

# THE POWER OF THE PGA PROFESSIONAL

Discover Why Employing a PGA Professional  
is Essential for Growing the Game AND Your Business!



# PGA™



*"The Experts in the Game and Business of Golf."*



# PGA PROFESSIONALS

## The Driving Force to Build Your Bottom Line

With a deep-rooted passion for the game, 21st Century PGA Professionals are expanding upon the traditional skills of playing and teaching, by becoming frontline managers, who generate new revenue streams, while attracting and retaining customers. And when you hire and employ a PGA Professional at your facility, they provide you with unparalleled access to an array of resources, as they come with the strength of The PGA of America behind them, along with a greater and deeper understanding of the marketplace than ever before. Accordingly, facilities that staff PGA members consistently deliver higher golf fee revenue than their counterparts, according to a PGA PerformanceTrak™ survey.

As the driving force for your bottom line, the 27,000 men and women PGA Professionals are working hand-in-hand with the golf industry on the new, groundbreaking Golf 2.0 initiative to grow the game of golf through 2020. Using innovative marketing and in-depth market research and consumer analysis, PGA Professionals are reaching out to core golfers who play golf with a passion; enticing lapsed

“A golf professional whether he’s running just the shop... half the operation or the whole thing, he’s really the CEO of the business.”

— Peter Hill, Founder, Chairman, CEO | Billy Casper Golf

golfers who once played the game back to the course to enjoy it once again; and driving new audiences to take up golf for the very first time.

For nearly a century, PGA Professionals have successfully managed golf operations. As the industry’s standard bearer, they serve as the recognized teachers and leaders of the game. They play it well. They promote it passionately. And they care deeply about its future.

As the recognized experts in the game and business of golf, PGA Professionals are uniquely positioned to continuously acquire and integrate highly relevant skills for lifelong learning and training via a state-of-the-art PGA Education 2.0 program throughout their career which features:

- More than 600 hours of training that is required to gain membership into the world’s largest working sports organization, along with the passing of three comprehensive checkpoints and one of golf’s most difficult playing ability tests
- A digital course library of more than 2,000 training modules
- Advanced career-enhancing education opportunities to earn PGA Certified Professional and PGA Master Professional status within four dynamic certifications across six career paths



“Absolutely, I believe everyone should be hiring PGA Professionals.”

— Jim Hinckley, CEO | Century Golf Partners

Serving as leaders for growing the game in a dynamic marketplace, PGA Professionals implement groundbreaking initiatives steered by The PGA which are creatively designed to drive increased traffic and revenues at facilities nationwide such as:

- **GET GOLF READY** - Designed to bring new people into the game and former golfers back to the sport, Get Golf Ready is a highly successful adult player development initiative that offers an affordable five-lesson group instruction package, offered at courses nationwide.
- **TEE IT FORWARD** - A joint initiative between The PGA of America and the United States Golf Association, TEE IT FORWARD encourages golfers to move up to the set of tees that properly corresponds to their average driving distance, in order to make the game more fun and enjoyable — and drive more rounds at your facility.
- **WELCOME TO GOLF MONTH** - The PGA, Golf Digest and Nike Golf launched this new Play Golf America program in 2012, which evolved from the successful PGA Free Lesson Month, with additional complimentary introductory programs, orientations and Get Golf Ready clinics as part of an innovative promotion to further attract new golfers to the game.

Innovations such as these are the essence of The PGA brand, which represents the very best in golf.



