



PGA

Kentucky Section

2018 KPGA GOLF PROFESSIONAL OF THE YEAR NOMINATION

Name of Nominee: Eric C.C. Gilliland
Facility Name: Audubon Country Club
Facility Address: 3265 Robin Road, Louisville, KY 40213
Facility Phone Number: 502.637.5625
Nominee E-mail Address: golfshop@auduboncc.org

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

In reflecting upon 20 years as a PGA Head Golf Professional, I believe my career has been defined by an honest desire to advance my facility and to improve opportunities for those who work with and for me. I have found that putting the individual goals of my staff before my operational goals is the formula for building an outstanding golf operation. This philosophy begins with being a good listener. I believe that if I come to know what is important to the members of my team, I will be able to help them achieve their goals. In return for my commitment to their success, my staff demonstrates a unique loyalty and desire to exceed my expectations and those of our membership.

My staff and I work tirelessly to anticipate the needs of our membership, every day working to enhance the member and guest experience. We are always in pursuit of innovation and new technologies to make our programming fresh and more enjoyable. I thoroughly enjoy coming to the club every day surrounded by self-motivated individuals who are committed to serving the membership and making each other better. Their success while on my staff and beyond is one of the greatest rewards of my position.

A strong tournament program, an ambitious corporate/charity outing schedule, and an enthusiastic response to player development programming produced outstanding results at Audubon Country Club in 2017. Despite membership being relatively flat, rounds of golf were the highest since 2013. Golf Operations net operating income outpaced budget by 12.8%. The golf shop staff received nearly perfect scores in the areas of golf shop cleanliness, quality of instruction, and member service on the annual club survey.

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

I have been fortunate to have the opportunity to serve the Kentucky Section PGA in a number of different ways since my election to membership in 1996. Although I worked with and for a number of PGA members early in my career, I learned from Dick Bradow, PGA and Mike Riley, PGA that section involvement is the responsibility of every PGA member. They demonstrated, by example, that not only do we have an obligation to our association to contribute, but it is critical to our professional development. I quickly became involved as an assistant professional, serving on the Kentucky Section Communications and Membership Committees. During that time I regularly contributed articles to the section newsletter "Forethoughts" and wrote the section submission for PGA Magazine.

Once established as a head professional, I enjoyed three terms as KPGA Director at Large, chairing both the Tournament and Sponsorship Committees. Since the completion of my terms on the KPGA Board, I have worked on a number of select projects for the Section and the Association.

- ✓ Named to a three person selection committee resulting in the hiring of Kim Shafer as the KPGA Director for Player Development
- ✓ Pro to Pro Educational Workshop panelist
- ✓ Co-chair of PGA Connect initiative with Lindsay Williams
- ✓ Annual host site for KPGA and KGA events

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

As a senior member of the Audubon Country Club leadership team, I have worked with four different club managers in 18 seasons. The Audubon Board of Directors has twice asked me to serve in an interim general manager role to ensure consistency of service and cultivation of the staff. I am currently serving in that role. In consultation with a number of respected peers, I have developed an alternative organizational structure for Audubon Country Club which has favorably received by club leadership. I look forward to implementing the new structure, allowing the management team to thrive in their roles.

In recent years, career opportunities for PGA members in our market have been limited. My predecessor and mentor, Dick Bradow, created a system of training and development that made for the successful advancement of many of his assistants. I have worked to build on that culture and to recruit some of the finest candidates in our area to become PGA members. These individuals come to Audubon for an educational and challenging work environment in which their professional development is a top priority. I believe that my section involvement, reputation for advancing professionals and passion for player development have been instrumental in creating this positive culture. I am proud to claim the individuals below as former assistant professionals:

Michael Day – PGA Owner, ProMotion Golf, Louisville, KY
Kevin Grantz – PGA Head Professional, Covered Bridge Golf Club, Sellersburg, IN
Kevin Main – PGA Assistant Director at Kentucky Department of Parks, Frankfort, KY
Chad Stocker – PGA Head Golf Professional, South Park Country Club, Fairdale, KY
Blake Watts – PGA Head Golf Professional, Wildwood Country Club, Louisville, KY

I am equally proud of the handful of assistants and golf shop personnel who have moved on to successful careers outside of the golf business.

