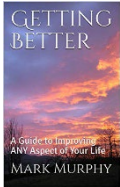


SUMMARY OF QUALIFICATIONS

- Effective manager with strong communication skills, exemplary value set, and consistently positive attitude
- Record of refined and organized retail operations
- Established innovative instruction and tournament products that reflect a passion for people and for the game
- Fiscally responsible manager of budgets; confident with financial forecasting
- Adept at implementing and directing successful, top-tier golf operations
- **Inspirational leader and mentor; encouraging team members to succeed professionally & personally**



Author – Getting Better – A Guide to Improving ANY Aspect of your Life

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A career spent learning about people taught me the lessons in my book and I employ these methods daily in my work!

PROFESSIONAL EXPERIENCE



PGA Service Advisor
Jun 2023 - Present

Iron Horse Golf Club, Whitefish MT – Opened in 2000 as one of the earliest Discoveryland Co. projects. Now ranked #5 in the state on Montana, owned by the members and known by them as “Summer Camp”.

- Created and implemented new staff training program designed to be consumed in a modern way, to motivate in a positive way and to develop a more consistent service product for our members.
- Produced an entire catalog of 2-4 minute training videos that cover our Mission and Philosophy, our different processes and procedures, as well specific training points that pop-up throughout the season.
- Personally mentored all Golf Staff, including, all Golf Professionals, Associates, Interns, Golf Shop Staff, our Merchandiser, and our front-line team (valet, bag room & practice facility).
- Provided feedback to improve processes and procedures that will immediately increase member satisfaction, implemented and then trained staff on them.
- Making “Get to Know Me” videos of all staff members for the staff with the goal of creating conversations, meaningful relationships and a more positive work environment.



Head Golf Professional
Sept 2017-May 2023

Wichita Falls Country Club, a historic club in the pantheon of Texas Golf. Founded in 1914, it has been maintained on the same property since its inception. Home to many historic players in Texas Golf history, such as Rufus King, Don Cherry, Rocky Thompson and Bill Holstead.

- Revived a dying golf program in a few short months by infusing it with positive energy, a renewed sense of pride and history and a more dynamic golf activity program. Increased rounds from 12,700 in 2018 to 17,700 in 2020 while conducting no outside events. We exceeded 18K rounds in 2022.

- Rescued a failed retail program in six months and increased sales YOY by more than 20% in that short time. Increased merchandise sales consistently year to year (\$135K in 2018; \$173K in 2020; \$213K in 2022)
- Helped WFCC regain its community and statewide prominence by raising standards in performance and staff training, establishing a culture of excellence and marketing the improvements through a well-established network.
- Provided mentorship and leadership to entry level assistants in to prepare them to continue the culture and success we have established at WFCC.
- Report to Committees monthly. Maintain great working relationships with Committee members, department heads and staff.



Head Golf Professional
December 2014-Sept 2017

The El Cardonal Course at Diamante Cabo San Lucas - Opened in 2015. El Cardonal is the first course to open worldwide to be designed by the incomparable Tiger Woods. In its first year it gained recognition as one of the world's best, being ranked 11th in the country of Mexico by *Golf Digest*, and has recently been named the new site of the PGA Tour's World Wide Technologies Championship.

- Directed all aspects of operations at El Cardonal, including Golf Operations, F&B Operations, Valet, Housekeeping, Physical Plant, Accounting and Human Resources.
- Implemented a successful and personalized, first class service program in a high volume resort setting.
- Installed comprehensive golf instruction/player development program that included weekly free and paid golf clinics for 4 to 30 people. Became the first to institute a full service golf academy in the Cabo area.
- In the first year of operation, the club realized revenue in excess of \$2 million US, including almost \$1 million in retail while hosting nearly 14,000 rounds of golf.
- Daily engagement with every member and guest playing the course; encouraged Assistants to engage with, teach and play with members and guests as much as possible.
- Fostered and promoted a consistently positive and energetic atmosphere within the workplace and among teammates and members.



Head Golf Professional
April 2007 – November 2014

Miramont Country Club, Bryan, TX - Opened in 2004, Miramont is a first class club with 220 members and a perfectly manicured golf course. The club was ranked #7 among clubs in the state in 2015 and boasts one of the largest and most elegant clubhouses in the country.



Asst. Golf Professional
Sept 2001 – March 2007

Spanish Oaks Golf Club, Bee Cave, TX – Spanish Oaks is a very unique hill country golf club. Its Bobby Weed designed course ranked #2 in Texas in 2009. The club has 250 members and its private residential enclave and course are nestled beautifully on a Bee Cave hillside overlooking the community.



Asst. Golf Professional
Aug 2000 – Aug 2001

River Oaks Country Club, Houston, TX – One of the most respected country clubs in Texas, River Oaks has many of the most esteemed Houstonians as members. The classic parkland course was originally designed by Donald Ross, and later restored by Rees Jones and Tom Fazio. In his 25 years as the club's golf professional, Dick Harmon helped establish the unrivalled reputation of River Oaks.

EDUCATION & OTHER ACTIVITIES

- PGA Member, 2007
- TPI Certified Golf Fitness Instructor
- Nominated for STPGA Junior Golf Leader, 2008, 2010, 2012, 2013
- STPGA Education Committee, 2010, 2011
- STPGA Golf 2.0 Committee, 2012
- Volunteer, The Northwest Montana History Museum, 2023 - present
- Southern Texas Section, PGA, Ranked 23rd on 2013 Joe Black Cup Points List.
- Author, Getting Better – A Guide to Improving ANY Aspect of Your Life, 2020
- The Allen Academy, Bryan, Texas, Head Golf Coach, Middle and High School Teams, 2008 - 2013
- University of Houston, Majored in Kinesiology, Sports Administration and Minored in Radio – Television.
- Kappa Alpha Order, President and Vice President.

REFERENCES

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