

Stop 2 ~ Thursday, February 15 @ Sarnia Golf & Curling Club



Ryan Tracy

Ryan is a 20+ year PGA of Canada Professional that has acquired a vast amount of experience, from entrepreneur to Professor, General Manager and Chief Operating Officer over that time.

In June 2020 while clubs across the world were coping with the early onset of Covid-19, Ryan founded Club Study, a social forum that connects Private Club Managers across North America. Club Study brings Club and Golf Managers together by encouraging questions from the industry that, when answered, create large pools of data that aid in everyone's daily decision making. This collaborative approach, combined with curiosity, community and continuous improvement are what Ryan values most and everything that 59club embodies.

Ryan has managed golf clubs in two different Canadian provinces and in 2015 led Miramichi Golf & Country Club to the Club of the Year (Small Club Category) designation with the Club Managers Association of Canada. He was awarded with Professional of the Year in 2017 by MYPIE, a local entrepreneurship organization, as well as being named the Atlantic PGA Professional of the Year in the same year.

Ryan's experience also includes operating an executive golf business venture taking corporate clients to a President's Cup, US Open and PGA Championship followed by teaching in the PGM and Business Programs at Durham College. Volunteering and giving back have been an important endeavours for Ryan, spending time on PGA of Canada Zone and CMAC Branch committees as well as Rotary and other community groups.

Ryan has a diploma in Professional Golf Management and a certificate in Adult Education while also studying Business with Athabasca University.

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Andrew Crichton

Andrew Crichton's career in golf began at age 13 as a caddy, leading to a lifelong dedication to the sport. A PGA of Canada member since 1989,

Andrew has held numerous roles, including a 20-year tenure as Head Professional in both British Columbia and Ontario at clubs such as Cherry Downs, Emerald Hills, and Wyndance Golf Club. He has been employed at Golf Genius Software since 2016.

His expertise extends beyond club management to orchestrating events, leagues, and providing instruction—areas where his innovative approach has consistently yielded positive, immediate outcomes. A pivotal moment in 2015, while at Wyndance, marked a shift towards technology in golf administration. A complex men's night event showcased the transformative impact of Golf Genius Software's live scoring and mobile app, streamlining what was once a labor-intensive scoring process.

At Golf Genius Software, recognized for its live scoring and leaderboard features, Andrew is at the forefront of educational innovation. Since the acquisition of Operation 36 in late 2021, a program designed to gamify golf learning for beginners, Andrew has been instrumental in its national rollout. His current focus is on transforming non-golfers into enthusiasts, thereby assisting golf clubs in fostering the growth of golf across Canada.



Panel Discussion

Ask questions and offer insight on navigating the golf industry.

Moderated by Jason Wyatt and Ryan Robillard