



PGA™

PGA Spring Conference of Leaders

March 12, 2013

Port St. Lucie, Fla.



PGA™

Board Planning Session Update (Feb. 18-20)

Committee Timeline

- Committee Chairs Selected in Advance of President Bishop Being Elected
- November Meeting of Chairs in Franklin, Indiana
- Committee Conference Calls
- Face-to-Face Committee Meetings During Week of PGA Merchandise Show
- Chairs Made Presentations to Board on Feb. 18-19

Apprentice Committee

- Chair: Michael Haywood, PGA
- Committee Priorities:
 - Development of an Apprentice Orientation Program
 - Review Instructional Content for the PGA/PGM Program
 - Focus on the Design of a Mentoring Infrastructure via Social Media

Communications and Public Relations Committee

- Chair: Brian Crowell, PGA
- Committee Priorities:
 - Continue to Enhance Content and Resources for Communications and Public Relations Tools on PGALinks.com
 - Develop a Social Media Communications Strategy for Members, Section and National Levels
 - Develop a Short Video Targeted to Youth, for Use at Schools, Golf Camps and Other Relevant Distribution Points

Education Committee

- Chair: Dave Normand, PGA
- Committee Priorities:
 - Delivery of Section-Led Education
 - Examine the Cost of PGA Program Delivery to PGA Professionals
 - Develop a Strategic Plan that Aligns with the Association's Strategic Plan

Employment Committee

- Chair: Bob Philbrick, PGA
- Committee Priorities:
 - Position CareerLinks as the Premier Search Service in the Industry
 - Increase Participation in Association Programs
 - Deliver Career Coaching (Mentoring) at the Local Level, Using Section Talent

Finance Committee

- Chair: Derek Sprague, PGA
- Committee Priorities:
 - Review and Recommend Board Approval of an Updated Reserve Fund Investment Policy Statement
 - Review and Approve the Annual Audit Plan with the Independent Auditing Firm
 - Review and Approve the Audited Financial Statements at the End of the Audit

Golf 2.0 and Player Development Committee

- Chairs: Suzy Whaley, PGA; Del Ratcliffe, PGA; Kyle Heyen, PGA
- Committee Priorities:
 - Refresh and Relaunch Play Golf America, with Focus on Four Programs – Get Golf Ready, PGA Junior League Golf , PGA Sports Academy and TEE IT FORWARD
 - Develop Long-Term Strategic Plan that Includes Feedback from Other Committees
 - Offer Section-Based Education



Golf Properties Committee

- Chair: Ted Bishop, PGA
- Committee Priorities:
 - Define the Mission
 - Define the Expectations
 - Define How We Measure Success

Inclusion Committee

- Chair: Tony Biata, PGA
- Committee Priorities:
 - Evaluate How All Other PGA Committees Can Incorporate Inclusion Into Their Goals and Strategies
 - Develop Educational Materials/Training Programs for PGA Members and PGA-Staffed Facilities
 - PGA Sections Should Follow the Lead of National by Adopting PGA Board-Approved Diversity and Inclusion Goals and Strategies

Marketing and Member Benefits Committee

- Chair: Chris Thomson, PGA
- Committee Priorities:
 - Conduct Member Benefits Opinion Poll
 - Explore Marketing Toolkit Options
 - Develop Database Growth Programs

Membership Committee

- Chair: Rod Loesch, PGA
- Committee Priorities:
 - Non-PGA Involvement in Golf 2.0 Initiatives
 - Growing the Number of Women PGA Professionals
 - The Definition of a Recognized Indoor Facility

Teaching and Instruction Committee

- Chair: Ed Ibarguen, PGA
- Committee Priorities:
 - Getting Instruction Back to Being a PGA Focus and Priority (Establish PGA Brand as THE Brand for Instruction)
 - Implement Basic Get Golf Ready Curriculum Into Level 1 Education
 - Evaluate Merits of a PGA Teaching Division

Tournaments Committee

- Chair: Ronny Glanton, PGA
- Committee Priorities:
 - Have the PGA Staff Secure \$75,000 Annually to Support the PGA Tournament Series
 - Determine a Fair and Equitable Distance Differential for Men, Women, Senior and Junior PGA Members So They Can Compete Equally for the Same Purse from Different Tees

Youth Player Development Committee

- Chair: Allen Wronowski, PGA
- Committee Priorities:
 - Development of a National Golf in Schools Program
 - Pursue a Standalone PGA Youth and Family Golf Summit
 - Development of an Online Youth Golf Resource Center for PGA Professionals, on PGALinks.com