



PGA
Employment Services

CAREER NOTES March/April 2009

By Dick Bradow, PGA Employment Consultant

With the recent economic downturn, many people have seen their financial situation change, which may cause them to rethink how they spend their discretionary dollars on recreation, vacations, and luxuries. Naturally, this may include membership in clubs, frequency of playing golf, travel to golf resort destinations, buying new golf equipment, etc. The good news is that historically, golf has been resilient during challenging times, and people have continued to play golf and use the game as a release from the other stressful things going on in their lives.

This will provide an opportunity for PGA Professionals to capitalize on customers who may focus their golf activities and leisure time at their local courses and clubs rather than traveling. It also gives PGA Professionals a unique opportunity to be the “Most Valuable Player” at their facilities by providing an enjoyable golf experience to their customers while enhancing their value to their employers.

Here are some thoughts for the upcoming season:

- Do everything possible to strengthen your relationship with your employer – make sure you know what your employer’s priorities are and communicate frequently on what you are doing to achieve the objectives.
- Evaluate your operation from a business planning standpoint, with an emphasis on increasing rounds and participation, providing better services to your customers, controlling expenses, and improving efficiency.
- Focus on yield management and develop creative programs to fill the non-peak times on your tee sheet – for ideas, visit “PGA Best Practices” on PGALinks to learn about proven programs that work.
- Develop activities to get the entire family involved – short course set-up, reduced number of holes, family clinics, games and contests, etc.
- Help increase revenues and utilization by incorporating golf activities with food and beverage services and other facility departments.
- Offer to take on more responsibility – assisting with member recruitment, developing marketing programs, promoting your facility in the community, etc.
- Be visible and be there when it counts – spend more time interacting with your customers, staff, employer, and other department heads and personnel.
- Utilize PGA programs and resources to grow your customer base, impact the bottom line, and enhance your value – Play Golf America and the new “Get Golf Ready” program, PerformanceTrak, PGA Professional Report, Certified Professional Program, PGA Profinder, PGA Partner Programs, and the PGA logo and brand.

Most importantly, even if things are really tough, make the choice every day to have a positive attitude, put a smile on your face, and take the “glass half full” approach with your customers, staff, and employer. By taking the lead in setting the tone and energy level at your facility, your attitude will rub off on everyone around you and will help keep your staff motivated and your customers enjoying their experience.

Also, make it a priority to reserve time for family, golf, and the other important parts of your life. By finding activities to help you relax and divert your attention away from work, you’ll stay fresher and be more effective throughout the season.

STAY ACTIVE IN CAREERLINKS

If you have already completed the 2009 PGA Membership Survey and updated your CareerLinks ProFile, thank you for your support and continued participation in CareerLinks. If not, you must complete the survey by March 15 to stay active in CareerLinks and continue to receive notifications for new management level employment opportunities. The 2009 PGA Membership Survey is available on the PGA Employment Center homepage on PGALinks. 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 would like 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.