

*James Graham Prusa
BioSketch*

James (Jim) Graham Prusa has had an extensive golf executive career. He began working in the golf industry as a laborer when his father built a golf course in 1963 near Cleveland, Ohio. After Vietnam War service flying electronics warfare missions and typhoon reconnaissance for the US Navy, he became the Superintendent of Buildings & Grounds in 1977 at Pasatiempo Golf Club in Santa Cruz, California. At Pasatiempo he developed and implemented a major plan to restore this famed Alistair Mackenzie course to re-recognized glory. In 1982 the Golf Course Superintendents Association of America (GCSAA) retained him as their national Director of Education. While concurrently serving as the Technical Editor of GOLF COURSE MANAGEMENT (GCM) Magazine, he completely redirected the association's certification and education program by establishing a 20-year plan strategic plan.

In 1983 he was promoted to a third concurrent position of Chief Operating Officer (COO) and held responsibilities for finance and public / press relations. He remained with GCSAA until 1987 when he was engaged by the electronics and computer wholesale channel trade organization, the National Office Machine Dealers Association (NOMDA), as the Chief Employed Executive.

In the 1990's he served as the General Manager and COO of Ridgemark Golf and Country Club Resort and later was retained as the COO of the Diving Equipment Manufacturing Association (international scuba diving industry) where he converted the association to an industry-wide marketing association while retaining its DEMA branding – Diving Equipment Marketing Association. Since 2000, Prusa taught college and established a new degree program in golf course management at Palo Alto College in San Antonio, Texas. In addition to Golf Course Management, he has also taught the subjects of Hotel / Restaurant Operations, and Computer Applications in the Hospitality Industry. He was engaged for three years by KemperSports as Director of Agronomy to liaison with the PGA Tour and the City & County of San Francisco to prepare the totally renovated Harding Park GC for the highly successful World Golf Championships, 2005 American Express – won by Tiger Woods. Prusa joined Pacific Golf Management KK (PGM) in January 2006 until December 2009 as the Director, Golf Course Maintenance Services, Operations Division, for PGM's large portfolio of 140 golf course properties located throughout Japan. In January of 2010 he took over as the Director, Golf Courses and Laboratory for SKY72 in Incheon, Korea. SKY72 has been highly ranked as the best public facility in Korea and its five (5) golf course operation is recognized throughout Asia,

Prusa was selected as his department's Outstanding Alumnus of the Year at Cal Poly in 1984; is a life member of the Stanford University Graduate School of

Business Alumni Association; is a past member of the United States Golf Association (USGA) Turfgrass Research Committee; currently serves as an active member of the USGA Green Section Committee; has served as a USGA Rules Official for 14 US Open Championships and a variety of other USGA championships; was a regular member of the Golf Writers Association of America. He has served as an officer (President, Treasurer, Secretary) of numerous non-profit organizations including the international oceans environmental group *Ocean Futures Society* now headed by Jean-Michel Cousteau; is an inductee of Alpha Gamma Sigma and Gamma Sigma Delta national academic honor societies; and holds a teaching credential for California Colleges. Prusa is licensed in California as an Agricultural Production Adviser (APCA) and as a Qualified Applicator (QAL) -- and he also meets State of California requirements for food and beverage management as a *Certified Food Safety Manager*.

Prusa has managed *Tradeshow 200TM* sized, city-wide conventions and events ranging up to 80,000 attendees in numerous destination cities from San Francisco to Washington, D.C. He has been a keynote speaker and instructor at various business trade conventions; a *PGA of America* 'Golf Operations Workshop' instructor; and has taught the "*Art of Negotiating Semina*" for the *GCSAA*. He has spoken for conferences from Europe to Asia. He received a national merit award from the American Society of Association Executives (ASAE) in 1986 for professional management educational programming while at *GCSAA*. Prusa has served as a personal liaison and interviewed such luminaries as President Gerald Ford, Arnold Palmer, Bob Hope, Jean-Michel Cousteau, Lloyd Bridges, Tom Watson, Patty Berg, Dinah Shore, and other celebrities. He's a member of the Society of St. Andrews, Kansai Japan Chapter, the Kobe Club, and the Washington State Wine Society -- *Knight of the Vine*, a golfer, skier, wilderness backpacker, photographer, and an avid certified scuba diver.

Education:

Graduate School of Business, Stanford University, graduated from summer executive program.

Graduate School of Business, University of Santa Clara. Studies toward an MBA. Marketing and Organizational Management.

California Polytechnic University. Received BS. "With Honors."

Orange Coast College. Received degree in Liberal Arts "With Honors."