

## **Lacy Skwarek, Assistant Golf Pro, Palmetto** **“It’s all about member service and the member experience”**

Golf has always seemed somewhat incidental in Lacy Skwarek’s life. She was born in Augusta, Georgia, a near-holy place in the golf realm and she started playing golf at the age of 8. “My dad says I was naturally good at it,” she says. But her main sport was tennis.

Four years later, her loyalty shifted to golf. She played on her high school golf team and contributed to her team’s Washington state championships her freshman and sophomore years. Even so, when she looked toward college, golf wasn’t her first priority. She wanted to major in business.

Then, she heard about Carolina Coastal College in Myrtle Beach, South Carolina, another golf mecca. It offered a business major. It also had a Professional Golf Management program, a pathway she hadn’t known existed. She wouldn’t play golf. But, she says, “I figured I might as well pursue a career in something I loved.”

While in college, she interned at clubs in California, Utah, Idaho and Colorado. She intended to get a job in Colorado when she graduated. Then, Covid hit, scotching that plan. However, Skwarek heard about an opening at The Landings and she was hired in 2020 as the only woman golf professional on the staff at the time.

As an assistant pro, Skwarek, 25, has responsibilities for helping run the golf shop, retailing, keeping track of inventory, invoicing, and placing orders for members. She says she tries to get out on the courses as much as possible. “I try to make it a daily priority because our members care about it,” she says.

Visibility, she says, is important so she also tries to spend time on the range interacting with members. “It’s all about member service and the member experience,” she says.

She enjoys teaching and gives one lesson a day, on average. “I love teaching the short game and gals and guys come up to me and say they hear good things about me,” she says.

But, with only three pros and two golf courses at the Palmetto Clubhouse, there’s not much time to play. Skwarek sometimes competes as the Palmetto representative in the LMGGA’s Bouchillon-Ambrose cup events as well as its Wednesday night scrambles. “As a woman, I’ve played with a lot of guys, and I have fun getting the extra attention as the good girl in the group,” she says. And her game is attention-



getting. Her drives can go 250 yards, further than most men, and she shoots regularly in the mid- to upper-70s.

Having so many women golfers at The Landings is “fantastic,” she says, and looks forward to being able to play more with the LWGA.

She lives in downtown Savannah with her longtime boyfriend, Zach Biggin, the lead assistant pro at the Marshwood Clubhouse.

She’s not sure what role golf will play in her future. “I’d like to stay in the golf industry but I’m trying to figure out my strengths and use that to figure out what I want to do a for a longtime career.”

For now, however, she’s enjoying herself and trying to “go above and beyond and do better and better.”

*By Rick Colvin, a member whose career as a journalist included 12 years with the Los Angeles Times.*