



## 2019 KPGA PLAYER DEVELOPMENT AWARD NOMINATION

**Name of Nominee:** Robert Costello  
**Facility Name:** Nevel Meade Golf Course  
**Facility Address:** 3123 Nevel Meade Dr, Prospect KY 40059  
**Facility Phone Number:** 502-228-9522  
**Nominee E-mail Address:** Robert@nevelmeade.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. Robert has done a fantastic job mentoring his new assistant golf professional this year and teaching him how to develop his own style. Robert has allowed Jason to shadow him in various player development programs and has spent extra time working with Jason with any questions he has about becoming a better golf professional.
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. Robert has started many new programs since becoming the Head Professional at Nevel Meade. First, the Wedge Scoring clinics were a big hit as Robert teamed with Cleveland Golf to develop a clinic in which each person would receive an hour and a half of instruction on short game and get fit for a Cleveland wedge. Second, the Adult Spring Kickoff Clinic was a mega hit as we had 22 golfers come out for a 2 hour clinic. Robert showed them everything from

short game, to iron play, and driving as well as the mental approach to the game.

Probably the most influential teaching series of the year was the Norton Healthcare Parkinson's clinic. Robert worked with a PT from Norton Healthcare. They had a half hour of physical workouts designed for people with Parkinson's Disease and a half hour of golf instruction. This program was even featured on the news!

One of the most fun player development programs was Play with the Pro. Each week starting in the spring, Robert would take out a group of players and play 18 holes with them on the course. They would discuss everything from swing instruction to course management and even play different formats.

Robert's pride and joy has to be starting a junior golf program. Nevel Meade had never had a junior golf program until this year. Robert had 24 kids in the summer session for PGA Jr League and 16 in the fall session. They had practice, clinics and matches. Robert has now turned this into a winter indoor session as he has developed a indoor hitting bay equipped with FlightScope.

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
Wedge Scoring Clinic	8	6-1-18
Wedge Scoring Clinic	10	9-11-18
Adult Clinic – Spring Kickoff	22	4-13-18
Norton Healthcare - Parkinson's Disease Clinic	26	Ongoing – Spring, Summer and Fall Sessions.

Play with the Pro 57 Ongoing on course instructional program. Spring, summer and fall sessions.  
PGA Jr League 24 and 16 Summer and Fall

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.

There is no doubt that Robert has increased our bottom line this year because of these programs. Golf shop merchandise sales are up \$50,000 from last year. (\$80,000 to \$130,000 projected in 2018). Memberships to

Nevel Meade have also increased by 18% as more people are wanting to join Nevel Meade because of instructional programs.

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

The best practice idea that has paid dividends is starting a junior golf program AND getting parents and family involved. Robert had a vision for a junior golf program this year but it didn't stop with the kids. Robert routinely gets parents involved during the clinics and matches. Because of that we have seen play increase because of time spent on the course by these families and golf shop merchandise sales increase.

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

Unfortunately Robert does not have a level of service to the Section and National although he is striving for that in 2019!

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

Award	Year Received	Section
Assistant Golf Professional of the Year	2017	Kentucky

Deadline – December 10, 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

## 2019 KPGA PLAYER DEVELOPMENT AWARD NOMINATION

**Name of Nominee:** Jacob Martin  
**Facility Name:** Big Spring CC  
**Facility Address:** 5901 Dutchman's Lane  
**Facility Phone Number:** 502-458-2027  
**Nominee E-mail Address:** jmartinpgapro@gmail.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.

Jake worked hard to elevate the junior golf program at Big Spring CC in 2018. He brought a new vision on how to build junior participation at the club. Big Spring junior golf participation was great in the past with more than 50 active clinic participants visiting the club more than 500 times annually. In 2018, the program grew immensely with 97 active clinic participants visiting the club more than 1200 times in the year. By engaging the juniors in a one on one manner and truly investing in their enjoyment, Jake has elevated the caliber of junior golf at the club, and the juniors have really gravitated to the new structure.

Jake is always outwardly promoting the junior program we have built by meeting with and sharing with fellow local professionals our success stories, as well as with other parts of the country. He truly believes in what we are building at Big Spring and wants others to benefit from our experiences.

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.

For our annual Big Spring junior program, we signed on with Operation 36 in March of 2018. Jake had been involved with the platform while working in California and recognized that the program was endless in its possibilities to encourage juniors to participate in our programs.

