



Good Day!

Thank you for once again acknowledging my efforts to grow the great game of golf and improve the lives of the people who play it. Please understand that my role has grown beyond the day to day running of golf. While I remain the PGA Director of golf and remain integral to our golfing business plan, I now take decisions for the Estate and Club as CEO.

I do have the title, Mr Microphone, and do continue to at least start and finish our events and prizegivings and functions!

QUESTIONNAIRE-

Name of Facility/Club/Company- St Francis Links

1. **What led you to becoming a PGA Professional?** My parents left me at home when they went and played. With my brother and sister old enough to babysit, my golf was started in the front yard and down the street from tree to tree. I was a gifted junior player, playing before and after school. I only joined the professional when a childhood mentor invited me to work at the new Des Moines CC doing what all newbies in America did – loading clubs, repairing clubs, picking the range and servicing the members. I moved into the Golf Shop quickly and never looked back – that was in 1980. I moved to Texas at the end the season in IOWA and started at the bottom again. I soon moved up and was trained under who was then regarded the best retailer in America, Resort Division. That led working for two brilliant professionals, the first our Section President and then Charlie Epps at Houston CC, player, teach, innovator.

2. **What is your current job title?** CEO, PGA Director of Golf

3. **How long have you been in your current position?** CEO for 11 years and DoG for 14.

4. **What does your job entail?** I am responsible (with a great EXCO of four) to run St Francis Links *as a business* where our “WHY” is clearly stated – *Everyone who comes through our gate is a potential new investor, ambassador or returning guest.* Every member of my team understands that.

I usually start my day with my team – my Head PGA Professional, Thinus Keller, who is detail orientated; then to my Superintendent, who oversees everything that grows to my Head of F&B to my Financial Manager. I hired my wife 25 years ago and now report to her!

5. **Do you have any environmental or sustainability goals that you have met and would like to share?** We were just awarded The John Collier Award for environmental compliance and good governance – Number one in SA. It forms part of our overall estate plan for the environment.





6. **Please share your social media platforms with us, if you would like to:** We work with the team from Retail Tribe for my weekly newsletter and run planned and spontaneous messages on Instagram, Twitter and Facebook, different things for different audiences. Our advertising budget is limited and I choose opportunities that will highlight the course and the Estate, especially those where we are featured or profiled.



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7. Please give us a brief outline of the path you took to lead you to your current position

I was asked by one of the developers, Robbie Marshall, to come and see what had already been constructed to date, and then flew to meet the Chairman in JHB. He wanted me to convince the chairman that this place was going to be special and the right person for the job needed to be seriously considered. By the time I stood on the 4th tee, I knew I was not going to meet the Chairman with my PGA “reference” cap on. Three months later, I was here. Three years in and the recession forced us to recalibrate. I led the team in consolidating the Club and the HOA, under one EXCO, one accounts department and one estate and golf course team. We are unique in that we have one Board who look after both companies where our property owners are members of the HOA and Shareholders in the Club.

8. Why do you feel that you would be a good candidate to win this award? I am always seeking knowledge of a better way; I am still learning daily from others more knowledgeable; but I am also blessed to be at a place in my career where I can share knowledge and assist others in their jobs. My work is my passion, my supporters and critics live around me and every day comes with challenges that I (we) can turn into opportunities. I have received the top award in its former format and still feel humbled to be mentioned with others who give so much to the PGA, their own members and clients. SA, by Choice!

Sincerely yours,

Jeff Clause
St Francis Links
PGA Master Professional