

Donald G. Farr

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Formal Education:

2010 – Present	Florida State University, Tallahassee, Florida PhD. Sport Management. Expected Graduation 2013
1999 – 2001	Campbell University, Buies Creek, North Carolina Masters, Business Administration
1982 – 1985	Ferris State University, Big Rapids, Michigan B.A. Marketing and Professional Golf Management
1981	Florida State University, Tallahassee, Florida Basic Studies

Professional Experience:

Director Professional Golf Management

Florida State University
2550 Pottsdamer Street, Tallahassee, Florida 32310
2007 – Present

- Administration of the Professional Golf Management program.
- Recruiting, Advising and mentoring students.
- Teaching academic and professional development courses.
- Budgeting, record maintenance.
- Management and evaluation of the PGM program.
- Responsible for Student job placement.
- Liaison between Florida State University and the PGA, alumni, and campus academic support units.
- Develop marketing plan for increasing enrollment
- Courses Taught
 - Club Management
 - Advanced Club Management
 - Introduction to Hospitality
 - Cost Control Systems Hospitality
 - European Food, Wine, and Culture
 - European Luxury Hotels
 - European Travel and Tourism
 - Lodging Management

- Luxury Resort Hotels
- Hospitality Careers
- Orientation to Professional Golf Management
- Introduction to Professional Golf management
- Intermediate Professional Golf Management
- Advanced Professional Golf Management
- Professional Memberships
 - Club Managers Association of America
 - Professional Golfers Association of America
- Publications
 - Farr, Donald, Ryan Rodenberg. “Player Restrictions in Asian Tour Golf,” Sports Litigation Alert, April 22, 2011
- Service
 - Finance Chairman, Dedman School of Hospitality 2009 – 2010
 - Ethics Committee, College of Business 2009-2010
 - Scholarship Committee, College of Business 2008
 - Faculty Advisor to Club Managers Association of America Student Organization 2008-Present
 - Faculty Advisor to Professional Golfers Association of America Student Organization 2007-Present
 - Guest Speaker at CMAA Business Management Institute, Golf Management 2008-2011

Resort Manager/Director of Operations

Mid Pines Inn and Golf Club/Pine Needles Lodge and Golf Club

1010 Midland Road, Southern Pines, North Carolina

2004 – 2007

- Acted as Director of Golf at Mid Pines and Pine Needles, host of the 1996, 2001, and 2007 Women’s U.S. Open Golf Championship.
- Oversaw the daily operation of entire facility with direct reports including Food and Beverage Manager, Executive Chef, Maintenance Engineer, Director of Housekeeping, Director of Guest Services, Conference Service Manager, Mid Pines Comptroller, Golf Professional.
- Created cooperate strategies including marketing, golf packaging, associate policies, and capital improvements in coordination with Executive Team.
- Developed Operating Budgets for Mid Pines and Pine Needles.
- Responsible for approval of contracts, accounts payable, labor costs, and all fiscal controls.
- Imparted quality leadership for up to 200 associates.
- Provided for the training and development of all Department Heads and other personnel.
- Established job descriptions, annual performances, policies and procedures for all associates.

General Manager

Seven Lakes Country Club

West End, North Carolina

2001 - 2004

- Directly responsible for the management and operation of Seven Lakes Country Club including Membership, Food and Beverage, Accounting, Golf Shop Operations, Golf Course Maintenance.
- Ensured the enforcement of the club's by-laws and policies.
- Developed and approve all budgets. Oversee annual audit performed by outside accounting agency.
- Oversaw all membership recruiting, accounting and other membership activities.
- Originated marketing and promotional strategies including membership drives, increasing non-member play, and in-house promotions.
- Provided leadership and guidance to the club's department managers.
- Assisted the Board of Directors with designing policy and long range planning.