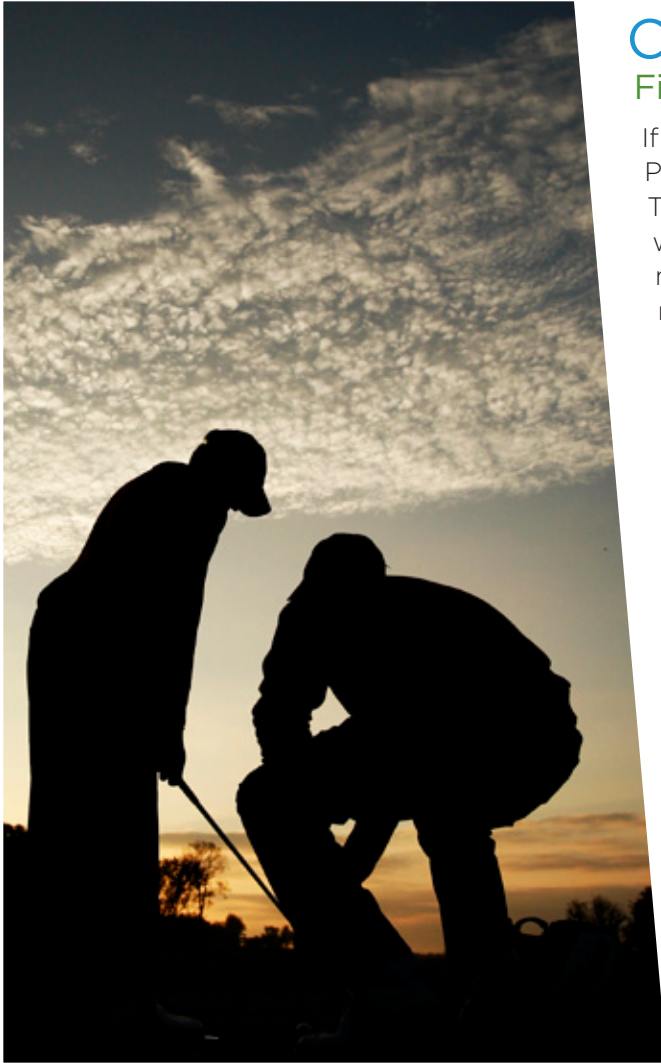
# SUCCESS STORIES

To support our entire membership, their employers and the industry's comprehensive Golf 2.0 strategic plan to grow the game, The PGA of America has developed a comprehensive collection of success stories, which includes case studies and a reporting service for PGA Professionals. They share their best ideas with you and your staff—in order to help improve operations, customer service, marketing, player development and your bottom line.

The PGA believes strongly in promoting the most successful industry case studies to our membership, in order to share the latest innovations presented by the men and women who comprise our Association and increase their value to you, the employer.

These success stories are stored on [www.Golf20.net](http://www.Golf20.net) –for you to work directly with your PGA Professional to tailor to your facility's specific needs both new and established workplace ideas, programs and practices, which are submitted by our membership from across the world.





# CAREERLINKS

Finding the perfect PGA Professional for your job is easy.

If you are looking to hire the industry's most uniquely qualified PGA Professionals, the vast resources of the PGA Employment Center is THE place for you to start. Here, you will find the CareerLinks database, which showcases a vast reservoir of talent— including information on more than 16,000 PGA Professionals. It is your resource to find the most professionally trained and highest qualified people in the industry.

CareerLinks is The PGA of America's award-winning complimentary employment referral service that matches employers with qualified PGA Professionals for positions such as:

- General Manager
- Director of Golf
- Head Golf Professional

The state-of-the-art Career Links database can instantaneously identify qualified PGA candidates based on your unique search specifications.

**Visit [www.PGA.com/Employment](http://www.PGA.com/Employment) to access CareerLinks today.**

From coast-to-coast, 12 highly skilled PGA Employment Consultants make the CareerLinks process fast and efficient. As an employer, you can turn to these experienced industry experts for complimentary assistance with:

- Developing position descriptions
- Facility needs analysis
- The interview process
- Compensation information

The goal of each Employment Consultant is to simplify the hiring process and help ensure that a mutually successful employment relationship is created.

## CareerLinks Step-By-Step Process:

1. Employers contact their regional PGA Employment Consultant for complimentary hiring assistance.
2. The PGA Employment Consultant will contact the current or exiting PGA Professional to verify the position vacancy.
3. The PGA Employment Consultant will help you identify the skills and experience that are appropriate for the position.
4. You may adjust the search criteria and geographic search parameters to influence the number of resumes you receive.
5. CareerLinks searches the database and identifies PGA Professionals who meet your search criteria.
6. PGA Professionals meeting the search criteria are notified electronically about the position, and if interested, they can submit a targeted resume.
7. You notify all applicants regarding the receipt of resumes and the status of the hiring process.
8. You review the resumes, select candidates to interview, and hire the most appropriate applicant.
9. You provide your PGA Employment Consultant with interviewee names, hired candidate name and compensation package.
10. The PGA Employment Consultant follows up with the employer and the CareerLinks hire to review customer satisfaction.

