



# Eric Eshleman, PGA

## Director of Golf Country Club of Birmingham

### My Contact

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📍 3325 Country Club Road  
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### Skills

- Leadership
- Instruction
- Mentoring
- Operations
- Service

### Professional Education

- USGA Rules of Golf Workshop, 2009,2011
- PGA Teaching and Coaching Summit, 1992-2013
- PGA Golf Operations Management Seminar, 2010
- TPI Certified
- PGA General Manager’s Summit, 2022
- Attend annual PGA Merchandise Show, Orlando, Florida

### Achievements & Awards

- Class A Member, Professional Golfers’ Association of America
- PGA National Board Director- District 3, 2022-2024
- PGA National Player Development Committees,2014-2023
- PGA of America National Golf Professional of the Year, 2019
- Alabama-NW Florida Board of Directors, 2012-2020
- President Alabama NW-Florida PGA Foundation, 2018 to present
- Arizona State High School Golf Champion, 1987
- University of Nebraska Golf Team, 1987-1991
- Academic Big 8 Conference
- Prescott (AZ) High School Hall of Fame

### About Me

A dedicated, creative, and focused leader able to create and implement strong networks and brand strategies. Unique interpersonal skills to build strong lasting relationships. Able to form, coach, manage, and motivate staff. Proven history in developing and managing business plans, creating relevant education events, recruiting, and building and leading teams.

### Professional Experience

Country Club of Birmingham | Director of Golf

2006- Present

Birmingham, AL

Founded in 1898, a 36-hole upscale private country club with 1650 members playing 50,000 rounds annually. Home to two outstanding courses, The West, blended designed by three Hall of Fame architects: Donald Ross, Robert Trent Jones, Sr, and Pete Dye. The East Course was designed by Donald Ross

Director of Golf - 2006-Present

- 5th PGA professional in the Club’s 125-year history
- Manage golf operations with an annual budget of more than \$4.1 million.
- Lead and mentor a staff of 9 PGA professionals and over 40 outside service staff
- Coordinate golf shops’ sales exceeding \$2 million annually.
- Hosted 3 USGA Championships in the last 9 years
- Over 3,000 lessons are taught by staff annually.
- Hosts the Southeastern Conference Jerry Pate Match Play Championship
- 450 kids in junior golf program with 276 participating in club championship
- Have conducted 12+ golf clinics for local high school classes

Country Club of Birmingham | Director of Instruction

2001- 2006

Birmingham, AL

- Lead Instructor training to the golf staff
- Developed a world-class junior golf program
- Taught clinics for beginners, ladies, and seniors
- Increased total lessons from 500 annually to 1500
- Increased staff compensation



# Eric Eshleman, PGA

## PGA Board Director– District 3

### Top Strenghts

- Leadership
- Mentoring
- Teaching



Robert Trent Jones Golf Trail | Director of Instruction

1997– 2001

- Key responsibilities:
- Established a golf instruction program across 7 Sites with 24 golf courses
- Trained the Head Professionals, and all associates trail wide
- Increased their teaching knowledge, experience and compensation
- Taught 3-Day golf schools across the state of Alabama
- Golf Instruction served as economic development for the State

Grand Cypress Academy of Golf | Lead Instructor

1992-1997

- Key responsibilities:
- Taught between 1500 to 1750 lessons/year
- Coordinated all aspects of DuPont Golf Schools
- Certified Golf Instructor in Model Golf
- Taught side by side with two Top 100 Instructors, Fred Griffin and Phil Rodgers



### Education Background

1991 University of Nebraska- Lincoln, Lincoln, NE  
B.S Business Administration

2009 Methodist University- Fayetteville, NC  
MBA

