



BIO OF SPECIAL AWARDS CANDIDATE

Name of Nominee: Kevin McKinley

Year Elected to Membership: 2002

Award Nominated for: Golf Professional of the Year

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

As the highest honor given to a professional in our Section, much thought should be put into this nomination. I'm extremely honored to be considered as the professional in Michigan that shows strengths as a player/teacher/merchandiser/tournament administrator/leader/mentor and lifelong example of a model golf professional. Additionally, this honor should be given to someone who makes significant contributions to his/her facility as well as the game of golf within the Section and finally previous awards and non-golf involvement should be considered. Given the above criteria, I believe I am qualified for the following reasons:

- **Strengths in the following categories:**
 - **Player** – Consistently a top 20 performer within my chapter and a T36 finish in the Michigan PGA Professional Championship
 - **Teacher** – Part of a team that earned a national ranking of Top 25 Golf Academy. Coach and leader of the largest PGA Junior League in the State.
 - **Merchandiser** – Oversee a retail operation that has experienced growth of over 100% since 2010.
 - **Tournament Administrator** – Oversee an operation that runs a tournament program hosting more than 1,000 players annually including a 432 player event that experiences a waiting list.
 - **Leader** – Worked into leadership roles quickly at all 3 facilities that I've worked at. Chairman of other organizations such as Gaylord Golf Mecca and Community Foundation Grant Committee. While performing my civic duty as a juror, I was unanimously selected as the foreman after only knowing fellow jurors for a few days.
 - **Mentor** – Several former employees have gone on to successful careers in the field. Authored and delivered Section orientation program in 2015 and 2016 to fellow professionals and students
- **Contributions to my facility** – The size and scope of my job is significant as I oversee 81 holes of golf, the golf academy, resort activities, marketing committee, 23 downhill slopes, ski school, tubing and rental. I oversee departments with over 60 employees and direct over 25 resort wide training programs annually. Percentage increases since 2010 (through 2015...2016 will see even larger increases).
 - Golf Revenue up 71%
 - Golf Rounds up 89%
 - Merchandise up 103%
- **Contributions to the Game of Golf** – I've served the Section in some capacity since 2008. In that time, I've had a hand in creating some great progress such as:

- Enhancing the MI PGA Hall of Fame process and studying the history of the MI PGA to ensure that all deserving member's from year's past were included in the Hall of Fame.
- Authored and delivered a Section Orientation Program to fellow members and students.
- Assist in creation of job scope for our newly created Player Development Coordinator
- Leading the State with 53 PGA Junior Leaguers
- Creating over 70 new golfers with Get Golf Ready and follow up programs
- **Previous Awards and Non-Golf Recognition:**
 - 2002 Acushnet Scholarship for highest test scores in Michigan Section for GTPP
 - Michigan Section Patriot Award -- 2013, 2015 and 2016 (1 of 4 national finalists in 2014 and 2015)
 - Leadership Otsego County Graduate and Mentor
 - Michigan Army National Guard Outstanding Civilian of the Year
 - VFW Award of Excellence
 - Department of Military and Veteran Affairs Legion of Merit Medal
 - Over \$850,000 (goods/services) in charitable giving to various organizations during my Treetops tenure.