



# PGA

Kentucky Section

## 2018 KPGA ASSISTANT GOLF PROFESSIONAL OF THE YEAR NOMINATION

**Name of Nominee:** Ryne Burnett  
**Facility Name:** Triple Crown Country Club  
**Facility Address:** 1 Triple Crown Blvd., Union KY 41091  
**Facility Phone Number:** 859-384-5362  
**Nominee E-mail Address:** burnett1664@gmail.com

*The nomination form should be typewritten.*

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

Ryne always strives to make the member and their guest's experience at the club as enjoyable as possible. His care for the customer as well as his own performance is what drives his decisions and quality of service daily. Ryne does well to maintain strong and trusting relationships with his co-workers and facility members that promote a positive environment at Triple Crown.

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

Ryne is a consistent participant in Section tournaments and meetings. While his time in the section is still young, he was recently added to the KPGA Player Development Committee and looks forward to growing his role in the Section.

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

Ryne strives to be a servant leader for his staff and students. He will never ask someone to do something he wouldn't be ready to do himself. This also includes pitching in with other areas of the operation during busy times and when he is available.

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

Ryne became a PGA Professional because of his love for the game, and wants to see everyone who plays golf come to love the game as he does. Through programs like the Drive, Chip and Putt Series, and his consistent participation in Section tournaments and events, Ryne shows new golfers how much fun and enjoyment the game has to offer. Ryne also enjoys being on the golf course with his students, especially if he knows that will positively add to their overall experience.

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

In 2017, Ryne helped create the Triple Crown Drive, Chip and Putt Series as a simulation for the actual Championship, which led to a player coming 1 place away from qualifying for Augusta. In addition to leading 2 PGA Junior League teams, Ryne was involved in creating a Middle School Golf Team for Gray Middle School, which competed in the local golf league in Northern Kentucky and became league champions in their first year. This same team also played to a 4th place finish at the State Middle School Championship. To extend his service to the Section, Ryne was recently added to the KPGA Player Development Committee.

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

Award	Year Received	Section
N/A		

Deadline – January 2, 2018

Return forms to:  
Kentucky PGA  
Golf House Kentucky  
1116 Elmore Just Drive  
Louisville, KY 40245  
(502) 243-9266 fax

Email Word documents to:  
[csaner@kygolf.org](mailto:csaner@kygolf.org)



# PGA

Kentucky Section

## 2018 KPGA ASSISTANT GOLF PROFESSIONAL OF THE YEAR NOMINATION

**Name of Nominee:** Robert Costello  
**Facility Name:** Wildwood Country Club  
**Facility Address:** 5000 Bardstown Rd, Louisville KY 40291  
**Facility Phone Number:** 502-499-1001  
**Nominee E-mail Address:** mcostello@pga.com

*The nomination form should be typewritten.*

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

I would describe Robert's performance as a continued success from his 2016 campaign. Robert was the recipient of the 2017 Assistant Golf Professional of the Year Award and he was given the task of trying to continue his great performance in year 2 at Wildwood. Robert was given many goals for 2017 which included: Continue to Grow the Junior Golf Program, Continue to Grow the Ladies Golf Program, and Continue to lead and guide our other two Assistants especially with a new Assistant on board in the beginning of 2017. These were just a few of the goals that he was given. Robert accomplished all of those goals and more. He not only accomplished those goals, but he well exceeded the expectations of those goals again. Robert again never let a daily procedure fall through the cracks and Robert's ability to follow-up with our members continued to be phenomenal. Robert even took a bigger role with the KPGA Board as he became President of the Assistants and Apprentices division and attended board meetings throughout the year.

Our Junior Program continued to see growth this year on top of a very successful 2016. Robert once again was able to grow our PGA Junior League team and add a new program to the junior golf offerings. Robert grew the PGA Junior League team to 19 juniors and was able to have more practices. Robert created a system for the younger juniors on the team to really learn from the older juniors. The team wasn't quite as successful as 2016 as they played in a new league with great competition. In 2016 the team won the league and Robert was named the All-Star Coach.