**To locate the PGA Employment Consultant in your area, go to [www.pgalinks.com/consultants](http://www.pgalinks.com/consultants) or call 800-314-2713.**

**“We routinely recommend the hiring of PGA Professionals.”**

*— Henry Delozier, Partner | Global Golf Advisors*

# PGA CAREERLINKS PLATINUM

The PGA CareerLinks Platinum service offers greater hands-on guidance to employers, while keeping the search committee involved and focused on making an informed hiring decision. This fee-based program includes customized hiring assistance and facilitation from PGA Employment Consultants who have utilized their expertise and diverse professional backgrounds and experience to successfully lead employers through the hiring process.

## **PGA CareerLinks Platinum provides:**

**On-Site Hiring Assistance** - PGA Employment Consultants provide on-site support and direction in developing a hiring plan and timeline.

**Candidate Communications** - PGA CareerLinks handles the receipt of resumes, applicant acknowledgements and job status communications, and then facilitates the notification of finalists for interviews.

**PGA Professional Status Verification** - The PGA CareerLinks Platinum service verifies active PGA membership status and current employment.

**Resume Review Facilitation** - PGA Employment Consultants will be on-site to facilitate an easy and objective resumé review process, so the committee can identify the most ideal finalists for the position.

**Interview Facilitation** - PGA Employment Consultants work with the committee to develop interview questions and strategies, including scheduling, tips and techniques, process guidance and evaluations.

**Background/Reference Checks** - The PGA CareerLinks Platinum service utilizes a preferred background screening company; a one-stop resource for all candidate-screening assistance.

**Compensation Package Assistance** - PGA Employment Consultants have access to the most extensive and accurate database of customized compensation statistics and benchmarks to help address your facility's unique status.

**Performance Review Strategy** - The PGA CareerLinks Platinum service assists you in the development of an effective orientation program and performance evaluation strategy that works to ensure a successful employment relationship.



# NEW! PGA PLAYER DEVELOPMENT MANAGERS

PGA Employment Consultants work jointly with nine new PGA Player Development Managers, who are based nationwide as yet another complimentary service from The PGA of America to help grow the game and business at your facility. These managers are strategically located in markets that have the highest latent demand — former golfers interested in playing the game again. This pool of 61 million “latent golfers” was identified through extensive research by the Boston Consulting Group and the groundbreaking Golf 2.0 initiative.

PGA Player Development Managers serve as advocates to industry employers, in order to leverage the PGA Professional’s critical role in growing the game. They serve as a teacher and business consultant to both PGA Professionals and employers on how to engage player development business plans, including professional staffing,

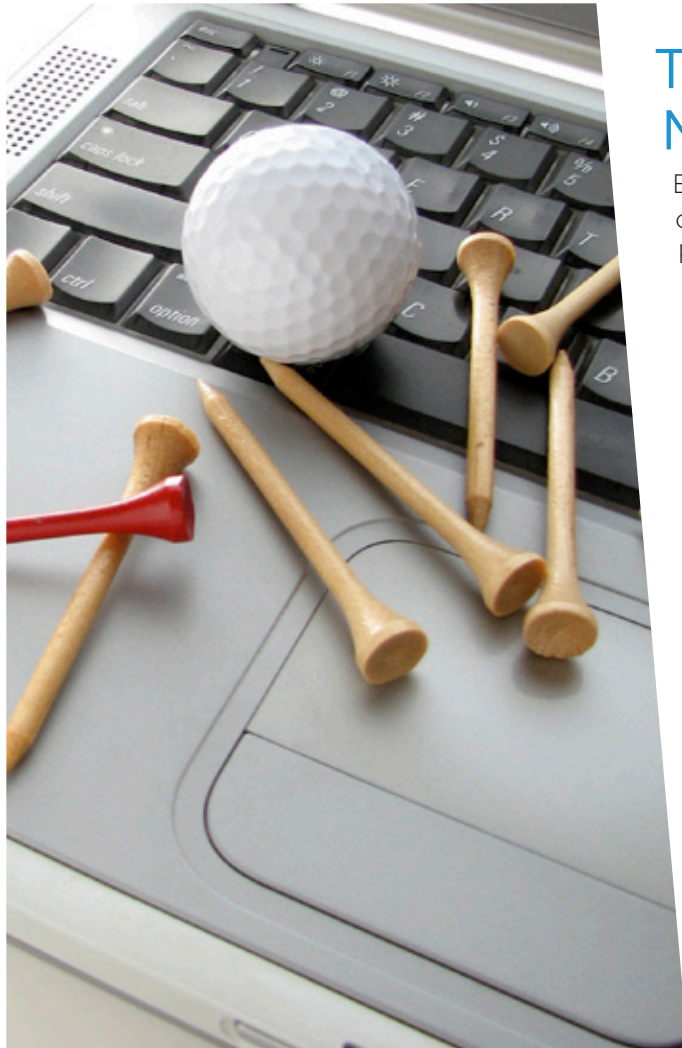
facility training and engagement, physical space requirements and marketing.

