

GET TO KNOW THE PRO

AWARD – MERCHANDISER OF THE YEAR – PRIVATE FACILITY

RECIPIENT – SKIP SIMONDS

EMPLOYER – MILWAUKEE COUNTRY CLUB

ELECTED TO PGA MEMBERSHIP – 1990

Hometown – Mequon, WI

Current Residence – Mequon, WI

Awards

2018 and 2019 WPGA Merchandiser of the Year - Private Facility

One noteworthy item that stood out from his award application – Coming off two very busy golf seasons the Milwaukee CC golf shop staff was able to sell out all six of their club fitting events. The high level of demand and first-class customer service helped increase hard good sales by 21%, year over year.

Important past work experiences

1984-1991 - Assistant Golf Professional at Milwaukee Country Club

1984-1988 - Assistant Golf Professional at Marriott Rancho Las Palmas

1992-1995 - Head Golf Professional at Ville du Parc Country Club

Best piece of advice I have been given – Find something that you enjoy doing and always be true to yourself.

How were you introduced to the game of golf and where did you learn to play? – My dad introduced me to the game of golf at 8 years old. He never pressured me to play but always made it available to me. He would take me to Legler's driving range on 76th street regularly as a kid and we played many rounds together at Brown Deer and Mee-Kwon Park Golf Course. I became a caddie at Milwaukee Country Club at age 12 in 1976. Manuel de la Torre was my instructor beginning at age 12 and throughout my close association with him until his passing in 2016.

Biggest hope for the golf industry – That it continues to attract new people to the game.

Favorite way to spend free time – Playing golf with good friends and riding my motorcycle with my wife Sue.

The best homecooked meal is – Anything I cook on the grill.

Favorite place to hang out in Wisconsin – My backyard and Sister Bay in Door County.

What are you most looking forward to in 2023 - personally or professionally?

Personally - Spending quality time with my wife Sue and enjoying every day we are together.

Professionally - To continue my role as director of golf at Milwaukee Country Club and provide a positive, fun golf experience for the members and their guests. Continue mentoring those I work with, so they grow as golf professionals and succeed within the golf industry.

Comments or Thoughts – What does this award mean to you? “I am very honored to have been awarded Private Merchandiser of the Year. It is a team effort, and I am happy to share this honor with those on my staff. My goal is to share knowledge and provide learning opportunities for the people I work with. I hope that they take what they learn and utilize the knowledge to better themselves as PGA Golf Professionals.

We have many wonderful, knowledgeable, hard-working salespeople in the Wisconsin Section. I cherish the relationships I have developed with all the sales representatives that I have worked with throughout my career. Strong partnerships lead to success.

Finally, I am very fortunate to be at a great club with an incredible membership. I am extremely grateful to the members of the Milwaukee Country Club and their continued support.”

