

2015 KPGA Spring Business Meeting

Player Development Report

Dear KPGA Members and Apprentices:

As each of you know Player Development can have many different definitions based upon our needs and facilities. The one common part of any Player Development definition is that Player Development must create revenue for the facility or the host golf professional in order to be sustainable. The PGA of America has gone to great lengths and cost to produce products to help each of us grow the game of golf while increasing our revenues. Now the KPGA has several new Player Development products to offer you. These new products were developed with a couple goals in mind:

1. The new Player Development Products being offered by the Kentucky PGA must provide the KPGA Member and their facility an opportunity to improve their bottom line.
2. The new products must also help to improve the revenue of the both the KPGA as well as our partners in KGA and the KGA-PGA.

At this point some of the products and their details are still being developed. Please keep your eyes and ears open during the next several months for the announcements of the either new or improved Player Development products being offered by your Kentucky PGA. Below is a brief description of those products:

1. The PGA Junior League is gathering momentum not only across the country but also in KY. This year your section is adding three regional tournaments to help add value to your PGA Jr League members. These additional playing opportunities will have friendly formats and will be offered for a very reasonable rate.
2. The new KPGA Golf Tour will make its debut this summer. The approximate eight events will offer additional playing opportunities for the average golfer who may or not be able to play in the KGAPGA events. These outings will be handicapped with flights and be operated similar to the Golf Week Am Tour or the Golf Channel Am Tour.
3. A new middle school championship will begin this fall. The format will be similar to that of the current state high school golf championship. There will be two divisions, one for the competitive junior golfer and another for the young golfer who enjoys playing but at this point is not comfortable in the typical competitive atmosphere of tournament golf.
4. The Kentucky PGA Junior Golf Tour has a new director, new enthusiasm and new events. Chris Redle has been hard at work trying to improve both the Junior Tour Members experience and the tour's bottom line.
5. A new digital player's pass is being developed. The players pass will allow the golfers in the state to take advantage of special green fee pricing that will be available only to those who own this new golf pass.

The Player Development Committee would like to Kim Schafer and Chris Redle for all the work they have done in the short time they have been a members of the Golf House Kentucky staff.

Your 2015 Player Development Committee would like for each of KPGA members & apprentices to participate in each of the following:

1. Please report to the Golf House Kentucky staff the number of kids and schools in which you visit to teach golf.
2. Please visit PGA.org to post all of the Player Development products you are promoting at your facility. Do not forget to update your professional information and to post a new picture.

2015 KPGA Spring Business Meeting

Player Development Report

3. Please visit PGA.org and the new marketing center. There are several new tools to help you promote events at your facility.

4. Please post the requested information @ PGA Performance Trak.

If you have any questions, comments or would like to speak about anything related to player development, please feel free to call me.

Be good:

Ralph Landrum
Vice President, Kentucky PGA