



2010 PGA Compensation Survey Results Available

Thanks to all Kentucky PGA Professionals who participated in the 2010 PGA Compensation Survey and helped create the golf industry's most comprehensive data on PGA Professional compensation. To access the results of the survey, go to the PGA Employment homepage on PGALinks.com. As with the 2008 Compensation Survey, PGA Professionals can create customized reports on total income, base salary, lessons, merchandising, benefits, and more.

Reports can be filtered using a combination of parameters, including PGA section or state, job title, facility type, facility fee structure, job and facility tenure, and number of holes. As a new feature this year, you can also create a customized and printable PDF report.

Here's a tip on creating a compensation report – if you use a large number of filters, you may find that the sample size is too small to provide sufficient data for the report. This will be designated by a series of asterisks where the data would normally appear. If this happens, there are two things you can try – either broaden your search region (using multiple sections or states) or remove one filter at a time (starting with the least important) until the report produces data.

Your Resume – Thinking Ahead

Unless you are unemployed or actively seeking a new job, updating your resume is probably the last thing on your mind during the height of the golf season. However, all those activities you are running now can become a critical part of your resume in the future, and it's important to be able to document and quantify your accomplishments.

So as you go through the season, keep a record of any successful programs or activities you have implemented, and include statistics to quantify the results if possible. Then when you sit down to update your resume in the off-season, you won't forget anything. This information can also be effective during performance evaluations and contract negotiations to help you show your value to your employer.

When employers review resumes of job applicants, they are looking for content that demonstrates a record of producing results, such as increasing rounds, revenues, memberships, and participation in events; reducing costs without sacrificing the level of service; improving operational efficiency, etc. Conversely, you will most likely be eliminated from consideration if your resume reads like a generic job description, without any accomplishments or documented results.

Here are some examples of what employers want to read:

- Exceeded total golf operations revenue budget by 10% in 2009
- Planned, promoted, and coordinated 40 tournaments and increased new outing revenue by 15%
- Implemented new merchandising program, increasing sales by 20% to over \$250,000
- Coordinated new membership promotion, resulting in a net gain of 25 members
- Reorganized golf shop and outside service staffing, resulting in a 15% reduction in payroll costs
- Developed new pace of play program, reducing average peak playing time from 4:30 to 4:10

And here is what will get your resume put on the "No interview" pile:

- Managed golf budget
- Ran tournaments and outings
- Responsible for merchandising
- Supervised personnel
- Gave lessons and clinics

To help in building your resume, I would encourage you to review the resume tips and samples on the PGA Employment homepage on PGALinks for ideas on format, style, content, use of the PGA logo, etc.

Don't hesitate to contact me for assistance with the Compensation Survey, your resume, or any PGA employment services.

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