PGA GOLF MANAGEMENT LEARNING CENTER
Future Home of the Michigan Golf Hall of Fame
The first accredited Professional Golf Management (PGM) program in the country started at Ferris State University and continues to be one of this country's premier programs.

Among our graduates, we have an alumnus whose first job was head pro at one of the most elite golf courses in Vietnam, as well as a seasoned professional heading up golf operations at one of this country's most prestigious resorts that has hosted the U.S. Women's Open and the U.S Senior Open.

We are 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 with expanded facilities at Katke Golf Course. Ferris has committed $1 million to this project as part of our campus master plan.

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 Michigan golf professional, will support this effort. Ferris holds a special place in the history of golf professionals.

The game, and the industry, continues to evolve. We want to make sure that future generations of Ferris PGM graduates remain at the forefront of the sport. Your help and support will make this a reality.

David L. Eisler
President, Ferris State University
A Case for the PGA Golf Management Learning Center

For nearly 41 years, Ferris State University has been a leader in PGA Golf Management education—the first program of its kind accredited by the PGA of America in 1975.

Of the 1,800 graduates from the program by 2015, 455 are employed as a head golf professional, director of golf, general manager or administrator; 159 are working as instructors or directors of instruction; and 262 are assistant golf professionals.

This four-and-a-half-year program leads to a Bachelor of Science degree in Business – PGA Golf Management. The program includes five semesters of work in a cooperative education program, alternating with on-campus study. PGA Golf Management students work at public golf courses, resorts, and country clubs and with golf industry partners across the country. Study abroad has recently included learning at St Andrews, Scotland, the birthplace of golf.

A feature of Ferris’ 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 an initiative to construct a state-of-the-art Learning Center.

“The visionaries who started the Ferris Professional Golf Management program 40 years ago, changed the face of modern golf instruction by combining it with a university business degree.”

Aaron Waltz, PGA Director, PGA Golf Management Program

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
Dr. Gary Wiren was the visionary co-founder of the Ferris Professional Golf Management program in 1975. Wiren, a member of the PGA Golf Hall of Fame and the World Golf Teacher’s Hall of Fame, says, “Ferris jumped out to pioneer a program and set an example for the 20 additional college programs that have been created. The term ‘Learning Center’ used in a golf context is one that I introduced to the golf world in the 1970s.

There were lots of driving ranges but they certainly did not resemble what is planned in the project at Katke: a fitness component; the latest technology with simulators, high-tech video capture and projection; a training aids collection; a video library; club-fitting and repair; comprehensive short game practice area; a putting green that can be observed from a balcony... all contribute to high quality teaching and learning.”

A Critical Need

The next few years will be pivotal for the program. As competition increases for today’s aspiring PGA Professionals, the program is challenged, unlike those schools located in the South, by the lack of a year-round practice and educational facility. A state-of-the-art learning center is essential to continuing the Ferris PGM program’s tradition of excellent recruitment and education.

The modern era of golf instruction, education and game play is filled with technological advancements.
Now is the time for the PGM program to address these new educational needs and assure that Ferris PGM students graduate with the most advanced knowledge in the industry.

The $4-million fundraising campaign for the PGA Golf Management Learning Center and the new home of the Michigan Golf Hall of Fame is designed to meet critical needs for both Ferris State University and the Michigan Golf Hall of Fame.

The Hall’s priceless memorabilia of Michigan’s robust golf history has been in storage, out of public view for years. The families of Michigan golf champions such as Walter Hagen, and golf benefactor, Ken Janke, want their collections available for all to enjoy.

Despite a national reputation as the preeminent professional golf management program at the University level, Ferris State PGM needs to upgrade to year-round training facilities to stay relevant and competitive.

Stiffer competition from southern and western schools in warmer climates offer capability of year-round golf. Lack of year-round practice and playing facilities makes it more challenging for students qualifying for their PGA professional playability certification by their junior year.

Plans for the new PGA Professional Golf Learning Center call for heated hitting bays that allow golfers to practice year-round, an added bonus for Ferris PGM students to gain more teaching and club-fitting experience in the new facility.

Preserving History with the Michigan Golf Hall of Fame

“I think preserving Michigan’s rich golf history at the home of the first university professional golf management program fits well with the career-oriented mission of Ferris State University.”

Mark Wilson, PGA
PGM Player Development Coordinator

When PGA Golf Professional Mark Wilson heard that the Michigan Golf Hall of Fame was seeking a permanent home, he knew immediately of the right place: Ferris State University and the Katke Golf Course.
This collaboration brings history and tradition together with golf academic training for the benefit of future golfers. We will be able to celebrate the past through the Hall of Fame and give Ferris golf students and golf enthusiasts from around Michigan and the country an opportunity to share in a unique experience.

