



## **DANIEL A. DRIER, PGA Golf Professional**

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### **PROFILE**

**General Manager of Golf Operations** with over 20 years experience in management, administration and start-up of several new high-end golf courses. Posses strong background in elevating all aspects of golf operations. Major strengths include:

- Profitable Golf Operations
- Membership and Rounds Recruitment
- Tournament Operations
- Golf Instruction
- Excellent Customer Service
- Leadership
- Marketing, Sales & Promotional Strategies
- Merchandising

### **PROFESSIONAL EXPERIENCE**

KENOSHA COUNTY, Kenosha, Wisconsin

2008 - Present

#### **General Manager of Golf Operations**

Oversees 63 holes of golf between two courses. Manages two restaurants, two golf shops / merchandise, and two maintenance facilities. 110 employees.

- Responsible for all revenue generation, controlling of expenses, bottom line profitability
- Develop and oversee 3.2 million dollar budget
- Manage 7 million dollar 5 year capitol budget
- Interviewed and retained 7 golf Course Architects and irrigation specialist for renovation of all 63 holes
- Develop and implement 7 specific departmental employee handbooks
- Develop all policies for 2 facilities
- Implemented and executed marketing plan for both facilities.

LAKE LAWN RESORT, Delavan, Wisconsin

1998 - 2008

#### **Director of Golf Operations**

A prominent 18-hole resort facility in southeastern Wisconsin established in 1879 with a diverse clientele of resort guests, members, public players and 140 outings per season. The resort sits on 275 acres along Delavan Lake with 2 miles of shoreline. It has 281 rooms, spa, marina, 4 restaurants, and air landing strip

- Managed golf operations producing 32,200 rounds of golf which was an increase of 42% over previous management
- Generated \$1,372,000 of total revenue which was an increase of 41%
- Supervised, staffed, evaluated, and coached a team of 28 service professionals.
- Promoted within the first year to the Executive Committee to lend direction for the entire resort.
- Implemented marketing and promotional strategies, which increased outings from 60 to 140 per season
- By designing a program that was desired by the public we grew a loyal golf membership from seven to 250 members.
- Upgrading the buying program plus inventory control and sales policies golf shop sales increased by 107%.
- With better menu selections and competitive pricing, food and beverage revenue expanded by 35%
- Calculated all golf fiscal projections including monthly forecasts, annual and long term, capital and profit and loss budgets.
- Conducted all golf lessons, clinics, leagues, golf club fitting, demo days, and club repair.

SHERWOOD FOREST COUNTRY CLUB, Sherwood, WI

1997-1998

**General Manager and Head Golf Professional**

As General Manager for a real estate development golf course in east-central Wisconsin, established business foundation, created positive public relations within the community and business leaders which generated first year rounds of 16,500.

- Coordinated the start-up of a new golf facility, restaurant and golf shop.
- Established all golf course and clubhouse policies and procedures.
- Developed inventory control procedures and sales policies for golf shop equipment, apparel, and food and beverage items.
- Responsible for personnel matters including supervision, evaluation and employee development.
- Used multi-media promotional approach to initiate start-up of leagues, corporate events and outings.

THORNBERRY CREEK COUNTRY CLUB, Oneida, WI

1994-1996

**General Manager and Head Golf Professional**

As General Manager for a real estate development golf course in northeastern Wisconsin, supervised business start up, established policies and promotions, and increased revenue to \$840,000. Thornberry was developed to be the finest public golf course in Brown County Wisconsin.

- Established business foundation of a new golf facility, including clubhouse design, construction, furnishing, equipment, and display fixtures
- Through supreme customer service and maintaining a clean friendly environment generated 24,000 rounds of golf in the second year and 29,000 rounds in the third year of operation.
- Implemented inventory control and sales policies for golf merchandise, food and beverage items, green fees and outing packages.
- Targeted all advertising, and set up accounting and bookkeeping procedures
- Originated all policies and procedures for the golf course and clubhouse
- Supervised, scheduled, evaluated, and coached a staff of 30 employees.
- Produced weekly television Golf Tip on Fox news program.
- Wrote monthly Golf Tip in Green Bay Press Gazette.
- Conducted golf lessons, clinics, leagues, demo days, golf club fittings and repair.
- Sales representative for the land development in Thornberry Creek Estates.

NORTHEASTERN WISCONSIN GOLF CARS, INC., Green Bay, WI

1994-1996

**General Manager**

As General Manager for a Club Car golf car dealership in northeastern Wisconsin:

- Devised sales, leasing and tournament fleet rental procedures for 225 Club Car golf cars including maintenance, scheduling and deliveries.
- Supervised mechanics and delivery people.
- Contacted all golf courses in northeastern Wisconsin for sales, leasing and tournament fleet opportunities.

BROWN COUNTY GOLF COURSE, Oneida, WI

1991-1994

**Assistant Golf Professional**

Assistant Golf Professional for an 18-hole, municipal golf course in north eastern Wisconsin conducting 55,000 rounds annually.

MID-VALLEE GOLF COURSE, DePere, WI

1988-1991

**Assistant Golf Professional**

Assistant Golf Professional for daily fee, 27-hole golf course in northeastern Wisconsin.

DOC & EDDY'S, Wisconsin Rapids, Wisconsin

1986 -1987

**General Manager**

Renowned restaurant/night club in central Wisconsin

- Managed multi-million dollar entertainment complex by supervising 25 employees, controlling inventory, bookkeeping, dealing with personnel and public relations, opening and closing of establishment, bartending and food preparation.

**OTHER RELEVANT EXPERIENCE**

- Owner and author of golf articles published on [DanDrierGolf.com](http://DanDrierGolf.com).
- As a volunteer help work with local Cub Scout Pack, and with youth church program

**EDUCATION**

Bachelor of Arts, Business Administration (Major: Management, Minor: Earth Sciences)  
 University of Wisconsin – Green Bay, Green Bay, WI  
 University of Wisconsin – Madison, Madison, WI

**PROFESSIONAL DEVELOPMENT**

Graduated Top Five Percent in PGA Business School 1, Graduated Top 10% PGA Business School 2.

Completed numerous PGA Continuing Education Seminars, including

Merchandising	Maximizing Your Golf Shop's Retail Business
Communicate like a Professional	Professional Golf Marketing
Remove the Myths of Teaching Women	Building a Winning Team
See It Sink It	Hank Haney on the Golf Swing
Golf Management I, II & III	

Playing Seminar for PGA Professionals only which worked with noted sports psychologist, 5 teaching professionals and club professional champion Jeff Roth. Worked on all aspects of golf game in classroom and on course in competitive environment for an intense 5 days.

**HONORS**

2006 Golf Shop Service Award by Golf Course Owners Association  
 2006 Teaching Center of the Year Award by Golf Course Owners Association  
 Passed Player Ability Test  
 Dean's List

**AFFILIATIONS**

Class A PGA Member in Good Standing