



Miles Mortensen
PGA of Canada
Class A Member
Head Golf Professional
The Links at Brunello
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Hello PGA of Canada Professional,

It is with great honor and privilege to be in consideration as a candidate for election to the National Board as the PGA Canada Atlantic Zone representative. This decision is one that has me fully aware of the responsibilities to administer transparent and unprecedented levels of board governance while being tireless working towards a better future for us all, and I would be honored to serve you.

For those learning about me for the first time, I have actively participated within our industry over my 20+ years as a Class A Member of The PGA of Canada, and most recently served locally here in Atlantic Canada on the PGA of Canada Atlantic zone as a Director. Prior to arriving here in Nova Scotia, I have been involved with the PGA of Canada zones in Alberta, British Columbia, Manitoba and now our Atlantic zone. This current group of professionals serving on the PGA OF Canada Atlantic Zone are no doubt our regions most engaged and respected leaders, and our zone is blessed even further to have Lindon Garron as the Executive Director.

I have been so blessed to work in public, resort and private clubs across this beautiful country. These have included The Fairmont Banff Springs (2x's), The Fairmont Chateau Whistler, Tobiano Golf Inc., Southwood Golf & Country Club and now The Links at Brunello here in Halifax Nova Scotia. Unique to me has been that the last three position have all been courses I have been able to guide the construction of the course and then onto opening of the new facilities and golf course for play. Each course being designed by Tom McBroom and I don't know if anyone has had that opportunity, but that has been a real treat. Why I share this is that the amount you learn about each PGA zone is how important it is to network and build relationships with as many of the professionals is paramount. Representing our PGA of Canada Atlantic zone as the National Representative is very much the inspiration for my name being before you.

We all know we don't get where we are without some hard work and good fortune, and I certainly am one to be grateful for my journey to date. It seems that my list of official mentors and unofficial seems to continue to grow. The three key PGA Canada mentors for me have been Doug Wood from my time at the Fairmont Banff Springs of which I am fortunate this continues still today. The other for me is Rod Cochrane who is presently the General Manager for Predator Ridge in beautiful British Columbia. My third would be Murray Blair who is currently a Director, GGA Partners, which was recently rebranded from Global Golf Advisors. I feel I have taken on some of their traits of leadership in how to lead, but more so in how to get the best of each colleague to allow all the stakeholder much success. In each scenario I was given every opportunity to develop into the best professional possible. I have tried to continue that on in any way possible to ensure I will become mentors to others, and I have been proud to be asked to be a mentor for others and it's a remarkable feeling to know you are making a difference.



We all are in the industry based on the common denominator being the game of golf and many have arrived through similar and or varied channels. However, mine is a bit unique and applicable of which I will note. I feel it's important to share how I got into the industry. As such I got started in 1986 as I took on my first golf course job doing night watering at the age of 16 at our local club in Brooks, Alberta in which I drive an old Dodge truck around at night turning on greens and tees manually to then driving a three wheeled Yamaha cart pulling hoses around watering fairways. My home club certainly had some dated, but functional equipment. The best part was that being an employee allowed me access to the course, and we as juniors played our hearts out all summer and many after. It seemed that era captivated more than me to have careers in golf as we still have two PGA Canada Professionals in Bruce Rogerson currently at Muskoka Bay Club and Shelley Charlton who is at Pinebrook Golf & Country Club in senior roles from our little Alberta town.

Fast forward, I was fortunate to become part of the team at the Fairmont Banff Springs in 1992 on the turf care team. I had a goal then that I wanted to lead a golf operation either as a General Manager, Director of Golf or a Head Professional, and quickly met my soon to be mentor in Doug Wood who graciously accepted my offer to work with him on a part time basis while I kept my core role as the Assistant Superintendent. During my time there I attended Selkirk College and then officially switched to a golf operations side on a permanent basis. I did my practicum at Chateau Whistler and within a couple seasons obtained my class A status in 2000 and then was named the Head Professional shortly after. I later returned the Fairmont Banff Springs and took on the role as Head Professional, which was the 4th in the club's history and a great honor. It was then I became inspired by our PGA National Board as at the time Doug was involved, I seen his passion and efforts on behalf of our fellow PGA members and it inspired me even more to get involved where I could. I was so very fortunate to be part of such a wonderful organization in Fairmont Hotels for those 12 years. As I write this it reminds me of the number of PGA of Canada Professionals today who are in senior positions across the country from that era as there are many.

After my time there I wanted the next great challenge and that was to see the art of a golf course going from a design to market and that came true as I was fortunate to be lead Tobiano from a drawing to then being ready to play was amazing. We built a wonderful team of great professionals and the course has won countless awards and continues to be one of our countries must play courses. Then it was off to Winnipeg to relocate Southwood G&CC the city's oldest private golf club to its new golf course and clubhouse. Having never worked in private club's prior that was a monumental undertaking with guiding an 800+ sized membership the make this monumental shift towards this new vision. I learnt more in a short period about leading in mass and I learnt the most about club culture and how this relates to club governance. Then my opportunity came to get my third course opening in the building and opening of The Links at Brunello, which has just surpassed five full seasons of which I am presently the General Manager / Head Golf Professional.

What has inspired me especially in each the last three course opening has been the teams we have built. When you start the new ground up projects you are a person of one and the work is daunting, but it's always much easier when you surround yourself with great talent. That is where my fortunes have been in attracting and supporting our PGA Canada Professionals with new opportunities to hone his or her craft.



While the facilities have been successful and won a variety of awards, I think the one I most treasure is being named the Future Links Facility of the Year by Golf Canada in 2019 lead by outgoing PGA Canada Atlantic Zone National Representative Andrew Noseworthy.

I have taken great honor in being apart of our PGA Canada family of golf professionals and very much feel its an ideal time to offer even more of my time to the direction we are headed especially in these times of change. Without question, I have much respect for the direction of the PGA of Canada head office and the leadership team at present and am very excited about what is ahead for us and our association. Putting my name forward seems to align with the current energy of our PGA of Canada team being led by Kevin Thistle who I always much enjoy his time and energy. He's a professional through and through and I have always said I wish I could get just 5 more minutes of his time, and if fortunate in this process it may just work out that way. Matt Allen is a close second with wanting 4 minutes and I would be delighted to be associated with the entire team and other national representatives.

While you will not see me in many tournaments as I am average at best but love a match as often as I am able. While some say that is right or wrong, I much enjoy a conversation with any fellow golf professional or industry partner. It is of my own opinion we are much more then golf people in the golf industry, we are called upon leaders in our community.

While I have expanded and been part of various industry groups like the Holland College Advisory Board for the Golf Program, NGCOA, adidas Creator Board or the Taylor Made Advisory Council, I am most proud to say I am a PGA of Canada Golf Professional. In addition to industry groups I believe it is important to be involved in our communities and challenge ourselves to see what we can contribute to, but more important what can we learn. I am fortunate that in my role I have been able to assist other local charity groups, and to name a few these would include: Make A Wish, Lymphoma Society of Canada – Atlantic Chapter and WAY – We Are Young.

No doubt I have been very proud to be a PGA of Canada member and if elected I promise to continue to represent all the members o the PGA of Canada Atlantic Zone with the best intentions and in the utmost respectful way.

I want to thank all the zone members in advance for your consideration in selecting me to be your National Representative and taking the time to read my Candidates' Profile. If you have any questions regarding my personal and professional aspirations in the industry, please fee free to reach me at miles@thelinksatbrunello.com or 902-876-7649 ext. 207

Respectfully,

Miles Mortensen

PGA of Canada Member 100757