



Christopher J. Wilson, PGA



October 20, 2019

Dear Golf Professional Search Committee,

Please accept my Invitation for Bid, for consideration of Head Golf Professional at Shawnee Golf Course. It would be an honor to serve Louisville Metro Parks at the course I grew up playing as a kid. My experience, proven abilities, and desire to excel in the golf industry make me a strong candidate for the position.

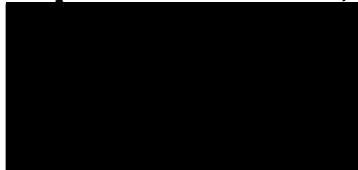
Having lived in the Louisville area for 32 years, I would be thrilled to have the opportunity to showcase my talents as Head Golf Professional in my hometown. The PGA Golf Professional Training Program and Audubon Country Club have given me the tools and knowledge necessary to excel in customer service, tournament operations, merchandising, player development, and staff supervision.

Sincerely,

Christopher Wilson, PGA
Director of Membership & Sales
Assistant Golf Professional
Audubon Country Club



Christopher J. Wilson, PGA



CAREER PROFILE

A dedicated PGA Golf Professional with extensive experience in total golf operations management.

PROFESSIONAL EXPERIENCE

January 2019-Present

Director of Membership & Sales

Audubon Country Club, Louisville, KY

- Monthly Board of Directors meeting- Present marketing and promotional plans for approval along with applications for memberships.
- Designed a unique marketing and promotional campaign that created 47 new memberships generating over \$200,000 in total revenue
- Attend weekly management meetings
- Attend weekly meetings with the General Manager

March 2010-Present

Assistant Golf Professional

Audubon Country Club, Louisville, KY

Established in 1908, Audubon Country Club is considered one of the premier golf facilities in Louisville. Approximately 20,000 rounds are generated annually by 300 golfing memberships. Audubon is a very active facility with 8-10 corporate outings and over 150 men's, women's and couples tournaments a year.

VOLUNTEERISM

- Don Fightmaster Golf Outing for Exceptional Children, 2015, 2017, 2018
- Down Syndrome of Louisville Pro Celebrity Golf Tournament, 2010-Present
- 100 Holes of Golf to benefit the Colon Cancer Prevention Project & KPGA- Raised over \$50,000, 2016-2019
- 2014 PGA Championship at Valhalla Golf Club, KPGA Volunteer Crew for PGA Tour Professionals on the Practice Range

JUNIOR GOLF

- PGA.Coach/ ADM Certified
- Certified U.S. Kids Golf Instructor
- Captain of the PGA jr. League team with over 30 players annually
- Creation of the “Derby City” PGA jr. League
- Helped develop the “Masters” Program to provide elite juniors with 6 weeks of one-on-one instruction and monitored playing opportunities at premier local courses
- Assist in coordinating and teaching the Regular Junior Program for ages six through 17 with over 90 annual participants
- Assist in coordinating and teaching the Mini Junior Camp for ages four through six for 15-25 annual participants

MEMBER SERVICES

- Supervise daily care and maintenance of over 450 sets of stored golf clubs
- Share responsibility for managing a practice range with 350 annual participants
- Assist in managing rental, maintenance and rotation of 70 golf cars
- Maintain accurate handicap data through verifications of score postings of 75-150 golfers daily (in season)
- Act as liaison for the 18-Hole Ladies’ Organization, 2014-2018
- Acted as liaison for the 9-Hole Ladies’ Organization, 2010-2014
- Monitor pace of play daily at a 4 hour and 10 minute standard (in season)
- Assist in managing an email database of approximately 300 Audubon members through which upcoming events, sales, and general information are communicated
- Perform or supervise nearly 200 golf club repairs annually

OUTSIDE EVENTS

- Assist with recruiting, coordinating, and running 8-10 corporate outings that produce \$90,000 to \$100,000 in annual gross revenue
- Assisted with the development of an Outing Contract used for all corporate outings
- Conduct numerous Ladies Falls Cities and Ladies District tournaments annually
- Hosted numerous Senior Falls Cities tournaments

TOURNAMENT OPERATIONS

- Share responsibility for promoting, organizing, and running 20-25 Men’s Golf Association events yearly
- Oversee approximately 20 18-Hole Ladies’ Organization events a year
- Facilitate 25-30 couples events a season
- Managed the Men’s Trophy Fund Tour, an annual Men’s Association Points List, 2010-Present

MERCHANDISING

- 1st Assistant to Kentucky Section PGA Merchandiser of the Year, 2013 & 2014
- Meet with approximately 15-20 vendors annually to review sales history and discuss future buying plans
- Receive, track, and inventory merchandise through Jonas Software’s Point of Sale System

- Generate customer loyalty by providing outstanding service in a merchandise concession that averages \$350,000 in annual gross revenue