Coming off the success of the 2016 installment of Wildwood U.S. Kids Golf Camp, Robert installed a second week of the Wildwood U.S. Kids Golf Camp and again saw great success and numbers. Family Golf Nights again got a makeover by Robert and saw record numbers at each event largely because of the success of 2016 Family Golf Nights. Robert again hosted these on Saturday or Sunday evenings once a month in the summer months and each would include a free 30 minute clinic with the juniors and adults. He would rent the inflatables from Golf House KY and set them on the practice tee. Then after the free clinic there was some sort of contest and Robert would hand out prizes. Finally, they would go and play a 4-hole scramble format on holes 1 through 4 and Robert would hand out prizes to the top two teams. This was a fantastic way to get families together and everybody really enjoyed it once again.

Robert again ran the Ladies 18-Hole group this year which is our biggest group of Ladies we have at Wildwood. Robert improved communications with the Ladies by utilizing Golf Genius, e-mails, phone calls, and text messaging. Each week he would provide an e-mail showing the weekly winner, points update, and a reminder about upcoming weeks. Guest Days were again the biggest highlight of the Ladies 18-Hole League. Our Ladies Guest Days continued to see growth as Robert again took pride in making sure every experience was highly memorable. Robert would go around and personally take a picture of each 4-person group as well as a big group photo before they would tee off. While they were playing their tournament, Robert would create these amazing collage photos and print off enough to where each person could take one home with them to remember the day. Robert would always have them finished by time they came in for lunch! Robert also added some nice touches on the golf course by adding flowers on the tee boxes for Guest Days. At the end of the day he would let everyone take home flowers with them and the ladies really loved that!

Another great thing Robert did this year was once again lead our other two Assistant Professionals. In the beginning of 2017 we hired a new Assistant Professional – Josh Griffin and Robert took him under his wing and led and mentored Josh. Robert showed them both new ways to improve their customer service, how to increase our junior golf program, how to teach better golf lessons (Robert increased his number of lessons in 2017 compared to 2016), and how to be more engaged with our members. Robert showed them that more times you interact with members in positive way, whether through junior golf, individual instruction, tournaments, or daily interaction in the golf shop, that can lead to a member wanting to come back for whatever else their needs are. Robert really taught them that relationships are key and showed them how to build relationships. Robert was remarkable in growing the Wildwood brand both internally and externally. Robert continued to post great posts on the Facebook page that was for the Wildwood Golf Shop. Robert again took our members on some very fun golf outings as they competed in many KPGA Pro-Am's throughout the state and again this helped grow relationships. Robert had a great year playing as well – he finished 5<sup>th</sup> on the Assistant Point list and 6<sup>th</sup> on the KPGA Professional list. His summer was highlighted by making the semi-finals of both match plays, a great showing at the Assistant Professional tournament, and a good showing at the Kentucky Open. Robert has again been a very big part of the operation this year in 2017 and we hoped to have him back, but the good ones don't always stick around for very long! Robert has accepted the Head Professional role at Nevel Meade Golf Club and we wish him well as we know he will have success wherever he goes!

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

Robert became involved in the Section in 2016 when he became the Vice-President of the Assistants/Apprentices division. In 2017 he became President of the Assistants/Apprentices division. This larger role came with more time commitment and Robert handled his professional duties at Wildwood and his role on the KPGA Board very well. Robert managed his already busy schedule and attended every board meeting and contributed a lot to the board. Robert helped plan the Assistants Championship and was able to host it right here at Wildwood. The Championship was a great success and even featured a new sponsorship from Joe Buck who donated a \$1000 to the purse and a new pair of New Balance shoes to every player in the field!

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

One of the tasks that Robert was given this year was to again mentor our other two Assistant Professional's and especially our newest Assistant Professional that was hired at the beginning of 2017. Robert has again led by example on a daily basis and has really helped them form relationships, follow-up in a timely manner, teach better, grow the junior golf program, and run better tournaments. Whenever there is an issue of any kind Robert is typically always the first one to step up and solve the issue. Again, the way Robert leads by example is pretty remarkable and Robert is also a vocal leader

too. As mentioned before, Robert also took a bigger role with the KPGA Board as the President of Assistants and Apprentices division and Robert spent many hours in Board meetings as well as reaching out to fellow Assistants and Apprentices. Robert took part in a project in early 2017 where he and Will Schneider reached out to just about every Assistant or Apprentice in the state to see what their thoughts were on Education Offerings by the KPGA and what they liked/didn't like, and what could be improved.

