



Jon Horner, PGA

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An attentive, energetic, motivated, and experienced PGA professional seeking a Head Golf Professional roll. Certified in Golf Operations, consistently learning and adapting to facility needs. In pursuit of an extraordinary team-oriented approach to golf operations.

Career Summary:

Menlo Country Club (September 2020 -Current)

Woodside, CA

Assistant Golf Professional / Director of Instruction

- Assist Head Golf Professional, Bobby Poole in overseeing all golf operations; hire, train, manage 15+ golf employees. Mr. Poole has been at Menlo for over 25 years as the Head Golf Professional.
- Oversee day to day operations for all member and guest needs.
- Wrote staff manual (see portfolio)
- Established Q1, Q2, Q3, Q4, Goal setting meetings for staff members to synchronize facility objectives with staff professional interest.
- Buy & Receive Merchandise clothing and accessories for golf shop sales - \$855,000 in gross sales; year one of the new clubhouse/golf shop.
- Assist Head Golf Professional planning and running tournaments.
- Utilize Golf Genius and Jonas POS software to manage play/record keeping.
- Play with members and students in weekly Saturday 'Choose-Up' event.
- Conduct teacher training every Wednesday morning.
- Create key performance indicators for the golf department staff.
- Attend committee meetings and follow through with requests.
- Ongoing education with all subject matter as it relates to golf operations and leadership.

CordeValle Golf Club (July 2013 - August 2020)

San Martin, CA

Director of Instruction

- Host site of 2010-2013 Fry's.com Open, 2011 & 2015 PGA Cups, & 2016 USGA Women's Open.
- Developed a teaching program specific for CordeValle. Naming it the Holistic Approach which included myself, a Golf Digest Top 50 Club fitter, Physical Trainer, Junior Golf Specialist and a Ladies LPGA instructor.
 - Private Lesson revenue increased 477% 2012 (\$20,798) to 2020 (\$148,992)
- Average 35+ hours per week for member lessons.
- Increased junior golf camp revenues and participation by 466% from 2012



(\$2,443) to 2020 (\$13,829).

- Developed and ran corporate clinics for many Silicon Valley companies such as Apple, Softbank, Frys, Facebook and Cisco.
 - Clinic revenue increased by 392% from 2012 (\$4,083) to 2020 (\$20,098)
- Developed clinics around hard good such as Wedge Clinics, Putting Clinics and Driving Clinics
 - Cost would include the golf club of the clinic subject. Fitting and teaching being a main driving force for hard good sale increases.
 - Hard good sales increased incrementally each year from:
 - 2012 \$242,000
 - 2020 \$498,000
- Developed a teacher training curriculum specific for CordeValle Golf Professionals.
- Hosted guest teacher clinics with Jim McLean / Stan Utley / Dr. Rob Neal & David Leadbetter.
- Worked in tandem with Director of Golf to create memorable stay, play and learn packages for incoming hotel guests and members.
- Worked with the golf professional staff to create tournament day activities.

Jim McLean Golf School (June 2011-June 2013)

Miami Beach, FL

Operations Manager / Golf Instructor

- Managed a team of eight full time instructors.
- Averaged over 25 hours of instruction per week.
- Led the instruction team for corporate and group clinics for companies such as Morgan Stanley and Bank of America.
- Managed all summer junior camps - five week program.
- Organized weekly staff training meetings to improve operational efficiency and continued education in Jim McLean's Teaching System.
- Implemented a marketing plan including innovation of the website, social media, brochures and a student database.

Jim McLean Golf School (May 2010 - May 2011)

Doral, FL

Jim McLeans' Personal Assistant

- Assistant to Jim McLean in over 200 lessons and taught follow up lessons when Jim was absent.
- Organized and ran 20+ golf schools for Jim McLean and his staff. These events included 6 - 12 students a time and last between three and six days.
- Assisted Jim in writing the Slot Swing and Golf Digest articles for his December / June / April issues.
- Assistant to Jim McLean working with top touring professionals including Lexi Thompson, Keegan Bradley, Greg Norman, Lucy Li, and Erik Compton.



JIM McLEAN
GOLF SCHOOL
Miami Beach Golf Club
Miami Beach, Florida



JIM McLEAN
GOLF SCHOOLS

- Assisted Jim build and open two additional satellite locations in Miami Florida.

Education Summary:

University of Nevada, Las Vegas August 2006 – August 2009 Las Vegas, NV

Bachelor of Science, Recreation and Sport Management

Concentration in Professional Golf Management

*Class Rank 3rd, 1st within PGA Golf Management

Elected to PGA Membership August 2009

Additional Education & Certifications

PGA Certified Program - Golf Operations | Golf Genius Certification |

Association of Golf Merchandisers (AGM) Member | Golf Business Network (GBN) Member |

Accolades:

Golf Digest Best Young Instructor 2017 - 2024

Golf Digest Best In State 2017 - 2024

PGA Monterey Chapter Teacher of the Year 2019

Instructor to 2024 USGA Girls Junior Champion - Kiara Romero

Professional References:

Jim McLean, PGA | jimmclean63@gmail.com

Owner of Jim McLean Golf Academy

1200 Anastasia Avenue

Coral Gables, FL

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Jonathan Buchanan, PGA | jbuchanan12@gmail.com

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Andrew Vosburg, PGA | andrew.vosburg@cordevalle.com

Director of Golf at CordeValle Golf Club

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Nick Bailey, PGA | m Bailey@lmgc.org

General Manager at Lake Merced Golf Club

