

2013 Player Development Award (former President's Plaque)

Tim Krebs, PGA

General Manager at East Potomac Park Golf Course

In the state capital of Jefferson City, Missouri, Tom and Sue Krebs celebrated the birth of their only son, Timothy Krebs, on February 27, 1969. Tim is the middle child in the family of five, sole brother to older sister Renee and younger sister Janna, both residents of St. Louis, Missouri. At the very young age of six, Tim was introduced to the game of golf by his father, an avid and lifelong golfer. While visiting their local public golf course, Paradise Valley, 3 -4 times per week, Tom and Tim developed a mutual love for the sport that would create a lifelong bond between them based on healthy sportsmanship, competition and camaraderie.

Tim played his first official round of golf at the age of eight at the local 9-hole golf course, Lakewood. His dad would instruct Tim to tee up from the 100 yard marker on each hole so that he could play the hole while keeping up with the pace of play on the course. At the age of ten, Tim supported his new-found love for the game by scavenging for and selling "lost and found" golf balls to patrons of Paradise Valley. The PGA director of golf, Jerry Ray, noticed Tim and his activities one day and, instead of sending him off the property, offered Tim a job – hunting for lost balls in exchange for free golf privileges. For Tim, this was his first job in the golf industry and the one that started it all! At the age of fifteen, Tim earned his first official job in the golf business as a golf cart attendant at another local public golf course, Riverside, in Fenton, Missouri.

From 1989 -1992, Tim continued to work within the golf course industry while simultaneously attending classes at the University of Missouri at Meramac. After graduating with a degree in Business Administration, Tim decided to pursue a full time career in golf. He declared his professional status in 1992 and began his work to complete PGA Business Schools I, II, and III. Over the next five years, Tim worked at the former Cherry Hills Golf Club in Wildwood, Missouri as a PGA apprentice and non-member Head Professional where he developed his career skills and goals. In 1997, Tim earned his PGA membership while still at Cherry Hills before moving on to assume his first General Manager role with golf course management company Evergreen Alliance Golf Limited. He relocated to Blue Springs, Missouri where he opened newly constructed Adam's Pointe Golf Club. Two years later, Tim was promoted to the Tampa, Florida market where he took on the dual role as General Manager of the private River Hills Country Club and as Regional Manager overseeing both Bloomingdale Golfers Club and Westchase Golf Club in the metro Tampa area. In this role, Tim was tasked with turning around facilities that were losing existing customers in a very competitive market while failing to develop new customers in the same market. It was during this time in Florida that Tim's vision for player development and an inclusive philosophy of growing the game began to form.

Three years later, looking to diversify his resume, Tim accepted an a General Manager position at a semi-private facility, Harbor Pines in Egg Harbor Township, New Jersey. His role as a leader in player development continued to evolve and grow here at Harbor Pines. Over the course of the next six years, Tim created and developed a golf school at the facility. The school offered private and group instruction for beginners as well as juniors and began his foray into community outreach through programs focused on Special Olympics and "Adults with Autism". After Harbor Pines, Tim spent one year teaching at Crosswinds Golf Club in Savannah, Georgia and, in the Spring of 2008, accepted his current position as the General Manager of historic East Potomac Golf Course in Washington, DC.

Since Tim's arrival at East Potomac, the golf course has experienced a remarkable run of success. Even during a time when golf was declining nationally, Tim and his team at East Potomac began to create a successful roadmap for creating new golfers as well as keeping existing golfers engaged in the game, and frequenting the facility. The property itself has received numerous accolades during that time, including, but not limited to, Golf Range Association of America's Top 100 Driving Ranges (2008, 2009, 2010, 2011), and Top 50 Driving Range Facility in 2012 as well as Golf Digest Best Places to Play (2009, 2010) and Top 100 Play Golf America Course (2010 and 2011.) Individually, Tim earned Golf Range Magazine's Top 50 Golf Instructors accolade (2009 and 2010.)

