

## SOPGA Hall of Fame Candidate Evaluation Chart



### **Purpose**

To assist the SOPGA Hall of Fame Committee with identifying the most deserving candidates for the SOPGA Hall of Fame in the most objective, unbiased, and qualitative way possible.

### **Description**

The SOPGA Hall of Fame Candidate Evaluation Chart was developed to assist current and future Hall of Fame Committee Members assess candidates under consideration for entry into the Hall. The chart simply places a numerical value on individual accomplishments, achievements, and contributions to the game of golf.

### **Process**

1. The Hall of Fame Chairman and the Section Executive Director will independently assign numerical values to each candidate's responses to the candidate questionnaire.
2. The Chairman and ED will meet to review each candidate's rating and settle any differences.
3. Staff will distribute the final chart values with candidate questionnaires and ballots to the entire Committee, prior to the Candidate Review meeting.
4. Note, the areas in which candidates can earn credits shall always coincide with the questions and categories detailed on the Hall of Fame Candidate Questionnaire, which are currently defined as: Service, Playing, Mentorship, Award/Honors, Teaching, and Miscellaneous.
5. Candidate's credits are added together, giving the candidate an overall rating.

### **Disclaimer**

No selection process or evaluation tool is without flaws (including this one). This tool and the information it provides should not be used as the only way to assess candidates. Intangible qualities, situations and issues are difficult to factor into any numerical calculation. Moreover, the information is intended to provide committee members with another resource to analyze a candidate's body of work.

## **SOPGA HOF Candidate Evaluation Chart**

(revised 08/08/11)

### **Service Record:**

Serve on National Board of Directors  
Serve on National Committee or Task Force  
Section Officer  
Section Committee or Task Force  
Chapter Officer  
Chapter Committee or Task Force  
Community Service/Activities

### **Credit Value**

2 credits each title  
1 credit each committee or task force  
1 credit each title  
 $\frac{1}{2}$  credit each committee or task force  
 $\frac{1}{2}$  credit each title  
 $\frac{1}{4}$  credit each committee (2 Pts Max)  
 $\frac{1}{2}$  credit each activity (2 Pts. Max)

### **Playing Record:**

PNC National Championship - Champion  
PGA Sr PNC Championship – Champion  
Competed in PGA, Sr PGA, Open, Sr Open  
Competed in PNC, SR PNC, Assistants  
Competed in PGA Tour Event  
Ohio Open - Champion  
Ohio Sr Open - Champion  
Section Stroke Play Championship - Champion  
Section Sr Stroke Play Championship - Champion  
Chapter Stroke Play Championship - Champion  
Chapter Sr Stroke Play Championship - Champion

### **Credit Value**

2 credits each win  
2 credits each win  
1 credit each time  
 $\frac{1}{2}$  credit each time  
 $\frac{1}{2}$  credit each (2 Pts. Max)  
1  $\frac{1}{2}$  credits each win  
1  $\frac{1}{2}$  credits each win  
 $\frac{1}{2}$  credit each win (2 Pts. Max)  
 $\frac{1}{2}$  credit each win (2 Pts. Max)  
 $\frac{1}{4}$  credit each win (1 Pt. Max)  
 $\frac{1}{4}$  credit each win (1 Pt. Max)

### **PGA Assistant Professional Mentorship:**

$\frac{1}{4}$  credit each active PGA Professional

### **Awards & Honors:**

National Recipient  
Finalist for National Award  
Section Recipient  
Chapter Recipient  
Community Awards

### **Credit Value**

2 credits each award  
 $\frac{1}{2}$  credit each time  
1 credit each award  
 $\frac{1}{4}$  credit each award (1 Pt. Max)  
 $\frac{1}{4}$  credit each award (2 Pts. Max)

### **Notable Teaching Contributions:**

$\frac{1}{4}$  credit each student (2 Pts. Max)

### **Misc. Accomplishments:**

$\frac{1}{4}$  credit each (1 Pt. Max)

\*IMPORTANT: Candidate point accumulation is not in and of itself a guarantee of entry into the SOPGA Hall of Fame. The final viability of a candidate will be based on multiple factors and determined by the Hall of Fame Committee.

