



PGA

Kentucky Section

2017 KPGA YOUTH PLAYER DEVELOPMENT AWARD NOMINATION

Name of Nominee: Ralph Landrum
Facility Name: World of Golf
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1. Please briefly describe the nominee's contributions to youth golf programs in the Section and on a National level including service as a chairperson or a member of the Junior Golf Committee/Youth Player Development Committee.

I have twice been awarded the Junior Golf Leader Award for the KY Section. I was the Co-Chair for the Junior Golf Committee for two years. In 2014 I was appointed Chair of the KGAPGA Junior Golf Task Force. I was invited and did participate in a two day round table discussion at the US Kids Headquarters in 2015. I have been invited and will be speaking at a LPGA Girls Golf Seminar at the 2017 PGA Merchandise Show.

2. Please briefly describe the nominee's involvement in the promotion and development of youth golf at the club level and within the community.

Junior Golf Programs held at World of Golf:

The World of Golf junior golf program has become a series of year round programs for kids of every age, ability level and social status. Each year we will host at World of Golf approximately 500 different kids in our various junior programs. This past winter we began to incorporate ideas I learned as a member of the PGA Sports Player Development Committee. The idea is to always have a "next" program for the kids to maintain or grow their interest in the game. Below are some of the various types of junior programs we offer at World of Golf:

- In the off season (October-April) I will host after school instructional programs in our indoor range. Most are two hour classes with four visits per session which I limit to 8-10 young golfers per program with a cost of \$60 per child.

- I host several different six visit junior leagues each summer. Some are two weeks in length with three visits per week. I also have six week camps with one visit per week. Cost is \$150 per child. I will provide five 10 minute instruction stations after which the kids play nine holes. The first of the stations is based upon the PGA Sports Academy fitness manual. The second station uses various workbooks from the PGA, US Kids Golf and our own World of Golf workbook. I do have a college or high school golfer walk with each group to provide etiquette and safety advice. Often I will have a college golfer on the course to provide instruction on a particular idea such as bunker play, chipping, lag putting, etc.
- My favorite junior program each year is the Pee Wee program. The program is for three to six years old boys and girls. The program consists of an hour and a half class each week for six weeks. Cost is \$80 per child with a limit of 32 kids per class. I will have three stations at which the kids spend thirty minutes at each station. About the third week the kids who are more advanced will end up on the golf course to play a couple of holes in a scramble format. All the kids will end up on the course before the program is completed. I have three sessions each summer. I place a high school or college golfer with four of the pee wee golfers to be with them the entire time. I also will run five Pee Wee winter and spring after school programs for an hour per week for four weeks with a fee of \$50 per child.
- PGA Junior League is relatively new to the Kentucky Section and World of Golf. I have had as many as six teams with a total of 60 kids participating. I provided six practices and six matches to each of the teams and took an All Star Team to the State Tournament. I won the PGA Jr. League Regional Award in 2015 which was given to me at the PGA Merchandise Show. This winter we are beginning to provide year round instructional programs for the PGA Jr. League kids. The kids will come once per week for 90 minutes of instruction and fun. The first session begins in December. Cost is kept at a minimum to encourage year round involvement.
- The High School Prep program is designed for the parents who wanted a little more instruction for their kids than what is offered in our junior leagues. The High School Prep is for those who may be interested in playing a little more than just casual golf. I provide forty-five minutes of instruction and then the kids play golf without a walker. I have two of my assistants go along with the group while they play moving back and forth between groups. I have two college golfers also move around with the groups.

- The Junior Champions program is for the young golfers who wish to play competitively. I provide a one hour private lesson twice per month and then have one of my assistants provides a one hour follow up session also each month. I try to mentor the kids on how to play the game, how to handle themselves as well as the fact they represent themselves, their families and their schools.
- Every other year I invite to World of Golf an expert in how to prepare for the college golf recruiting process to speak to the parents and players who may be interested in this process.
- I am a certified member of the Positive Coaching Alliance.
- In 2016 I applied and received a grant from the Golf Course Builders Association of America who supplied us with 8 sets of US Kids clubs to be used by youth golfers who can't afford clubs.
- World of Golf annually hosts the Tri-State Pee Wee tourney for kids ages 5-12.
- Each fall World of Golf hosts the Tri-State Middle School golf tourney. This past fall I had approximately 60 grade and middle school kids participate.
- I began Project Golf in 2013, where I host a high school team for a week of fun, learning and practice.
- May-September World of Golf will host a monthly junior golf tourney. The goal of the tournaments is to provide an opportunity for the kids to enjoy additional competition in hope they will enjoy the game more.
- This past year I began a Junior Supervised Practice program. The kids pay a small fee to have me run them through an hour of different drills.
- World of Golf now offers during the winter Junior Players workouts. The young golfers come once per week for four weeks for various training workout. I use the skills I learned as a TPI Level 1 instructor.
- The World of Golf LPGA-USGA Girls Golf **has** grown quite a bit since our first year in 2013. Each of the past three years I applied for and received a grant to host a LPGA USGA Girls golf program. The 125 young girls came for ten visits over five weeks and are provided two small parties, golf instruction and play golf each visit. The economic and social background of the girls was quite varied. The last night their parents joined them on the golf course. Kim Shaffer has been nice enough to attend one evening to help encourage the girls to get more involved in golf. I had Janet Carl, the Women's Golf Coach at the University of Cincinnati speak to the young ladies at one session. Coach Carl caught the attention of the girls. The program only cost \$60 per young lady due to the additional funding from the grant. Without the grant I am sure many of the young ladies