The PGA Player Development Managers cover the entire country but are based in New York, Chicago, Boston, Washington D.C., Atlanta, Dallas, Houston, Phoenix and Seattle, in order to tap into these large pools of demand.

This complimentary service is part of the great value a PGA Professional brings to your facility, in order to generate new rounds and revenues for your business.

**To discover more about the PGA Player Development Managers and what they can do to drive business at public, private and resort facilities, visit [www.Golf20.net](http://www.Golf20.net) or call 1-800-477-6465 Ext. 1763.**

**“The PGA Professional has the credibility beyond any other organization or Association.”** — *Dana Garmany, PGA, CEO | Troon Golf*



# THE PGA PROFESSIONAL MEANS VALUE

Extensive and comprehensive industry research we have conducted via the Boston Consulting Group is enabling PGA Professionals to better identify our customer than ever before. Uniquely positioned and qualified to attract and retain golfers, PGA Professionals have several lifelong education options, research tools and unique benefits that enable them to bring more people to the game and greatly enhance your business operations.

## PGA Certified Professional Program 2.0

Aligned with the goals of the Golf 2.0 strategic initiative to give PGA members a state-of-the-art skillset to grow the game of golf, the newly refined PGA Certified Professional Program 2.0 is an online, career-enhancing education curriculum that ensures that PGA members have the skills, competencies and job requirements demanded by today's employers and customers throughout the golf industry. Designed with direct input from employers and industry experts to immediately enhance PGA members' expertise and performance in the workplace, the all-digital PGA CPP 2.0 is an intuitive program that offers four general certifications:

- Golf Operations
- General Management
- New! Player Development
- Instruction

“The foundation that the PGA Golf Professional has and develops through the membership process and continuing education makes them such a valuable entity.”

— *Claye Atcheson, PGA, Vice President of Golf  
Marriott International*

Once the PGA Certified Professional status is earned through this comprehensive education and training program, a PGA member may then pursue the highest designation from The PGA of America – PGA Master Professional.

Nearly 800 PGA members have earned the prestigious designation of either PGA Certified Professional or PGA Master Professional. A PGA Professional must be a member for at least eight years before pursuing PGA Master Professional certification.

## PGA JobFinder

You can find qualified workers in your area to fill a variety of golf industry positions from PGA Teaching Professionals to Clubhouse Staff to Manufacturer’s Sales Representatives on The PGA’s complimentary job-posting site – PGA JobFinder at [PGA.com/Employment](http://PGA.com/Employment), which hosts many of the approximately 500,000 employment opportunities in the golf industry:

- Accounting
- Health and Fitness
- Instruction
- Ownership/Leasing
- Retail
- Marketing and Sales
- Corporate Management
- Administration
- Manufacturing
- Food and Beverage
- Agronomy

The PGA of America puts an even greater focus on PGA JobFinder each February during National Jobs in Golf Month, which kicks off the hiring season at many facilities.

## Find A PGA Professional

Your Link to Golf's Experts. One of the most critical needs for an employer is to be able to market and sell their facility in a cost-effective manner. Through Find A PGA Professional on PGA.com, you can utilize a tool that enables clients to contact PGA Professionals staffed at your facility.

This free service, which is available at [www.PGA.com](http://www.PGA.com) — one of golf's most popular Web sites — connects you to new avenues of potential revenue growth immediately.

