

**"REVENUE IS UP 50%, AS OF APRIL 2024 (YTD).
EVERYTHING IS UP..
GREEN FEES, CARTS, MEMBERSHIPS, F&B, CLUB SALES."
(DUE TO SHANNON GREEN'S SOCIAL MEDIA MARKETING.)**



LINCOLN, NEBRASKA

GREG JOHANNESSEN
PGA PROFESSIONAL
CO-MANAGER
FAIRWAYS GOLF COURSE

***"Been busy. Rockin.'
Your Promotions helped get exposure.
Afternoons have been crazy busy.
Mornings have never been
that busy before.
Friday, Saturday & Sunday
we almost need a Marshal.
You've solved our problem."***

SHANNON GREEN GOLF COURSE SPECIALIST (2023-CURRENT)



Greg Johannesen, PGA
Instructor and Master Club Fitter
Co-Manager, Fairways Golf Course



Jim White, PGA MP
PGA Master Professional
Co-Manager, Fairways Golf Course

CO-MANAGERS, FAIRWAYS GOLF COURSE IN LINCOLN

Greg has been a PGA Professional since 1994 and has been Assistant Professional, Head Professional, Director of Instruction and Equipment, Club Fitting Specialist, and Co-Manager. Greg is also the co-inventor of the patented PXIII club fitting technology. Awards include the 2012 Nebraska PGA Section Teacher of the Year, two-time Nebraska PGA Section Merchandiser of the Year, Ping top 100 Fitter, and a multi-time Top 50 fitter for Mizuno. Greg is currently the co-manager of the Fairways at Lincoln golf facility in Lincoln, Nebraska.

Jim is a PGA Master Professional, entrepreneur, golf course designer and talented player who was the winner of the 2004 Senior PGA Professional National Championship and has won the Nebraska PGA Senior Championship eleven times. Jim has competed in twenty-three major championships including seven PGA Championships and three U.S. Opens. He has won thirteen Nebraska PGA Professional Section Championships spanning five decades, which is believed to be a PGA of America membership record. Jim is General Manager/Director of Golf at The Fairways in Lincoln, Nebraska.

SHANNON GREEN'S GOLF COURSE PROMOTION ON SOCIAL MEDIA:

- **INCREASED REVENUE 175%**
- **INCREASED ROUNDS 200+%**
- **ATTRACTED A LARGE AMOUNT OF NEW GOLFERS ON SOCIAL MEDIA**
- **PACKED THE COURSE**
- **FILLED SLOW TIMES**
- **CREATED A PRICING STRATEGY THAT STIMULATED DEMAND & GAINED MARKET SHARE**
- **INCREASED EXPOSURE**
- **INCREASED SOCIAL MEDIA PRESENCE**
- **INCREASED COURSE AWARENESS**
- **INCREASED FACEBOOK FANS**
- **INCREASED EMAIL DATABASE**
- **HELPED CREATE A CUSTOMER LOYALTY CAMPAIGN & PROGRAM**
- **CREATED A COMPETITIVE ADVANTAGE**
- **DISTINGUISHED FAIRWAYS FROM THE**

TRY SOMETHING NEW & INCREASE REVENUE.

— CONTACT SHANNON GREEN —

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**VIEW WEBSITE
SHANNON.GOLF**