Candidate Name: Tim Wilkins

Date: 7/10/2020

Category	Candidate Score
Service Record	6.5
Playing Record	1.5
PGA Mentorship	.5
Awards & Honors	2.0
Teaching Contributions	1
Miscellaneous Accomplishments	.50
<b>TOTAL</b>	<b>12.00</b>

**Disclaimer**

No selection process or evaluation tool is without flaws (including this one). This tool and the information it provides should not be used as the only way to assess candidates. Intangible qualities, situations and issues are difficult to factor into any numerical calculation. Moreover, this information is intended to provide committee members with another resource to analyze a candidate's body of work.

June 22,2020

Mr. Jimmy Logue

SOPGA Hall of Fame Committee Chair

Dear Mr. Logue,

I would first like to thank Geoff Hensley for having nominated me and for the respectful consideration that the SOPGA HOF Committee gives to my nomination. To be nominated is quite an honor, to be elected into the SOPGA HOF by my professional peers would be nothing less than the nicest compliment of my life as a lifetime member of the PGA of America.

With the intent to provide the HOF Committee as much context as possible to my lifelong journey in the game and industry of golf, I will start at the beginning.

**#1. Please list the clubs at which you were employed and the years in which you were employed:**

I was introduced to golf in 1964 when I was literally dropped off into the caddie yard of Cincinnati Country Club as a little 12-year-old. So small that all I could do for the first summer and fall was to shag for lessons as I was not tall enough to carry a bag.

Four years later I won the caddie tournament which prompted Freeman Haywood Jr. to hire me in the pro shop as a clerical and as an apprentice, as it turned out. The importance of that in my life was that series of event has led me to where I am today as a member of the PGA of America.

I worked at Cincinnati Country Club under Freeman from 1964 to 1974 as a caddie, assistant caddie master, pro shop apprentice and caddie master, working and paying my way through high school and college.

After having completed all but 40 credit hours needed to graduate from The University of Cincinnati with a Business degree, I began my professional golf career as Tom Gilley's assistant at Terrace Park C.C. in the spring of 1974.

I worked for him for that season and went back to U.C. to complete my 40 hours to graduate, which I did in the spring of 1975.

Jim Ferriell Jr. was hired that spring to take over as the head pro at T.P.C.C. and he hired me at the SOPGA spring meeting as his assistant. I worked for Jim at T.P.C.C. through 1977 into the spring of 1978 when I was hired by Bill Wood as his assistant at Cincinnati Country Club for that season.

In the fall of 1978, I was hired by Taft Broadcasting as the Head professional and Director of Golf at the Jack Nicklaus golf Center. I ran that golf operation from the fall of 1978 to the fall of 1986.

When I left the JNGC I had developed a pro forma while creating a business plan for a stand-alone golf practice facility, which at the time I believed was needed in the Greater Cincinnati golf market.

While working to get investors I hung my teaching shingle out at The Etters driving range and taught lessons. I was also hired to consult on the development of 2 other driving ranges and to assist with the marketing of a newly developed country club in our area.

I state all of this to show that I continued to teach and promote the game of golf while trying to sell my driving range idea to investors.

In 1988 I was hired to consult on the development of a country club community named Ivy Hills Country Club on the east side of Cincinnati which turned into being hired as the Director of Golf and Head Professional.

After the course opened, I left Ivy Hills and went back to teaching at Etters range while working with Johnny Bench to market some golf products.

In 1992 I also started the first radio golf talk program in Cincinnati's history on WSAI AM talk radio named "On The Tee" with Tim X. Wilkins. That program ran for three years until all weekend programming was overhauled by the station. That was a wonderful learning experience and opportunity to promote the game of golf in our city.

From March 1993 to March of 1995 I was hired as the Director of Instruction at the Cincinnati Golf Academy in Maineville, Ohio.

That operation was purchased by a national company named Family Golf Centers in the spring of 1995 and they hired me as the Greater Cincinnati Area director of Instruction for our 2 facilities in Cincinnati.