would not have been able to afford the normal cost of such a program. I also used the Flying Pig Marathon in Cincinnati as a fundraiser for this program in 2016. I have been asked to speak at the LPGA's seminar at the 2017 PGA Merchandise Show about how to grow this program.

- I am the Boys Golf Coach for Villa Madonna High and Middle Schools. This year the boys had their largest roster they have had.
- World of Golf will host as many as 20 of the local high school golf teams for practice at World of Golf. Several of the middle schools will not only practice at World of Golf but will host their matches at our eighteen hole executive course.
- World of Golf is the home practice facility for Northern Kentucky University and Thomas More College Golf teams.
- I have begun plans to restart our Hook-A-Kid on golf program for a Hispanic youth. One of my former staff members speaks fluent Spanish and is going to help me with this project.

Community Outreach Programs

- A. World of Golf has been a member of the Greater Cincinnati Hispanic Chamber of Commerce. Due to our membership we were asked to set up the KY PGA's inflatable driving net at the Cincinnati Cinco De Mayo Festival on Fountain Square in Downtown Cincinnati. We were able to expose the game to many Hispanic kids who might not have been exposed to the game.
- B. I have been providing golf instruction at the Marge Schott Covington Boys and Girls Club. The program was part of the National PGA's Growth of the Game initiatives for the past three years. The program is funded through the Boys and Girls Club National Office and the PGA Hope. The kids visit World of Golf in the winter for a follow up. The kids from the Boys and Girls Club have been part of the PGA Jr. League program.
- C. World of Golf visits the Boone County Y.M.C.A. to provide golf lessons in their activity room. This past year it was just for kids but this coming year the program will also include adults.
- D. World of Golf visited eight different schools during 2015-16. We provide instruction during the school's gym classes and also in their after school programs. We estimate we saw approximately 2,000 different kids during all of our visits.
- E. The Florence Freedom invited us to work with the kids who attended the activities they had scheduled both before and during one of their minor league baseball games. This year our visit was scheduled on Boy Scouts night. We were able to work on the field with many of the

kids before the game and used the KY PGA inflatable driving net during the game.

3. Please briefly describe the nominee's image and leadership in the area of youth golf and the nominee's overall integrity.

I have long been the promoter of junior golf in Northern Kentucky. I began the junior program at World of Golf in the late 1970's. I began a similar program at both Devou Park Golf Course and The Golf Ranch when I was operating multiple facilities. I taught golf in schools for the City of Covington during their summer programs. I received grants to run a Hook-A-Kid on golf program for the City of Covington and at World of Golf. In the past couple of years we have begun to teach golf to kids in the Boone County, Kenton County and Erlanger-Elsmere School Districts in the gym classes and after school programs. At World of Golf we have held parent/child, pee wee and junior tournaments/outings for many years. When my youngest son was in middle school I began the NKY Middle School Golf League with 6 different private schools. Now over 25 public and private schools have teams in the NKY Middle School league. I coached my former high school's golf team for a couple of years and currently I am the golf coach of the boys' teams at Villa Madonna. I have spoken at Covington Catholic High School and St. Henry High School at their career days. The credibility I have as being a former PGA Tour Member as well as my long time commitment to junior golf as a business and as a vehicle to grow the game while giving back to the game has allowed me to introduce and support many junior golfers from Northern Kentucky over the past 35 years. I will continue to seek new ways to expose our great game to as many youth as possible.

4. Please briefly describe how the nominee inspires fellow PGA Professionals and promotes the game of golf.

Having been a KY Section Board of Directors Member for several years it has allowed me to present my ideas of junior golf, and player development, to the membership of the KPGA. I make a constant effort to push committees and staff to never be satisfied or contented with our current efforts. We must always be creating change in an effort to improve our product. If I hear of a new program or new idea I pass on the information as quickly as I can.

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

Award	Year Received	Section
Jr Golf Leader	1997, 2013	KY
President's Award	2000	Southern Ohio
Player of the Year	1986, 1987 & 1988	KY
Sr. Player of the Year	2009	KY

Player Development	2008,2009,2010,2011,2012 2013 & 2014	KY
Golf Professional of the Year	2010	KY
Quarter Century	2010	KY
Player Development	2014	National