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

PGA Golf Day has become an unbelievable opportunity for me to connect with staff, family, the Audubon membership, and the community. In 2014, with my daughter Libby as my caddie, I began playing 100 holes to raise funds and awareness for these worthy organizations. The mission of the CCCP is to drastically reduce colon cancer incidence in the state of Kentucky. We are proud to be a part of Kentucky's declining colon cancer mortality rate due to raised awareness, increased screenings, and influence on the state legislature for favorable policies. The other half of our funds raised have gone to benefit the Kentucky Golf Foundation which supports the following initiatives:

PGA Reach Kentucky
Kentucky Golf Hall of Fame
Kentucky Golf Museum

In our first year working together, Libby and I raised \$5,950. In 2015, we were able to increase that slightly to \$6,110. In 2016, we partnered with my senior assistant, Chris Wilson and my son Connor to raise \$10,915. Last year, we expanded our marketing efforts and exploded past our goal, raising \$16,557.

In 2007, I met with an Audubon Country Club family about creating an event in honor of their special needs son, Cole Herrick. Cole was born with a long list of developmental issues which would require many surgeries and institutional support. Kosair Charities covered almost all of the expenses related to Cole's care, a number which would have broken almost any family. The Herricks wanted to give back to the charity which had given so much to their family. We had the first Cole's Classic to benefit Kosair Charities on September 26th, 2007. In its five year run as Cole's Classic and three years as the Kosair Classic, the event raised over \$400,000. These funds were used exclusively to help children cover the cost of their medical needs in Kentucky and Indiana.

When Kosair had a change in vision in 2015, I wanted to continue hosting an event that would be close to my heart and that would be embraced by our membership. That spring, with the help of a committee of Audubon members who had been impacted by colon cancer, I created the Colon One Golf Scramble. Although our player base was small, we raised significant funds and were able to reach a new audience to encourage symptom awareness and screening. Following another successful event in 2016, our committee and support expanded with Audubon Country Club members getting behind the event in a big way. On October 26th, 2017

We proudly held a 122 player event, raising a net profit of \$22,113.02 for the Colon Cancer Prevention Project.

In summary, the combined efforts raised over \$30,000 for the CCCP and over \$8,000 for the Kentucky Golf Foundation in 2017.

We have so many unsung PGA heroes who are using all of their spare moments to make our communities better. I believe that PGA Professional has a unique opportunity, if not responsibility, to make a positive impact on a daily basis. We are truly blessed to have men, women, and juniors trust us with their recreational time and discretionary dollars. We are a very important part of the lives of so many people affording us a platform to do great things. As a young professional, I never could have imagined using my position to positively impact the health decisions of club members and students. To have people tell me that they have been screened or had someone screened as a result of one of my efforts is truly rewarding.

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

Acknowledging the many activities and commitments competing for the time of our members, my staff and I annually re-imagine our player development programs. Our 2017 priorities for player development were centered around juniors and beginning lady golfers.

- ✓ **Junior Mini-Camp** – 13 juniors, age three to six participated in a one week program for skills development. Juniors enjoyed playing three short holes each day, concluding with a skills challenge and an alternate shot parent-child tournament.
- ✓ **Junior Clinics** – Eleven, one hour clinics, on a variety of topics for all levels of junior golfer.
- ✓ **Wednesday Evening Scrambles** – Six, one hour and 15 minute scrambles in five junior teams
- ✓ **Developmental League Morning Team** – A team of 12 juniors who enjoyed eight weeks of practices and matches in a PGA Junior League format.
- ✓ **Developmental League Evening Team** – A team of eleven juniors who enjoyed eight weeks of practices and matches in a PGA Junior League format.
- ✓ **PGA Junior League Team** – 16 top juniors invited to play on the ACC travel team in matches versus Louisville Country Club, Hurstbourne, Owl Creek, and Wildwood. Our juniors sported a 4-1-1 record in the league, best in three years. We unfortunately lost the head to head tiebreaker to Owl Creek to finish second in the league.
- ✓ 24 juniors were taught through **custom programming** to meet specific schedule or skills needs.
- ✓ **Parent Child Tournament** – 84 parents/children participated in this annual alternate shot competition.
- ✓ **94 unique juniors received golf instruction from the ACC professional staff through traditional or custom programming in 2017.**
- ✓ **Get Golf Ready Program** – Nine of our participants recorded double digit rounds of golf in 2017. Six played more than twenty rounds of golf. One participant recorded 80 rounds!