I directed the instructional operation with them until December of 1999 at which time I opened The "On The Tee Golf Academy" which operated out of the Cincinnati, Tri County Golf Ranch. The golf academy was an operation that I developed and ran until the summer of 2006 as the Director of Instruction and Head Professional.

That September of 2006 I was hired as the Academic Dean at a 2-year career college named The San Diego Golf Academy, later renamed as The Golf Academy of America, in Phoenix, Arizona.

As the Dean and subject matter expert instructor, I ran the educational operation at GAA until they closed all of their schools across the country in the beginning of 2019. In March of 2019 I was hired for National Sales and as the Customer Advocate at True Spec Golf in Scottsdale, Arizona where I continue to work.

While continuing to teach I began a business plan with Time Warner Cable and The Golf Channel in Greater Cincinnati to create and host the first golf talk TV program in Cincinnati's history which ran from September 1997 through October 2003 when AOL bought Time Warner and modified their programming.

The formats of radio and cable television were amazing opportunities to market and promote the game of golf in the Greater Cincinnati market.

## **#2. Please list all PGA service (Including National, Section, Chapter):**

I served the Greater Cincinnati PGA Chapter for 6 years from 1980 – 1986 as Treasurer, Vice President and President.

While serving a CGPGA President I served on the SOPGA board for 2 years from 1984-1986.

From 1992-1994 I served on the Golf for the Disabled PGA National Committee.

**#3. Please list community activities you were involved in:**

From 1980-1995 I created, organized, and ran a scholarship foundation fund raiser for The Johnny Bench Golf Classic which annually raised some \$30,000 for college students in financial need.

From 1980 – 1992 as a volunteer initiated and taught a golf program for the athletes in the Cincinnati Ohio Special Olympics.

In 1992 when golf became an official sport for the International Special Olympics games, I was invited by Marty Allen the Ohio State program director to be the first Ohio State Special Olympics Director of Golf which I ran as a volunteer from 1992 – 2006 when I moved to Arizona. The O.S.O. golf program became a benchmark plan which several states around the country adopted.

In 1992 we had 36 athletes and unified partners competing. By 2006 there were well over 500 participants in the state tournaments.

I served as a board member of the Cincinnati Special Olympics beginning in 1992 for several years and organized and ran their fund-raising golf tournament during that time.

**#4. Please list the most successful programs you initiated to promote the game of golf:**

Far and away the most successful golf program I developed and ran was for The Ohio Special Olympics from 1992 – 2006 as it promoted the game of golf to and for the disabled and mentally retarded athletes in the O.S.O. It was easily also the most gratifying thing I have ever done in golf.

The program touched so many people's lives and hearts, including mine.

**#5. Please give a synopsis of your playing record and include scores:**

- 1968 won caddie tournament at Cincinnati Country Club. The only relevance here is that I doubt I would have had the opportunity to work in the pro shop if I had not won. And as I said that inspired me and moved me in the direction of my lifelong career as a professional.
- 1973 as an amateur got to ¼ finals of Cincinnati Metropolitan Amateur at Crest Hills C.C.
- 1973 Came in 3<sup>rd</sup> at Queen City Open a 36-hole Open event at Kenwood C.C. shot 145
- 1973 Qualified for the 16-man amateur team of the Cincinnati Pro Am matches at Makatewah C.C.
- From 1973 amateur events earned a golf scholarship to U.C.
- 1979 qualified as a professional for Cincinnati Pro Am matches at Beckett Ridge C.C.
- 1980 won the SOPGA Section Championship at Browns Run G.C. 3 under tied for the 36 holes and I won a 5 man play off on the first hole. If my memory serves me correctly Randy Neufarth and Gene Samborsky were in the playoff as well.
- 1980 and 1981 via the SOPGA section championship qualified for the National Club Pro Championship in Florida.
- As an assistant was runner up in the SOPGA Pro Asst. Championship 1977 with Jim Ferriell and 1978 with Bill Wood. In 1977 lost to Walker Inman at Scioto C.C by 1 shot and 1978 lost in play off to Geoff Hensley at Cincinnati C.C. on the first hole...he birdied.



**#6. Please list your favorite aspect of the business and why you feel this way:**

When I was competitive, I enjoyed all of the challenges it took to play well and to compete and sometimes win against my peers. I also appreciate having learned the many life long lessons that the game of golf teaches us.

