

ELIZABETH M. CLARKSON, PGA

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PGA Class A Professional, Georgia PGA Secretary with 20+ years of Progressive Experience

General Management, 18-Years Resort Experience, 5-Years Municipal Golf Management, Public Golf Operations
Transformative Financial Growth, Operational Modernization, Community Partnerships, Tournaments
Inclusive Programming, Award-Winning Retail Management, Capital Project Management

PROFESSIONAL EXPERIENCE

THE CHIMNEYS GOLF COURSE - Winder, GA

General Manager May, 2021 – September, 2026

Financial Performance & Operations

- Managed all aspects of a municipal golf facility, including budgeting and financial management, revenue strategy, golf operations, capital improvements, retail merchandising, tournaments, marketing, staff leadership, customer experience, and community programming.
- Transformed The Chimneys Golf Course into a profitable municipal enterprise fund, eliminating the need for subsidizing transfers from the City's general fund and completed repayment of previous subsidies.
- Established an average annual profit of **\$497,561** beginning with the first full fiscal year under management (FY22); FY26 revenue (**\$2.72M**) was **136%** higher than any best year prior to management.
- Implemented dynamic pricing rate structure to maximize course profitability and to ensure future growth and financial stability.
- Maintained oversight of facility staff with an average of 40 golf operations and maintenance employees, including payroll, hiring, training, onboarding, safety, performance management, and employee development.

Course Improvements & Customer Experience

- Oversaw major capital and course improvements including a complete greens renovation, additional tee boxes, cart path repairs, course lengthening, turf-management improvements, landscaping, and facility beautification, all while remaining significantly profitable.
- Improved customer satisfaction to a **97% positive GolfNow rating**, ranking #1 among public courses in North Georgia, and a **4.6/5 Google rating**.

Community Engagement & Competitive Golf

- Established The Chimneys Golf Course as a competitive golf facility, developing relationships with the Georgia PGA and Georgia State Golf Association, hosting state championships and national qualifiers including the 2024 GSGA Public Links Championship, 2025 and 2026 US Adaptive Open Qualifiers, the 2026 GSGA Adaptive Open, and other competitive events.
- Built strong community partnerships with local schools, public-safety organizations, and municipal groups; ensured the provision of free range and course access to area school teams.
- Expanded community access to golf through PGA Jr League, PGA HOPE, Her Shot, and other inclusive initiatives; PGA Jr League introduced more than 140 juniors and their families to golf.

Retail, Marketing & Technology

- Established a modern merchandising and retail business; FY26 retail revenue (**\$422K**) was **263%** higher than any best year prior to management.
- Introduced dedicated women's and junior merchandise, maintained core inventory, implemented comprehensive point-of-sale technology, and launched an e-commerce platform for gift card and merchandise sales.
- Modernized marketing and communications by rebuilding chimneysgc.com, and established Instagram, X, and YouTube accounts. Managed all aspects of facility social media.
- Modernized tournament management through technology to enhance the customer experience, introducing new revenue streams, and improved efficiency.
- Built an email marketing database exceeding 17,000 contacts.

CHATEAU ELAN GOLF CLUB - CHATEAU ELAN WINERY & RESORT - Braselton, GA | 2003–2021

PGA Director of Group Sales 2020–2021

PGA Director of Golf 2016–2020

PGA Head Professional 2012–2016

Golf Sales Manager 2008–2012

Resort Sales Researcher 2006–2008

Golf Shop Attendant 2005–2006

Food & Beverage Associate 2003–2005

Management & Operations

- Directed golf operations for **45 holes of resort golf**, including budgeting, revenue management, rate structure, promotions, annual passes, staffing, tournaments, retail, and guest services.
- Managed the golf experience for large corporate groups and executive outings in coordination with major conferences in connection with the resort.
- Managed all aspects of tournament sales negotiations, event planning, sponsor coordination, tournament formatting, food and beverage needs, scoring, event retail sales, and final billing.
- Facilitated the growth of corporate and charitable events with individual revenues frequently exceeding **\$100,000**.
- Enhanced retail operations as the primary facility purchaser and merchandiser, with annual retail revenue exceeding **\$400,000** and an average three times turn rate.

Sales & Marketing

- Sold and planned tournaments for up to **400 golfers** across four courses, frequently integrating accommodations and other resort amenities.
- Responsible for the sales, planning, and operations for the **2013 and 2014 LPGA Professionals Championships**.
- Primary host liaison between the resort and the American Junior Golf Association, facilitating the management of over 20 national tournaments.
- Managed the resort golf email marketing campaigns and social media promotions for enhanced content creation, advertising, and communications.
- Generated new resort business through corporate conferences, executive meetings, social events, and other revenue opportunities while working as a key member of the Resort Sales and Event Planning team.

Four-Diamond Resort Service Standards

- Developed as a professional through every aspect of resort business including corporate sales, food and beverage management, conference services, meetings, social functions, and guest experiences.
- Responsible for the training and development of golf operations staff to meet **four-diamond resort service standards**.
- Created and implemented orientation plans and training for newly hired resort employees and department heads, enabling them to effectively communicate golf related information to resort guests.

PROFESSIONAL CREDENTIALS

Secretary, PGA of America, Georgia Section - Elected September, 2024

First ever female Officer of the Georgia PGA, serving over 1,000 Members and Associates. Through the natural progression and tradition of the Association, set to become the first female President of the Georgia PGA in 2029.

2016 PGA Merchandiser of the Year — Georgia Section, Resorts

PGA of America — PGA Class A Member, Georgia Section - Elected February, 2013

- American Development Model (ADM) Certified
- PGA Jr League, Lead Instructor
- PGA HOPE Certified, Lead instructor
- Chair of the Georgia PGA Governance Committee
- Member of the Georgia PGA Membership Committee
- Former Co-Chair of the Georgia PGA Employment & Mentorship Committee

EDUCATION

UNIVERSITY OF GEORGIA - Athens, GA

A.B.J., Advertising | Minor: Anthropology 2007

- University of Georgia Women's Golf Team Member
- President, UGA Karate Club, 2004–2007

TECHNOLOGY

Golf Genius Premium • Lightspeed Golf • Lightspeed Retail • GolfNow Connect • Delphi • Springer-Miller Systems • Social Tables • TalentReef • Microsoft Dynamics • In-Code / Tyler Technologies • BirchStreet • WordPress • WIX • PitchCRM • ClearGov