

# CASEY T. BOURQUE, PGA

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## CAREER OBJECTIVE

I aspire to lead and contribute in a positive, energetic and professional environment where interpersonal skills, a strong work ethic, and my passion and experience in all areas of the golf industry are the keys to success.

## EDUCATION

August 2000 - January 2004

### **PGA Professional Golf Management Program**

Elected to Class A PGA Professional status  
McDonough Scholarship Award Winner - Level 3

January 2002 - April 2002

### **Kutztown University**

Kutztown, Pennsylvania  
Credits earned toward a Master's Degree in Business Administration

1995 - 1999

### **Florida Southern College**

Lakeland, Florida  
Bachelor of Science in Business Administration  
Concentration: Marketing and Finance  
3.467 Cumulative Grade Point Average

1991 - 1995

### **Biddeford High School**

Biddeford, Maine  
Honors and College Preparatory curriculum  
Graduated 8th in class of 225

## EMPLOYMENT/EXPERIENCE

March 2007 - November 2009

### **Head Golf Professional**

Moon Valley Country Club  
Phoenix, Arizona

Directly responsible for managing entire golf operation at highly acclaimed private country club:

- Managed a staff of 20-35 employees including annual payroll budget of over \$250,000 and operating expenses exceeding \$100,000
- Managed all golf-related departments including golf shop, merchandise sales, instruction programs, bag room/storage, outside services, locker rooms, Moon Walk and Championship golf courses and all associated golf activities.
- Ensured exceptional service experience for 400 Golfing Members and their guests playing 39,000 rounds annually
- Facility gross revenues of over \$8 million
- Marketing, contracting, coordinating and conducting over 50 member events, corporate outings, and charity fundraisers annually.
- Developed and operated "Junior Golf University" and "Ping Junior Interclub Series" providing golf instruction as well as etiquette, rules education, and competitive playing opportunities to over 100 junior golfers on a weekly basis
- Oversee golf shop merchandising operation with gross sales of \$300,000 annually

December 2005 – March 2007

**Assistant/Teaching Golf Professional**

The Phoenician Golf Club  
Scottsdale, Arizona

Directly assisted all areas of golf operations and customer service:

- Utilized strong interpersonal skills to ensure world renowned 5-Star rated experience for every guest
- Provided individual and group golf instruction to Phoenician guests as leading staff instructor
- Developed and marketed all player development programs
- Tee sheet optimization, guest check-in process and merchandise sales
- Success in Southwest Section PGA Golf Tournaments including State and National representation

January 2005 – July 2005

**Membership Director**

Haig Point Golf Club  
Hilton Head Island, South Carolina

Coordinated all membership marketing and related activities:

- Worked directly with Troon marketing executives in formulating marketing strategies and developing associated collateral materials
- Managed the design and implementation of club advertising, direct mailings, and promotional events
- Oversaw membership approval process and post-approval orientation process for new members
- Directly involved with Interpretation and revision of membership documentation and club bi-laws

May 2002 – January 2005

**Golf Professional and Director of Instruction**

Lake Winnepesaukee Golf Club  
New Durham, New Hampshire

Experience in all areas of golf course development, operations, and management (pre and post construction) at Golf Digest's 8th ranked "Best New Private Golf Club" (2004) :

- Managed golf shop operations and staff of 10-15 associates
- Coordinated all member golf tournaments, promotional events, golf instruction programs, club fitting, and Pro-Am tournament participation
- Managed dispersion, tracking, and accounting for over \$500,000 in club budgetary spending
- Major role in membership marketing campaign for new upscale private facility including market research and conducting community events and demonstrations
- Formulated club policies and documents including job descriptions, employee handbook, policies and procedures, collateral materials, membership documentation, budgeting, instructional materials, and other club documents
- Assisted and contributed to club website design

April 2000 - May 2002

**Assistant Golf Professional**

Brookside Country Club  
Macungie, Pennsylvania

Experience in golf shop operations and customer service:

- Conducted over 150 private lessons annually
- Coordinated junior golf and women's golf education programs
- Assisted and managed merchandising and golf shop operations
- Prepared and coordinated member club tournaments
- Club fitting with Ping, Titleist, and Hogan systems
- Successful in PGA Section events and Pro-Am tournament play

## SUPPLEMENTAL SERVICE, SKILLS AND AWARDS

### **Service and Awards**

Member of Taylor Made Golf Company's National Player's Council: One of only 32 Professionals nationwide invited to this elite staffing program. Only highest level players and most influential professionals are admitted.

2009 Southwest Section PGA Tournament Committee Member

Tournament Director of "Junior Golf University" and "Ping Junior Interclub Series": Composed instruction manuals, tournament operations framework, and marketed program to over 12 participating facilities currently, and growing

McDonough Scholarship Award Winner: National award presented by Acushnet in recognition for the highest overall test scores by a Level 3 PGA Apprentice

### **Accomplished Tournament Golfer**

PGA Tour's 2008 Justin Timberlake Shriner's Hospitals for Children Open: TPC Summerlin - Made Cut

2004 United States Open Championship Participant: Shinnecock Hills Country Club

Southwest Section PGA Professional Champion: 2008

Southwest Section PGA Player of the Year Runner Up: 2008

2009 PGA Professional National Championship Participant: Twin Warriors/Santa Anna Golf Club - Made Cut

Canadian Tour: Exempt status 2004. Played full schedule of events

Maine State Amateur Champion: 1995

Florida Southern College Golf Team: 3 Division II team National Championships during four year tenure

Additional United States Golf Association Participation: United States Amateur, 1998;

United States Amateur Public Links, 1995, 1996

New Hampshire Chapter PGA Assistant's Champion: 2002

### **Technical Skills**

- Fundamental knowledge in website design, maintenance, and search engine optimization
- Experience with Microsoft Office (Word, Excel, Access, Powerpoint), Peachtree Accounting, and Adobe design software
- Understanding of V1 and Astar Video swing analysis software and Vector launch monitors
- Clubfitting expertise with Ping, Titleist and Taylor Made systems

### **Florida Southern College**

Kappa Mu Epsilon: Honorary Mathematics Society

Sigma Chi Fraternity: Scholarship Chairman; Risk Management Committee

Dean's List: 1995 - 1999

Academic Merit Scholarship: 1995 - 1999

References available upon request