



EXECUTIVE DIRECTOR'S REPORT

2016 provided us some great moments. We began the year celebrating the PGA's Centennial over a 100 day period from the Merchandise Show to National Lesson Day. During the celebration, the KPGA was profiled on the Golf Channel, and we promoted #THXPGAPRO with a variety of media channels including a special segment in each edition of Inside Kentucky Golf. Our Education Committee provided great education opportunities highlighted by the certification workshops. As for our championships, we had some great hosts, which included Valhalla Golf Club hosting the Kentucky PGA Professional Championship. Thanks to everyone who was engaged this past year and I trust you found value in being a Kentucky PGA Member. I also want to thank the Golf House Kentucky team. The men and women who serve you are dedicated professionals who embrace their job to serve the member and grow the game. I am blessed to work with this group of people, and I am proud to have them on my team as we serve and grow the game of golf in Kentucky.

As we look forward to 2017, we have exciting times ahead of us. I believe the KPGA Leadership is aligned to ensure we do two things, serve the member and grow the game. If something does not meet that criterion, you can trust it is not being supported. As you read the committee reports, here are some things you will see:

- **Education.** The focus will continue to be providing KPGA Members education in four core competencies: Golf Operations, Player Development, Teaching and Personal Growth and Leadership.
- **Marketing.** A key focus will be streamlining communications with the goal of enhancing the effectiveness of communication. This includes, making kygolf.org more intuitive and taking advantage of text messaging and pushes notifications via a new mobile app.
- **Player Development.** A continued focus on providing the KPGA members the tools and resources to grow the game in your community is the priority.
- **Tournaments.** The focus of providing pro-pro playing opportunities will continue in 2017 along with creating a playing experience at pro-ams and enhancing the sectional qualifiers for the Kentucky Open.
- **Special Awards.** Being honored with a special award is special. At the Spring Member Conference, the awards ceremony will be moved from the business meeting to a sit-down lunch where families and employers can join the honorees.

Being a PGA Member is something to be proud of, and it is important to us you feel it provides you direct and indirect benefits. I want to share briefly with you a new national member initiative that is going to be piloted here in



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Kentucky. The PGA Family initiative is an idea created by PGA Spouse Lindsay Williams (Kelly Williams). The basic purpose of the PGA Family Initiative is to provide a support system for PGA families to deal with the challenges created by the demands of the job. Make sure to stop by the information table at the Fall Member Conference to learn more and pick up information for your spouse.

In closing, I again want to say thank you to those who were engaged this past year. In this day and age, everyone has a busy job and family life. As such it is easy to say you are too busy to attend education, play in a tournament or serve in governance on a committee or in a leadership role. However, what I have found during my 25 plus years is those who are the busiest are the ones who are engaged, and as a result, they feel more enriched. I want to challenge to you be engaged in 2017. There are many ways to be engaged so play in a tournament, attend education, participate in player development, serve on a committee, or host a PGA Golf Day.

Have a great Holiday Season and enjoy some time off!