The most enjoyable part of my career aside from playing was and still is teaching, coaching, and mentoring.

To me it is the teaching of the game, as professionals, that is the essence of and the grass roots of promoting the great game we all love. Everyone wants to play better than they are at any given time and those of us that know how to teach can facilitate that desire and help grow the game.

I was very fortunate to have learned under several great mentors: Freeman Haywood Jr., Jim Ferriell Jr., Jack Nicklaus, Phil Rodgers, and Jimmy Ballard, all of whom I worked with personally and from whom my teaching knowledge grew and evolved.

**#7. Please tell us about your most memorable moment in the golf business:**

- As a teacher and a promoter of the game, as I said, my experience with the Ohio Special Olympics.
- As a businessman getting my first head pro job at Kings Island, JNGC.
- As a golfer and a historian, playing Augusta National the week after The Masters in 1992. I was Mr. Dwight Thompson's guest and played 36 holes on Saturday, 18 holes on Sunday, Easter weekend. It was like being in the most beautiful cathedral in the world. Just thinking of that some almost 30 years later still brings a smile to my heart.
- As a professional competitor winning the SOPGA Championship in 1980 at Browns Run.
- As a radio show host, interviewing Byron Nelson in 1995 for 40 minutes on his historic year of 1945.
- As a TV host being invited to The Golf Channel in Orlando to be on Golf Academy Live for 2 nights with Tom Nettle on March 10 & 11, 1998.

**#8. Please list any Assistant Professionals that you employed that went on to become PGA Head golf Professionals or other managerial positions within the golf industry:**

Gil Gusweiler and Larry Herrmann were under me as assistants at the JNGC, Kings Island.

**#9. Please list your most prominent students and their accomplishments:**

In my life path in the golf world I have crossed paths with so many interesting people and been to so many great places all through the vehicle of the game of golf...as I'm sure everyone on the committee has. Some of the prominent people I gave lessons to were:

- Steve Cauthen HOF jockey who won the Triple Crown on Affirmed in 1978
- Derek Dickey NBA champion and graduate of UC
- Astronaut Neal Armstrong during the early 80's, as he lived in Lebanon, Ohio and played at JNGC.
- When the axe fell on Pete Rose in 1989 his attorney Reuvan Katz suggested to him to take up golf and call me for lessons, I taught him how to play that summer and fall. He picked it up pretty quickly.
- And I am sure there were others I am not remembering at this time....

However I have to say that the most accomplished golfers that I had the pleasure of teaching and coaching were all of the Athletes involved with The Special Olympics for the 26 years that I was blessed to be involved with them. They always did their best on every shot. They got over bad shots quickly. And always congratulated others when they performed well and won.

**Their motto is..."Let me win, but if I cannot win, let me be brave in the attempt"**

That was the epitome of my teaching and coaching experiences in my 45 plus years as a professional in golf and they were ALL the most accomplished golfers I have ever met.

**#10. Please list all awards and honors including (PGA National Awards, Section Awards, Community Awards):**

- SOPGA section resort Merchandiser of the Year 1984
- 1999 SOPGA Teacher of the Year
- 1992 Honorary Gold Medalist for The Ohio Special Olympics
- 2003 Top 50 Golf Instructors in America by Golf Range Magazine
- 2003 Quarter Century Club Member PGA of America
- TPI Certifications for Level 1 and Level 2 in 2008 and 2009
- 2011 attained my MBA via Virginia College with 4.0 GPA some 36 years after completing my Business Degree at the University of Cincinnati.

In closing, my goal when starting out in the golf business as a professional, was and continues to be.... to become the best possible professional and person I can possibly be in all facets of the industry. Player, teacher, promoter, coach, advisor, merchandiser tournament administrator rules expert, and mentor.

Looking back over my shoulder I can say that I have been proud to represent The PGA of America as a member and have hopefully had a positive impact on the lives of those with whom I have crossed paths.

Thank you all again for the consideration you have afforded me during this highly honorable process.

Sincerely,

Timothy X. Wilkins    PGA of America, M.B.A.

