PROPOSAL FOR
GOLF PROFESSIONAL SERVICES
AT
CRESTBROOK PARK MUNICIPAL
GOLF COURSE

BOB HILL, PGA
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TO: Robert M. Scannell
Town Manager
Town of Watertown
424 Main Street
Watertown, Connecticut 06795
Deadline: January 31, 2017 4:00PM
Crestbrook Park Municipal Golf Course Proposal

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January 30, 2017

Mr. Robert M. Scannell
Town Manager
Town of Watertown
424 Main Street
Watertown, Connecticut 06795

Re: RFP for Crestbrook Park Municipal Golf Course Golf Professional Services

Dear Mr. Scannell:

This letter and enclosed resume are sent to express my interest in the Golf Professional position. I am especially interested in your facility because of your reputation for providing a state-of-the-art full-service golf program. I believe that I am extremely well qualified for this role. In evaluating me as a candidate, I hope you will consider these strengths:

- **Strong Relevant Skills and Qualities** – From my experience, I bring a robust, diverse set of skills, experiences and qualities which would help me excel in this role. These include:
  - Driving revenue increases through innovative programs, services and leadership
  - Delivering a superior customer experience, through etiquette and attention to detail to maximize play and encourage new members
  - Building a competitive spirit and opportunities for growth through event management
  - Exceptional interpersonal, organizational and customer service skills
  - Proficiency with Pro Shop Keeper POS and MS Office

- **A Record of Innovation, Contribution and Achievement as a PGA Golf Professional** – I have dedicated the majority of my career to being a golf professional. As a young man, I won the Connecticut State Tournament and went to two National Tournaments, as well as playing Division I Golf at Central Connecticut State University. I have been a PGA Golf Professional since 1994. Over the course of my career I have excelled in golf instruction, and at coming up with the ideas, programs and initiatives which increase participation and revenues. The in-depth knowledge, skills and expertise developed through this work would help me excel as River Ridge Golf Course’s next Head Golf Professional.

- **A Heart for the Business** – I consider myself very fortunate to have made a career in the sport which I love so much. Golf is, to me, the greatest of all sports – requiring, discipline, self-control, ability, persistence and sportsmanship. It is a game which teaches great life lessons to the young, and can be a great “partner” for someone who is a senior citizen. I love getting up and going to work in the golf business every day. For some this may simply be a profession. For me it is also a passion.

Please contact me to schedule an interview – or in the event you require additional information. Thank you for your time and consideration. I look forward to hearing from you.

Sincerely,

Bob Hill
PGA Golf Professional

Twenty two years as a PGA Golf Professional. Track record of driving increases in membership, tournament involvement, activities and revenue. Completed PGA Business School I-III. Track record of using imagination, innovation and an entrepreneurial spirit to successfully increase activities and revenues. Built new programs. Generated positive publicity. Strong and diverse professional skills, earned over a nine-year career working with a small business. Excellent golf instructor. A passion for the game of golf.

- Golf Instruction
- Membership Recruitment
- Promotions
- Leadership
- Customer Service Excellence
- Marketing and Sales
- Profitable Golf Operations
- Tournament Operations
- Merchandising

GEN (Golf Now). TPP (USGA). Microsoft Office (Word, Excel)

EXPERIENCE

BROWNSON COUNTRY CLUB – Huntington, Connecticut 2016

A Challenging 18-Hole Championship Golf Course Plays to Par 70 with a Slope Rating of 134

Associate Golf Professional / Director of Instruction
Manage, oversee and run golf operation under Head Professional. Ring in daily play and run daily reports. Conduct weekly tournaments, men's club, ladies 18 & 9 hole, couples, men's league, and couples league. Run, organize, and conduct 10-15 outings a year. Director of Instruction – run clinics, group lessons, and private lessons. Directly manage golf shop and bag room staff. Meet, greet, and start members as they arrive. Develop customized schools for members and guests. Create a fun work environment. Inspire, motivate, and lead by example. Communicate effectively with the entire staff with regard to daily operations.

