

WOMEN'S INITIATIVES

Dedicated to promoting diversity, The PGA of America and allied associations have welcomed women to the game by providing programs and activities designed to attract new female golfers and re-energize occasional women golfers. During the past five years, women have emerged as the fastest-growing demographic for growing participation in the game.

Since its inception, Play Golf America programs have consistently connected women with golf programs and activities. American Express Women's Golf Week/Month has reached more than 105,600 participants since its inception in 2005 – meeting the goal of attracting women to the game. Combined with the other National Promotions, Play Golf America has provided direct golf experiences to more than 292,000 women since 2004.

An important partner in growing the women's golf market is the Executive Women's Golf Association (EWGA). The EWGA has developed into a network of nearly 20,000 members with more than 125 chapters across the United States, Canada and France. Since its inception, more than 85,000 women have benefited from membership in the EWGA. Based on an average of 165 members, each EWGA Chapter generates more than \$550,000 annually in golf-related spending for their communities, which projects to a five-year cumulative impact of \$2.7 million per local market.

In 2008, the first-ever Women's Play Golf America Day was held at the PGA Learning Center, in Port St. Lucie, Fla. More than 500 women attended this milestone golf instruction event. Similar efforts were duplicated by the UNLV PGA Golf Management Program, multiple PGA Sections and at the Ryder Cup.

Other women's initiatives included:

- LPGA Golf Clinics for Women presented by MetLife, which were promoted on PlayGolfAmerica.com
- Working directly with women's organizations such as Women in Government Relations and the Women's Foodservice Forum to provide a variety of golf instructional experiences
- *PGA Magazine* launching a monthly section devoted to women's golf initiatives and dedicating 70 pages of editorial for its May 2008 cover story on the impact women are having on the game
- A series of broadband shows called "Join the Club - Better Golf For Women" presented by Kohler and featured on PGA.com. The programs showcase leading female executives and their passion for golf



DIVERSIFYING THE GAME

An important strategic direction for Play Golf America is promoting the game to everyone across the country, utilizing proactive initiatives to foster diversification. Over the years, minority participation has consistently accounted for 23% of Play Golf America Days attendees and online registration tool users — these rates are significantly higher than the NGF, which reports that minorities represent just 14% of the overall golf population.

Play Golf America diversity initiatives include:

- Hosting annual Community Relations programs in association with the PGA Championship. Local organizations are invited, which drives a high percentage of minority participation
- Play Golf America programs conducted at the National Society of Black Engineers and Central (Ohio) State University functions
- Conducting “Juego Golf America” in partnership with the National Pan American Golf Association, where 67% of the attendees were Hispanic American
- Coordinating “Capital Initiative,” which centered on the African American community and used historic East Potomac Golf Course in Washington, D.C. for a Play Golf America Day

INDIVIDUALS WITH DISABILITIES

Golf is often touted as a “game of a lifetime,” as it can be enjoyed by people of all ages. Through Play Golf America, the industry has made strides to take this philosophy to a higher level by proclaiming that golf can be enjoyed by people of all abilities, too. By supporting the National Alliance for Accessible Golf and teaming with several other organizations, Play Golf America delivers and promotes opportunities for individuals with disabilities to get out and enjoy golf by:

- Employing the inspirational Dennis Walters, a paralyzed trick-shot professional, to promote the game and provide inspirational messages as special events, especially targeted for audiences of people with disabilities
- Launching the PGA/Disabled Sports USA Military Golf Program
- Adding an entire section on PlayGolfAmerica.com dedicated to promoting golf to individuals with disabilities
- Providing, as part of a cross promotion within PGA Free Lesson Month, instruction for more 3,700 golfers with disabilities who have taken part in this program since 2006
- Coordinating a variety of Play Golf America programs for Special Olympics Golf

COLLEGE STUDENTS

With financial support from The PGA of America and Ryder Cup players and captains, 65 colleges have added Golf: For Business and Life, a program designed to help grow the game at the university level by teaching students basic golf skills, etiquette and terminology. An estimated 10,000 college students took this class from 2004-2008, with approximately 58% enrolling as new to the game, and 32% women.

In 2008, the program was transferred to fall completely under the Play Golf America umbrella. This called for renaming the program “Play Golf America University,” expanding efforts to include recreational programming and hosting all resources on PlayGolfAmerica.com.