After serving six years on the KPGA Board of Directors, I shifted my focus to coaching youth sports. I found that coaching middle school basketball was a terrific way to reconnect with my children during the winter. I found the opportunity to have a significant shared experience with them to be truly special. Over 15 years of coaching boys and girls basketball there were so many unique rewards. Two PGA staff members helped me coach a boys' team to a city final

four. My step-son Tony and I coached my son Conner's team to a CSAA city championship. I assisted my father-in-law in coaching my daughter, Libby, to a 6th grade city final. I was fortunate to be able to coach her 7th and 8th grade teams as well. She now plays for her high school team, playing on both the junior varsity and varsity teams at Presentation Academy.

An unintended consequence of my basketball relationships was how many players to whom I became a golf instructor. In fact, one of the boys I coached as a 6th grader, now a high school senior, competed in the state golf championship and intends to play golf in college. Our instructor/student relationship began with the rapport we developed in the gym. This is simply one example of how the PGA Professional can make a positive influence in the community by engaging outside of his/her facility.

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

2017 Kentucky PGA – Deacon Palmer Award (National Finalist)
2016 Kentucky PGA – Deacon Palmer Award (National Finalist)
2014 Kentucky PGA – Co-merchandiser of the Year, Private
2013 Kentucky PGA – Merchandiser of the Year, Private
2010 Kentucky PGA – Bill Strausbaugh Award
2008 Kentucky PGA – Horton Smith Award
2005 Kentucky PGA – Bill Strausbaugh Award
2004 Kentucky PGA – Golf Professional of the Year
2002 Kentucky PGA – Merchandiser of the Year (National Finalist)



PGA

Kentucky Section

2018 KPGA GOLF PROFESSIONAL OF THE YEAR NOMINATION

Name of Nominee: Chris Osborne, PGA
Facility Name: Bardstown Country Club
Facility Address: 130 Maywood Avenue, Bardstown, KY 40004
Facility Phone Number: 502-348-6600
Nominee E-mail Address: cjosborne@pga.com

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

Chris has dedicated his life to the game of golf. He is a second-generation PGA Professional. The development and growth of the game are what drives him each and every day to be the best PGA Professional he can be. He has a strong belief in teaching and playing the game at the highest level. He won numerous tournaments in the section and was the 1995 Kentucky Open Champion. Chris believes the PGA Professional is the authority on the game of golf at our clubs and it is our responsibility to set the standard for excellence in everything we do.

Chris started off as an Assistant Golf Professional at Hurstbourne Country Club under his father Jim Osborne, PGA. He then worked as an Assistant Golf Professional under Scott Sedgwick, PGA at Louisville Country Club. These two long tenured PGA Professionals taught Chris what it meant to stay on top of your game on the course but also in the office and boardroom. In 2003, Chris had the opportunity to purchase Maywood Golf Course from the Kirchdorfer family. It was a great opportunity to take a well designed and respected golf course and put the finishing touches on it. Chris used his passion, expertise and experience to grow revenue at Maywood from \$890,000 in 2004 to over \$1.6 million by 2007. Throughout the last 15 years, Chris has continued his education and has learned to fill the necessary roles of Chef, Golf Course Superintendent and a complete General Manager. His mantra to "always leave things better than you found them" has inspired him to always shoot for the stars because anything is possible.

