

***Dean Hurst, PGA***  
*Bayville Golf Club, Virginia Beach, Virginia*

Dean was introduced to the game by his father, Lawrence Hurst, who had become a PGA Professional following a 22-year career as an aviator in the U.S. Navy. Larry Hurst was a great amateur player during his military career, capturing second place in the Virginia State Amateur in 1955. His military career took his wife, Joyce, and their three children, Terry, Dean, and Georgia (Peck) to Guam, Hawaii, Georgia, Florida, New York, and Virginia Beach ... and his love for the game of golf led him to frequently take his family to the golf course. Both Dean and his older brother, Terry, developed a passion for the game, and both followed in their father's footsteps to careers in golf and PGA membership. Terry has been the Head PGA Professional at the Country Club of Scranton in Pennsylvania since 1980.

In high school and in college, Dean was an accomplished amateur player, qualifying for regional and state championships. While pursuing a degree in Political Science at the University of South Florida, Dean worked summers for his father at Lago Mar Country Club in Fort Lauderdale, where, in 1977, he also obtained his first job as an assistant professional. In 1978, he accepted an assistant position at Cavalier Golf and Yacht Club in Virginia Beach, Virginia working under the watchful eye of local legend, and the Section's 1998 PGA Professional of the Year, Butch Liebler. In 1980, Dean was elected to membership in The PGA and was selected for his first Head PGA Professional job at Duck Woods Country Club in Kitty Hawk, North Carolina where he remained for the next 15 years. In 1995, he moved back to Virginia Beach with his wife, Denise, and son, Drew, to accept his current position as Head PGA Professional at Bayville Golf Club. Denise has been assisting Dean with merchandise buying decisions throughout their nearly 28-year marriage. They are both extremely proud of 21-year old Drew, a Senior at Virginia Tech in Blacksburg, Virginia.

Since being selected to be the Head PGA Professional at Bayville Golf Club, Dean has conducted numerous charity golf events in addition to hosting championships for the MAPGA and the Virginia State Golf Association. His goal each day is to provide the highest level of service to the members and guests of Bayville Golf Club and he continually seeks to improve golf operations through innovation, training, and motivation of his staff. He also finds the time to be actively involved in the Southern Chapter and the Middle Atlantic Section. Dean previously served as the Southern Chapter's Vice President and President and the Section's Director-at-Large and Secretary; he was recently elected to serve as the Section's Vice President. He has also served on and chaired numerous Chapter and Section committees. Dean was honored in 2001 with the MAPGA's Bill Strausbaugh Award and in 2003 with the Section's Horton Smith Award.

Dean has been the driving force, along with T.J. Young of Cedar Point Club, behind the MAPGA's efforts to develop mentoring programs in the Chapters. His and T.J.'s "cracker barrel" sessions provide the time and opportunity, to those relatively new to the golf industry, to ask questions on everything from tips on getting that first head professional job to ways of handling difficult customers. In addition, these "cracker barrels" continue to foster an atmosphere of camaraderie among the participants. It is Dean's goal to improve communication and camaraderie among fellow PGA Professionals in order to enhance opportunities to share

ideas that will help improve performance and increase the PGA Professional's value to employers. He hopes this program will become self-perpetuating, with those being mentored today becoming the mentors of the future.

Dean facilitated a web-based Tidewater Middle Atlantic PGA Professional message board that enables local PGA Professionals to communicate, help each other solve problems, and trade inventory.

As Chair of the Employment and Club Relations Committee, Dean recently initiated the new MAPGA Career Coaches program. The term Coach was chosen to emphasize the Section's rich history with Coach Bill Strausbaugh. The Committee divided the Section into eight geographic areas and identified three or four experienced individuals in each region who volunteered to travel to facilities to visit PGA Professionals to discuss concerns and interests about a variety of topics, but primarily centered on employment issues. This should prove to be yet another great mentoring opportunity and membership benefit.

When asked to what he attributes his success, Dean responded, "I was fortunate to have the opportunity to learn the golf business from three great PGA Professionals: my father, my brother, and Butch Liebler. All three set the highest of standards toward providing the appropriate level of service to members and promoting golf. I have simply applied what I learned from them and tried to improve my own abilities through education and innovation. It is easy to go to work every day when you love your job. I am very proud to be a PGA Professional and remain dedicated to assisting others considering a career in golf."