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

Again, this was one of the biggest things we noticed in 2017 was that our other two Assistant Professionals really took well to Robert. Robert showed them many new ways to improve their skills and be better Golf Professionals. With one of our Assistant Professionals being new and rather young Robert really took him under his wing and showed him many great ways to improve as a Golf Professional. Robert is big on relationship building and Robert has continued to teach both of our Assistants that. Relationship building can happen in many different ways, but the bottom line is that any chance you have to make a positive interaction with anybody who walks through the door at Wildwood, you should do so and Robert always does. Robert also showed them how important teaching golf lessons are and how that can lead to other opportunities down the road with potential golf club equipment sales, participation in a tournament, more lessons, and the list goes on and on. Robert also taught them the art of follow-up and how important that can be in any situation. Robert is big about following up after lessons with things to work on and he is also big about follow-up for special orders and club repair. Many times, Robert will use his off time to go and get a club repaired for a member if it can't be repaired in house.

One other thing that Robert has continued to be big on is merchandise and displays in the golf shop - Robert routinely refreshed displays in a professional manner. Robert continued his work with our Golf Shop Facebook page and has really marketed our club well. These are all things our other two Assistant Professionals have continued to learn from Robert and Robert has continued to be a big inspiration to our guys! This may sound repetitive but worth mentioning here as well that Robert took on a bigger role with the KPGA Board as the President of Assistants and Apprentices division and Robert spent many hours in Board meetings as well as reaching out to fellow Assistants and Apprentices. Robert took part in a project in early 2017 where he and Will Schneider reached out to just about every Assistant or Apprentice in the state to see what their thoughts were on Education Offerings by the KPGA and what they liked/didn't like, and what could be improved.

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

There are many ways to list, but most importantly Robert does a phenomenal job with the Junior Golf Program at Wildwood. Robert grew the PGA Junior League team to 19 players in 2017 which was the most Wildwood has ever had. Robert also made Wildwood's Family Golf Nights bigger and better than ever. Routinely he had big turn outs for Family Golf nights because of the success of 2016. Robert also created a second week of the Wildwood U.S. Kids Golf Camp and again saw great growth. Robert also did a great deal to grow our Ladies golf this year as he expanded participation and had better ways of communication by utilizing Golf Genius and weekly e-mails that included updates on who won, points standings, and upcoming events. Robert also continued the tradition of making the Ladies Guest Days a huge hit as he personally took pictures of each group and an overall group picture. Robert would print up collage photos and give them to each person to take home with them after the tournament wrapped up.

Robert has continued to serve on the planning committee for the Epilepsy Foundation of Kentuckiana. Robert's younger sister suffers from Epilepsy so Robert is always looking for ways to help her. Robert is very involved in the planning of their annual Golf Scramble and regularly attends



planning meetings and volunteers time to help raise money. Robert took on a larger role in helping plan the Epilepsy Foundation Scramble that takes place every year at Covered Bridge and the tournament saw record participants and record numbers in 2017.

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

Award	Year Received	Section
Assistant Professional of the Year	2017	Kentucky

Deadline –January 2, 2018

Return forms to:  
Kentucky PGA  
Golf House Kentucky  
1116 Elmore Just Drive  
Louisville, KY40245  
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# PGA

Kentucky Section

## 2018 KPGA ASSISTANT GOLF PROFESSIONAL OF THE YEAR NOMINATION

**Name of Nominee:** Nathan Downs  
**Facility Name:** Hurstbourne Country Club  
**Facility Address:** 9000 Hurstbourne Club Lane Louisville, KY 40222  
**Facility Phone Number:** 502.425.0097  
**Nominee E-mail Address:** ndowns@pga.com

*The nomination form should be typewritten.*

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

Nathan is a very passionate and committed golf professional. Understanding the importance of hard work, communication and service are all just a few ways that he excels as an Assistant Golf Professional. He is a dedicated employee who is constantly seeking to improve his performance through educating himself, seeking council from experienced PGA Professionals and pushing himself to exceed his personal standards and expectations. Being open to suggestions and constructive criticism allows him to constantly find ways to improve his skill set as a professional.

