



## KPGA Vision – 2010

*In December 2010, the leaders of the KPGA will be able to reflect upon accomplishment of the following goals, established in the autumn of 2005.*

- I. Golf House Kentucky has been constructed and serves as a model for other sections and associations with similar aspirations.  
***Comments – This has been accomplished.***
- II. Our relationship with the Kentucky Golf Association continues to be very positive, and we continue to work actively to promote the Kentucky Golf Foundation, junior golf programs, and promotion and growth of our USGA Handicap® computation service of choice (GHIN®).  
***Comments – Our relationship with the KGA is very positive and strong.***
- III. Our growth of the game efforts continue to be strong, lead by an active Growth of the Game Committee, with continued emphasis on The PGA of America's Play Golf America Program.  
***Comments – We have been active in our promotion and support of Play Golf America, with as many as three events in some years (2008).***
- IV. Our education program for members continues to be strong, with successful and well-attended semi-annual business meetings and education seminars.  
***Comments – This statement remains true, and our meetings continue to be well attended (between 55-70% at each meeting), with our fall meeting expanded to two days and two seminars.***
- V. Our net assets have surpassed \$1,000,000.  
***Comments – I do not anticipate us reaching the level by the end of 2010, given losses on investments. I expect our annual operating budget revenues to remain strong.***
- VI. The 2008 Ryder Cup Matches were a memorable experience for the section and the membership, with all members interested in participating having the opportunity to do so. The Section was also successfully able to capitalize on the opportunity.  
***Comments – Accomplished***
- VII. Our relationship with our PGA Employment Consultant continues to be positive and productive, and we now have a KPGA presence at over 60% of eligible facilities and institutions in Kentucky.  
***Comments – Our relationship is very positive, but, we will not reach the goal of 60%.***

- VIII. Our corporate partner/sponsor program continues to be successful, with all KPGA competitions and events fully sponsored. This includes all competitions, fall meeting, spring meeting, Player of the Year awards, and patron alliances.

***Comments – Up until 2009, we saw record amounts of sponsor revenue for four consecutive years.***

- IX. Our section tournament program is strong, with tournament formats, venues, and purses continuing to be evaluated on a yearly basis by the KPGA Tournament Committee and the Board.

***Comments - I believe this statement could be characterized as true.***

- X. We recently recognized the 7<sup>th</sup> anniversary of the KPGA Tee Pass.

***Comments – Tee Pass will complete its sixth year in 2009, with 581 customers and profits of approximately \$3,000. The program has netted approximately \$30,000 for the KPGA since inception.***

- XI. We recently recognized the 9<sup>th</sup> anniversary of our Las Vegas Pro-Am.

***Comments – We conducted our 8<sup>th</sup> annual event in October, and though participation was at an all-time low of eight teams, the event remained profitable and I expect it to grow in 2010. The program has netted approximately \$60,000 for the KPGA since inception.***

- XII. The KPGA Junior Golf Academy has been established.

***Comments – Development has been delayed, and current plans call for a launch in 2011.***

- XIII. Our relationship with all The First Tee Chapters in Kentucky continues to be strong, with an active KPGA presence at each Chapter.

***Comments – I believe this statement could be characterized as true.***

- XIV. The majority of our business, including tournament and seminar entry, is conducted through [www.kygolf.org](http://www.kygolf.org), and the website is our membership's primary source of section news and information, as well as communication from the section and the Board.

***Comments – I believe this statement could be characterized as true, and the website continues to expand in terms of content and services each year. Our most recent numbers show over 90,000 visitors and 1 million page views during the most recent 12-month period.***

- XV. Our promotional efforts with various media outlets and vehicles are a high priority, and our television program, *Inside Kentucky Golf*, just completed its 21<sup>st</sup> season.

***Comments – Though the level of media coverage for our events varies in each market and on an event-by-event basis, the level of coverage for the Kentucky Open and Women's Kentucky Open remains very strong (at least with the Louisville Courier-Journal), and Inside Kentucky Golf continues to draw very strong ratings.***