## The Golf Management Program

Employers can direct staff interested in becoming PGA Professionals to discover the different paths available for PGA membership at "PGAandYou." This comprehensive resource provides information on the 20 different colleges and universities that offer the PGA Golf Management University Program, along with the traditional PGA Apprentice Program at PGA Village in Port St. Lucie, Fla.

**Visit [PGA.com/employment](http://PGA.com/employment) for more information on how your staff can reach the next level as proud members of The PGA of America.**

## Growth of the Game Programs

The PGA Professional is armed with national marketing support and growth of the game programs that are designed to increase play and your bottom line. These player development programs are supported by the golf industry.

Some of the most popular programs include:

- Get Golf Ready
- Welcome to Golf
- *TEE IT FORWARD*
- PGA Sports Academy

Each program is designed to address cost and time barriers for the game and enhance a player's skills and enjoyment, which leads to increased participation and revenues for the industry. For example, 78 percent of Get Golf Ready students report continuing or practicing the game within the first year. Meanwhile, an impressive 63 percent of students in the Get Golf Ready program from three years ago are still playing the game today, as they average more than 30 trips to the golf course each year.

These professionally developed programs are targeted to reach key consumer demographics,

focusing on new, former and existing adult golfers, as well as various niches, such as women, families, juniors, couples and seniors, through group instruction and organized play.

These Growth of the Game Programs are supported by an industry-led, multi-million dollar national marketing and advertising campaign, delivered through broadcast, print, Web and media outlets. The promotions, news reports and public relations efforts encourage consumers to connect to PGA facilities and their programs via PlayGolfAmerica.com. This complimentary Resource Center promotes and manages Growth of the Game Programs on behalf of participating facilities.

### *PGA Magazine*

The PGA of America provides a facility's owner or a key individual at every PGA-member facility with a complimentary subscription to *PGA Magazine*. As the one of the industry's most respected and time-honored publications, *PGA Magazine* covers golf business industry trends and issues, with an in-depth focus on the employer as the customer—as well as other important influences on the golf industry, such as player development, engaging lapsed golfers, retaining core golfers and marketing the game to new and diverse audiences, including women, minorities and juniors.

# GET GOLF READY

*Looking for an easy and affordable way to discover golf?*



## WELCOME TO GOLF MONTH

Thousands of PGA and LPGA Professionals are ready to welcome you to the game!

During **WELCOME TO GOLF MONTH** you can:

- Receive a complimentary 10-minute lesson
  - Participate in introductory programs
  - Be part of a golf clinic or orientation
  - Discover the fun and healthy benefits of playing golf
- Participants in **WELCOME TO GOLF MONTH** activities in May and you could WIN a set of Nike golf clubs! Come join the fun and give golf a try!

**FREE LESSONS**  
Bring Your Friends and Family



Play Golf America

Learn more at [PlayGolfAmerica.com/WTG](http://PlayGolfAmerica.com/WTG)

Golf Digest NIKE GOLF PGA

EVENT DETAILS:

DATE: \_\_\_\_\_

TIME: \_\_\_\_\_

**Register Today at**  
**GetGolfReady.com**





## PGA Championships and Events

Through your PGA Professional, employers also receive complimentary admission to a variety of PGA of America events and Championships. Employers can attend the PGA Championship, Ryder Cup, Senior PGA Championship and PGA Grand Slam of Golf gratis, when accompanied by their PGA Professional.

In addition, employers receive complimentary admission to the annual PGA Merchandise Show and PGA Expo – the industry's two largest trade events.

## PGA Research

The PGA Consumer Marketing Department provides PGA-member facilities with a variety of complimentary research information and business tools to enhance their knowledge and performance such as:

- Annual Operations
- Pace of Play
- Player Development

## PGA.com

The PGA of America partners with Time Warner, a global leader in media and entertainment, to produce PGA.com and other innovative e-business services that promote the game and connect golfers with PGA Professionals to drive the business of golf. PGA.com and the related event microsites garner more than 30 million site visits, 10 million video streams, 300 million page views annually making these digital assets an effective way to message avid and casual golfers alike.

