

Joseph R. Burbee, PGA
Bay Creek Golf Club
Cape Charles, Virginia

Joe was born April 9, 1967 in Cincinnati, Ohio to Ray and Pat Burbee. He has one brother, Ed, and a sister, Anne Engelhard. Joe began playing golf when he was ten years old with his father's old clubs he found in the garage. Jack Nicklaus was the dominant player of the time and Joe liked his style and demeanor. He quickly came to love the game. At the age of 14, Joe was hired by the Jack Nicklaus Sports Center in Mason, Ohio as a ball mark boy; he walked the course for eight hours each day fixing pitch marks. He played for his high school golf team, was awarded the Boy Scouts of America's highest honor, the Eagle rank, and graduated from Miami University in Oxford, Ohio with a Bachelor's Degree in Political Science.

Joe declared his professional status in 1992, and began working as an assistant at the Golf Center at Kings Island in Mason, Ohio in 1993. He was elected to PGA membership in 1995 and became the Golf Center's Head PGA Professional in 1997. In 2001, Joe moved to the Head PGA Professional position at The Signature at West Neck in Virginia Beach, Virginia. He was selected as the Head PGA Professional at Bay Creek Golf Club in 2005. Joe was selected as the Southern Ohio Section's Merchandiser of the Year (Resort Category) in 1997 and in the Middle Atlantic Section in 2006 and 2012.

Joe firmly believes that treating members and their guests like royalty is the key to merchandising success. His main objective is to make sure the staff is hospitable, helpful and informed. These three tenets allow them to soft sell and ingratiate themselves to their guests. The Bay Creek Golf Club staff is trained to anticipate the needs of their guests and empowered to make decisions to meet those needs. Joe also believes that by being intimately involved in merchandise operations, assistants will be more valuable to future employers. They will be able to answer all relevant questions in interviews and actually know how to run a shop when they are head professionals.

Since receiving his last Merchandiser of the Year Award, Joe has been instrumental in increasing golf revenue at Bay Creek. Merchandise sales per round have steadily increased, and overall facility revenue is up over last year as well.

Joe met his wife, Deanne, while giving her a bunker lesson; she hates bunkers. They have been married for 14 years and have two sons Jack (8) and Henry (6) who are "the best kids in America."