



# DISTRICT 10 DIRECTOR'S REPORT

Let me begin my first report as your District 10 Director and representative on the PGA of America's Board of Directors by thanking you for entrusting me to serve as your voice within *OUR* Association. Being chosen to represent the PGA Professionals of the Kentucky Section is truly an honor and responsibility that I will not take lightly. On that note, if there is ever anything I can do to serve you more effectively, or if you just want to ask questions of *OUR* Association, please don't hesitate to call, e-mail, text or tweet me!

For those unaware, since January 2016 I shadowed former District 10 Director Rick Murphy. In that time my travels took me to my first Board of Directors meeting at the PGA Show, the National BOD planning session and the Annual Meeting in New York City last month. The privilege of attending these events and the associated board meetings has truly helped transition me into being an effective board member immediately when my term began at the PGA Annual Meeting. The learning curve is huge, but the last year has accelerated that curve, and now, I am at the very least prepared to begin serving our most important asset – *YOU*, the PGA Member.

Getting down to business, outlined below are a few highlights of the PGA BOD to be covered in person in more detail at the KPGA Fall Member Conference:

## General

- This is truly *OUR* Association and the leadership team and PGA Officers, and Board of Directors are thinking about the PGA member in every discussion and decision in the board room and at HQ.
- Strong momentum continues for the PGA & Golf Industry in 2016 highlighted by a 1.8% increase in rounds for the first time since 2013
- Junior golfers climbed to a total of 3M up from 2.5M in 2010 – growth is outpacing other sports
- Unprecedented year for Championship Golf – The Ryder Cup & Olympics

## Strategic Priorities

- Actively seeking a PGA Member to hire as Chief Membership Officer to oversee Membership Services, Section Business Operations, Member Education and Member Employment
- Scott Wellington was named Senior Director of Section Business Operations – previously served as Tournament Director Bay Hill Classic and Colorado Section ED
- Section Support has increased \$7.4MM since FY13 (66% increase)
- Member program spending has increased by over 10MM since FY13 (50% increase)



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- Simulation program for both private and public facilities to be launched soon, providing online training for leadership and management in a fun and competitive environment.
- Teaching & Coaching Summit scheduled in conjunction with the PGA Merchandise Show January 22-23. Registration is now open at [pga.org](http://pga.org)
- PGA JLG Golf National Championship was held at Grayhawk Golf Club in Scottsdale, November 19-21 with Team California, the winner. Golf Channel embraced the championship and broadcast a special feature on November 29.
- PGA JLG - Additional resources are being invested with a very aggressive timeline for captain and team registration, team kit quality and fulfillment and national and regional support and promotion.
- Junior Ryder Cup - the US was victorious, and there is an exceptional video that was shot, produced and published by one of the kids on the team.
- Drive, Chip & Putt - PGA Professionals hosted more than 300 local, sub-regional and regional events this year. Championship will continue to occur on the Sunday before the Masters. Baltusrol and Hazeltine among the 10 regional host sites in 2017.

In my opinion, the most exciting initiative that the PGA of America is pursuing at this time is the leadership in the American Development Model (ADM) for golf. The ADM is a concerted effort between the United States Olympic Committee (USOC) and its National Governing Bodies (NGB) of sport to apply long-term athlete development principles in a way that resonates with the culture of sport in the United States. In short, the ADM model for golf is taking the lead from USA Hockey, who adopted the model in 2010 and participation rates are up 44% in five years. Golf Canada and the PGA of Canada adopted the principles and model in 2009 and golf is now the highest participation sport in the nation.

[www.youtube.com/watch?v=9Yu2GLIjtO](http://www.youtube.com/watch?v=9Yu2GLIjtO)

I don't know where the ADM model will go, but I am certain you will agree that if in five years PGA Professionals have enjoyed substantial increases in participation, especially among junior golfers, the ADM for golf will have been a wild success. At Greenbrier our motto is, "If the kids are happy at the Club, then the parents will be happy at the Club," - that means success for everyone.

In closing, I just want to touch on the power of the PGA of America and *OUR* Association. A recent article was published in Sports Business Journal (October 31, 2016, Page 24) that made the stark realization that in 2011 between the PGA Tour, LPGA, PGA of America, USGA and Augusta National there were 88 different initiatives led by groups trying to increase participation. These organizations agreed on collaboration two years ago and narrowed it to five grassroots efforts: Drive, Chip and



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Putt; Get Golf Ready; LPGA-USGA Girls Golf; PGA Junior League Golf; and The First Tee. Previously, these organizations were viewed as promoting healthy competition in the marketplace, and now they are collaborating to grow the game, not just focused on their respective initiatives. We should be very proud that PGA of America CEO Pete Bevacqua was right in the middle of that conversation leading the charge for the PGA Professional and the growth of *OUR* game.

Thank you again for the opportunity to serve. Please don't hesitate to contact me if I can ever be of assistance.

Keep it in the fairway!

Kelly Williams, PGA

Husband & Father  
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