PGA Golf Professional

Seven Lakes Country Club

West End, North Carolina

1990 – 2001

- Responsible for the total golf operation.
- Maximized golf rounds at 41,000 including member and non-member play.
- Attracted, Oversaw, and Hosted, Professional, Charitable, and Membership events.
- Owned and operated merchandising program.
- Created successful tournament program with over 30 membership events annually.
- Developed instructional programs for members, juniors, and physically challenged golfers.
- Exceeded all financial expectations every year of my employment at Seven Lakes Country Club

Awards and Honors

- 2006 PGA President's Council Certificate for growing the game of golf.
- Awarded the "Horton Smith Trophy" for outstanding achievements in education by the PGA of America for the Carolinas Section.
- Nominated by my peers six consecutive years for "Golf Professional of the Year" in the Carolinas Section.

Professional Education and Seminars:

2007 – Executive management Course, PGA of America

2007 – Key Performance Indicators and Benchmarking Course, PGA of America

2007 – Inventory Management/Financial Controls Course, PGA of America

2007 – Human Resources Course, PGA of America

2007 – Golf Operations Course, PGA of America

2007 – Food and Beverage Course, PGA of America

2007 – Customer Relations Course, PGA of America

2007 – Business Communications Course, PGA of America

2007 – Business Planning and Budgeting Course, PGA of America

2007 – Turfgrass Management Course, PGA of America
2007 – Tournament Operations Course, PGA of America
2006 – Avoiding Sexual Discrimination, Jackson Lewis Law Firm
2006 – Excellence in Teaching, PN
2005 – OSHA, Jackson Lewis Law Firm
2004 – Teaching the Teacher, David Orr, Michael Hebron
2002 – Hospitality Education, SHCC
2002 – Point of Sale Management, SGC
1998 – Tournament Administration, Chris Mesenski
1998 – The Bottom Line, Tom Kendrick
1998 – Golf Management II, Paul Demick
1997 – Teaching the Rules of Golf, Jack Nance
1997 – Managing and Motivating, CPGA
1996 - The importance of Instruction, Jim Mclean
1996 – Full Swing, Hank Haney
1996 - Psychology of Teaching, Dr. Richard Coop
1996 - Short Game Instruction, Dave Pelz
1996 - Teaching the Female Golfer, Betsy Clark
1996 - Career Services, Dalton Floyd
1995 - Club Fitting and Repair, Henry Griffiths
1995 - Leasing Verses Owning, Bill Gordon
1995 - Expanding Your Market, Willis Denmark
1995 - Sales Psychology, Dr. Aryeh Nesher
1994 - Retailing Hard Goods, Zack Veasey
1994 - Motivation, John Doerr
1993 - Business Writing, Mary Hart
1993 - Food and Beverage, Gordon Cox
1993 - Communication Skills, Bruce Sudderth
1993 - Golf Advantage Teaching Summit, Pinehurst Resort
1993 - Motivation, George Shinn
1992 - Swings of the Great Ball Strikers, Jimmy Ballard
1992 - Tournament Administration, Bill Clemmer
1992 - Business Planning, CPGA
1992 - Scoreboard Workshop, Steve Behr
1991 - Tournament Administration, Jim Duncan
1990 - Sports Psychology, Dr. Bob Rotello

Professional Status:

1987 – Present “Class A” PGA Professional
2003 – Present Club Managers Association of America

Golf Professional Service:

2004 – 2006 Sandhill’s Hospitality Association President
2003 – 2004 Sandhill’s Golf Association Vice President
2001 – 2002 Sandhill’s Golf Association Treasurer
2001 – 2002 Instructor PGM Program, Campbell University
1996 – 2000 Carolinas PGA Board of Directors

1999 – 2000 Carolinas PGA Governance Chairman
1999 – 2000 Carolinas PGA Awards and Honors Chairman
1997 – 1999 Carolinas PGA Education Chairman
1992 – 1996 Instructor for the Wellness Center for Rehabilitation Students
1990 – 1997 Instructor at Pre-Business School Seminars
1988 Carolinas PGA Apprentice and Assistance Chairman
1988 – 2002 Golf Instructor Special Olympics
1987 – 1999 Carolinas PGA Education Committee
1986 Co-founded the Easers Seals Clinics for Physically Challenged Golfer