

2019 Player Development Award

Jeff Maynor, PGA

Jeff has a passion for growing the game of golf and has been a champion of player development programs for more than 20 years. His passion for growing the game is apparent by the number of new programs he has initiated at his facility as well as serving on the Section Player Development committee for the past six years. Jeff is very active in the Middle Atlantic Section, his community and at his facility in promoting the game of golf and for this, has been awarded the 2019 Player Development Award.

On July 31, 1960, Jeff was born to parents Jeff and Esther Maynor in Lumberton, N.C. He was first introduced to the game when he took a golf as a senior in college at the North Carolina State University where he studied Animal Science. He took the golf class for physical education credits and it would ultimately change his career path. Jeff then went on to earn his Masters from Clemson in Animal Nutrition and began a PhD program at the University of Georgia. While working on his degree, Jeff got a part time job at the University of Georgia Golf Course as member of the maintenance staff.

Jeff went from working on the maintenance staff to being hired as the Assistant Golf Professional in 1989. In 1992, Jeff earned his PGA Membership and accepted a Head Professional job at Lane Creek Golf Club in Watkinsville, Ga. A few years later, he then made his way to Reynolds Landing CC in Greensboro, Ga., where he served as Head Professional from 1994-1997 until making his way to the Middle Atlantic Section and the University of Maryland Golf Course where he has served his community for over 20 years.

Jeff is on the Board of Directors for the Howard County First Tee program and is active in promoting the benefits of the First Tee program. During the golf season, Jeff requires his entire staff to be involved with the Player Development program by scheduling them to teach classes and clinics. Jeff shares ideas and best practices with other professionals both in the Middle Atlantic Section and nationally and enjoys discussing player development with fellow professionals and was instrumental in forming a "Best Practices" roundtable for Golf Professionals at other university golf courses within the BIG 10. The group shares ideas, practices and obstacles that are unique to university courses.

During the last five years, Jeff started over 50 new golf initiatives at the University that has resulted in more than 1,000 individuals being introduced to the game for the first time. Some Player Development Programs at his facility include: So You Think You Want To Play, Resident Life Golf 101, Golf For Business and Life, Women in Business, University Park Elementary After School Program and so many more. Jeff's most successful programs are those geared toward college students and young professionals. Focusing efforts on a segment of the market who want to be active, are looking for social activities and are just getting their careers started, Jeff has developed several programs that revolve around using golf to network, entertain and develop

business relationships. Using golf as a microcosm of life, Jeff shares how you can use signals gleaned from a round of golf to help you in business and in building business relationships. College students are just entering the business world and are looking for activities to occupy their free time, both socially and professionally. They are no longer playing soccer, lacrosse, baseball and other sports, teaching them how to use golf to satisfy their desire for competition as well as a social activity has been a win/win.

Jeff has created an incentive packet, which is given to each participant who completes one of our Player Development programs. The packets vary for each program, but most include coupons to use at the driving range, discounts on merchandise (including a trade in program for clubs) and reduced fees to play the course during designated periods. Each incentive packet is assigned a new player number (NPN) and these numbers are used to track how many of the incentives are used and which programs are creating revenue. New programs have been created to allow beginners to get out on the course without feeling they need to complete 18 holes. These programs include 3 and 6-hole loops to encourage clinic participants to play without the need to make a large investment in time, energy or money. Purchases from participants in our Player Development programs resulted in an additional \$6,380 in revenue compared to the previous fiscal year.

A dedicated PGA member, Jeff considers it a privilege to wear the badge. He is dedicated to his profession and takes honor in what it means to be a PGA professional. Jeff's members will tell you his commitment to growing the game never ends. He is proud of the many new programs he has started at the University of Maryland and the impact they have had on his facility and the community. Jeff takes every opportunity he has to share his love for the game with local groups and organizations.

Jeff and his wife Wendy met while he gave her a golf lesson. They have been married for 19 years and have two children, Lauren (18) and Jarrett (16). This is Jeff's second Section award; his first being the 2018 Bill Strausbaugh Award.