We were also able to field 2 PGA Junior League teams for 2018. We filled BOTH teams within 10 days of us opening registration. Our 2017 Junior League team struggled to fill one team of 12 players.

In addition to the Junior Golf Operation 36 Platform, Jake was also able to take the same learning method to our Ladies golfers with great success. As a result of utilizing this method of learning, he was able to have 13 ladies (some who were not previously active in the game) attend weekly instructional opportunities and subsequently join our 9-Hole Ladies Golf Program, increasing its membership by 25%.

Through our efforts at the club we believe that our program will resonate throughout the area and will build junior golf and bring positive awareness to the Operation 36 platform. This in turn will positively affect junior golf as a whole as other professionals start rethinking how they build their programs.

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
Operation 36	73 individuals filling 112 spots	April through Nov
PGA Junior League	25 Participants	April through Aug
Ladies Operation 36	13 Participants	May through Sept

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.

Jake has kept track of all revenues coming in from the Operation 36 program throughout the season.



We have calculated the total number visits to the club for 2017 and 2018. In 2017 we had approximately 400 visits for our junior program. 2018 jumped to just over 1,000 visits. This is just for the days we had Operation 36 events.

Jake has spoken with numerous parents regarding our junior program and the vast majority have praised the upgrade in our offerings.

The proof of retention is that we had 112 spots filled by only 73 students. Our whole goal is to keep this young ones engaged in the game.

Our revenue increase has been astonishing. Our gross revenue increased close to 5 times what we did in 2017. Part of our upgrade certainly required us updating our actual teaching props and knowledge so those were additional expenses that will decrease year to year as we continue to move through the program

Jake's efforts with the ladies group has increased participation in the Ladies 9-Hole Group at the club. Using the Operation 36 model for the group once a week from late May through September, the women visited the club an extra 250 times during the summer.

With the Ladies group starting to lag in players, under Jake's instruction and encouragement, 8 of his students joined the Ladies 9-Hole group starting in 2018. 6 had never played before 2017!

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

Jake's approach to his development program is based solely on individual attention to each player. He invests his attention on each student's desire to succeed and works with each to achieve their goal. Jake recognizes how intimidating golf can be for new players and works very hard to cultivate an encouraging environment where the students, juniors and women, will gravitate toward hard work and not fearing mistakes

With Jake's encouragement and endorsement, Big Spring signed on with Operation 36 in March. For those unfamiliar with the program, the sole direction is to teach players how to shoot even par for 9 holes. The process of weekly clinics tied to 9 holes of golf spread through out the series made so much sense to him. We start all players from 25 yards short of the green. When a student shoots 36 or better, they move to 50 yards short of the green. This method is continued for six yardages with

the last being the student's appropriate tee. The part of this program that Jake buys into is the emphasis on short game and playing the course. He believes in the concept of engagement. One way to achieve this is to put the aspects of the game he teaches into practice on the course.

ALL sessions are geared towards a fun and energetic experience. There are games associated in every instructional session we provide. This increases their desire to come back for more

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

Jake relocated from California to Kentucky in 2017 and while he has not had the opportunity to serve at the Section level yet, he does want to get more involved in the section as soon as possible. He is available to serve on a Committee if asked by the KY PGA BOD and in 2019 intends to be active in the KY PGA tournament program. Jake has also offered his time to help the Assistant / Apprentice Association in any way possible for 2019.

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

Award	Year Received	Section
N/A		

Deadline – December 10, 2018

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## 2019 KPGA PLAYER DEVELOPMENT AWARD NOMINATION

**Name of Nominee:** \_\_\_\_\_ Josh Snider \_\_\_\_\_  
**Facility Name:** \_\_\_\_\_ The Golf Academy @ Persimmon Ridge GC \_\_\_\_\_  
**Facility Address:** \_\_\_\_\_ 72 Persimmon Ridge Lou., KY \_\_\_\_\_  
**Facility Phone Number:** \_\_\_\_\_ 502-396-5610 \_\_\_\_\_  
**Nominee E-mail Address:** \_\_\_\_\_ jjsnider67@gmail.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.

Josh is the PGA Director of Instruction at The Golf Academy at Persimmon Ridge Golf Club in Louisville, Kentucky and has always had a passion for growing the game of golf. Under his leadership, and with the insights & commitments of the TGA Instructional Staff, we have developed an innovative academy concept for players of all ages & abilities that is unique to our community and allows for multiple outreach programs promoting a better golf game.

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.