The player development programs created and implemented by Tim and his East Potomac team were, initially, unintentionally aligned with what is now globally recognized as the three pillars of player development in the PGA's strategic initiative known as Golf 2.0. The first pillar involves retaining your core group of golfers, and Tim accomplishes this by the creation and implementation of a facility loyalty program for both new and existing golfers. He also partners this with participation in PGA Free Fitting and Trade-up in the month of April that helps current golfers get the right clubs and other equipment for their swings and Welcome to Golf Month in May when Tim and his team offer FREE 10-minute lessons two nights a week. The second pillar of Golf 2.0, engaging the lapsed golfer, gets those who have been absent from the game for a period of time recommitted to the fun and healthy aspects of golf. Through East Potomac's Play Golf America Day in May, Tim attracts former or only occasional golfers by offering free 10 minute lessons, golf club giveaways, hole-in-one contests and free clinics. In 2012, East Potomac welcomed 362 attendees during their Play Golf America day. One of the other showcase events at East Potomac occurs in June during Women's Golf Month. The East Potomac Women's Golf Month Networking Reception is a free event for all women golfers and non-golfers alike that includes a cocktail reception and a keynote speaker. Last year's speaker was Donna Orender, PGA Golf 2.0 Consultant. Previous year's speakers included Cindy Davis, President Nike Golf; Cathy Harbin, Director Golf 20/20; and Nancy Henderson, Executive Director LPGA. In 2012, the attendee number exceeded 250 women and young ladies, all who enjoyed the ambience of the golf course and its commitment to engaging women in the game.

The third pillar of Golf 2.0, attracting new golfers, is the area where Tim and East Potomac have truly made their mark. The entire East Potomac team has embraced the PGA's player development program, Get Golf Ready. Tim was at the forefront of this program when he was invited to join the Golf 2.0 strategic team during the 2011 PGA Fall Conference of Leaders. Tim's innovation with Get Golf Ready has spanned many channels and fronts. Most decidedly, the keystone is a tiered program that offers a gradual progression into the game focused solely on the new golfer. The first step for new golfers is to attend the Free "Get Golf Ready Preview" class for a one-hour introduction into the Get Golf Ready program. Following that, those new golfers meet for the next six weeks to complete the progressive Get Golf Ready Program. On their final day of meeting, the students graduate and are introduced to the variety of options that exist at East Potomac to keep them engaged and playing the game. This includes Get Golf Ready Beginner Leagues, New Golfer Outings and continued membership in the loyalty rewards program. Through this loyalty initiative, Tim has been able to track his Get Golf Ready programs to get an accurate, statistical gauge of their success. In 2011, the Get Golf Ready program graduated 912 student golfers and those students averaged playing 5.15 rounds of golf per year. In 2012, the program graduated 1,085 new golfers and these students averaged 6.0 rounds of golf per year for a total of 6,510 rounds of golf just from Get Golf Ready 2012 graduates.

Along with the focus on growth of the game at East Potomac and the three pillars of Golf 2.0, Tim has made a concerted effort to be active within the local Middle Atlantic Section. He currently sits on the section's Player Development Committee and has been instrumental in generating "out of the box" ideas for growing the game on a regional level. He and Regional Player Development Manager Mike Aldrich speak frequently and share ideas and successes based on results generated at East Potomac. Tim is also a regular volunteer for Player Development sectional events as well as at area tournaments and functions. Moreover, Tim has continued the legacy of East Potomac's dedication to community outreach within the DC community. East Potomac is the host site for the MAPGA/DC Public Schools golf program known as "Paul Berry's Hook a Kid on Golf." Every summer, Tim coordinates professionals across the section to participate in providing instruction and mentorship to over 170 inner city students who have never been exposed to the game of golf. Tim is awarded the honor each year of presenting one of those students with a scholarship toward his or her future college education. Additionally, East Potomac is the home of The First Tee of Washington DC where over 400 juniors received golf partnership and instruction free of charge in 2012.

In those rare times Tim is not at East Potomac or on the golf course, he enjoys spending time with his wife of eighteen years, Gloria. Tim and Gloria reside in the Fairfax, Virginia area where they spend their free time with their yellow Labrador, Blossom.