



I hope you and your family enjoyed the Holiday season and are looking forward to a successful 2012. With the beginning of the New Year, I want to remind you that I am available to assist with your career and employment needs, which includes utilizing the PGA of America's employment services available to PGA Professionals. Here some important reminders...

PGA Compensation Survey

The annual PGA Compensation Survey will be available on PGALinks beginning January 4, 2012. Please take a few minutes to complete this very important survey, and make sure everyone on your PGA staff does so as well. Your participation will help provide useful compensation data when you need it for negotiations, job searches, budgeting, and hiring. It will also provide valuable information when we work with employers on your behalf to upgrade PGA Professional compensation.

To keep you and your fellow Kentucky PGA Professionals armed with the most accurate compensation statistics, the KPGA asks that every member and apprentice complete the survey, from assistants to our most experienced members. It's important to note that all individual survey responses are completely confidential. Nobody sees your personal information, so please don't let concerns about confidentiality be a deterrent to participating in the survey. PGA members will earn 2 MSR credits by completing the survey by March 16, 2012.

New CareerLinks Email Notifications

You may have noticed that CareerLinks email job notifications have been streamlined. The email notice now contains the job title along with the name and location of the facility. If you are interested in the opportunity, you can view all of the following with one click on the link within the email:

- Facility information
- Job description
- Experience and skills requirements
- Facility operational statistics
- Compensation components and projections
- Benefits package

You will have an option to print all of the above information with one command. If you delete the email, you will still be able to access all the information through PGALinks.com. As in the past, if you plan to apply for the position, you can obtain contact information and resume delivery instructions by selecting "Yes, I will be sending my resume" from the drop down list at the bottom of the job information page.

Update Your CareerLinks ProFile

There is no better time than the beginning of the year to review and update your personal CareerLinks ProFile, located on the PGALinks Employment homepage. This is especially important if you have recently changed jobs or PGA classifications, gained additional experience, or would like to modify your future preferences. In particular, make sure your PGA employment history is correct and all facility information is complete. If you have not updated your ProFile within the past 18 months, you will receive an e-mail from the PGA asking you to do so to remain active in CareerLinks.

If you have any questions about CareerLinks or your CareerLinks ProFile, please contact me.

Golf 2.0 Education Programs at PGA Merchandise Show

Jack Nicklaus will join the PGA of America and industry leaders at the 2012 PGA Merchandise Show in Orlando, Florida to promote Golf 2.0, golf's new strategic plan to grow participation in the game. This event will take place on the PGA Forum Stage on the opening day of the PGA Show, Thursday morning, January 26.

Golf 2.0 will be a major focus of the PGA Merchandise Show, with educational and promotional opportunities across multiple platforms throughout the week including the Outdoor Demo Day, on the PGA Forum Stage, during the PGA Education Conference, within exhibits on the Show floor, and reflected in nearly every new program and presentation.

Golf 2.0 will be featured in the PGA Show Education Conference, where PGA members will learn how to implement Golf 2.0 strategies to grow the game and discover tools to drive revenue and showcase their value. The focus will be on the three core strategies of Golf 2.0:

- **Retain/Strengthen the Golfing Core:** Get to know who your customers are and how to deliver different experiences to them.
- **Engage "Lapsed" Golfers:** Recognize the influence of women and engage the entire family.
- **Drive New Players:** Learn why it is important to reach the 84 percent of American households without a golfer, and engage minorities.

Visit www.pgashow.com for additional information and to register for the 2012 PGA Show Education Conference. For updated information on Golf 2.0, visit www.golf20.net.

In addition to the PGA Show Education Conference, additional complimentary Golf 2.0 education programs will be offered in the PGA Member Business Center on a first come, first served basis. A schedule of these programs will be available in the January issue of PGA Magazine and also on PGALinks.com.

Best wishes for a successful 2012 season, and please don't hesitate to contact me for assistance with any PGA employment programs or services.

Dick Bradow is an Employment Consultant for the PGA of America and a PGA Certified Professional. He can be contacted at (502) 458-2002 or by e-mail at dbradow@pgahq.com.