SUPERVISING & DELEGATING

- Responsible for the training and development of over 100 employees
- Recruit and interview 10-15 employees a year
- Manage bi-weekly scheduling and payroll for approximately 15 hourly employees (in season)
- Lead annual employee meetings and evaluations
- Review and update Employee Handbook and Policies and Procedures Manual annually

INSTRUCTION

- Teach approximately 5-10 half-hour individual lessons weekly (in season)
- Provide certified club fitting for 15-20 members yearly
- Share responsibility for organizing 5-10 men's and women's golf clinics on short game, full swing, and rules with more than 20 annual participants
- Get Golf Ready lead instructor that created 20 new female golfers and 8 golfers that returned to the game

PROFESSIONAL EDUCATION & ACCOMPLISHMENTS

- Completed Level 3 of the PGA Professional Golf Management Program July, 2018-achieving Class A PGA Membership
- Attended over 40 Kentucky Section PGA seminars
- Playing Ability Test successfully completed, 2011 (Arlington Golf Club)
- President of the KPGA Associates Division, 2019
- Vice President of the KPGA Associates Division, 2017-2019

TECHNOLOGY SKILLS

- Jonas POS System
- Microsoft Word, Excel, Publisher, PowerPoint, & Outlook
- Snap Retail; Marketing software for small businesses to engage customers through email, Facebook, Twitter, Instagram and Pinterest
- Clubessential- website and online tee time reservation system
- Golf Genius- Cloud-based and mobile technology for tournament management
- Trackman- Radar technology used for teaching and golf club fitting



PGATM

July 16, 2018

Paul Levy, PGA
President

Suzy Whaley, PGA
Vice President

Jim Richerson, PGA
Secretary

Derek Sprague, PGA
Honorary President

Peter Bevacqua
Chief Executive Officer

Darrell Crall
Chief Operating Officer

Kerry Haigh
Chief Championships Officer

Christopher J. Wilson, PGA
Audubon Country Club
3265 Robin Rd
Louisville, KY 40213-1375

Dear Mr. Wilson:

Congratulations. It is my pleasure to officially welcome you to the Professional Golfers' Association of America. Your membership marks a significant milestone in your career, which you now share with more than 28,000 PGA Professionals nationwide who are *experts in the game and business of golf*.

Since 1916, The PGA of America has been at the forefront of the golf industry, working to serve its members and other constituents. The PGA of America is known worldwide as the recognized authority for the game and the business of golf, which continues to experience explosive growth. Because of your membership in the PGA of America, you now benefit from our vast resources.

The PGA of America provides you with the means to learn and build from the collective experience of other PGA Professionals. At the section and national level, the PGA of America offers workshops, seminars and clinics that assist you with your playing, teaching, and business managing skills. These meetings are designed to provide you with invaluable information about the PGA of America, the golf industry, and your fellow PGA Professionals.

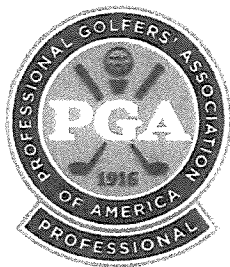
In the next few weeks, you'll be receiving your New Member Kit, which contains all the information you need to know about the PGA and your membership.

The Professional Golfers' Association of America is your organization. Since 1916, the PGA has worked to serve PGA Professionals throughout their entire careers. Please feel free to contact the PGA anytime at 800-474-2776. Again, congratulations and welcome to the PGA of America.

Sincerely,

Paul K Levy, PGA
President
The PGA of America

07/2016



PGATM

THE PROFESSIONAL GOLFERS' ASSOCIATION OF AMERICA

Christopher J. Wilson, PGA

Member

Elected July 2018

As the experts in the game and business of golf, PGA Professionals represent the very best in the game. By providing an unparalleled experience for millions of golfers, PGA Professionals uphold the qualities of Passion, Honor, Integrity, Sportsmanship and Pride that links them to the badge they proudly display.

The game and those who care deeply for it, are better served because of the Members of The PGA of America.

"THE EXPERTS IN THE GAME AND BUSINESS OF GOLF"

x

Your MSR History

ADDED DATE	CREDITS	DESCRIPTION
08/19/2019	2	2019 Kentucky PGA Professional Champions
07/22/2019	2	2019 Kentucky Assistant PGA Professional C
04/15/2019	1	TaylorMade TP Classic
03/04/2019	3	Attend PGA Section Meeting
02/26/2019	3	PGA Coach Learning Modules
02/07/2019	2	2019 PGA Compensation Survey
12/13/2018	3	PGA Education
12/03/2018	4	PGA Education
12/03/2018	3	Attend PGA Section Meeting
11/07/2018	3	PGA Magazine Roundtable Series
09/17/2018	2	2018 Kentucky PGA Professional Champions
08/20/2018	2	2018 Kentucky Assistant PGA Professional C



H. Joseph Brenner
Senior Vice President
Middle Market

October 18, 2019

Mr. Christopher Wilson, PGA



Christopher:

This letter is to confirm that you have been qualified to obtain the appropriate financing that would be needed to start as the Head Professional at any Metro Parks golf course.

