



(720) 232-7092

spatterson@pga.com

Professional Summary:

Award winning PGA Professional, adept at high end, personal golf services and a proven team leader and collaborator. A professional background that shows a demonstrated history of mentorship, coaching, inter-departmental communication, and a keen understanding of the importance of the complete golfer experience.

PGA Professional Work Experience

Steve Patterson Golf LLC. – PGA Golf Instructor

- Working as an independent contractor developed a strong personal brand that includes a personal logo, online golf instruction videos, and a personal website, StevePattersonGolf.com.
- Organized new instructional offerings such as a Lowest Score Wins seminar, 5, 5, 5 Clinic format, USA Junior National Golf Team program and Eyeline Golf Putting seminars.
- Developed an effective winter indoor training program. Have personally purchased of \$35k in golf instruction technology to assist in developing a complete indoor learning experience.
- In the spring of 2013 and 2015, presented to the students in the Professional Golf Management program at the University of Colorado-Colorado Springs. The topics introduced were on junior golf training and physical fitness for golf.
- Owner of a Trackman golf launch monitor. Trained in advanced techniques in utilizing additional state-of-the-art golf analysis tools such as pressure mats, video analysis, 3-D biomechanics and Focusband neurofeedback system.
- Extensive work with the Golf Course Superintendents in the redesign of the practice areas and consulted on the development of a comprehensive tree removal plan.
- Lead instructor for the Colorado PGA Golf in Schools initiative that has provided golf instruction to over 5,000 elementary kids in Golden schools for four years. As one of two instructors that started the program in Colorado, it was with great pride to watch the Golf in Schools program flourish into over 50 participating instructors and over 10,000 kids involved. The Colorado PGA has set the standard across the United States for this very successful program.
- For six years served as the Assistant Boys Golf Coach at New Trier High School in Winnetka, IL. The team finished in the top two in the state championship in each of the six years. Coordinated an off-season competitive golf program called May Madness for high school golfers at Loyola and New Trier High Schools (IL). In the six years of the program the two schools combined to capture three state championships and five runner-up finishes.
- On four occasions gave presentations on golf improvement on the main stage of the popular Denver Golf Expo. The seminars were very well attended and enhanced my business marketing presence to a wide target audience.
- One of the first in Colorado to implement the Titleist Performance Institute "Junior Golf Cyclone" advanced training methods. This program uses advanced athletic training principles to enhance a junior golfer's skill development.
- In 2012 and 2014, hosted a high school golf coaches training program at Hiwan Golf Club. The seminar was attended by over thirty Colorado high school golf coaches. The seminar provided the coaches training in how to lead a program and conduct effective golf practices. The experience has to my writing of a high school golf coaches training manual.



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Red Rocks Country Club, Morrison, CO – PGA Head Golf Professional

Served three rewarding years as the PGA Head Golf Professional during the initial stages of complete transformation for the club.

- One of the more rewarding experiences as a PGA Golf Professional was working with the Golf Course Architect Kevin Atkinson and Golf Course Superintendents Chuck Clark and Aaron Smith in a golf course redesign project. The project corrected golf course design flaws and greatly enhanced course playing conditions.
- Developed a very well received 'Play with the Pro' program that provided an opportunity for club members to enjoy a round of golf with golf staff professionals. The interaction helped build everlasting bonds between the members and the golf professionals.
- Strong abilities related to business management of the retail aspect of golf shop operations including buying, budgeting, inventory control, and creative product displays.
- Skilled in providing the variety of details necessary to streamline procedures for a growing and challenging member tournament calendar.
- Achieved additional club revenue by successfully marketing the club for corporate and charity golf outings. Coordinated an average of 12-15 corporate outings annually, with additional club revenues generated from outings averaging \$150,000 per year.
- Following a passion of organizing group golf related travel, coordinated and joined a group of 12 members on a golf trip to Bandon Dunes Golf Club in Bandon, OR.

Glen Oaks Country Club, West Des Moines, IA – PGA Director of Golf

This was a challenging position at a very high-end private club that offered a great learning opportunity and experience as a PGA Golf Professional.

