



PGA

Michigan Section

BIO OF SPECIAL AWARDS CANDIDATE

Name of Nominee: John Seltzer _____

Year Elected to Membership: 2007 _____

Award Nominated for: Golf Professional of the Year _____

Briefly describe your achievements/accomplishments that would pertain to this award:

Growing up in a golf family and experiencing first-hand what it means to be a Golf Professional, I have developed a passion not only for the game of golf but also the business and spirit of the game. I feel fortunate to have had opportunity to learn from some of our state's best golf professionals, past and present. I take pride sharing the lessons I've learned with the next generation of PGA professionals and continuing to improve my own skill set.

Service to the Game and Section:

- Current Michigan Section PGA Tournament Chairman 2015- present.
- Current Western Chapter Sponsor Chair 2017-present.
- Host Professional of Meijer LPGA Classic since 2015.

Playing and Teaching:

- Have taught thousands of lessons over the course of my career, averaging 150 lessons annually.

- Implemented successful and highly attended junior programs, including a 9 week junior camp attended by 80 kids, as well as 2 PGA Junior League teams and an after school fall program.
- Created unique and interesting programs to help grow women's golf including a beginning ladies clinics, biggest loser program and 'mystery' golf day.
- Winner of the 2017 Michigan PGA, 2009 Michigan PGA Match Play, 2008 Assistant Championship, Multiple Eastern and Western Chapter Championships, Player of the Year for Eastern and Western Chapters, and Winner of a 2012 National Winter Series Event.
- Qualified and participated in the PGA National Club Professional Championship 8 times: 2008-2010, 2012, 2013 and 2015-2017.

Leadership and Mentoring:

- Since my first year as a Head Professional in 2009, I've seen one of my assistants advance into a Director of Golf position and another move to both Head Professional, and General Management positions.
- Worked with and helped develop multiple Ferris State interns who have gone on to attain their Class A membership and positions in the business.

Merchandising:

- Consistently improved turn rates, cost of goods and bottom line numbers of each facility I've managed.
- Moved from an 800 square foot space to a 2200 square foot space and increased sales by 9% and the overall margin from 14% to 17% in the span of 8 months.
- With a year-round Golf Shop, programming "off season" events such as scotch and cigars, specialty beer tastings, etc. paired with fun and interesting sales have helped drive slow time revenue.

I have been a Class A PGA Member for 10 years and a Head Professional for nine. My experiences, education and mentors throughout my career have helped make me a well-rounded professional. I am truly humbled by this nomination and appreciate your time in reviewing my application.