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

Nathan is always looking to become more involved in the KPGA Section and has done this since joining the section in 2014. He is constantly bringing awareness to the sections efforts by volunteering his time to help teach golf, assisting with events, participating in Pro to Pro workshops and playing in Section Pro-Am events. His passion for the game of golf and the Kentucky Section is evident and he has a commitment that is unparalleled.

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

Nathan takes great pride in being a leader and assisting in the development of his co-workers and peers. Leadership is an ability that Nathan possesses and excels at due to his passion, communication skills and commitment to his profession. Taking a constant interest in the success of golf and the Kentucky Section as a whole allows him to be placed in situations where his leadership ability can be utilized. His passion and commitment is contagious and he is an incessant positive influence to his peers.

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

Nathan's passion and work ethic is inspiration to many of the Assistant Golf Professionals that know him. He is always willing to assist other Assistant Professional with any and all of the issues that they may face, whether it is professional or personal. One of the main ways that Nathan has inspired other golf professionals is through the development of a charitable effort named Hope FORE All. Nathan founded Hope FORE All in April 2017 and it involves spreading hope and love across the world by teaching the game of golf. By doing this, he has been able to plan a trip to North Uganda to teach golf and life lessons to refugees during their time of crisis. This has been an inspiration and challenge to golf professionals in many PGA sections. Through his work, he will continue to encourage others to become more involved and join him in his journey to share golf with the world.

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

Nathan has been instrumental in the development and execution of numerous "Growth of the Game" initiatives at his club and the community throughout the Kentucky Section. By utilizing his skills in instruction and communication, he is able to teach the game to many people that are not exposed to golf on a regular basis. Currently, he is working with a local charity to implement his Hope FORE All lesson curriculum into an outreach program located in Portland, a community on the West side of Louisville. This will be a great opportunity to grow the game and connect kids and adults to a game that they may never play otherwise. He is very passionate about growing the game and sharing the knowledge that he has gained throughout his career in the golf industry.

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

Award	Year Received	Section

Deadline – January 2, 2018

Return forms to:  
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Louisville, KY 40245  
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**PGA**

Kentucky Section

## **2018 KPGA ASSISTANT GOLF PROFESSIONAL OF THE YEAR NOMINATION**

**Name of Nominee:** Zach Graves  
**Facility Name:** Bardstown Country Club  
**Facility Address:** 130 Maywood Ave Bardstown, KY 40004  
**Facility Phone Number:** (502) 348-6600  
**Nominee E-mail Address:** zgraves@pga.com

*The nomination form should be typewritten.*

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

Zach is an exemplary PGA Professional. He brings a positive attitude toward every aspect of his job and is never afraid to step-up when needed. In 2017, this happened a lot, when he was asked to accept responsibilities that were ordinarily left to others, and he executed said responsibilities in such a manner that exceeded expectations.

Not only did he handle his own set of duties along with the work of others around him, he went above and beyond to find ways to better the operation and its activities as well as encouraging fellow staff and employees to better themselves.

Evidence of his effect on the tournament operation, in particular, can be seen in the utilization of Golf Genius. Zach, being the more technologically inclined member of the PGA Staff, took it upon himself to learn the ins-and-outs of the software upon his arrival. By doing so, Bardstown Country Club was able to exploit the advanced features that the software has to offer; online event portals, live scoring, leader boards, and multi-formatted events contested over several days. He successfully managed a 60-person Men's League with rotating matches and was even able to incorporate the software into the Ryder Cup-styled matches BCC has with Heritage Hills every fall. For 2018, Zach and team-members have already launched a landing page which will hold all the club events and be made publicly available online. He has initiated the process of building segregated pages for member-only events and has also begun making events available for online-registration. Plans are being put together to monetize the software and offer different tiers of usage to outing Organizers.