Best regards,

H. J. Brenner
SVP
JP Morgan Chase Bank, NA
502-566-2789

JPMorgan Chase Bank, N.A. • Commercial Banking • KYI-2216, P. O. BOX 32500, LOUISVILLE, KY 40232-2500
Telephone: 502 566 2789 • Facsimile: 502 566 8339 • Cellular: 502 939 9000
joe.brenner@chase.com

JPMorgan Chase Bank, N.A. • Commercial Banking • KYI-2216, P. O. BOX 32500, LOUISVILLE, KY 40232-2500
Telephone: 502 566 2789 • Facsimile: 502 566 8339 • Cellular: 502 939 9000
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13119 Aiken Road
Louisville, KY 40223
(502) 244-9244
(800) 456-1577
Fax (502) 244-5807

4007 U.S. Hwy 62
Calvert City, KY 42029
(270) 395-4312
(800) 897-1103
Fax (270) 395-4024

KHP Rental Office
4089 Iron Works Parkway
Lexington, KY 40511
(859) 233-7921
hpark@cunninghamgolfcar.com

October 18, 2019

Mr. Christopher Wilson

Wilson Golf LLC

Louisville, Kentucky 40215

PRE- APPROVAL LETTER

This letter is intended to assure that Mr. Chris Wilson, of Wilson Golf LLC, has been recommended and preapproved to lease Yamaha Golf cars for the next 5 years. Having done business with Mr. Wilson for the previous 5 years, as an assistant at Audubon C.C., we feel confident Mr. Wilson is more than capable of operating any facility within the Metro Parks Golf Course system. His ability to attract play, manage his staff and contribute to a positive golf experience for his members and guest, will ensure success at any venue he may be given responsibility to manage on behalf of the Louisville Metro Parks System.

Mark Jackie

Fleet Sales Manager

Cunningham Golf & Utility Vehicles Inc.

502-244-9244



October 21, 2019

Re: Chris Wilson – Insurance Coverage

Dear Chris,

This letter is to inform you and anyone else with interest that my agency, ONI Risk Partners, will be able to secure the necessary insurance coverage you will need as you transition to Shawnee GC, including but not limited to:

- Commercial General Liability
- Liquor Liability
- Commercial Property Coverage
- Additional Insured Protection for Louisville/Jefferson Country Metro Government
- Commercial Crime Coverage
- Commercial Inland Marine Coverage (Golf Carts)
- Workers Compensation Coverage

We will discuss information and the documentation needed to submit applications to the necessary carriers and be able to provide proof of issued coverage when needed.

If there is anything else I can do in preparation for your transition, please do not hesitate to contact me.

Sincerely,

A handwritten signature in dark ink, appearing to read "SN", followed by a long horizontal flourish.

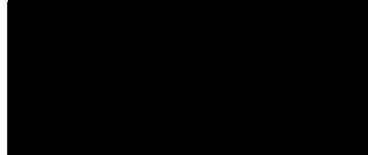
Steve Nassau
Louisville Market Executive
ONI Risk Partners

333 East Main Street, Suite 306
Louisville, KY 40202
T: 502.780.5539
C: 502.396.5777

ONIRisk.com



Christopher J. Wilson, PGA



REFERENCES

Mr. Eric Gilliland, PGA
Head Golf Professional, Audubon Country Club, 1999-present
Audubon Country Club
3265 Robin Road
Louisville, KY 40213
502-637-5625 (Office)
golfshop@auduboncc.org

Mr. Mark Kemper, PGA
Head Professional, Charlie Vettiner Golf Course, 2005-Present
Charlie Vettiner Golf Course
10207 Mary Dell Lane
Louisville, KY 40299
502-267-9958 (Office)
kemgolf@aol.com

Mr. Joseph Moore
General Manager & COO, Audubon Country Club, 2018-Present
Audubon Country Club
3265 Robin Road
Louisville, KY 40213
502-636-1331 (Office)
jmoore@auduboncc.org

Mr. John Ballard
Director of Operations, The University of Louisville Golf Club, 2016-Present
Head Golf Course Superintendent, Audubon Country Club, 1998-2016
University of Louisville Golf Club
401 Champions Way
Simpsonville, KY 40067
502-853-7064 (Office)
johnb@gocards.com