GOODWIN PARK GOLF COURSE – Hartford, Connecticut 2013-2016

A 27 Hole Championship Course Facility and Plays to a Par of 70

Associate Golf Professional
Assisted Head Professional in ensuring the delivery of quality service to members. Managed entire golf operations for 27-hole golf course with 27,000 rounds this year. Developed, along with Head Professional, an employee handbook and golf operations manual. Organized weekly member games, executed both member and outside tournaments, and organized and managed inventory. Cultivated relationships with new vendors. Hired, trained and supervised up to 15 employees. Responsible for data entry and Tee Sheet Management for Gen/Golf Now system

- **Turnaround Operations** – Played integral role to establish Goodwin Park Golf Course as a place that people want to come back to, as reported by Fox 61TV, NPR, The Hartford Courant, and others.
  - [Link to Hartford Revives Ailing Golf Course at Goodwin Park](#)

- **Increased Participation at all Levels** – Recruited and executed Outings of up to 3 a week, comprised of groups of 100+. Solely responsible for starting, scoring, and record keeping for Men's Club of 120 members every Sunday. Administered junior golf camps. Assisted with Junior clinics and camps with 10-15 students every week in the summer and established an active Junior League with 25-30 students. Marketed and established active league play to 15 leagues with average size of 20-25 players.

HOP MEADOW COUNTRY CLUB – Simsbury, Connecticut April-June 2013

Home to a Championship Geoffrey Cornish Designed 18 Hole Golf Course (Par 72-6,915 Yards)

Assistant Golf Professional
Assisted Head Professional in ensuring the delivery of quality service to members. Organized weekly member games, executed both member and outside tournaments, and organized and managed inventory.
FOX RUN AT COPPER HILL – (Now Copper Hill Gold Club) – East Granby, Connecticut  
A 9-Hole Par 36 Golf Course Playing from 2300 to 3039 Yards  
2001-2003

Head Golf Professional

Managed, marketed, and responsible for the entire 9-hole golf operation under GM. Recruited into this position, which was newly created, as the first Head Golf Pro, in the company’s history. Conducted private and group golf lessons, including clinics. Organized and coordinated the facility’s instructional program. Developed customized schools for members and guests. Created a fun work environment. Inspired, motivated, and led by example. Communicated effectively with the entire staff about daily operations. Incorporated safe work practices in job performance. Administered junior golf camps. Designed lesson plans, trained associates on the lesson plan, and created a pleasant environment for juniors. Communicated effectively and professionally with all departments.

- **Success Metrics**
  - Increased club membership by 25% by marketing and implementing new categories.
  - Increased dollars per player by 100% to 150%.
  - Increased pro shop merchandise selection and sales by 75% to 100%.
  - Increased private league participation by 25% to 40%.

- **Innovation – New Programs/Policies**
  - Instituted policy of taking over Food and Beverage Department during March and November to accommodate golfers during time that bar used to be closed.
  - Worked together with, and executed men’s club tournaments of 50-60 active players and ladies club tournaments of 40-50 active players.
  - Worked with Food and Beverage to increase outings at facility to one a week in season.
  - Implemented, marketed, and established a successful night golf program once a month, with 50-70 players, which increased exposure and revenue for the bar.

SIMSBURY FARMS GOLF COURSE – Simsbury, Connecticut  
1996-2001

A Municipal Golf Course - Features 6,509 yards of Golf for a Par of 72

Associate Golf Professional

Managed, under the Head Golf Professional, the daily operation of the pro shop. Supervised and conducted tournament operations and GHIN systems for women’s and men’s club every week—the handicap system. Instructed 10 to 15 lessons weekly. Supervised and conducted starting and ranger duties for an 18-hole municipal golf course.

- **Innovation / New Programs** – Created and developed new adult clinics and junior camps from scratch with Parks and Recreation publications. Quadrupled course lesson business over five years.

- **Accounting** – Performed the accounting for pro shop credit of $10,000. Developed accounting/finance skills.


- **Technology** – Utilized TPP software from the USGA.

- **Service Award** – Plaque for “Unselfish Contributions, Devotion and Many Years of Service”

WINDELMERE COUNTRY CLUB – Windermere, Florida  
1991-1994

Private Golf Club

Assistant Golf Professional

Provided high quality customer service to the golfing public. Supervised staff at the pro shop. Coordinated assigned activities and functions relating to golf operations. Supervised and trained pro shop staff. Coordinated specialized projects and programs. Assisted in special events. Generated and cultivated relationships with new and existing vendors.

