



**PGA**  
Kentucky Section

## 2018 KPGA PLAYER DEVELOPMENT AWARD NOMINATION

**Name of Nominee:** Kim Shafer  
**Facility Name:** PGA of America  
**Facility Address:** 100 Avenue of the Champions, Palm Beach  
Gardens, FL 33418  
**Facility Phone Number:** 561-657-5372  
**Nominee E-mail Address:** [kshafer@pgahq.com](mailto:kshafer@pgahq.com)

*The nomination form should be typewritten and completed in the third-person.*

1. Please briefly describe the nominee's involvement and significant leadership contributions through mentoring and sharing with other PGA Professionals about Player Development and growing the game of golf.

From 2014-2017 Kim served as the Director of Player Development for Golf House Kentucky. She developed the concept of Small Group Meetings and conducted 12 meetings annually in all areas of the state. She organized these educational meetings so PGA Professionals could share ideas, learn best practices, voice concerns, and discover Player Development opportunities that could be implemented at their facilities. These meetings provided Kim with the opportunity to hear the voices of the PGA Professionals, listen to their needs, and then assist them in tailoring programs that would best fit into the culture of their facilities.

In addition to group settings, Kim traveled the state to provide individual mentoring to professionals at their facilities. She would assist them in assessing their strengths and weaknesses and then develop a plan of action for how they could further grow their Player Development programs at their facilities. Kim would also go above and beyond her normal job description by assisting PGA Professionals in any way possible, including non-Player Development topics. For example: She assisted one professional on several occasions with the updating of his resume and the development of a

proposal/presentation to be made to his club to showcase the various ways that he generated income and provided value to the facility. It was this kind of dedication to helping PGA Professionals that led to several of the professionals referring to Kim as their “go to” person for all of their Section affairs.

Throughout her three years at Golf House Kentucky, Kim participated on the KPGA Tournament Committee, KGA Tournament Committee, the KPGA Education Committee and the KPGA Fund Committee. Kim served as a member of the KPGA Player Development Committee and assisted in the development of new ideas, concepts, programs, etc. to promote growth of the game around the state. She also attended weekly conference calls with the National PGA Player Development Team and served as the liaison between the Section office and the National office for Player Development topics. Kim shared many of the ideas and concerns from the Small Group Meetings with the National PGA Player Development Team and made certain that the local PGA Professionals’ concerns were being addressed at the National level.

As of September 2017, Kim is the Regional League Manager for the PGA of America and serves the Indiana, Michigan, Northern Ohio and Southern Ohio PGA Sections with their PGA Jr. League programs. She provides support to each PGA/LPGA Professional in this territory for their PGA Jr. League teams and travels in these Sections to facilitate Town Hall Meetings and to promote the sharing of ideas and best practices amongst the professionals.

2. Please describe each of the programs conducted to grow the game of golf at the facility, in the community, in the Section and Nationally.

While at Golf House Kentucky, Kim was directly responsible for the statewide growth of the PGA Jr. League program, the Drive, Chip & Putt competitions, and the promotion of Golf in Schools activities. She also organized consumer events that promoted the game throughout the state including Kroger Family Fun Zones, the Louisville Golf Expo, the Louisville Sports Festival and the Don Fightmaster Event.

As the PGA Regional League Manager Kim is directly responsible for the growth of the PGA Jr. League program and the customer satisfaction with the program in the Indiana, Michigan, Northern Ohio and Southern Ohio Sections.

3. Please indicate the number of consumers and/or members at the facility who have attended the various growth of the game programs.

| Growth of the Game Program | Number of Participants  | Date of Event                                      |
|----------------------------|---|--|
| KPGA Small Group Meetings  | Average of 80 Professionals in Attendance annually                                  | 12 Educational Meetings held in January & February |
| PGA Jr. League             | 1,100 kids in Kentucky  | April – July Season                                |
| Drive, Chip & Putt         | Approximately 500 kids in Kentucky  | June – August Season                               |
| Golf In School Activities  | Approximately 25 professionals offering learning opportunities to thousands of kids | Generally, October – March Season                  |

- Please describe what the nominee has done to measure the impact of growth of the game programs in the areas of player retention, increased rounds played, increased customer satisfaction, and impact on growing revenues and decreasing expenses.

During Kim's time at Golf House Kentucky, the number of PGA Jr. League teams increased from 43 to 87 teams. Kentucky was annually ranked in the top three Sections out of the 41 PGA Sections for the percentage of professionals participating in the program. According to a national PGA survey, the Kentucky PGA Jr. League Captains provided a 91 Net Promoter Score for their customer satisfaction level with the program in the state. The National average for the Captain Net Promoter Score was 71 so the Kentucky Section was one of the leaders in customer satisfaction with the program.