Having a commitment to growing the game of golf and bettering those that played has been one of the primary focuses of Josh's career. When serving as a Head Professional he continually offered golf fitness programs and player development programs that were centered on living a longer healthy lifestyle and playing more golf! Josh has always sought out to assist with any of the Section outreach programs and continues to offer his assistance in helping

develop such programs through serving on the Educational Committee. In his current role as the PGA Director of Instruction at The Golf Academy he has been instrumental to developing programs for his business and coordinating those programs with the TGA Instructional Staff.

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
CSAA Golf Program	250+	Spring 2018
JCPS Golf Program	100+	Fall 2018

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.

The growth of the program offerings for The Golf Academy and the current player retention are of utmost importance to the TGA Instructional Staff as that is what pays the rent.

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

To seek out any opportunity to get in front of the community to promote the game of golf and the offerings of The Golf Academy. We have served the CSAA and JCPS for in-school golf programs and worked with the Louisville Sports Commission to be the primary golf sponsorship for their programs throughout the year. It is our mission to continue to be the industry leader in our community, validating our programs on a yearly basis, and building a national golf academy for our continued growth.

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

Josh has served on multiple Section Committee's over the course of his PGA Membership and continues to do so as he currently sits on the Education Committee.

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

Award	Year Received	Section
Assistant Golf Professional of the Year	1998	KY

Deadline – December 10, 2018

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**PGA**

Kentucky Section

## 2019 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.

**-2017-2018 Player Development Committee Chair**

-Collaborated 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.

-From 2017- 2018 Grew Spring/Summer PGA Junior League Program from 31 Kids to 44 kids. We had three 13u Division Teams, and three 16u Division Teams (the largest 16u program in the state). We also started a Fall PGA Junior League 13u Program this year and had two teams with 19 kids total (Largest Fall PGA Junior League Program in the State).

-6 Kids from our PGA Junior League Team advanced on to the All Star Team that made it to the State Finals Match.

-Our LPGA USGA Girls Golf of Northern Kentucky Program grew from 37 girls to 43 girls. 12 High School Girls helped volunteer as "eleaders" with our program to earn service hours for school.

-Ran an Inaugural Girls Golf of Northern Kentucky Halloween Tournament this October. We had 16 girls (8 Teams) participate. They all got to dress in costume and play a 9 hole two-person scramble. The girls had a blast and one of the mom's even put candy at the bottom of all of the cups as a surprise for the kids when they finished each hole!

-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

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

-Conducted a Golf Clinic for between 12-24 ladies at the NKY Chamber of Commerce Women's Initiative Outing from 2016-2018

-Met an employee of a local company, VonLehman at the clinic I gave at the Chamber Women's Outing, and we were able to coordinate with them to conduct a Golf Clinic & Luncheon Hour for 14 Employees at our Academy.

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 (serves as captain)
- LPGA USGA Girls Golf of Northern Kentucky (serves as site director)
- Little Linksters Camp (Lead Instructor)
- May through July Ladies Swings N Sips Clinic Series (Lead Instructor)
- Golf In School NKY
- Corporate Golf Clinics

**Community:**

- Since December 2016 have conducted Golf In School Classes in to 8 Schools in Boone County Kentucky. Since then, we have reached just over 3,000 kids getting a golf club in their hands. Approximately 60% of the kids have never touched a golf club before.
- In 2018 alone, we have reached approximately 700 kids.
- 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
- Starting in 2018, joined ECU's PGM Mentorship Program to help mentor one of their PGM students.

**Section:**

- PD Committee Chair 2017-2018
- Conducted the section program Launch, Pitch and Roll at our facility in 2017
- Working with the Player Development Committee to establish a Get Golf Ready KY Initiative for the Section in 2019

**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	63	May-October
LPGA USGA Girls Golf	43	May-July
Little Linksters Camp	8	July
Ladies Clinic Series	16	May-July
2017Spring Rules of Golf Clinic	40	April
Golf In School NKY 2016-2018	3000	Dec 2016-Present
NKY Chamber Womens Outing Clinic	46	2016-2018
Launch Pitch & Roll	9	June 2017
Von Lehman Clinic	14	September 2018

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 our Website and lesson booking platform, Uschedule, I am able to run reports and 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 through Survey Monkey 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.

While we do not have a golf course at our Academy, my hopes are to in 2019 to collaborate with local golf courses to expand our Girls Golf and Little Linksters Programs on to a golf course during some of the Program Dates.