- Coordinated member events, tournament merchandising program and served as club liaison and host PGA Golf Professional for PGA Champions Tour Alliance Championship.
- Calculated all golf fiscal projections including monthly forecasts, annual and long-term capital improvement plans for an annual budget that exceeded 2.0 million dollars.
- Contributed to a successful membership drive that increased the membership 11% in 2002.
- Coordinated all aspects of providing club members with a high-end golf shop offering. With improved merchandise selection, creating eye-catching displays and proper budget controls profits soared with annual revenues of \$450,000.

Winnetka Golf Club, Winnetka, IL – PGA Head Golf Professional

A highly active 27-hole golf facility that played over 60k rounds annually. Managed a staff of approximately 50 employees.

- Providing opportunities to enjoy the game and mentoring junior golfers is one of my passions. In 1997, when golf was exploding in popularity, I developed an instruction program that is still considered one of the best in the Chicago area.
- For three years, served as Tournament Chair for top junior golf tour in the US. The American Junior Golf Association Windy City Junior was the pinnacle of our junior golf program.
- Managed the platform tennis facility that held the national championship in 2001.



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Related Work Experience:

Functional Remedies, Superior, CO – Director, Endosport Sales

A natural products company helping change people's lives by introducing CBD wellness products into their daily routine. EndoSport was the first sports branded product line introduced in the market.

- Coordinated the development of effective sales objectives, strategies, procedures, and tactics that resulted in an estimated \$1m in sales of EndoSport products in the first year of the brand.
 - Worked with Functional Remedies marketing department in the design of strategic marketing plans regarding product packaging, point of sale displays and retail marketing materials.
 - Instrumental in introducing EndoSport products on the PGA TOUR and PGA TOUR Champions. As a result, over 125 players have on the tours experienced the benefits of CBD products.
 - Worked with renowned sports psychologist Dr. Debbie Crews of Arizona State University in coordinating a research study on the effects of CBD and anxiety.
 - Designed an ESPN.com in an article covering the success of CBD products on the PGA TOUR. In five days over 660k page views were generated and over \$100k in online sales.
 - Presented on the topic of the benefits of CBD at the 2018 World Golf Fitness Summit hosted by the Titleist Performance Institute. Also presented on the TPI Fitness, Wellness and Instruction Stage at the 2019 PGA Merchandise show in Orlando, FL.
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Additional Skills, Expertise, and Interest:

- Have developed a deep satisfaction in providing support, leadership, and inspiration for numerous assistant golf professionals in their career achievements
 - Strong desire to give back to the game of golf through being involved with the leadership of the Colorado PGA Section as a board member, committee chair and committee member.
 - Maintained a professional image as being well respected for my playing ability. Achieved many past tournament successes but now mostly enjoy playing with members, students, and friends.
 - Earning certification as a Titleist Performance Institute Level Two Golf Coach provided a knowledge base used to design practical applications for accelerated learning, motor skill development related to golf skill acquisition.
 - Certified club-fitter achieved for Titleist, Ping, and Callaway fitting systems.
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Professional Education: (short list)

- Achieved over 700 hours of PGA Continuing Education credits
- Completed GOLFTEC Coaches Training - 2020
- PGA Teaching and Coaching Summit in Orlando, FL - 2017
- Completed Colorado Golf Association Rules of Golf Workshop
- Eyeline Golf and Swing Catalyst Certified Instructor – 2015
- FocusBand Training Workshop with Inventor Henry Boulton – Nashville, TN - 2015
- Lanny Basham Mental Management Systems Workshop – January 2016
- Lower Score Wins – Certified Instructor February 2016



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Professional Accomplishments:

- Golf Digest Best Teachers in Colorado – 2017/18
 - Colorado PGA Education Committee Member – 2016- present
 - Colorado PGA Section Teacher of the Year Award Recipient - 2016
 - Achieved Level Two Certification with the Titleist Performance Institute - 2013
 - Served on the Colorado PGA Section Board of Directors – 2012-15
 - Appointed Junior Golf Chair Colorado PGA Board of Directors - 2012-15
 - PGA Certified Professional in Golf Operations and Instruction - 2008
 - PGA of America President's Council - 2007
 - Colorado PGA President's Award - 2006
 - Illinois PGA Section Junior Golf Leader Award Recipient - 2001
 - Illinois PGA Section Bill Strausbaugh Award Recipient - 2000
 - Illinois PGA Employment Committee Member - 1998-2001
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Formal Education:

- Mississippi State University – Professional Golf Management Program
- University of Northern Iowa
- Central Missouri State