



# PGA

Michigan Section

## BIO OF SPECIAL AWARDS CANDIDATE

Name of Nominee: Patrick Bloom

Year Elected to Membership: 2016

Award Nominated for: Assistant Golf Professional of the Year

A graduate of the Ferris State University PGA Golf Management Program, I am entering my fourth season as 1<sup>st</sup> Assistant Golf Professional at Forest Dunes, a facility that has experienced continual growth and significant changes annually. These changes, including the opening of The Loop in June 2016, created a need for the staff and facility to evolve and support each other. As the direct supervisor for 35 employees, I've worked with the head professional and general manager to alter and improve the golf operation to better serve our guests. Some of the improvements I have been directly responsible for include:

- **Physical Changes:** The remodeling and reorganization of the bag drop, cart-barn, and range setup. This was done to improve the efficiency and effectiveness of the player service staff, and to better serve guests in a high-volume public environment.
- **Procedural Changes:** The implementation of new policies and procedures needed for a multi-course facility. This was accomplished through additional training and daily checklists, and ensured a consistent level of customer service from all golf staff.
- **Staffing Changes:** The creation of new focused players service positions. Adding staff in specific areas of the facility improved communication, and aided in enhancing the customer experience in important moment of truth scenarios. As I developed the payroll budget, it was required that I be able to justify the additional labor costs.
- **Merchandising Changes:** The development of an attractive golf shop and purchasing of a diverse merchandise assortment, leading to a budgeted increase in sales of well over 100% in 2017 over my first season in 2014. This was accomplished through the testing of different brands, order quantities, gift items, and by promoting active shop sales by the golf shop staff.

It is important to note that many of these changes came through open communication between all departments, especially within the golf department. Genuine feedback from the golf shop and player service staff made the development of these operational changes easier, and more importantly, effective. This feedback is made possible by my daily commitment to promote an open, enjoyable, and healthy work environment. I have found that an educated, empowered, and appreciated staff works significantly harder, and in turn allows us to create a memorable experience for our guests.

As Forest Dunes has evolved, a core group of public and member events remain some of our top priorities. I have, through consistent leadership and support from my superiors, improved the experience for our members and guests at these events. Small changes have proven successful with our membership, such as improving the variety and quality of prizes and awards, or altering tournament formats. Other improvements have gone a long way in improving events at Forest Dunes, including arming all staff members with information to handle questions, and assigning PGA Interns to specific tournament related duties.

Since being elected to membership, playing golf competitively has been a priority, as show in my active participation within the section and chapter. I've enjoyed playing in fourteen events in the 2017 season, including my first Michigan Open. I was fortunate to find success in the 2016 season, winning the Nike State Pro-Am thanks to exceptional play from my partner, and shared the title for 2016 Northern Chapter Assistant's Champion. I look forward to continuing to compete in years to come, and realize my fortune in work at a facility that encourages participation in such events.

Thank you for your consideration, it is an honor to be nominated for this award.