



As we are all well aware, the recent state of the economy is affecting every sector of American business, including the golf industry. We are seeing many of our PGA Professionals facing difficult circumstances, from PGA General Managers and Directors of Golf, to PGA Apprentices – budget and staffing cuts, job losses, facilities in trouble, and general uncertainty about what the future holds. While facilities dependent on real estate sales may have been the hardest hit, it appears that PGA Professionals at facilities of all types are being impacted to some degree.

While there are no quick fixes, the PGA of America is committed to providing support during these challenging times, and I am available to assist you in a variety of ways – providing counseling, job search strategies, resume critiquing, negotiating, networking, maximizing your use of CareerLinks and PGA Jobfinder, and utilizing all the resources available to you from the PGA.

Recently, all PGA Professionals received an e-mail from PGA President Jim Remy highlighting “**Your PGA Blueprint for the Changing World**,” a ten-step action plan for utilizing PGA programs and resources to help you increase your value as a PGA Professional and communicate that value to your employer. "Your PGA Blueprint for the Changing World" is a multifaceted program that will assist you in career and professional enhancement, facility management, growing the game and your customer base, and more. This plan identifies three major areas of support and offers the following steps that can help you take full advantage in each area:

#### **Career Management**

Regardless of the economic conditions, it's important to always be prepared to respond quickly for either a professional opportunity or challenge.

1. Complete your PGA Professional Report, a free online tool, which will produce a professional-looking document you can use to communicate your accomplishments to your employer. The report tool is available on the PGALinks Employment Center.
2. Update your CareerLinks Profile by completing the 2009 PGA Membership Survey beginning January 7 (see below).

#### **Professional Enrichment**

To remain competitive, professionals in any discipline must continue to grow through continuing education, enhancing your knowledge and making you more valuable to your facility and your employer.

3. Attend the PGA Merchandise Show and participate in the Education Conference.
4. Begin or make progress in the PGA Certified Professional Program.

#### **Facility Promotion / Management**

Facilities are looking for ways to reduce their costs for promotion. As a PGA Professional, you can bring promotional value to your facility through a variety of branded PGA of America programs. Along with managing expenses, facilities will need to maintain and grow revenues to be successful. As the PGA Professional, you are uniquely positioned to be the driving force to generate revenues for your facility.

5. Complete PGA ProFinder Facility Profile.
6. Take advantage of PGA Partner Programs.
7. Use the PGA brand in your business (flag, door decals, stationery, business cards, POS, etc.).
8. Participate in PGA PerformanceTrak and utilize its reporting features.
9. Register your facility programs with Play Golf America.
10. Explore the PGA Best Practices offered by your fellow PGA Professionals.

To get started, go to [www.pgalinks.com](http://www.pgalinks.com) and look for “Your PGA Blueprint for the Changing World,” where you will find easy to access direct links to each of the above items.

#### **STAY ACTIVE IN CAREERLINKS**

The biennial PGA Membership Survey, the tool that updates your CareerLinks ProFile, will be live on PGALinks.com beginning January 7, 2009. The survey will give you the opportunity to review and update your work history, skills, and future preferences to assist CareerLinks in notifying you about jobs that match your qualifications and employment objectives.

You will be required to complete the 2009 Membership Survey by March 15, 2009 to stay active in CareerLinks and ensure that you will continue to receive e-mailed job notifications when you match an employer's search specifications. PGA members and apprentices in good standing are eligible to participate in CareerLinks. PGA members who complete the Survey by March 15 will earn 2 MSR credits (maximum of 5 survey credits per MSR cycle year).

Best wishes for a successful 2009 season, and please don't hesitate to contact me if you have any questions or would like assistance with any PGA employment services.

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