

Merchandiser of the Year

(Established 1978) Presented in conjunction with the Association of Golf Exhibitors (AGE), this award recognizes those PGA Professionals who have demonstrated superior skills as merchandisers in the promotion of golf. The candidates are judged in the following areas: Merchandising Performance (Profit Margin, Turn Rate, Cost of Goods, Sales), Details and Innovation, Displays, Merchandising Techniques, Inventory Mix, Shop Operations, Merchandising Philosophy, Staff Training.

Horton Smith Award

(Established 1965) This award is designed to recognize individual PGA golf professionals for their outstanding and continuing contributions to developing and improving education opportunities for the PGA golf professional. The guidelines for this award are: Contributions to the national PGA Education program, Contributions to educational programs and seminars in the PGA Sections, Contributions and assistance toward the development of articles and materials which benefit and relate to education, Contributions to building the image of both the PGA golf professional and the Association.

Junior Golf Leader

(Established 1988) This award is designed to recognize a PGA golf professional who is a leader in junior golf, reflects the qualities and ideals of those who work with our nation's youth, and provides opportunities and experiences for juniors to learn and play golf. The guidelines for this award are: Contributions to junior programs and the events in the PGA Section, including service as chairperson or a member of the Junior Golf Committee, Involvement in the promotion and development of junior golf at the facility and also within the community. Support of PGA Junior Golf programs, Overall image, service and leadership in the area of junior golf, Overall integrity as an individual and acceptance by junior golfers as a person of outstanding character.

Bill Strausbaugh Award

(Established 1979) This award is presented to those PGA members who by their day-to-day efforts have made significant contributions through mentoring of PGA Professionals. The award also considers the integrity and character of the PGA member, their service to the Association, involvement in community and charitable activities. The guidelines for this award are: Contributions to building the image of the game of golf, the PGA Professional and the Association, Involvement and significant contributions through mentoring of PGA Professionals and impacting their careers, Overall integrity and character of the PGA member, Involvement in community and Association activities including civic and charitable activities, Service to the Association.

Teacher of the Year

(Established 1986) This award bestows special recognition on a PGA Professional who has performed outstanding service as a golf instructor. The guidelines for this award are: Overall performance as a golf professional at his/her facility, Service to his/her section and the Association, Leadership ability, Image and ability to inspire fellow professionals, Promotion of golf, National impact on teaching and golf instruction, Involvement in junior golf activities at the facility and in the community, Innovative contributions to golf instruction, Articles written for publication in books and magazines.

President's Plaque

(Established 2006) – Designed to recognize individual PGA Professionals for their extraordinary and exemplary contributions and achievements in the area of player development. This award considers the Professional's growth of the game leadership commitment at the Section and National levels, plus the impact made at his/her own facility.

Professional of the Year

(Established 1955) The highest honor paid to a PGA Professional. Sections use the following guidelines to determine nominees for this prestigious award: Overall performance as a golf professional at his/her facility, Level of service to his/her section, and to the Association, Leadership ability, Image and the ability to inspire fellow professionals, Promotion of golf.