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 focused on expanding in 2018 were PGA Junior League and LPGA USGA Girls Golf of Northern Kentucky. This was the second year our academy offered PGA Junior League, and in order to try and get juniors to join, I scour my entire lesson database and sent out an "invitation" email to every child's parent in the target ages of 13 & Under, or 14-16 year old for the 16u division. This past year, we went from one Spring/Summer League with 31 kids, to offering a Spring/Summer League with a 13u and 16u division with 44 kids total across the two divisions. We also added a Fall League for 13u only, and had an additional 19 kids across two teams in that league. We had both the largest 16u Division team and the largest Fall League in the State of Kentucky this year.

Our Girls Golf Program has also continued to grow in 2018. I started LPGA USGA Girls Golf of Northern Kentucky in 2016 and got the program off the ground with 9 girls. At the end of 2017 we jumped up to 37 girls. This year, we had 46 total Girls Participate in our Girls Golf of Northern Kentucky Program. We also added an Inaugural Girls Golf Halloween Tournament this year which we plan on continuing to offer in the future. The Halloween Tournament was a 2 Person Team Scramble (similar to PGA Junior League), and the teams got to dress up in costume for the event. There were prizes awarded for both division champions, as well as for the best dressed team. We collaborated with local Golf Store "Golf Exchange" for prizes to the winning teams. One of the moms even took it a step further and brought candy to put in the bottom of each golf hole so that when the girls finished each hole, they'd find a trick-or-treat surprise waiting for them!

We added a new twist to the final month of our Ladies Swings N Sips Clinic Series this year. The Summer Ladies Clinic meets every Thursday Night from 6:30-7:30 in May-July and ladies can come to clinics as they please. Complimentary Wine, Beer, and Water is also included for the hour clinic each week. We filled up all 16 spots once again this year, but for the final month in July, we were able to get them on a local golf course to play a 4 person team scramble to get more "on course" experience and put in to play what they learned during the May & June Clinics.

Images from all of our 2018 Player Development Programs can be found at:

<https://www.flickr.com/photos/stephensgolfacademy/albums>



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
- PGA National Employment Committee (Begins January 2019)

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

Award	Year Received	Section
US Kids Golf Top 50 Honorable Mention	2014, 2015, 2016,2017	
PGA LEAD 2017-2019 Cohort	2017	National
2018 Player Development Award	2017	Kentucky

Deadline – January 2, 2018

Return forms to:  
Kentucky PGA  
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1116 Elmore Just Drive  
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**PGA**  
Kentucky Section

## **2019 KPGA PLAYER DEVELOPMENT AWARD NOMINATION**

**Name of Nominee:** Colby Wollitz  
**Facility Name:** The Golf Academy @ Persimmon Ridge Golf Club  
**Facility Address:** 72 Persimmon Ridge Drive Louisville, KY 40245  
**Facility Phone Number:** 502-241-0456  
**Nominee E-mail Address:** cwollitz@pga.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.

Colby spoke to the PGM students at ECU in the Spring of 2018 about his journey, coaching programs, personal development, successes and failures. In the Fall of 2018, he was assigned two mentees; students that want to focus on teaching and coaching as their career path. Colby interacts with each mentee regularly to help guide them and keep them focused on their goals.

Colby has served on the Growth of the Game committee for the past five years, chairing the committee for two. As a part of that committee, he has helped to direct the focus of the Player Development Coordinator for the KY section. He has been involved in nearly every player development program through the PGA, and will often take the time to encourage fellow PGA Professionals to do the same through phone calls and face to face interaction. During these conversations and through the avenue of group workshops, Colby has freely shared his ideas and programs with fellow professionals. Colby has also welcomed fellow PGA Professionals to shadow his Golf in Schools Program so that they can venture out on their own and help promote the game in schools around their facilities.

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.

I have served on the Player Development Committee for 5 years including chairing the committee for 2 years. The following are programs that we have implemented to continue to grow the game.

Get Golf Ready/Beginning Ladies Clinics- Our GGR program has transformed into weekly beginning ladies clinics for those that wanted to continue playing after the 5 week program.

Golf in Schools- Last Winter/Spring, I visited 6 different elementary schools with his Golf in Schools Program. He visited each school for 1-2 weeks with the attempt of seeing every student (K-6<sup>th</sup> grade) at least once. Since its inception Colby has reached over 3,000 kids.