THE HARTFORD GOLF CLUB – West Hartford, Connecticut  
27-Hole Golf Course  
1985-1986

Assistant Golf Professional

INDIAN HILL COUNTRY CLUB – Newington, Connecticut  
1984-1985

Golf Course Maintenance
OTHER EXPERIENCE

STEVE COUCHON PAINTING – Simsbury, Connecticut
High End Residential and Commercial Painting Services
Painter
Became the right hand person to the owner of this highly successful business. Ran crews in the field. Delivered exceptional service. Left the business in 2013 to return to the golf profession.

EDUCATION

CLEMSON UNIVERSITY – Clemson, South Carolina
Four Semesters of coursework towards Bachelor of Science, Mathematics

CENTRAL CONNECTICUT STATE UNIVERSITY – New Britain, Connecticut
One Semester of coursework towards Bachelor of Science, Business Major

NCAA Intercollegiate Division I Athletics
One Season

SIMSBURY HIGH SCHOOL – Simsbury, Connecticut
Graduate

Athletics
Won State Junior Tournament – Went to 2 National Tournaments
Member of team which won State Class I Tournament
Varsity Letter Plaque

Professional Development
Numerous courses, workshops, seminars, conferences, and certification programs, including:
• PGA Business School III – Orlando, FL
• PGA Business School II (finished in top 5%) – Callaway Gardens, GA
• PGA Business School I – Philadelphia, PA

AFFILIATION

Class A PGA Member in Good Standing
Became a member in 1994
MANAGEMENT OUTLINE

Mission Statement

To manage a staff where every customer is treated equally with courteousness, professionalism, and enthusiasm, that is second to none.

Promote the Game of Golf to Everyone

Put the customer first and create an atmosphere where people feel welcome, and want to come back to.

Establish activities, tournaments, and events in conjunction with restaurant.

Establish an extensive Junior Golf program.

Clinics (some free), golf tournaments/outings and golf camps throughout the summer.

Actively promote programs by visiting local schools, YMCA and YWCA, and other Town resources.

Advertise using a proactive social media network to promote play.

Establish a yearly tournament along with a business in town.

Increase in-house events along with more outings, leagues, etc.

Long Term Goals (3 - 5 years)

Increase rounds to 22,000 - 25,000.

Build reputation of facility to a friendly, popular place to be.

Driving range improvements using Top Golf as a model.

Pro shop improvements.
COMPENSATION PACKAGE

Head Professional will supply the following duties and services:

- Promote, encourage, and enhance the game of golf and the facility.
- Assist Director of Parks and Recreation to hire, train, and manage the golf staff, who will follow the Town Ordinances and Golf Course Operations Manual.
- Stock Pro Shop with a full variety of merchandise.
- Conduct and assist running Men’s, Women’s, Retiree’s Association and any other tournaments and outings.
- Conduct and/or organize all clinics, camps, and lessons at the facility.
- Establish a Junior Golf Committee and Club and increase the availability of Junior and family activities.
- Report and communicate with Director of Parks and Recreation on all Course matters such as incidents and course improvements.
- Attend meetings with Town representatives.
- Establish and maintain a good working relationship with maintenance staff.
- Market the golf shop, facility, and events.
- Promote and maintain website and other digital media.
- During the open golf season, full devotion to the duties of the Head Golf Professional and shall be present 6 days per week for a sufficient number of hours per week, with hours in non-office related duties.
- Records, maintenance, and daily care of cart fleet and range equipment.
- Maintain pro shop and surrounding grounds in a neat, clean, and orderly fashion.
- Responsible for collection of all fees and accounting program of such to establish thorough and accurate records.
- Stock and maintain driving range.
- Obtain required insurances and fidelity bond.

Town of Watertown will supply:

- $35,000 - $50,000 compensation.
- $1 per golf car rental.
- 80% of gross revenue of driving range proceeds.
- 100% of gross revenue of lessons and merchandise sales.
- Fixtures and building to sell merchandise.
REFERENCES

Ian Marshall, President CT PGA
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Watertown CT., 06795
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