leagues with weekly play consisting of over 75 play days. The leagues included a Wednesday Night Scramble and a Friday morning 18 hole Ladies League while also assisting with the Tuesday evening Twiliter Group, Wednesday morning 9 Hole Ladies Group, and Friday evening Nine and Dine Program. The Ladies' groups also included involvement in the Ladies Falls Cities and Exchange Day programs. It was safe to say that when a golf event happened at Wildwood, Chris was an instrumental part of the planning and execution of that event.

Chris developed a spreadsheet for tracking staff scheduling and budgets that led to a 3.9% savings from the Golf Shop Labor budget in 2011, a 4.1% savings in 2012, and a 2.9% savings in 2013. Tracking this labor budget includes a combination of effective scheduling and recording actual hours worked throughout the season. Anyone that knows Chris isn't surprised that he will find a way to create a spreadsheet to make tracking easier. Chris was primarily responsible for proper training of new employees which includes both inside and outside golf operations. Over the winter months, the training program led to developing a staff training manual outlining job specific policies and procedures. This manual was updated every year while expanding to include procedures for handling specific common events by including best practices from previous seasons.

Chris was dedicated toward providing creative teaching programs leading to growth in his teaching revenue with the development of two different ladies clinic programs. The first program was geared toward beginning golfers and open to members and their guests. Modeled off the "Get Golf Ready" principle, the beginner's clinic program led to new memberships at Wildwood for guests that participated in the clinic series. In 2012, Chris added an Intermediate Ladies Clinic series geared toward on course instruction for more experienced golfers. The program was call "Taste of Wildwood" which following teaching clinics with wine and appetizers on the patio for participants. Chris introduced his progressive scoring system that encourages new golfers to start playing from the 100 yard marker (regardless of gender). Golfers receive a "smiley face" if they score a six or better. If they fail to hole out in six shots, they pick up and go to the next hole. Once the player earns a smiley face on half of the holes played, they graduate to the 150 yard marker, 200 yard marker, start of fairway, and eventually to the forward tees. This program introduces players to the pressure of scoring while focusing on the importance of the short game. Several other Professionals have developed their own version of this scoring system after hearing about Chris' success.

While completing all of his assigned responsibilities, Chris has also remained an active participant in the KPGA Tournament Program. Chris has participated in the Kaiser Cup and the KGA-KPGA Challenge Cup Matches and has advanced to the Final 8 in the KPGA Match Play Championship. Chris has participated in several KPGA supported events including the Kosair Just Fore Kids Classic at Hurstbourne, the Cole Classic at Audubon, and the Hosparus Pro-Member at Midland Trail. Playing highlights include participating on the winning Assistants Team in the Kaiser Cup, 1st Place in the Cunningham Golf Car Pro-Assistant, and scored 2 of the 5½ total points earned by the Professional team in the KPGA-KGA Challenge Cup matches . Chris has consistently finished in the Top 15 on the Member Points List and Assistants Points List.

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

Chris has an extensive level of service to the Kentucky Section and the Association. Starting in January of 2015, Chris took over as the Director of Junior Programs at Golf House Kentucky. After the Tour lost nearly \$40,000 in 2014, Chris has produced back-to-back years with gross profits exceeding \$20,000. The Tour is on an upward trajectory as a labor force has been added to assist with managing

nearly 70 events in 2016. The total number of events has more than doubled since 2014 while Tour membership and tournament entries have both experience significant growth.

As the Director of Junior Programs, Chris has been instrumental in the creation and implementation of the KPGA Middle School State Championship including six new Regional Championships in 2016. Chris is also actively involved in Drive Chip & Putt and the PGA Junior League State Championship while consistently advocating the Kentucky PGA Junior Tour program to any eligible junior golfer. Chris is firmly establishing his personal brand and expectations as the face of the Tour.

Prior to taking over as the Director of Junior Programs, Chris served as a Director at Large on the KPGA Board of Directors since 2011. Chris was an active participant during BOD meetings. Chris has served in many roles while on the Board including Assistants/Apprentice Liaison, Tournament Committee Chair, Growth of the Game Committee, and Special Awards Committee. He is currently serving as a staff member on the Player Development Committee and has attended PGA Annual Meetings in Orlando, Baltimore, San Diego, and Indianapolis. Chris was also an active participant in three KPGA Board Retreats, and maintained perfect attendance at all Board meetings.

Chris has frequently served as a Section volunteer including the 2011 Senior PGA Championship, 2008 Junior Ryder Cup, 2008 Ryder Cup, and 2004 Senior PGA Championship. Chris has been a resource to Assistants that are progressing through the PGA PGM program. His guidance through sharing study guides, good preparation tactics, and utilizing PGA provided checklists has helped many apprentices become new PGA members. While at checkpoints on his own journey toward PGA membership, Chris set a positive example while networking with individuals from other Sections.

