

## **JUNIOR GOLF LEADER**

*This award bestows special recognition on a PGA member who is a leader in junior golf, reflects the image and qualities that juniors can emulate, and provides opportunities for juniors to learn and play golf.*

### **THOMAS (TOMMY) B. JOYCE, JR., PGA - Hidden Valley Country Club**

Our 2001 Junior Golf Leader Award goes to Tommy Joyce, Director of Golf at Hidden Valley Country Club, a private facility in Salem, Virginia. Tommy was born in 1968 in Bassett, Virginia. When he was six years old his father, Tommy Joyce Sr., introduced him to the game of golf. It did not take long for Tommy to develop a great love for the game. He was greatly influenced by Wayne Haley, the Head PGA Professional at Lynwood CC where he played. In the first grade he was asked to write a report telling what he wanted to be when he grew up, and he wrote *"a golf pro like Wayne."* Over the years, Wayne Haley and Tommy became great friends. Jack Bell, a PGA Professional and Tommy's college coach, was also a strong influence in Tommy's choice to make the golf profession his career. Tommy says that Jack Bell, *"...gave his time and friendship -- not only toward developing a golf swing, but also toward building strength of character."* Tommy's deep gratitude to both of these PGA Professionals was expressed to his Board of Directors when interviewing for his present job, *"...the only way I know how to repay those guys is by giving back to juniors what was given to me."*

"Giving back" is a full-time commitment for Tommy. Before accepting his current position at Hidden Valley Country Club, Tommy worked in Myrtle Beach, SC as the Director of Revenue and Acquisitions for a rapidly growing golf management company. After gaining valuable financial and management experience, he decided he wanted to be more involved in the other aspects of being a PGA Professional with more contact with club members and specifically with junior golfers. The job at Hidden Valley was a perfect fit. Tommy's club enjoys one of the most active golf memberships in Southwest Virginia. His ladies and junior association is the largest in the area, and the private club plays over 33,000 rounds in a short season.

When he accepted his position at Hidden Valley CC, Tommy quickly recognized the club's need and potential to have a top-rated junior golf program, and welcomed the challenge to develop it. Under his direction, the junior golf program at Hidden Valley Country Club has flourished. In the past four years, a program with 10 to 20 juniors has blossomed into one with approximately 90 juniors participating annually. As the club's junior program grew, Tommy recognized that the juniors needed opportunities to compete within their own community without having the added expense of traveling. Through the strong support of Hidden Valley Country Club, Tommy seized the opportunity to "give back" to approximately 160 juniors in the Roanoke Valley by becoming the Founder and Director of the Roanoke Valley Junior Golf Association (RVJGA). The association organized 22 tournaments in 2001. The success of the RVJGA is due to the combined efforts of area PGA professionals and their assistants.

Tommy's ability to recruit and keep PGA Professionals involved in community golf activities is a clear indication of his leadership abilities. As a respected leader among his peers, he has been able to influence other PGA Professionals to become united in their efforts to grow the game of golf through the youth in their area. Through a \$10,000 annual commitment from the *Scott Robertson Memorial Junior Tournament*, and with the help of fellow PGA Professional Wayne Nooe, Tommy organized the *Scott Robertson Golf in School Program*. In the Spring of 2001, this new program introduced golf to over 400 fifth-grade students in the Roanoke Valley. Working with PGA Professional, Roby Roberson, Tommy recruited area support from other PGA Professionals for participation in fund-raising efforts to construct a community Boys and Girls Club, specifically by sponsoring the "George Fulton Room." This room will be designed to introduce and teach golf to the club's visitors. It will have indoor nets along with various teaching equipment. The Roanoke Valley community, through the Roanoke Valley Golf Hall of Fame, awards \$41,500 annually in scholarships

to high school seniors who have exhibited a sincere interest and ability in the game of golf. Tommy was selected by his peers to serve as the PGA Representative on the Roanoke Valley Golf Hall of Fame Board of Directors and has served in this capacity for the past two years.

Tommy is also active in the governance of his Association. While in Myrtle Beach, Tommy served on the Carolinas PGA Board of Directors and was President of the Myrtle Beach Area Golf Professional Association. When he moved to the Middle Atlantic Section, he became involved in the governance of the section. He currently serves as the Southern Chapter Director-at-Large. He has recently been elected to serve as Secretary of the Southern Chapter and will be serving on the Middle Atlantic PGA Board of Directors. Tommy is the Chair of the Southern Chapter Junior Golf Committee, committee member of the Scott Robertson Junior Tournament and state Director of the US Kids National Tournament. Following the MAPGA Fall elections, Tommy will assume the responsibility of Chair of the MAPGA Junior Golf Committee.

Tommy's continuing efforts to "give back" to the game are indeed a fitting tribute to his two mentors, Wayne Haley and Jack Bell. Tommy accepts the 2001 Junior Golf Leader Award with great pride in knowing he has, *"taken the first step on a long road to repaying a great debt."*