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

In 2017, Zach participated in PGA Play Golf Day. He chose to play 100-holes in October to raise money for the Special Olympics of Kentucky (SOKY) and the Kentucky Golf Foundation. He rallied many supporters around him and took in over \$2000 in donations. This was his first year and attempt at such a fundraiser and felt as though he could have done a lot more. These donations, of course, were split amongst the two charities. A representative of SOKY came to the Club, wrote an article, and accepted the donation. In 2018, Zach and SOKY plan to make a large jump in fundraising revenue.

Zach's MSR requirements far surpass that which is expected of a professional. Through continuing education, attendance and participation in Section meetings and events, Zach plans to stay ahead of the game and continue to push his learning as far as possible. Doing so will help him to serve as a model for young professionals around him; both in the Section and at his Club.

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

When things are spiraling, business is rocking, and both sides of the operation (Golf and F&B) are busier than they seem to manage, Zach is able to step in with a calm mind and offer the help that is needed. While doing this, he encourages others around him to persevere and fight through. Having had his own struggles in life, Zach is able to adapt to many difficult and demanding situations and maintain a calm, deliberate demeanor and see an assignment to completion.

Being able to rally those around him, Zach offers his employees incentives, encourages each to present their best, and helps to rectify performance issues before they become major problems. He would frequently pull cart, shop, or bar staff to the side and talk with them about their issues, help to identify a potential solution, and aid said employee to meet the new performance goals.

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

Throughout the year, Zach received several emails, calls, and texts from Assistants he went to school with that work both around the country and in the state of Kentucky. He would offer advice to help solve problems and offer opinions on professional decisions relating to employment and life.

As a player in his first season of competition, Zach was able to make the cut for the Kentucky Open, get into the Round-of-8 in the Assistant's Match Play series, and only missed qualifying for both the Assistant Professional National Championship and PGA Professional National Championship by a couple of strokes. While working the normal hours of an Assistant (55+/wk), Coaching and Captaining a PGA Jr League team of 20, and being a father of an 8 year old, he was able to find time to work on his golf game and excel. This should serve as an inspiration to all PGA Professionals along with fellow Assistants that one can dedicate the proper amount of time to their job and still enjoy this game that we all love so much. He finds enjoying the game helps him to maintain sight and motivation to succeed.

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

Junior golf is the center of all growth in the PGA and Zach did more than his share to grow junior golf in both Bardstown and Kentucky. Junior camp participation at Bardstown Country Club grew 30% from 2016-2017 and PGA Junior League grew nearly 70% from 2016-2017. Zach and BCC anticipate a growth of 50% from 2017 to 2018 for PGA Jr League. His devotion to PGA Junior League was evident as he volunteered to captain the All Star team for his league, leading to more hours spent working to grow the game.

Zach also spends countless hours on the lesson tee teaching both youth and adult lessons. His devotion to his students extends far beyond the range; he works with everyone on-course as part of his standard teaching packages and spends many hours each week answering questions from home and the office to supplement the learning of each student.

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

N/A

Deadline – January 2, 2018

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# 2018 KPGA ASSISTANT GOLF PROFESSIONAL OF THE YEAR NOMINATION

**Name of Nominee:** David Huffman Jr.

**Facility Name:** Hunting Creek Country  
Club

**Facility Address:** 6807 Foxcroft  
Rd.

**Facility Phone Number:** 502-228-  
8129

**Nominee E-mail**

**Address:** huffman4444@gmail.com

*The nomination form should be typewritten.*

**Please describe the nominee's overall performance as an Assistant Golf Professional.**

I have recently transferred to Hunting Creek Country Club. During my 7 years at Seneca Golf Course, my duties included, golf instruction, merchandising, scheduling outings, assisting the restaurant, and overall managing the golf course. Over the years I'd say I've successfully implemented ideas in all of those before mentioned departments. Bettering the facility is the ultimate goal, but in order to do that, I had to grow as a professional which I will continually do by educating myself in new business trends and teaching methods, with the help of the PGA.