National PGA surveys indicate that each Captain averages \$2,437 for their PGA Jr. League programs and this revenue statistic does not include Food & Beverage income, cart rentals or other incremental revenue. Nationally nearly \$6 million in income was earned by PGA Jr. League Captains. There is a 73% retention rate for the junior golfers in the program who decide to return to the program in subsequent years. This high retention rate and the high customer satisfaction rates indicate that many of these junior golfers are enjoying the game and thereby playing more rounds of golf and further contributing to the bottom line at those participating facilities.

Kim provided both PGA Jr. League Revenue Scorecards and Ladies Golf Revenue Scorecards to the professionals and encouraged them to track the success and financial impact of their programs. In particular, one professional tracked over \$22,000 of revenue for his facility with the PGA Jr. League program and another professional tracked approximately \$15,000 with his Ladies Learn to Golf Class that included the incremental revenues from club

sales, etc. with his ladies' program. The professionals that utilized these revenue scorecards had great success stories to share with their facilities.

5. Please describe the nominee's best practice ideas that have been successful in growth of the game programs.

Kim shared the concept of providing Drive, Chip & Putt clinics and contests to PGA Professionals so they could capitalize on the popularity of this program by offering smaller versions of the competition at their facilities with not only juniors, but ladies and men. Several professionals adopted these types of competitions for their Member-Member or Member-Guest events at their facilities. Other professionals increased their revenues by conducting clinics designed to prepare juniors for the Drive, Chip & Putt Qualifiers.

Kim promoted the idea of creating PGA Jr. League fall leagues and playing "fun, exhibition" matches with other facilities that were not in your regular season PGA Jr. League. These fall programs led to increased rounds and clinic revenues by the professionals that chose to offer these extra services.

Kim shared ideas for growing girls and ladies golf by encouraging participation in the LPGA/USGA Girls Golf Clubs and by organizing more fun, social, non-competitive events for ladies to be welcomed to the game.

Kim worked closely with Chris Redle, the Director of Junior Programs at Golf House Kentucky to promote the development of junior golfers. They promoted a pathway for golfers to progress from introductory programs such as Drive, Chip & Putt and PGA Jr. League to a more competitive environment such as participation on the Kentucky PGA Jr. Golf Tour or in the KPGA Middle School Championship.

Kim secured two National Player Development Workshops that featured Rich Richeson and Bob Baldassari as keynote speakers to educate, inform and inspire KPGA Professionals to engage in new Player Development strategies.

6. Please briefly describe the nominee's level of service to the Section and National.

Kim's dedication to the Kentucky PGA Professionals and the Kentucky PGA Section from 2014-2017 led to significant increases in participation by the

professionals in Player Development programs and ultimately in consumers who participated in those programs. Her ability to lead and serve with purpose at the Section level opened the door for her to assume her current role on the National Player Development team as the PGA Regional League Manager for Indiana, Michigan, Northern Ohio and Southern Ohio.

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

| Award               | Year Received | Section  |
|---------------------|---------------|----------|
| Teacher of the Year | 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](mailto:csaner@kygolf.org)





**PGA**  
Kentucky Section

## 2018 KPGA PLAYER DEVELOPMENT AWARD NOMINATION

**Name of Nominee:** Sara Stephens  
**Facility Name:** The Stephens Golf Academy  
**Facility Address:** 5390 Limaburg Rd Burlington, KY 41005  
**Facility Phone Number:** 859-414-1791  
**Nominee E-mail Address:** Sara@StephensGolfAcademy.com

*The nomination form should be typewritten and completed in the third-person.*

1. Please briefly describe the nominee's involvement and significant leadership contributions through mentoring and sharing with other PGA Professionals about Player Development and growing the game of golf.

**-2017 Player Development Committee Chair**

-Contributed to setting 2018 PD Committee Goals of Increasing size of facilities offering a Women's Golf Day, increasing number of LPGA USGA Girls Golf Programs across Kentucky, increasing PGA Junior League participation across the state, increasing participation in the KPGA Junior Tour, and establishing a Couples State Championship in 2018.

-Collaborating with Education Committee Chair, Danny Baron, to develop a pro to pro workshop series across the state in January and February of 2018 to provide section members with information about Player Development opportunities.

-Established a PGA Junior League Team at The Stephens Golf Academy and had 31 kids participate in the first year!

-Contributed to increase in field size at KPGA Junior Tour Events in Northern Kentucky, by getting my students more involved with them.

-Established an LPGA USGA Girls Golf Program in January 2016. The program grew from 9 girls in 2016 to 37 Girls by December of 2017.

-Served as the lead Golf Instructor for The First Tee of Greater Cincinnati's LPGA/USGA Girls Golf Program at Reeves Golf Course in 2015 and 2016

-4 Kids from our PGA Junior League Team advanced on to the All Star Team that made it to the State Finals Match.

-One of 15 Members Elected to the PGA Lead Class of 2017-2019

2. Please describe each of the programs conducted to grow the game of golf at the facility, in the community, in the Section and Nationally.

