



2013 PGA Compensation Survey – Deadline March 15

If you have already completed the 2013 PGA Compensation Survey, thanks for supporting this important PGA initiative which provides valuable compensation data for Kentucky PGA Professionals. The KPGA needs all active members and apprentices to participate, so if you have not completed the 2013 Survey, please do your part and complete the survey on PGALinks by March 15. All survey information you provide is completely anonymous and confidential. PGA members who complete the survey by March 15 will receive 2 MSR credits.

Stay Active in CareerLinks

As I included in my report at the 2013 KPGA Spring Member Conference, PGA members and apprentices who did not complete their new CareerLinks Profile by the end of 2012 are no longer active in CareerLinks and will not continue to receive CareerLinks job notifications. If you did not complete your new Profile, you can still do so on the PGALinks Employment homepage and you will be re-activated in CareerLinks immediately. You can check your CareerLinks status on the PGALinks member homepage.

Providing More Value to Your Employer

The *Player Development Playbook*, which was introduced to PGA Professionals early in 2012, highlighted a six-step player development action plan for PGA Professionals. Research shows that PGA Professionals are typically very good in the Analysis, Planning, Marketing, and Execution steps, but often fall short in Tracking (measuring and quantifying their results) and Communication (communicating their programs and successes to their employer).



For 2013, I would encourage you and your staff to review the *Player Development*, *Know Your Customer*, and *Connecting With Her* playbooks and resources on the Golf 2.0 website at www.golf20.net. (login with your PGALinks username and password). Pick some ideas (even one or two to start) and incorporate them at your facility. Communicate early and often with your employer to let them know what you are planning to do, keep them updated on your progress, and give them a recap at the end of the season. If possible, develop ways of tracking the results of your programs. Key tracking items can include:

- How many new golfers/customers did you create?
- How many rounds did they play?
- How much did they spend at your facility?

If you can measure the results of your programs in increased revenues for your facility, it can be a great way to enhance your value to your employer. If you are not sure which program to try, Get Golf Ready is one of the easiest to start, has proven to be successful at both public and private facilities, and is easy to track the results.

The Interview – What to Ask Them

When preparing for an upcoming interview, many job candidates spend the bulk of their time researching the facility and practicing answers for questions they may be asked. While this is certainly important, an often overlooked part of the preparation is what questions to ask the employer when they are finished with their part of the interview and ask “Do you have any questions for us?” Rather than say you don’t have any questions (which most employers would find unusual), it’s best to have a few in mind so you are not caught off guard. A good rule of thumb is to make the questions “big picture” in nature and show your interest in their needs. Here are some examples:

- What do you feel are the most immediate priorities for the facility and golf operation?
- What qualities are you seeking in the ideal candidate for this position?
- What are the short term and long term goals of the facility?
- What do you see as the most difficult challenges for the person who assumes this position?
- What are the critical success factors for this position that will be reviewed after the first year?

Plus, you may have some additional questions based on your research of the facility or topics that came up during the interview. It's also best to stay away from questions that are self-serving, such as compensation (unless pressed by the interviewer), how many days off each week, which tournaments you can play in, etc. Those types of questions are better suited for later in the process or after you actually receive a job offer.

Best wishes for a successful 2013 season, and please don't hesitate to contact me for assistance with any PGA employment programs.

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.