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

Chris has chaired or co-chaired the following committees: Finance, Tournament, Sponsor, Special Awards, Education, Special Events, Player Development, Foundation, and Long Range Planning. Chris served on the Board of Directors for 12 years. He served as Secretary, Vice President, President and Honorary President. Chris served on the KGA-PGA Board for 6 years and as President. He has served on the Kentucky Golf Hall of Fame for the last 6 years

Chris served on the National PGA Play Golf America committee from it's inception until the transformation into Player Development/Growth of the Game (4 years.)

He served on the National PGA Member Benefits Committee for 2 years.

Chris served as a Campaign Committee member for Paul Levy, PGA while he was running for Secretary of the national PGA in 2010 and as a Regional Campaign Manager when he was elected in 2012.

Chris served as Assistant Campaign Manager for Suzy Whaley, PGA when she was elected Secretary in 2014

Chris served as a Regional Campaign Manager for Russ Libby, PGA as he ran for Secretary in 2016.

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

Chris has a strong sense of leading by example. This was instilled in him at a very young age by his father. You can't ask anyone to do anything that you are not willing to do yourself. He believes this is what first brought him into involvement with the Committees, the Board of Directors and ultimately as an officer. He wanted to see things move in a positive direction for the Section and the best way to do that was to lead the way. Chris is a strong believer in consensus building. Whether that means getting the Assistant Golf Professional, the server, bartender or fellow Board member involved, they have to "buy in" to what you're trying to do. When someone has "skin in the game" and you can show them how much their actions matter, they will buy in. Leadership is not about dictating, it's about teambuilding and consensus. The most successful operations and companies have employees and partners that share the same common beliefs and goals. Leadership is about pulling all the parts together to work as one. This work ethic and teambuilding has resulted in a successful operation at the Section level while Chris was involved and at his club which has become one of the most respected in Central Kentucky.

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

Chris tries to inspire every professional in our Section to do better for themselves, their facilities, and their Section. This is how we have become and will continue to be leaders inside the PGA. We have a small section by numbers, but our members participate at one of the highest levels in the country. This is directly attributed to the effort that we put forth to inspire our fellow professionals to be an active part of our organization. Once again, whether it's at the club level or the section level, you have to get that "buy in" that comes from getting out there on the front line and donating your time and efforts to help inspire others. Chris has done this for years through involvement with Play Golf America days, hosting and helping operate junior tour events and trying to develop more playing opportunities for

professionals and amateurs in the Section. He is also very proud of the members that he has inspired to get involved with the Section. This includes inspiring them to play in more events, donate their time and get involved with Section affairs as committee and Board members. A few have even gone on to become officers in the Section. At the club level, he has inspired his staff to continue to grow the game and to even take on ownership opportunities of their own in the golf business.

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

Growth of the Game is the single most important aspect of our business and it is probably the most overlooked. With the playgolffamerica campaign, we opened the eyes of many professionals and amateurs around the country. Get Golf Ready and PGA Junior League golf have materialized to be some of the best programs in the PGA's history. Chris has embraced all of these programs at Maywood and combined with their Junior Camp, Maywood is inspiring more people than ever before to play golf. While the programs are great and exciting, Chris believes that we as grass roots professionals have the greatest "day to day" impact on Growth of the Game. We have implemented policies that have made our courses more accessible to more people. This doesn't just mean lowering the price. This means creating exciting programs like beginners, ladies' clinics, men's leagues, couples' tournaments, junior play days and junior programs. Developing new players at the high school level directly through the schools and not just through the golf teams that are already playing has been a home run. The model is that of a "golf club" instead of team concept and it evolved out of Chris' time coaching high school golf. Kids coming out for the golf team as freshman in high school was unheard of in Louisville where Chris grew up. But in rural Kentucky, it's an everyday occurrence. These players that show up for the golf team tryouts ultimately feel inadequate and we've lost a potential golfer forever. Instead, we've developed programs to encourage these kids to come to clinics hosted once a week by our staff that are designed to take a Get Golf Ready approach to making them feel welcome. This way we can develop someone who has shown interest in golf into a lifelong golfer. It's still growing but some of the players have started taking regular lessons now and might eventually even find themselves on a team.