Drive, Chip, and Putt- To coincide with the national program, I started a DCP Training series at Persimmon Ridge to help prepare his juniors for their competition. In its second year, the program reached over 20 juniors. 8 juniors made it through the local qualifying stage.

PGA Junior League Golf- In its fourth season at Persimmon Ridge, PGA JLG boasted 45 participants. I was able to create 3 travel teams: 2 Varsity and 1 JV. The JV team consisted of 10-12 juniors that were newer to the game. We continued a Fall league for those that wanted to stay with us and had nearly 20 players. We have since transitioned indoors for winter PGA JLG training and have 16 players still participating weekly.

Junior Camps- In 2018 Colby directed the following Junior Camps:

PGA Junior Golf Camps- 3 camps conducted reaching 50 juniors. Camps ran Monday-Friday and juniors had the choice to participate in either a half day or full day camp.

Weekly Junior Camps- We conduct weekly one-day junior camps year round. These camps totaled over 200 students taught.

EWGA Clinics- Colby offered 2x 5-week clinic series' for the EWGA with a total of 12 women participants.

Louisville Golf Expo- I volunteer yearly at the KPGA Free Lesson booth at the Spring Golf Expo as well as speak on the main stage.

St. Patrick Middle School Team- For the past three years, we have coached the Middle School team at St. Patrick School. The team consists of nearly 90 juniors yearly that meet twice a week during the season. I coordinated with 6-8 other coaches working on athletic development, short game skills, on course learning, full swing, and of course fun games weekly.

The Littlest Golfer- The Littlest golfer consisted of a group of golfers ages 3-5. The program utilized the book "Let's Play Golf" by Nicole Weller and The Littlest Golfer sets were provided to those that did not have their own clubs. I am a certified "Little Golf Train Conductor" which specialized in working with kids in this age range.

Juvenile Detention Center- I began visiting a local juvenile detention center with SNAG equipment in the winter of 2016. The goal is to provide an incentive for the kids to set goals and stay focused on getting their work done. I print out a goals sheet for each participant. In order to get to do golf the next week, they had to come up with a list of goals as well as steps to achieve them. They also needed to get all of their work done and be on good behavior. 100% of the juniors still at the facility the following weeks succeeded in both of these areas.

Semper Fi- In 2017 I spent 2 days working with wounded veterans through a golf school offered to them at U of L Golf Club. I have also been through the PGA Hope certification.

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
Beginning Golfer	9	Spring/Summer
Golf in Schools	3,000+	January-April
Drive Chip, and Putt	20+	May-June
PGA JLG	45	April-August
Junior Camps (combined)	200+ individuals	Year Round
The Littlest Golfer	5	Year Round
Middle School Teams	150	April-May

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.

It is difficult to measure the exact impact of the coaching programs that Colby conducts to the bottom line of Persimmon Ridge Golf Club, but the following are good estimates:

- PGA Jr League (Based on National Averages from PGA)- \$146,000 revenue to the club through F&B, Memberships, Course Usage, and Dues over the past four years.

- Adult Golf Schools- \$1,250 revenue to F&B and course usage

- Junior Camps- \$12,300 revenue to F&B/Course Usage over the past four years.

- Persimmon ridge has had over 300 new members join over the past four years. While our academy certainly can't take the credit for all of them, it is safe to say that our presence and programs are a factor that attracts new members. If each new member stayed for ONLY 1 year, Persimmon Ridge would have seen an increase of \$1.17 million through initiation fees, F&B minimums, and yearly dues alone.

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

Almost all of Colby's ideas come from continued education. Colby travels around the country to shadow successful programs as well as continually e-mails and calls those that have been very successful at growing the game.

Some ideas that he has successfully implemented include:

Color based learning, themed practices, use of non-traditional equipment, game based learning, and short-burst learning (always keeping the student moving, spending limited time on one activity than changing gears), athletic development exercises, variable weight speed drills, critical thinking exercises, and self-discovery.

The common theme in all of Colby's programs is FUN. He creates a fun learning environment for all students, regardless of age and ability. When students have fun, they come back, and we can't help our students achieve their goals if we don't see them.

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

Colby served on the KPGA Board of Directors as the District II Director in 2015-2016. He was recently elected to the board as a Director at Large. He has sat on the Player Development committee for 5 years and chaired the Special Awards Committee as well as the Player Development Committee.

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

Award	Year Received	Section
Youth Player Development	2016, 2017	Kentucky

Deadline – December 10, 2018

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