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

Assisting in running local drive, chip and putt events, PGA Junior League teams, Play Golf Louisville, managing middle school and high school tournaments, and always promoting the KPGA/KGA in professional manner. I feel like our section is very close knit group, and that helping one another in anyway strengthens our section. Continually growing the game with the same passion as the Professionals before me has been my goal. I have been given many opportunities because of the game I love. I can only hope I can return the favor.

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

I have never shied away from any task. With that mentality, my leadership skills seem to be

contagious. I believe myself to be positive and openminded in everyday life which allows my work environment to be energetic and refreshing. Hands on training of staff has given me proven results. I'm extremely grateful for the people I have already met in my short professional career. Without the people I have surrounded myself with I wouldn't be a Golf Professional today. Valuing and bettering people would be the leadership qualities I try to present daily.

**Please briefly describe how the nominee inspires fellow Assistant Golf Professionals.**

Always having an open mind to any task I am presented with. Make the best of the hardest situations and always have fun. When I come to work, I usually have a smile on my face. My inspiration comes from many places, I hope I've inspired others with enjoyment of my career and the game of golf.

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

Meeting with 4-7 middle or high school teams throughout the year helps grow youth golf. Seeing over 500 junior golfers a year, my goal is to get interests peaked and let young golfers see how rewarding golf can be. My high passion for this game rubs off on many different people not just youth. Golfers from 3-97 years old have learned golf from myself. I enjoy teaching and no lesson leaves without gaining new golf knowledge. One of my favorite experiences this past year, was teaching two young professionals to teach golf. Their willingness to learn from a young professional such as myself, motivates me to growing and learning more. Staying knowledgeable on many related subjects allows me to relate golf to any person willing to listen.

**Please list any Section or National awards the nominee has received**

Award	Year Received	Section

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# PGA

Kentucky Section

## 2018 KPGA ASSISTANT GOLF PROFESSIONAL OF THE YEAR NOMINATION

**Name of Nominee:** Jacob Martin  
**Facility Name:** Big Spring Country Club Inc.  
**Facility Address:** 5901 Dutchmans Lane, Louisville, KY 40205  
**Facility Phone Number:** 502-458-2027  
**Nominee E-mail Address:** jmartinpgapro@gmail.com

*The nomination form should be typewritten.*

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

Submitted by Head PGA Professional, Gary Beelaar, PGA

Dear Special Awards Committee Members,

I am writing in hopes that you will consider Jacob Martin, PGA for the Kentucky PGA Assistant of the Year award.

I have worked my entire career in the golf business as either an Apprentice, Assistant Professional, Head Golf Professional, Director of Golf or General Manager in the Kentucky PGA. During that time I have worked closely with a large number of Apprentices and Assistant Golf Professionals, but none who have impressed me as much as Jacob Martin, PGA.

Jacob respects the game of golf and its history and traditions. Jacob has been a PGA Member since 2000, and is a great role model for all future PGA Apprentice's and Professionals. Jacob's skills and knowledge of the business of golf are second to none and I am confident that any PGA Head Golf Professional would be lucky to have him on their staff, as his skills in managing golf shop operations would allow them to be better Professionals, by focusing on the issues of the club, and not be forced to worry about the smaller issues of daily operations. Jacob excels in all areas of golf shop operations, including but not limited to; staff training, GHIN Handicapping, tournament operations and administration, budgeting, tee time management, and merchandising. In addition to the previously mentioned, Jacob has excellent technical skills, and superior customer relations skills. Outside the golf shop, Jacob is an expert club-fitter, is an active instructor to golfers of all ages, genders and abilities, and his passion to play the game is a refreshing and a large positive impact at Big Spring Country Club Inc. To go on, Jacob has great knowledge on the Rules of Golf, and also remains knowledgeable on Section politics, and on the Association's national activities. Quite simply, Jacob Martin is a great asset to any golf course operation as he is the complete package.