Chris has also been dedicated toward generating funds to the Kentucky Golf Foundation through the PGA Golf Day program. He hosted two days at Wildwood with multiple players completing 100 holes for charity. Typical of his intense pace of play focus on the Junior Tour, Chris completed 100 holes in just over 7 hours both times. Participants joining Chris on PGA Golf Days have accounted for more than \$35,000 in funds for charity and the KGF.

Before serving as a member of the KPGA Board of Directors, Chris has twice served as the Assistants/Apprentice Division President serving in 2007-2008 as well as 2010-2011. During those terms, Chris was involved with the development of the Assistants Match Play Championship, and establishing a long lasting relationship with French Lick Resort providing additional prize money through raffle sale program.

Chris has actively served the Section and the Association through the Assistants/Apprentice Division, KPGA Board of Directors, and as a member of the Golf House Kentucky Staff. He has taken lessons of service from leaders such as Mike Riley, Steve Shafer, Chris Osborne, and Kelly Williams as he continues to serve golf in Kentucky as the Director of the Kentucky PGA Junior Tour. He takes pride in operating the Tour that represents all KPGA members and Apprentices.

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

Since taking over the Kentucky PGA Junior Tour in January of 2015, Chris has taken emotional ownership in the success of the Tour program. The success of the Tour starts as Chris builds strong relationships with the players, parents, and host facilities. While conducting quality golf tournaments has always stood out on Chris' resume, he is recognized as the face of the Kentucky PGA Junior Tour. That consistent dedication to the Tour builds brand loyalty from the participants. Chris has become the piper of the Junior Tour while promoting his brand as the "Goofiest Tournament Director East of the Mississippi". While the goofy description fits, it doesn't lessen the professionalism Chris displays running events.

Chris showed the same leadership when he was involved with the tournament program, training program, and mentoring program at Wildwood as an Assistant Golf Professional. His dedication to service to the association was evident with his involvement in the governance of our Section as a member of the Board of Directors. Chris takes complete ownership in the execution of any responsibility he is given, and he can accomplish serious tasks while still maintaining a high level of fun with his outgoing personality.

Chris continues to search for new ways to utilize the relationships built through the Kentucky PGA Junior Tour to benefit Tour Members as well as KPGA Members and Apprentices. While the Family Championship and KPGA Pro-Junior have struggled to attract participation in recent years, Chris sees an opportunity to incorporate similar events into the Junior Tour schedule to address these areas. He has creatively developed event partnerships on back-to-back days to give Tour members the opportunity to earn Junior Golf Scoreboard rankings and enhance their college resume with multi-day tournaments.

On the Section level, Chris has provided leadership to the Assistants/Apprentice Division as a two-term President of the Division as well as the Division's Liaison as a member of the Board of Directors. Chris worked to develop an effective raffle ticket program which has led to increased prize money in the Assistants Championships. He has served as an active participant on the Tournament Committee, Growth of the Game Committee, and Special Awards Committee while serving as a Director at Large on the KPGA Board of Directors. He is currently a member of the Player Development Committee and serves as a historical reference for the Assistants/Apprentice Division.

Chris has always been someone that leads through example, and who is always prepared to develop a course of action that will lead to success. This has been evident as a member of the Golf House Kentucky staff, as an Assistant Professional, as a Head Professional, and as a member of the KPGA governance team.

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

Chris uses his infectious personality to inspire junior golfers from all parts of the state as the leader of the Kentucky PGA Junior Tour. While serving in this role, Chris works closely with Golf Professionals at each facility to create a successful event for the participants while also providing additional revenue for the host facility. The Tour Program package is easier to present to owners and Boards because of Chris' thorough understanding of their expectations learned through his previous history as a course employee. His emotional connection as a representative of other PGA Members and Apprentices as the Director of the Tour bearing their brand is evident when he has the chance to preach to his fellow KPGA Members at Member Conferences.

Chris inspired Assistant Golf Professionals by serving as a leader in the Kentucky Section as well as an example of how preparation and commitment to the business will lead to success at your facility. Chris was one of the few individuals with the opportunity to step up and serve on the KPGA Board of Directors while employed as an Assistant Golf Professional, and he was an active proponent for other Assistants getting involved on the Board and Committee level. He did this through excellent time management as well as gaining the support of the staff and membership at Wildwood. He had always been an advocate of what is best for the member assistants and apprentices in our Section.

Chris was most directly involved inspiring fellow Assistant Golf Professionals when he expanded the Assistants Championship raffle program in 2011. Through this program, many participants have received additional prize money thanks to effort in selling raffle chances. Participation from Assistants

throughout the state increased as opposed to just an increase in participation from the area that hosted the Championship. As the raffle sale effort of individuals increased for this Championship, the results included an increase in the prize pool for this event. The Assistants Match Play has also experienced an increase in participation under Chris' leadership. A contributing factor to these increases also likely included a streamlined eligibility requirement for Section Tournament participation that more directly resembles the requirements for PGA Member participation in Section events developed by Chris in 2011.