People of all ages, from young children to seasoned golf enthusiasts will be inspired by the many stories of the past leaders of golf. The Michigan Golf Hall of Fame will feature prominently as a destination with easy access at an attractive venue.

“The Michigan Golf Hall of Fame at Ferris State University will preserve the legacy and showcase the accomplishments and impact the women in the Hall of Fame have had on golf—not only in Michigan but nationally and internationally.”

Sara Wold
2003 Michigan Golf Hall of Fame Inductee

“It is wonderful news that the Michigan Golf Hall of Fame has found a permanent home at Ferris. Ferris has the resources and contacts to ensure a sustainable and successful future for the Hall of Fame.”

Bob McMasters
Past Hall of Fame Foundation President
2002 Michigan Golf Hall of Fame Inductee

“With its long association with the game, Ferris is an ideal home for the Hall of Fame.
I’m very pleased to learn of this exciting news.”

Dan Pohl
2004 Michigan Golf Hall of Fame Inductee
The Impact on Current PGM Students and Alumni

“I have always wanted to be a golf professional, and my experience has confirmed that Ferris has the best PGM program in the country.

A year-round golf learning center, and the Michigan Golf Hall of Fame, will bring much more attention to the Ferris PGM program.”

Paul Dumas
Ferris PGM, ‘17

Paul Dumas knows the PGA Golf Management Learning Center and the Michigan Golf Hall of Fame will likely be completed after he graduates, but he believes the project will have an important impact on growing the game of golf.

“As a PGA section it is an important project to support because we benefit more than any other section in the country by having so many Ferris PGA graduates working here in Michigan. I think it is terrific that we will be recognized as a contributing partner to making the project a reality.”

Kevin Helm, Michigan PGA Section Director

“At the time I graduated and went to work for GolfTEC in 1999, the use of video to measure and track progress was new and controversial. Motion measurement was nearly unheard of and accurate launch monitors did not exist.

New facilities like the one at Ferris will continue to use leading edge technology to help advance golf instruction.”

Jeremy Beck, PGA
Ferris PGM ’99, has hired about 50 Ferris graduates over the years to work for him at GolfTEC. Jeremy is GolfTEC’s Senior Vice President of Operations and oversees 82 Improvement Centers and 600 golf professionals.
Aaron Waltz and Ian Ziska, graduates of the Ferris PGM program, worked at the prestigious Oakland Hills Country Club and Cadillac Country Club respectively before returning to the Ferris PGM program.

Ziska, manager and head PGA professional at Ferris’ Katke Golf Course, conducted golf clinics for 2,000 elementary students in central and northern Michigan this year.

Ziska envisions a year-round practice facility drawing thousands of young people annually to the Katke Golf Course and Learning Center for golf practice as an after-school activity.

“There are a lot of kids playing hockey here, and golf is a great flexibility sport to help their game. Even more importantly, we see golf as a way to get kids to move and have fun. I am hearing from more schools who want our clinics, so I know there is interest to help grow the game through after-school golf programs.”

Ian Ziska, PGA
Manager and Head Golf Professional
Katke Golf Course

Waltz, Ferris PGM Director says:

“A year-round golf training and instructional facility, open to the public, would be like nothing available in West Michigan. Golfers now have to go the southeast side of the state for indoor hitting and club-fitting. With the Michigan Golf Hall of Fame included, this could become a major golf destination and boost for Ferris.

PGM students gaining valuable teaching time will make Ferris students even more employable, and help draw more students to the program. There is demand for our students now—each year we have 275 golf facilities asking for our 80 student interns.”

The Community and Region
Make Your Pledge of Support
Naming Opportunities | Brick Campaign | Michigan Golf Hall of Fame

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

Name a hitting bay, putting green or the bridge. Visit ferris.edu/giving/PGM to view illustrations at a larger scale and for other naming opportunities available around the Katke clubhouse and golf course.

UPPER LEVEL FLOOR PLAN

LOWER LEVEL FLOOR PLAN

Purchasing a brick through the Brick Campaign is one way to show your support for the future 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
Contact Us

For more information about the project or how you can support the future PGA Golf Management Learning Center and home of the Michigan Golf Hall of Fame, visit ferris.edu/giving/PGM.

Or contact:

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Future Home of the Michigan Golf Hall of Fame

“We’re very excited about the future of the Michigan Golf Hall of Fame and its new home at Katke Golf Course on the campus of Ferris State University. This is much more than a physical space for portraits, plaques, records, and memorabilia for more than 110 individuals.

This represents a tremendous opportunity to not only preserve the legacy of its champions and contributors but also to educate students and visitors about the rich history of the game in our state.”

Terry Moore & Greg Johnson
Co-Chairs, Michigan Golf Hall of Fame