In a transition year where he moved into a new job, that was reassembling many parts of a staff, in a different part of the country, he never missed an opportunity to make a positive impact and never missed an opportunity to embrace challenge. He moved his family across the country (from California) and jumped into a very busy golf operation during the busiest time of the year. Jacob's welcoming personality, knowledge base and skills, and overall ability allowed him to jump right in to a leadership role of our operation and was in large part responsible for growth in merchandise sales, the 9-Hole Ladies participation and enjoyment and helped develop and grow a very successful junior golf operation with over 100 participants. His ability to jump in without any Big Spring experience, was impressive and appreciated by all members and staff.

Jacob works each day to not only meet, but exceed the expectations of the members, and in addition impresses me on a daily basis with his level of effort and concern. With more than 17 years of experience as a PGA Member, I can't imagine that any other Assistant or Apprentice could offer more to the success of a golf operation, or raise the standards of a staff than does Jacob Martin, PGA. I am confident that Jacob Martin, PGA is an excellent reflection of the PGA, and that he wears the PGA Badge with great pride, and makes his fellow members proud.

With all respect to the committee, I am confident that there are many great candidates, but in my opinion, Jacob Martin is a well-rounded PGA Professional, and an essential component to the staff of a golf operation that continually thrives and meets the demands of a very active and growing membership. I appreciate your consideration of a very worthy candidate for this award.

Sincerely,

Gary Bebelaar, PGA

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

Jacob has been in the Kentucky Section since the beginning of May after relocating from the Northern California Section. He hit the ground running full steam ahead in a very busy full service golf operation, so his ability to get integrated into our section in a service role has been limited. Jacob arrived at Big Spring after spending years in the San Francisco Bay Area. While in the NCPGA and employed in Redding, CA, Jacob took part in the resurrection of the North State Chapter. This Chapter covered a wide area and many professionals from the outlying clubs would need to travel upwards of 3 hours in order to attend meetings and events. As a result, they decided the chapter was not all that important and it became inactive. Jacob was part of a group that, with the assistance of Executive Director Chris Thomas and Section President Len Dumas, started working together to find a way to get the chapter up and going. The endeavor succeeded just in time for him to take on a new job at the complete opposite side of the section 5 hours away. He was sad that he did not have a chance to be part of the new group, but is very proud of the fact that he took part in the process and was willing to do what he could to help the members and apprentices of the North State Chapter. Jacob does have a desire to get involved in some capacity in our section. He reached out to Ryan at Hurstbourne Country Club, the new Assistant Apprentice President, to let him know that he is looking to help in any way he can.

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

Jacob has a strong but subtle leadership quality. Jacob leads by example and is always enthusiastic to embrace a new challenge. He has a strong desire to create a positive and encouraging environment for his fellow staff members. Jacob is quick with advice and will lend an ear to someone who needs to talk. He meets the demanding in-season work hours with a smile on his face, and never a complaint, and is always ready to take on new tasks.

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

Jacob is always looking for ways to make his fellow workers better. He knows all too well the challenges in the beginning stages as a PGA Apprentice working towards membership and becoming a PGA Professional. Jacob sees management responsibility and a commitment and dedication of time to get the job done right as an opportunity to grow himself and his brand. He believes it is our responsibility to build all employees up, and make sure they understand that hard work and growth will get them closer to accomplishing career goals. Jacob is also great at helping hold fellow staff members accountable for decisions they made. Jacob has mentored many assistants in previous work experiences. He encourages this by helping them improve their in-shop presence, improving their teaching knowledge or by helping them improve their playability so they can be viewed in a better light by the members, and in addition to guarantee they pass the Players Ability Test. Jacob wants the Assistant Professionals that he is in contact with to be the best they can. He stays in contact with his previous co-workers well after their time sharing employment has passed. There are many former coworkers that Jacob is still in contact with that he worked with more than 20 years ago.