By harnessing this significant consumer traffic, PGA.com promotes high-interest products such as the PGA.com Value Guide, Course Finder as well as game improvement, tracking and analysis tools. In addition, PGA.com links these consumer products with business solutions for the PGA Professional such as the PGA Trade-in Network, Yield Management and player development programs to connect golfers with PGA Professionals and courses to transact and enhance their business.

The screenshot shows the PGA.com website. At the top is a blue header with the PGA logo and 'HOME' text. To the right are navigation links: 'NEWS & EVENTS', 'COURSES', 'EQUIPMENT', and 'INSTRUCT'. Below the header, on the left, is a 'FEATURED INSTRUCTORS' section with four portraits and names: Christopher J. Fry, Judy Begin-Sloan, Joseph I. Casey, and Scott Pekovich. To the right of this is a large green area with the text 'Instruction from the experts.' and a search bar for 'Instructor's Last Name' or 'ZIP'. Below this is a link to 'Watch instruction videos'. At the bottom of the green area are two buttons: 'FIND a COURSE' and 'FIND EQUIPMENT'. Below the green area is a large photo of a golfer in mid-swing, with a smaller photo of HP Byron Nelson below it. To the right of the golfer photo is the text 'Where he left off' and a paragraph about Ryan Palmer's performance. At the bottom are four links: 'Complete coverage', 'Volvo: No clubs, no problem', 'N'vide: Stiles leads BMW', and 'More golf news'.

PGA HOME

NEWS & EVENTS COURSES EQUIPMENT INSTRUCT

FEATURED INSTRUCTORS

Christopher J. Fry, PGA  
Scottsdale, AZ

Judy Begin-Sloan, PGA  
Plymouth, MN

Joseph I. Casey, PGA  
Reno Valley, NV

Scott Pekovich, PGA  
Billings, MT

Instruction from *the experts.*

Instructor's Last Name or ZIP

Watch instruction videos

FIND a COURSE FIND EQUIPMENT

Where he left off

Ryan Palmer, who lost in a playoff last year, fired a 64 Thursday to grab the lead in the HP Byron Nelson Championship. Marc Leishman and Alex Cejka are one stroke back, while Players Championship winner Matt Kuchar tops a group of seven players at 66.

Complete coverage Volvo: No clubs, no problem N'vide: Stiles leads BMW More golf news

# PGA PERFORMANCETRAK™ IN COOPERATION WITH THE NGCOA

Created in 2005, PerformanceTrak serves an industry-leading role in providing PGA Professionals, their employers and the industry with business metrics, benchmarking tools and information to enhance facility performance. This has been strengthened through an alliance with the National Golf Course Owners Association and through support of golf's research organizations.

Through the confidential and complimentary service, PGA Professionals, employers and NGCOA members are provided with reporting tools to enable them to quickly enter monthly data, benchmark their performance against their market and act on changing market conditions on a timely basis.

More than 3,000 golf facilities participate in PerformanceTrak on a monthly basis, via a universal rounds played and key performance indicator reporting database that provides for significant regional and local market reporting capabilities.

By collaborating with the National Golf Course Owners Association, The PGA collects and reports benchmark results through a single data collection process, a single database,

and a specialized customer service and operations team. Expanding this collaboration even further in 2010, the combination of these two programs provides an even more robust set of data to support better decision-making based on more local reporting and represents a continued program for a standardized financial benchmarking solution for the industry.

Rounds played and top-line facility revenue reports are created by facility type for 41 PGA Sections, all 50 states and more than 70 local markets. Reports address monthly and annual performance for current and prior years as well as benchmarking of individual facility results against like facilities.

Utilizing PerformanceTrak allows facility management to monitor rounds played, days open, impact on operations due to weather, and key performance indicators including golf fee revenues, merchandise sales, food & beverage revenue and total facility revenues in gross along with revenues per round played.

PerformanceTrak is a key tool for collaboration between employer and employee and with facility owners, Board members and management. PerformanceTrak provides reports that PGA Professionals can share with their

**Your Facility Name**

**Monthly Rounds Played\***  
A round of golf is defined as one person who tees off ... see more

**Days Closed This Month\***  
A day in which your course was closed due to climate ... see more

\* Required Fields

**Key Performance Indicators (KPIs)**

**New!** To improve data quality for reports for all PGA Professionals, a valid prior year revenue figure for any of the KPIs is **required** if you submit a current period value. For example, current month current year golf fee revenue must be accompanied by the golf fee revenue for the current period **prior year**.