Chris has been instrumental in including Assistant Golf Professionals on the KPGA Education Committee and has supported the efforts of that committee to bring education to the membership that includes direction for Assistants and Apprentices. By coordinating education with this committee, future Assistants/Apprentice Boards will be able to effectively deliver education to assistants and apprentices through the annual fall and spring meeting. Chris was also able to work with the Executive Director to allow for scheduling of the Assistants/Apprentice Meeting during a break or lunch period of the agenda at the Fall and Spring Meeting. This led to increased attendance from assistants and apprentices who otherwise had to remain at the meeting for extra time following the education seminar.

Chris was also instrumental in developing revisions to the Assistants/Apprentice Division By-Laws in 2013 to develop a President Elect position. This will allow for additional orientation for the new Assistants/Apprentice Division President prior to serving as a member of the KPGA Kentucky Section Board. With apprentice education moving to the Education Committee in the future, this also allowed for the Board positions to be streamlined to just a President, Vice President, and President Elect. The overlap should provide a smoother transition for future Boards.

Chris has continued to serve as a resource to many Assistants progressing through the education program as they strive to complete their journey toward PGA membership. He believes in setting a positive example for fellow Assistant Golf Professionals to follow which is evident through his performance in his position at Wildwood Country Club as well as his representation on the Kentucky Section Board of Directors. In setting this example, he has already surpassed his required MSR points in the current segment staying ahead of the curve in this area.

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

As the Director of Junior Programs at Golf House Kentucky, Chris is growing the game across multiple facilities as he draws more and more players to the Kentucky PGA Junior Tour. Chris sees an opportunity to attract a new golfer to the Tour each time he appears at a course, at a promotional event, or event visiting his kids at a school assembly. While the direct benefits for new junior golfers may not benefit the facility immediately, planting the seed for participating in golf will help create new golfers for their lifetime. To help grow the game, Chris has molded his approach to fit the mentality of the millennials and centennials by using social media to promote junior golf.

As an Assistant Golf Professional, Chris developed a highly successful "Taste of Wildwood" Ladies Clinic that introduced the game to new golfers at Wildwood by combining over an hour of instruction followed by wine and appetizers on the patio. More than 70 ladies over 3 years were introduced to the game through this program. In addition to learning about the swing fundamentals, participants also learned about what they needed to do when they arrive at the course to play in the future. The information is based on the principles of the PGA's "Get Golf Ready" initiative.

In addition to the introductory program, Chris expanded the program to focus on ladies that are already playing regularly by developing an Intermediate program that took place on the golf course during

non-peak periods. In this program, ladies learned how to execute specific shots such as uneven lies, bunker play (greenside and fairway), course management, scoring zone shots (inside of 50 yards), and distance putting. Instruction usually lasted at least 75 minutes with appetizers and drinks at the Patio bar following the clinic each week.

As a KPGA Board member, Chris was a strong advocate for expanding our Section staff in the future to include a Player/Business Development Coordinator in the Kentucky Section. We are lucky to have another outstanding PGA Professional, Kim Shafer, serving in that role. Chris served on the KPGA Growth of the Game Committee, and currently serves on the Player Development Committee. Through Chris' involvement with that committee, the highly successful KPGA Middle School State Championship grew from 130 participants to over 210 participants in the second year.

Chris utilized the "Tee It Forward" initiative to develop programs for players starting from forward tees. Players graduate through the tees by scoring a six or better on at least half of the holes. Players start at the 100 yard marker on each hole. Once they have achieved their scoring target, they move back to the 150 yard marker. They continue progressing to the 200 yard marker and the start of each fairway until they have "graduated" to the forward tees. This initiative has made the game more enjoyable to new golfers as well as juniors starting to play the game.

Chris continues to grow the game every day through his efforts as the Director of Junior Programs. Existing programs provide a fantastic path toward continued participation in golf. Players can get started and introduced to the game through Drive Chip & Putt or introductory Get Golf Ready programs. Juniors can gain additional experience by becoming a part of PGA Junior League. When players are ready to compete individually, they have the opportunity to progress to the Kentucky PGA Junior Tour. Through that participation, they will have the opportunity to earn Junior Golf Scoreboard rankings, AJGA performance stars, and spots in regional or national events such as the Junior PGA Championship. In summary, Chris is the Johnny Appleseed of junior golf inspiring players to become more involved at their local club.

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

Award	Year Received	Section
Assistant Golf Professional of the Year	2013	Kentucky
Assistant Golf Professional of the Year	2014	Kentucky