# Timothy X. Wilkins

---

Results-oriented career training and motivational professional

---

with a strong track record

---

of business, academic, and administrative achievement in the golf industry.

---

timxwilkins@hotmail.com  
480-703-5235  
13094 E. Marigold Ln.  
Florence, AZ 85132

## EMPLOYMENT HISTORY

March 2019 to Present

- National Sales and Consumer Advocate True Spec Golf

October 2006 to 2019:

- Academic Dean Golf Academy of America, Phoenix Campus
- Placement Director,
- Associate Director
- Program Director
- At the Phoenix Campus of the Golf Academy of America
- Consistent student retention of over 85% annually.
- Student attendance average +90%
- Worked with Career Services for a consistent student placement of over 85% annually.
- Worked within the budget of academic department annually.
- Worked with the Campus Director on a daily basis to ensure a successful experience for the student body.
- Worked with Admissions on a daily basis to enhance enrollment.
- Worked with Finance to assist their communication with the student.
- Submitted payroll on a biweekly basis in a timely manner.
- Oversaw the faculty of some 8 full time Golf Professionals and some 10 adjunct instructors including semester classroom evaluations, scheduling, in services and ongoing professional development programs.
- Oversaw and worked with the Registrar on a daily basis to ensure the quality of the academic curriculum, class schedules, and record keeping to the standard required of ACICS.
- Served as a professional instructor for the student body with an emphasis on Attitude and Motivation.
- Certified in Pacific Institute training.
- Certified in Level One and Junior Golf with Titleist Performance Institute.
- Certified in K Vest training.

Jan.,2000 - Oct. 2006 Owner / Operator of On The Tee Golf Academy Cincinnati, Ohio

- Creator, Developer, Owner and Director of Academy
- Hiring, Supervision and Training of Instructors
- Implementation and maintenance of all policies and procedures
- Technical trainer for Swing Solutions video technology
- Hiring, Training and Supervision of area staffs of golf professional instructors
- Implementation and maintenance of policies & procedures of instructional operation, including sales and enrollment.
- Supervise and teach ongoing continuing educational training classes for staff.
- Creation of company point of sales brochures for lessons.
- Development of Golf Academy business plan
- Annually taught over 2000 lessons

March 1995 - Dec. 1999 Cincinnati Family Golf Centers  
Greater Cincinnati Area Director of Golf, Cincinnati Golf Academy

- Developed business plan for Academy.
- Head Professional for instruction
- Created and developed business plan tailored for pharmaceutical companies which increased annual sales 20%
- Hired and trained instructional staff of six golf professionals

March 1993 - March 1995 Director of Instruction at Cincinnati Golf Academy  
Maineville, Ohio

Sept. 1997 - Oct. 2003 Time Warner Cable Greater Cincinnati, Ohio Developer and Host of Cincinnati's first radio golf talk show. "On The Tee" evolved into Greater Cincinnati's first televised golf instructional formatted program.

On The Tee was in partnership with Time Warner Cable.

1980 – 1995 Tournament Director of the Annual Johnny Bench Golf Classic.  
Annual National Invitational generated proceeds of over \$300,000 going to area college student athletes.

1985-1987 Ronald Mc Donald House Tournament Director. Charitable Fundraiser.