**Monthly Golf Revenue**  
Includes green fees, guest fees, trail fees, cart fees and ... see more

**Monthly Merchandise Revenue**  
Includes revenue from golf equipment, apparel, accessories, ... see more

**Monthly Food & Beverage Revenue**  
Includes revenue for grill, dining room, snack bar, ... see more

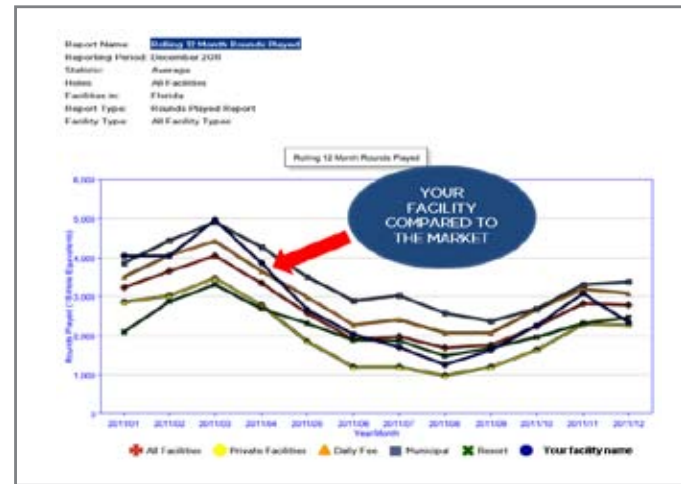
**Monthly Total Facility Revenue**  
Includes facility-wide revenue from all sources for ... see more

[Click here to submit](#)

employers including facility specific reporting for benchmarking. The reports can be used for meetings and presentations to provide information for managing the business.

Participation can prepare the Professionals for management or operational positions. It also supports more informed business decisions as an owner/operator to evaluate performance and identify areas that need improvement.

Participation in PerformanceTrak increases a PGA Professionals' engagement as an employee. By using



the reports to show improvements from programs implemented, PGA Professionals can demonstrate their contributions.

PerformanceTrak will also be a key measure for Golf 2.0 strategies.

**To request start up materials or more detailed information please contact PerformanceTrak at [PerformanceTrak@pgahq.com](mailto:PerformanceTrak@pgahq.com).**

# PGA PARTNER BENEFITS

Employers of PGA Professionals reap the rewards of unrivaled marketing and operational benefits.

Employing a PGA Professional means that your facility has the opportunity to take advantage of special programs from select PGA Partners. Bauer GolfWorks, Oasis Outsourcing, OfficeMax, PepsiCo, PGA Merchant Processing and Validex Employment Screening offer national account pricing, discount programs, and/or valuable free education and training resources that can positively impact your facility's bottom line. Atlas Van Lines, National Car Rental and Enterprise Rent-A-Car offer discount programs that can be extended to your facility staff and to your club members. These programs can provide increased value to your membership programs.





### **PGA Insurance Options**

The PGA Preferred Golf Course Insurance Program provides money-saving risk solutions for all of your golf course insurance needs. A significant advantage of this program is that it is an open brokerage arrangement; meaning the insurance coverages can be accessed directly through Bouvier Insurance or directly through an agent of your choosing. The program also offers all PGA Professional-staffed facilities PASS (Peril Assessment Scoring System)®; a free, online tool to help you more easily identify and manage potential risk exposures. In addition to these property casualty products, PGA Professionals in good standing with The PGA are provided a blanket liability insurance policy.

### **Golf Retirement Plus™**

Golf Retirement Plus provides employers with a unique opportunity to participate in a well-established supplemental retirement program that offers benefits and no administrative or regulatory burdens, i.e. ERISA, for CMAA Club Managers, GCSAA Superintendents and PGA Professionals. More than 7,000 industry professionals at 5,200 facilities are participating in Golf Retirement Plus.

**“From a business perspective, there is no question that PGA Professionals can bring a network of connections.”** — *Mike Read, Sales Director | Club Car*



PGA™

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[PGALINKS.com](http://PGALINKS.com) | [pga.com/employment](http://pga.com/employment)