

# 2015 KPGA Spring Business Meeting

## District 10 Director's Report

Dear Kentucky PGA Professionals and apprentices,

The end of my first year as your District 10 Director on the PGA Board of Directors has passed quickly. I want to thank you and the Kentucky PGA for your support. It has been a very exciting time for me as a PGA Member and as your representative on the PGA Board. Your Executive Director Steve McMillen, President Kelly Williams, Vice President Ralph Landrum, Secretary Pete Garvey and your entire Kentucky PGA Board of Directors have been great to work with and they work hard for you. With our CEO Pete Bevacqua leading the PGA of America within our industry and our current national officers and board of directors leading our association for our membership... it is exciting. Our association is changing in many positive ways as we approach the Centennial Celebration of the PGA of America in 2016. The PGA of America has changed and continues to change from the inside out. The motivation for anything that is done in the future must meet the following criteria: Serve the Member, our apprentices, our association and Grow the Game!

Below are a few recent highlights:

The 62nd PGA Merchandise Show, the "Major of Golf Business" brought together more than 1,000 companies, introducing new and innovative golf equipment, apparel, accessories, services and educational opportunities to more than 41,000 attending PGA Professionals, buyers and industry leaders from 79 countries. Two days prior to the show, the PGA Teaching and Coaching Summit was held with over 900 in attendance. The show covered 1 million square feet of interactive exhibit and demonstration space in the Orange County Convention Center. More than 200 exhibitors were new to the PGA Merchandise Show in 2015. In total, Golf Channel's news franchises broadcast 12 hours of live coverage over four days from an expanded set located in the heart of the PGA Show floor and incorporating new production elements like the overhead "Fly Cam," a unique camera technology made popular in televising football and other sports. The next U.S. PGA Golf Show, the 2015 PGA Fashion & Demo Experience is August 17-19 at The Venetian Hotel and Casino during Fashion Week in Las Vegas. On the international scene, the PGA Merchandise Show-China is scheduled for March 13-15, 2015, in Beijing. The 2016 U.S. PGA Merchandise Show is scheduled for Jan. 26-29 in Orlando, Fla.

Our PGA Strategic Plan for 2015-2017 was presented by PGA CEO Pete Bevacqua at the 2014 Annual Meeting in Indianapolis, IN and officially rolled out at the 2015 PGA Merchandise Show just last month in Orlando. This plan was fully vetted by your Officers, Board of Directors, Past Presidents and Section Leaders. There are 8 Core Business Products.

- Employment
- Championships
- Global Initiatives
- PGA Reach
- Player Development
- Properties
- Sections

Everything we do as an association going forward will be grounded and must meet the criteria vetted and developed for this plan. It is mandatory that everything we do over the next 3 years must comply with this plan. The Mission: Serve the Member, our apprentices and association and Grow the Game. The initiative criteria:

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- Protect and enhance the PGA brand
- Help our members directly or indirectly
- Develop new golfers, promote the game and/or make it more fun and enjoyable
- Position the PGA of America and our members as leaders in the business, teaching and playing the game
- Develop national and /or international growth and influence
- Strengthen the perception of the PGA of America and our members as the tangible connection between the game and all that play in the US.

Please take time to go to [PGA.org](http://PGA.org) to see the entire plan and gain an understanding of the strategic plan.

[PGA.org](http://PGA.org) went live during the PGA Show in January. It is the digital replacement of the old [PGALinks.com](http://PGALinks.com) and it is much more user friendly. You can personalize your experience there with your preferences and make it your own experience.

The 100th Birthday of the PGA of America...Our Centennial Celebration in 2016 will be member and section based. The 100 day celebration will start at the 2016 PGA Merchandise Show in January and run through May 5th, 2016. The media push will raise the profile of members with employers and golfers. The plan is to spotlight our sections and what they do as well as what the PGA member does on a daily basis to grow the game.

Newly Created PGA Junior Golf Camps approved by the recommendation of the PGA Youth Player Development Committee has paved the way for the launch of 16-20 PGA Branded camps in 2015 serving an estimated 900 youth golfers. It is projected that we will increase the number of camps to 43 and touching over 3,200 youth players by 2017. Your Youth Player Development Committee and the PGA Player Development Department are working hard to create new golfers!

PGA Golf Properties has made great strides at Port St. Lucie. Phase one has been accomplished on the New PGA Golf Club Clubhouse. The Wanamaker Room has been refurbished for use by PGA Members and PGA Golf Club Members only. Included is the Taplow Pub which is a high end British sports bar pub. There is a Captains table private dining room and wine room as well as a re-designed golf shop and fitting room. We are looking for phase two to be completed soon with the expansion of the clubhouse to some 20,000 square feet. The transformation of the PGA Country Club to the newly named St. Lucie Trail Golf Club will open to the public on November 1, 2015 and will provide affordable golf to the community. We are already seeing a positive financial impact. St. Lucie Golf Trail is strategically determined to include "owned and operated by the PGA of America" to give consumers a feeling of assurance in value and quality of the facility. PGA members still have access to all four courses at PGA Golf Club and St. Lucie Trail Golf Club.

The 2015 KPMG Women's PGA Championship will be held at Westchester CC in New York in June. This event is historic, in that it will be operated by the PGA in collaboration with the LPGA. NBC and the Golf Channel will televise the event. Around the event we will create a multi-faceted program focused on development, advancement and empowerment of women on and off the course with a Leadership Summit, community initiatives. Of Top 8 finishers who qualified from the recent LPGA Teaching and Club Professional National Championship, three are PGA members: Karen Paolozzi, Alison Curdt and Laurie Rinker. This will contribute to our mission of diversity and inclusion.

In closing, I am grateful I have had the opportunity to serve the past year as your representative on the PGA Board of Directors as District 10 Director. I have had the privilege to work with many of you in an effort to

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grow the game. I have two remaining years of service on the PGA Board as your District 10 Director. I invite you and in fact urge you to contact me with any concerns or comments that you feel are important to you, your section and our association.

Regards,

Rick Murphy, PGA  
District 10 Director