**Facility:**

-PGA Junior League Golf (serve as captain)

-LPGA USGA Girls Golf of Northern Kentucky (serve as site director)

- Little Linksters Camp (lead instructor)
- May through July Summer Ladies Clinic Series (lead instructor)
- Coordinated a Spring Rules of Golf Clinic conducted by the GCGA at our Facility

**Community:**

- From December 2016-March 2017 Volunteered time to teach Golf In School to 48 4th and 5th grade classes in Boone County, KY. This program got a club in the hands of over 1,250 kids in Northern Kentucky.
- December 2017, Volunteered time to teach Golf In School to 10 2<sup>nd</sup> & 3<sup>rd</sup> Grade Classes in Boone County, KY. This got a club in the hands of approximately 250 kids in Northern Kentucky.
- 2016- Provided a putting demo at the EWGA Cincinnati Chapter Women's Tee Off Brunch
- 2016 & 2017- Provided a 2 hour clinic to 24 women at the Chamber Of Commerce Women's Initiative Golf Outing
- 2016 Guest Speaker at the Grant County High School Golf Team's End Of Season Banquet
- In 2015 & 2016 Served as guest teaching instructor for The First Tee's Summer LPGA USGA Girl's Golf Program at Reeves Golf Course
- Coached the St Ursula Girls Varsity Golf Team from 2015-2017.

**Section:**

- PD Committee Chair
- Organizing 2018 Couples State Championship
- Conducted the section program Launch, Pitch and Roll at our facility in 2017.

**National:**

- One of 15 People elected to the PGA Lead Class of 2017-2019

3. Please indicate the number of consumers and/or members at the facility who have attended the various growth of the game programs.

| Growth of the Game Program       | Number of Participants | Date of Event     |
|----------------------------------|------------------------|-------------------|
| PGA Junior League                | 31                     | May-August        |
| LPGA USGA Girls Golf             | 37                     | May-July          |
| Little Linksters Camp            | 8                      | July              |
| Ladies Clinic Series             | 16                     | May-July          |
| Spring Rules of Golf Clinic      | 40                     | April             |
| Golf In School NKY 2016-2017     | 1500                   | Dec 2016-Dec 2017 |
| NKY Chamber Womens Outing Clinic | 24                     | June 2017         |
| Launch Pitch & Roll              | 9                      | June 2017         |
|                                  |                        |                   |

4. Please describe what the nominee has done to measure the impact of growth of the game programs in the areas of player retention, increased rounds played, increased customer satisfaction, and impact on growing revenues and decreasing expenses.

Through uschedule reports I am able to track information on my students such as how many participate in our programs, how often they take lessons, if they transfer from a program to individual instruction, what type of lesson program they are in, etc.

If we are looking to gain feedback from students on customer satisfaction, we will create a survey to send to students that fall within the category that we are hoping to get feedback on.

I evaluate our programs on a yearly basis to see which ones are growing and which ones are declining. If participation declines, I look to either improve the program, or replace it with a different program strategy.

5. Please describe the nominee's best practice ideas that have been successful in growth of the game programs.

At SGA, my main goal is to provide programs that not only bring a diverse group of people to our academy, but also retain them as long-term students of the game. The group instruction programs I have focused on developing are PGA Junior League and LPGA USGA Girls Golf of Northern Kentucky. This was the first year our academy offered PGA Junior League, and in order to try and get juniors to join, I scoured my entire lesson database and sent out an "invitation" email to every child's parent in the target ages of 13 & Under. In our first year, we had 31 kids, and became one of the largest junior league programs in the state. Our Girls Golf Program has also experienced the same type of growth. I became an LPGA USGA Girls Golf site director in 2016 and got the program off the ground with 9 girls. This year I employed the same process of "inviting" girls to the program and we jumped from 9 to 37 girls by the end of 2017. At a time when only 3% of the PGA Membership is comprised of females, it brings me great joy to empower these girls to learn the game, stay with the game, and appreciate what it offers. Girls 18 and under comprise 70% of my individual lessons throughout the year.

6. Please briefly describe the nominee's level of service to the Section and National.

**Section:**

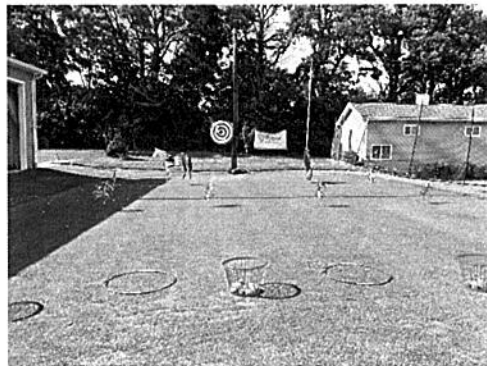
- KPGA Board Member- Director at Large
- Player Development Committee Chair

**National:**

- PGA Lead Class of 2017-2019







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

| Award                                    | Year Received    | Section |
|--|------------------|---------|
| US Kids Golf Top 50<br>Honorable Mention | 2014, 2015, 2016 |         |
|  |                  |         |
|  |                  |         |
|  |                  |         |

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)