These programs will help retain and develop new players and in return give us the customer base needed to sustain growth and prosperity. Chris has tried to create an atmosphere that is enjoyable to all. After all, as Chris always says, "we are in the entertainment business!" We need to remember it has to be fun if we want them to come back!

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

Award	Year Received	Section
Merchandiser of the Year	2005	Kentucky
Bill Strausbaugh	2012	Kentucky

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



PGA

Kentucky Section

2018 KPGA GOLF PROFESSIONAL OF THE YEAR NOMINATION

Name of Nominee: Steve Shafer, PGA
Facility Name: Hurstbourne Country Club
Facility Address: 9000 Hurstbourne Club Lane, Louisville, KY 40222
Facility Phone Number: 502-425-0094
Nominee E-mail Address: sshafer@hurstbournecc.com

The nomination form should be typewritten.

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

Steve is a Certified PGA Professional with a proven record of successfully managing upscale private club operations. In his current role as Club Manager at Hurstbourne Country Club, Steve has been a key contributor to the long term success of the club.

In the last couple of years Steve led the club through several major renovations and membership initiatives. The combination of these initiatives and improvements to the club has provided a tremendous financial boost to the club. While Hurstbourne has been operating successfully with positive cash flow for several years running, the increase in members and the incredibly popular improvements to the clubhouse have propelled Hurstbourne to have it's best year in over a decade in 2017.

Renovations and programs aside, Steve works hard every day to ensure that his team is providing a high level of service to the members and guests at the club. Steve has worked hard to build a team of people that share his passion and enthusiasm for helping others. Together, the team at Hurstbourne has been greatly improving the member satisfaction in many areas of the club as is evident through the member surveys and comment cards provided as feedback.

Providing a welcoming and friendly atmosphere is very important to Steve as was evident in this year's Kentucky Open Championship at Hurstbourne. Steve worked closely with Head PGA Professional Danny Baron to be sure that the participants in the Kentucky Open felt welcome and that they experienced the same friendly hospitality as the members of the club do on a daily basis.

Steve believes strongly that golf professionals should find time to play golf and share their passion for the game with others. He plays in as many Pro-ams as possible in order to connect with his members and inspire them to play more golf.

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

A former officer of the Section, Steve has remained involved by serving on the KPGA Finance Committee as well as the KPGA Fund Committee as part of the Kentucky Golf Foundation. He always makes himself available to assist or share ideas with current KPGA Board Members.

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

Steve is a proven leader having not only served the Section as a director and officer for 12 years but also at Hurstbourne Country Club as the Head Golf Professional, Director of Golf and now the Club Manager. He has served the membership at Hurstbourne Country Club for over 20 years in these different leadership roles. Steve is a sincere person and an excellent listener who leads by example and believes strongly in the importance of teamwork.

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

Steve works to inspire other professionals by always being willing to help. Whether it is sharing new ideas or helping another PGA member by discussing their problems and potential solutions, Steve always takes the call or replies to the emails of other PGA Professionals.

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

Steve is always promoting golf. It doesn't matter if he is in a professional or personal setting; he is constantly promoting the game and sharing his love for the game with others.

In his current role as Club Manager he is very involved in the other family and children's activities such as Swim, Tennis and family social events. Steve utilizes these opportunities to talk with the kids and parents who are not golfers yet to encourage them to learn golf. He encourages parents to approach golf as a life skill and not just another sport or activity. Steve promotes the fact that so many people use golf in business, it's a game you can play for your entire lifetime and he also talks about the number of people who come to learn golf at an older age wishing they had learned when they were younger.

Steve also has been involved with the boy's golf team at Christian Academy of Louisville. Steve served as the Middle School Golf Coach for two years. While not coaching this past year, Steve continues to lend advice and a helping hand to both the High School and Middle School coaches whenever he is called upon to do so.

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

Award	Year Received	Section
Golf Professional of the Year	2007	Kentucky
Horton Smith Award	2005, 2006 & 2007	Kentucky

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