1985-1988 Tournament Director of Montgomery Inn Ladies Open April Golf

	<p>Cincinnati Charitable Fundraiser.</p> <p>1988 - 1992 Ivy Hills Country Club Cincinnati, Ohio Director of Golf / Head Golf Professional</p> <ul style="list-style-type: none"> <li>Marketed and sold over 200 corporate and private memberships prior to opening of club</li> <li>Developed business plan for pro shop merchandising</li> <li>Developed membership tournament schedule</li> <li>Hosted and conducted corporate outings</li> <li>Golf Instructor for individual lessons as well as for adult and junior groups.</li> <li>Hired and trained golf staff</li> <li>Contracted golf cart lease with EZ Go.</li> </ul> <p>1978 - 1986 Director of Golf/Head Golf Pro Jack Nicklaus Golf Center, Cincinnati, Ohio</p> <ul style="list-style-type: none"> <li>Host Professional for The LPGA Championship.</li> <li>Host Professional for The Ohio Open.</li> <li>36-hole facility which played over 40,000 rounds annually.</li> <li>Developed, coordinated, and supervised the running of daily corporate outings which increased green fee revenue 20%.</li> <li>Hired and trained pro shop assistants and staff.</li> <li>Managed annual merchandise sales and inventory controls of annual sales in excess of \$250,000 while maintaining a 60% COGS and turning inventory 2 1/2 times.</li> <li>Developed and ran annual membership tournament program for resident membership.</li> <li>Head Golf Instructor</li> </ul>
<b>EDUCATION</b>	<p>Graduated from the University of Cincinnati with a Bachelor of Business Administration with Marketing major. Played on U C Golf Team 1973-74.</p> <p>Completed numerous annual PGA educational programs which has allowed me to maintain my Class "A" membership status in the PGA of America.</p> <p>Successfully completed M.B.A, with a 4.0 GPA, as of June 2011.</p>
<b>EXPERIENCE</b>  October 2006 -Dec.2019	<b>Associate Director, Placement Director and Academic Dean of Golf Academy of America</b>
Jan. 2000 - Oct. 2006	<b>On The Tee Golf Academy, Owner Director of Golf Instructions</b>
Sept. 1997 - Oct. -	<b>Time Warner Cable</b>

2003	
Sept. 1992 - March 1995	<b>WLWT Radio in Cincinnati</b>
Jan. 1992 - Oct. 2006	<b>Special Olympics Ohio, Director of Golf</b>
Jan. 1978 – present	<b>Southern Ohio PGA, Class "A" Member PGA of America Southwest Section Member Life Member PGA of America</b>
March 1995 - Dec. 1999	<b>Family Golf Centers, Director of Golf Instructions</b>
March 1993 - March 1995	<b>Cincinnati Golf Academy, Director of Golf</b>
<b>SKILLS</b>	<p>Results -oriented training professional with a strong track record of achievement. Recognized for my ability to identify areas for training improvement and implement strategic and tactical plans that ensure success. Transferable Competencies include:</p> <ul style="list-style-type: none"> <li>• Training &amp; Development</li> <li>• Content / Program Development</li> <li>• Strategic Relationships</li> <li>• Teaching</li> <li>• Coaching</li> <li>• Business Development</li> <li>• Operations</li> <li>• Marketing</li> <li>• Public Speaking</li> <li>• Academic Dean Administrative expertise</li> </ul>
<b>GOLF ACCOMPLISHMENTS</b>	
	<p><b>Southern Ohio PGA of America Winner of the 1980 Southern Ohio PGA Sectional Championship.</b></p> <p><b>Qualifier for 1980 and 1981 National PGA Club Professional Championship.</b></p> <p><b>1999 Southern Ohio PGA Teacher of the Year.</b></p>

	<b>1980 Southern Ohio Section Merchandiser of the Year</b>
2003 - 2005	<b>Golf Range Publication</b> Golf range Publication recognized me as one of the <b>Top 50 Instructors</b> in the country.
1992 - 2006	<b>Special Olympics Ohio</b> First Director of Golf for the <b>Special Olympics Ohio</b> .  <b>National committee member for Golf for the disabled for The PGA of America.</b>  Hosted and directed annual fundraising golf tournament for the Special Olympics.
1997 - 2003	<b>Time Warner Cable</b> Creator, Director and Host of "On The Tee" with Tim X. Wilkins, Greater Cincinnati's first televised golf program. Developed business plan for program in partnership with Time Warner Cable.
<b>ACTIVITIES</b>	<ul style="list-style-type: none"> <li>• National Committee for Golf for the Disabled</li> <li>• Director of Golf for Special Olympics Ohio 1992 - 2006</li> <li>• President of GCPGA</li> <li>• Board member SOPGA</li> </ul>
<b>REFERENCES</b>	<ul style="list-style-type: none"> <li>• Geoff Hensley, PGA of America SOPGA Section</li> <li>• Fred Barr, PGA of America Southwest Section</li> <li>• Jay Friedman, PGA of America Southwest Section</li> </ul>