Mr. Danny Baron, PGA
Head Golf Professional, Hurstbourne Country Club, 2011-Present
Hurstbourne Country Club
9000 Hurstbourne Club Lane
Louisville, KY 40222
502-425-0097 (Office)
dbaron@hurstbournecc.com

Mr. Kirk Dolan
Park Superintendent, The Parklands of Floyds Fork, 2017-Present
21st Century Parks
471 West Main Street, Suite 202
Louisville, KY 40202
kdolan@21cparks.org

Mr. Patrick Welsh
Attorney, Greenbaum, Doll & McDonald
3500 First National Tower
Louisville, KY 40202
502-767-8409 (Mobile)
pwelsh@bgdlegal.com

Mrs. Cassidy Decker, LPGA
TPI Instructor & Teaching Professional, Audubon Country Club, 2018-Present
Audubon Country Club
3265 Robin Road
Louisville, KY 40213
502-637-5625 (Office)
cassidyscantland9@gmail.com

Mrs. Courtney Trimble
Head Women's Golf Coach, University of Louisville, 2012-2019
407-247-7906
courtneytrimble@gmail.com

Revenue Sharing Plan

Golf Cart Rentals:	12% of Total Revenue
Food & Beverage Concessions:	12% of Total Revenue
Merchandise:	2% of Total Revenue

I am willing to negotiate other Louisville Metro Parks Golf Courses shall this not be available.

Marketing Plan

- Increase Overall Revenue by 5%
- Increase rounds of golf by 5%
- Increase merchandise by 10%

All plans are for the term of January 1, 2020 to December 31, 2024

Marketing Plan



I plan to implement a PGA Jr. League team from Shawnee Golf Course to compete against other local teams. The program consists of a team of ages 13 and under, not specific to level of ability to play the game of golf. This program is one of the more successful programs that will create new golfers for the future in a friendly and fun environment.



A joint initiative founded in 2013 by the [Masters Tournament](#), [United States Golf Association](#) and [The PGA of America](#), Drive, Chip and Putt is a free nationwide junior golf development competition aimed at growing the game by focusing on the three fundamental skills employed in golf.

By tapping the creative and competitive spirit of girls and boys ages 7-15, Drive, Chip and Putt provides aspiring junior golfers an opportunity to play with their peers in qualifiers around the country. Participants who advance through local, sub-regional and regional qualifying in each age/gender category earn a place in the National Finals, which is conducted at Augusta National Golf Club the Sunday before the [Masters Tournament](#) and is broadcast live by [Golf Channel](#).

I plan to implement this free, and fun program to Shawnee golf course. This could have a huge impact on marketing and creating new, young players of the game.



Get golf ready is an affordable, and convenient way to start the game of golf, or return to the game of golf. I will put this program into the instruction offerings at Shawnee Golf Course to create, retain, and bring back players of the game.



Working and volunteering for the First Tee of Louisville has always been a dream for me. Unfortunately, I have only volunteered minimally to this great organization. Having the opportunity, it would be my pleasure to change the lives of young men and women of the city of Louisville. Earning the opportunity, I would dedicate time all year round to mentoring and coaching these young adults and kids in health, fitness, and overall character that may not be in the curriculum of schools or taught at home. Upon learning these items, there is no doubt in my mind, these young adults will have the opportunity to go on to college, have successful, and happy lifestyles.

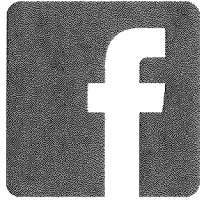


Youth on course raises a lot of money that benefits the junior programs in the state of Kentucky. This program is needed and must go on if we want to see our golf community progress in the Louisville area. I will support and implement this program at Shawnee Golf Course to benefit the youth of the Louisville, and the Metro Parks Golf Courses growing from this program.

KPGA GOLF IN SCHOOLS PROGRAM

This program has not reached its full potential in my opinion. Implementing this program at nearby schools of Shawnee Golf Course could be very impactful to growing the game of golf in the metro Louisville area. The program is designed for a P.E. class to learn golf from a PGA professional in a safe, and fun environment.

I also have ideas of having field trips to the golf course in the spring so kids could have an opportunity to see the golf course in real life, and have a green grass experience of learning the game of golf.



Creation of a Facebook page for anyone to join, that is specific for Shawnee Golf Course customers and neighbors, will have one of the biggest upsides in marketing the course. I would be solely responsible for the page and have administrative rights to post course weather updates, upcoming events, results of events and pictures of the overall fun atmosphere I plan to bring to the facility and neighborhood.

Operating Plan

Staffing Plan- Start with current staff and myself. Hire 2-4 more employees before season starts depending on demand.

Maintenance Plan-

- New paint on the inside of the clubhouse.
- Landscaping on the perimeter of the clubhouse.
- New TVs for the clubhouse