

If you are awarded these funds, how would you plan to use them and what do you anticipate your financial needs to be?

Depending on what area I want to focus on for the future seasons will determine where I use these funds. There are 3 different areas I would like to improve in to better the golf operation at XXX Golf Course. The first option would be the Golf Genius certification program which would make me a "certified genius" by the end of the three part course. This course is \$XXX and will cover the essential tools to run an efficient tournament operation. Another opportunity would be taking courses related to merchandising through the Association of Golf Merchandisers. AGM offers numerous classes throughout the year that you can register for individually or for the whole year. The price is \$XXX per single course and \$XXX for the year which requires you to attend eight courses. The last option to consider would be focusing more on social media and how to reach full capitalization with our accounts. XXX University offers a digital marketing course that spans over three months. This course covers topics from campaign execution to user generated campaigns and establishing your brand's voice. This is \$XXX for the entire course.

How would this plan connect to/impact the golf community or industry (i.e. how is it related to golf). If applicable, tell us how your plan might help change or enhance an aspect of the golf industry?

Each option would lead to a different impact to the golf community. Through the Golf Genius certification I would be able to plan and prepare tournaments more effectively for members, league players and any outings or small events at XXX Golf Course. By taking courses through the Association of Golf Merchandisers, I would be able to curate a better golf shop including displays, merchandise selection and selling practices for every customer and or golfer that walks into the golf shop. After taking the social media course at XXX, I would be able to create a larger digital presence for XXX Golf Course. This would ultimately draw new consumers to our facility and help us grow in popularity.

One of my main goals through my career in the golf industry is to grow the game for other females. With each of these opportunities I see different ways to be able to accomplish this. In becoming Golf Genius certified I will gain an understanding of different tournaments or leagues I could organize that may appeal to more of the female demographic. Similarly, if I start to grow skills in merchandising I will be able to bring in new styles, vendors and items to our shop that could be catered towards women. Lastly, with mastering social media marketing skills at XXX, I can display what a strong female presence XXX Golf Course has and expand it. Keeping this in mind, I would try to pull not only existing golfers to the course but any female who is interested in the game of golf.

Why is this important to you?

I have been an employee of XXX Golf Course since the summer of 2020. During my first summer, I never expected to make a career out of my first job. With the passing of each season, I gained more responsibility and grew as a professional and an individual while learning what golf has to offer. Receiving an honor like this would be a symbol of not only my personal growth, but also the opportunities that await within the industry.

If applicable, please list/tell us about the roles you've had in the golf industry that are relevant to your application.

All of my roles in golf have been a part of XXX Golf Course Golf Club, both as a volunteer and an employee. My first summer, I was a part of the outside operations team. In this role, I greeted golfers, attended to the practice facility and managed the golf cart fleet. During my

second and third season, I was an inside shop attendant where I assisted with managing the tee sheet and merchandising including but not limited to inventory levels, and displaying merchandise while managing the outside staff's day to day tasks. At the start of my fourth season, I was promoted to the position of Player Engagement Specialist. Within this role, I was given the responsibility of booking outings of 16 or more golfers as well as my previous responsibilities within the golf shop. As a part of my role for the last three seasons, I have also run and instructed our junior program. Our junior program consists of a week-long camp for golfers ages 7-14 where they learn the basics of the swing and the game including etiquette and other qualities critical to the game.

In a volunteer role, I was an LPGA Girls Golf Coach. During this time I would instruct young girls on the game of golf. We would participate in numerous activities such as warm-up games, swing drills and lessons.

Tell us about any other relevant experience(s) that you have had that will help support your plan.

In my junior year of college I was a social media marketing intern for a co-working space in XXX, Rhode Island. During this time, I was able to gain a foundation in my social media skills. I would like to further develop these skills to provide XXX Golf Course with a strong digital footprint.

For two out of my four years in college I was a student ambassador. This entailed touring prospective students, taking part in accepted student and open house days and hosting revisit students. Through this role, my people skills prospered and I gained a sense of confidence which was transferable to my role at XXX Golf Course.

Is there anything else you would like to tell us that would further support your application?

One of my goals with my career within golf is to further grow the game for females. Whether that be to grow interest in adult women to learn to play or having younger females consider a career in golf. I would like any female who is interested in learning about the game of golf to understand all that it has to offer. Through playing golf I have learned to be more patient, disciplined and gained back my sense of competition since I stopped playing sports. In just four short years of golf industry exposure, I have grasped an understanding of business operations, increased my customer service skills, learned some merchandising basics, and gained confidence in my professional self.