

Matt O'Keefe, PGA
Matt O'Keefe Golf, LLC
(727) 510-4653
matt@mattokeefegolf.com

1. *Please list all National Teaching Workshops, Seminars and and National PGA Teaching and Coaching Summits attended in the last Five Years. Also, if Certified in Instruction (Coaching and Teaching) through the PGA Certified Program, list the date certification was achieved.*

2004 PGA Certified in Coaching & Teaching *(first KPGA Professional to be awarded)*

2005 PGA Specialty Certification in Teaching *(first and only KPGA Professional to be awarded)*

2005 PGA Master Professional in Coaching & Teaching *(first of two KPGA Professionals in the last 20 years to be awarded)*

2015 PGA Teaching and Coaching Summit

2015 PGA Merchandise Show

2014 PGA Merchandise Show

2013 PGA Merchandise Show

2011 PGA Merchandise Show

2009 PGA Teaching and Coaching Summit

2. *Please list all Section Teaching, Seminars and PGA Teaching & Coaching Summits attended or conducted within the last five years.*

2015 PGA Teaching and Coaching Summit / North Florida Section (Orlando)

2014 KPGA Teaching Seminar / Kentucky Section (Keene Run GC w/ Larry Ward / Tyrus York)

2014 Flight Scope Certified Professional Seminar / Metropolitan Section

2012 PGA Tour SS Club Repair @ Fitting Program / Southwest Section

2011 KPGA Teaching Seminar / Kentucky Section (Standard CC w/multiple Instructors)

2010 Growth of The Game Forum / Kentucky Section / Golf House Kentucky

3. *Please describe the nominee's overall performance in teaching at the facility, section or national level.*

Matt is entering his 22nd year of coaching. He is the owner and Director of Instruction for Matt O'Keefe Golf, LLC. It has been a stand alone teaching and fitting business since 2006. He oversee's all aspects of training, marketing, accounting and social media design. Matt has been a full-time instructor since 2008, averaging between 35-45 hours per week of coaching on the range and course.

Matt has organized and implemented numerous programs for all levels/groups of players. He has narrowed his focus over the past few years from larger (+10) to smaller more attention oriented programs. His clinics and Get Golf Ready classes have no more than four students per session. He feels the one-on-one, more student focused coaching pays higher dividends for the players.

Matt is continuously increasing his knowledge of the game and the business of golf. As listed throughout this form, continue education is extremely important to Matt. He has traveled around the United States in order to attend additional industry training. He completed a three month on-site certification with the Arnold Palmer Academy in Florida, a course in Arizona to work with the Golf Digest Schools and to Ohio for a 10 day club repair and fitting school. Since 2012, he has completed 61 hours of online courses from the PGA Merchandise Show, not including the 150 course hours completed for the certification program. Matt has also completed all online course work and project outline for his final PGA certification: Player Development. Currently pending project approval from National office.

Matt splits his winter and summer teaching time between Kentucky and Florida. 2017 will be his last year of full-time status and he will only be working with a select number of students in 2018.

4. *Please briefly describe any unusual, innovative or special teaching programs the nominee has listed or implemented.*

Since 2008 Matt has offered three unique programs.

1. The Wounded Warrior Program: Free 45 minute lessons for all military personnel with any type of service disability.
2. 2. CLINICPOLOOZA: He offers a different clinic each day for 21 days with each class working on a different area of the game. The cost for the clinics are reduced to \$10 and all WWP classes are free.
3. Matt has lived at three different apartment complexes where is was designated as their "Official Golf Professional". He offered (2) free one-hour clinics per month and provided a discount for any resident that wanted private coaching. He also wrote a monthly tip for their newsletter.

Matt also instructed a one-time, two-hour impromptu golf clinic at a medical facility in Kuwait for 20 soldiers waiting for return flights to United States. They had two rigged netting systems and about 25 clubs. He answered questions and coached. He received a special unit coin from the brigade commander before they flew out.

5. *Please list any instructional articles, videos and/or publications the nominee has written or contributed to.*

Matt contributed six instruction articles and three course reviews to the Golf Scene (not in publication now). He writes small, generic insights about ball flight, club repair and fitting tips to his Facebook business page. All posts are also generated on his company Twitter feed.

6. *Please list the names of outstanding golfers the nominee has instructed.*

Keegan Bradley, PGA Tour (Approximately 350 hours of coaching while he attended school in Florida)

Jonathan Gandia, NCAA Division III Team Champion

David Ernest, Ice Breaker Open Champion, Lowered handicap 12 strokes in 2016

Bill Nevitt, Club Champion

Bill Higgins, Player of the Year, Memorial Champion, Men's Classic Champion

Dale Beadle, Calcutta Championship (2nd), Margarita Open Champion

Kyle O'Donnell, Calcutta Championship (5th)

Jon Savko, Couple's Memorial Champion

Allison Petricek, Couple's Memorial Champion

Brink Spruill, 2015 Men's Player of the Year

Charlie Pulliam, AJGA Tournament Player

Mark Chan, AJGA Tournament Player

Lindsay Sheldon, Co-Player of the Year, Musselman-Dunne Tour, (2) wins

Adam Notle, St. Catherines University Golf Team Member

Mike McCade, University of Northern Kentucky Golf Team member

7. *Please describe the nominee's involvement in growing the game of golf through juniors, women, minorities, seniors and the disabled.*

Matt has offered classes for every group of golfer. He's been involved with basic junior programs that targeted the new junior for a week, to those where they resided on property for the full academic year, receiving multiple hours of instruction five days a week. Matt has traveled over 3500 miles taking junior golfers he's coaching to and from tournaments.

Matt has offered and conducted several two month after-school programs (April-May) for middle and high school golfers looking to play competitive golf. He's also donated over 30 hours of free coaching for two middle school programs.

Over the past few years Matt O'Keefe Golf has made a concerted effort to integrate all classes, with no regard sex, color or disability. He believes the industry as a whole would benefit greatly if they did the same. Matt O'Keefe Golf believes that we need to teach players of all groups at the same time. Matt treats a one armed golfer in an adult class the same as a two armed golfer...they both have to get the club on the ball. He realizes that golfers that fall into a minority group or that are disabled, are already aware it. There's no reason to draw more attention to it by offering instruction directed at them specifically. Matts programs are open to all skill and ability levels.

8. *Please list any section or national awards the nominee has received.*

No section awards.

Matt did receive engraved plaques from the National office for completing the remaining five PGA Certifications, not listed above:

2004 Golf Operations (*first KPGA professional awarded*)

2/2006-2/2008 PGA membership placed on-hold by National Board while serving 16 months Iraq with the 82nd Airborne Division.

2008 Executive Management, General Management, Ownership & Leasing and Retail Operations