

Dear Friends:

The first accredited Professional Golf Management program in the country started at Ferris State University. In Big Rapids. In Michigan. Where right now as I write this, it is 14 degrees above zero with a wind chill of about two degrees below zero. There is currently no one teeing off at Ferris' Katke Golf Course.

Despite this, PGA Golf Management at Ferris continues to be one of this country's premier programs. Among our graduates, we have alumni whose first job was head pro at one of the most elite golf courses in Vietnam, as well as a



President David Eisler

seasoned professional heading up golf operations at one of this country's most prestigious resorts that has hosted the U.S. LPGA Open and U.S. Senior Open.

Challenges of climate aside, we remain a destination for future golf professionals because of our tradition of career-oriented education and the close ties with the industry established and maintained since the program opened in 1975.

As golfers and businesspeople—and our PGM graduates are trained to be both of those—you know that to remain competitive you have to keep up with the newest trends, whether that involves strategic thinking, technology, or up-to-date industry knowledge.

That's why we need to establish a year-round teaching and practice facility, in partnership with the Michigan Golf Hall of Fame. We have launched a \$4-million campaign to house the Hall of Fame at expanded facilities at Katke. Ferris State has committed \$1 million to this project as part of our campus master plan. We already have \$2 million of gifts and pledges. In golf terms, we're making the turn.

The new facility will enhance the program's ability for teaching and learning throughout the year by creating a heated golf practice facility with hitting bays, putting greens, and state-of-the-art TrackMan video instruction.

I hope you, as a proud PGM alum, will support this effort. Ferris holds a special place in the history of golf professionals. The game, and the industry, continue to evolve. We want to make sure that future generations of Ferris PGM graduates remain at the forefront of the sport.

In future winters, I hope to see PGM students learning, practicing and providing instruction at our new indoor facility. Your help and support will make this a reality.

A handwritten signature in black ink that reads "David L. Eisler".

David L. Eisler
President, Ferris State University

Building a Legacy

- The time is now for our alumni and friends to step forward.
- The \$4-million fundraising campaign has reached the halfway point for the new Michigan Golf Hall of Fame and PGA Golf Management Learning Center.
- The partnership of Ferris and the Michigan Golf Hall of Fame is a significant element of the 2015 Five-Year Campus Master Plan.
- No other university PGM program has such a partnership with a Golf Hall of Fame. This opportunity helps connect Ferris PGM students and alumni with some of the greatest names in golf, in Michigan and in America.
- Ferris PGM alumni play a vital role in helping ensure this campaign is a success.
- This is a game-changing opportunity to establish the Ferris PGM as the leading training and education program for PGA professionals in America.
- We are asking every Ferris PGM alum to make a pledge to the campaign.
- You can be a part of securing your legacy as a contributor to the campaign for the Michigan Golf Hall of Fame and the Ferris State University PGA Golf Management Learning Center.



A Tradition of Excellence

For nearly 41 years, Ferris State University has been a leader in PGA Golf Management education—becoming the first program of its kind sanctioned by the PGA of America in 1975. The 4½-year program blends on-campus study with work in a cooperative education partnership to create an enhanced curriculum that prepares students for all aspects of the profession.

A feature of Ferris State's PGA Golf Management program is the university-owned Katke Golf Course, which boasts 21 holes of championship golf and an award-winning practice range. To expand on the student learning space at Katke, PGA Golf Management program faculty and staff are excited to launch a new initiative to construct a state-of-the-art Learning Center.

The 7,000-square-foot learning center will include:

- The latest technology for students and guests including TrackMan and video analysis software
- 10 enclosed and heated hitting bays
- A 750-square-foot indoor putting green
- Future home of the Michigan Golf Hall of Fame

PGA GOLF MANAGEMENT LEARNING CENTER AT FERRIS STATE UNIVERSITY



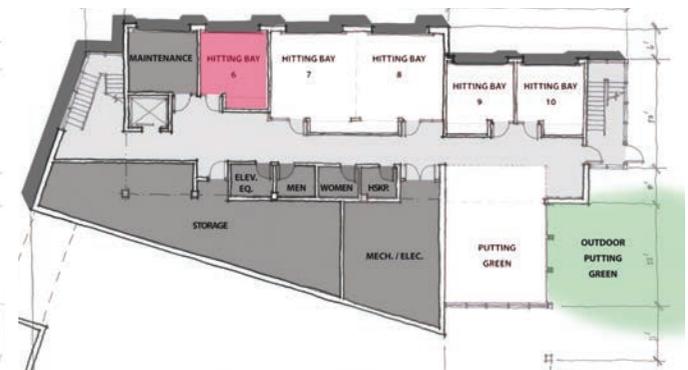
Make Your Pledge of Support

Naming Opportunities | Brick Campaign | Michigan Golf Hall of Fame

UPPER LEVEL FLOOR PLAN



LOWER LEVEL FLOOR PLAN



Name a hitting bay, putting green or the bridge. Areas in white (above) are still available for a naming opportunity (visit ferris.edu/giving/PGM to view illustrations at a larger scale and for other naming opportunities available around the clubhouse and course).



Purchasing a brick through the Brick Campaign is one way to show your support for the Indoor PGA Golf Management Learning Center at Ferris State University.

VISIONARY: \$10,000 Gold brick and naming opportunity
BENEFACTOR: \$5,000 Gold brick and naming opportunity
PARTNER: \$1,000 Crimson brick



The new, permanent **Michigan Golf Hall of Fame** will be housed in the future PGA Golf Management Learning Center. Your pledge through a naming opportunity, brick purchase or traditional gift will help make this vision a reality.

For more information about the program or how you can support the new PGA Golf Management Learning Center visit, ferris.edu/giving/PGM.

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