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

Jacob focuses his attention in two specific areas: junior golfers and women golfers. His recognition of how difficult and intimidating the game can be is a driving force; especially when you are new to the game. One of his mentors in the beginning of his career made it very clear to him the importance of a welcome environment. She told Jacob that she works hard at creating environments that are comfortable, encouraging and judgement free. Jacob is the always biggest cheerleader in his group instructional opportunities. He builds confidence by the positive encouragement that is comfortable to freely deal out. Both juniors and women golfers thrive in this environment. He has built player development programs that directly target these two groups at a number of clubs over the year, and have seen positive growth at each of these clubs. Jacob is also very giving, and has donated time in the past to the NCPGA's Saving Strokes program. This program assists stroke survivors get back to the course to find enjoyment in the game and in life. The first event helped 34 stroke survivors get outside and enjoy a game they thought was gone for them.

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

Award	Year Received	Section

Deadline – January 2, 2018

Return forms to:  
Kentucky PGA  
Golf House Kentucky  
1116 Elmore Just Drive  
Louisville, KY 40245  
(502) 243-9266 fax

Email Word documents to:  
[csaner@kygolf.org](mailto:csaner@kygolf.org)



# PGA

Kentucky Section

## 2018 KPGA ASSISTANT GOLF PROFESSIONAL OF THE YEAR NOMINATION

**Name of Nominee:** Will Schneider

**Facility Name:** Harmony Landing Campus  
Big Spring Country Club, Inc.

**Facility Address:** 13201 Reading Rd  
Goshen, KY 40026

**Facility Phone Number:** (502)228-8316

**Nominee E-mail Address:** will@bigspringcc.com

*The nomination form should be typewritten.*

1. Please describe the nominee's overall performance as an Assistant Golf Professional.  
As an Assistant Golf Professional Will has done a wonderful job stepping in for Mike Thomas with his increased travel schedule with his son, Justin. He has done whatever was necessary in addition to his normal responsibilities so that members do not see a drop in service while Mike is away. This season he was responsible for running our tournament program, merchandising and inventory, staffing, as well as continuing to run our junior and ladies golf clinics. As a result of his hard work, the results of our end of the year survey were very high for our department.
2. Please briefly describe the nominee's service to the local Section and to the Association.  
Will has served as the President of the Assistants/Apprentice Division President on two separate occasions for two and a half terms. After becoming a PGA Member in April 2012 he was elected President for his first term that fall. In 2015 he stepped in and finished the term of another professional when they left the section and was elected for the following term. He served on the Tournament Committee from 2012-2013 and the Education committee from 2016-2017.
3. Please briefly describe the nominee's leadership ability.  
Once entering the golf industry in college Will has served in leadership roles ever since. In college he was the Tournament Director, which is one of the more involved positions in the PGA Golf Management Program at ECU. As an Assistant, he served as the President of the Assistants/Apprentice Division on two separate occasions. He has served as the coach of the all-star team for PGA Junior League twice, once for the team that represented Kentucky and placed second in the Regional Tournament in Toledo, OH.

4. Please briefly describe how the nominee inspires fellow Assistant Golf Professionals.  
Will inspires fellow Assistant Golf Professionals by his service to the section we well as setting an example of how to better yourself as a Professional. In furthering his education he became Certified in Golf Operations. He has been active in KPGA Tournaments, qualifying for the 2016 National Assistants Championship. This past year he was given the task to increase the participation of Assistants in the Section by the Board of Directors. In working closely with Robert Costello and Miles Mahan to develop a plan they have seen a noticeable increase in engagement from Assistants and hope that it will translate to participation.
  
5. Please briefly describe how the nominee grows the game of golf at the facility, in the community and throughout the Section.  
Will has grown the game of golf by taking our player development programs and Get Golf Ready programs to another level. When he arrived at Harmony Landing we had 8 junior and 2 ladies golf clinics. We now have weekly junior golf clinics from April-September (35 total clinics) and biweekly ladies golf clinics from April-September totaling (15 total clinics). As a result we are seeing an increase in players moving from junior golf to their middle school and high school golf teams. This past year we also had a group of 5 ladies graduate from Get Golf Ready and are now playing anywhere from 3-5 times per week.
  
6. Please list any Section or National awards the nominee has received  
Will has been nominated for KPGA Assistant Golf Professional of the Year twice, but has not had the privilege to win.

Award	Year Received	Section

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