



PGA of America Departments and Programs

Since its founding in 1916, The PGA of America has been a leader in the promotion of golf. Today, with more than 28,000 men and women Professionals, The PGA provides support to four primary constituencies: PGA members, golfers, the golf course industry and golf manufacturers. To serve these constituencies in the promotion of the game, The PGA oversees a variety of programs and numerous departments designed to enhance the continued growth of golf.

BROADCASTING

The Broadcasting Department is responsible for all of The PGA's Championship broadcasts throughout the United States, supervises the international distribution of those broadcasts and serves as the primary liaison with The PGA of America's television network partners (CBS, NBC, Golf Channel, TNT and ESPN). It also coordinates Championship preview shows, special programs promoting PGA Professionals on CBS and other Golf Channel programming. In addition, the Department manages video projects and directs PGA Home Video.

FILM AND VIDEO LIBRARY

The PGA of America maintains an extensive library of films and videos. Some of the titles focus on past Championship golf events, while others address instruction, rules and etiquette, golf promotion, history, junior golf and women in golf. PGA Home Video, the Association's video label, provides golf enthusiasts everywhere with the opportunity to experience some of golf's greatest moments and most thrilling Championships. Current videos in the PGA Home Video library include: "Dublin' Up in '08: Pdraig Harrington becomes the first European in 78 Years to capture the 90th PGA Championship"; "King of the Hills: Tiger Woods Captures his 13th Major Victory at the 89th PGA Championship." "Tiger Woods: No One's Finer at Medinah;" "Wonder Phil: The Official Video of the 87th PGA Championship;" The Official Highlight Videos of the 35th and 36th, and most recently the 37th Ryder Cup: "America's Victory at Valhalla." Additional videos are available upon request.

The PGA of America Home Video Label is distributed by The Booklegger for both PGA members and video retailers at (800) 262-1556. The general public may obtain PGA Home Video label products by contacting GolfSmart at (800) 637-3557.

The 37th Ryder Cup: "America's Victory at Valhalla" may be purchased at www.kulturfilms.com or at www.pga.com.

TELEVISION AND RADIO

The PGA of America, in association with a number of its broadcast partners, produces special on-air programs throughout the year. PGA Professionals are featured on numerous shows on Golf Channel, as well as on XM Satellite Radio. Golf Channel also airs an hour-long program featuring the highlights of the Junior PGA Championship, the PGA Minority Collegiate Golf Championship, the Senior PGA Championship and "The Road to The PGA Championship," which features PGA Professionals who earn berths into the PGA Championship and highlight videos from our major Championships. In May 2009, CBS will air an hour-long special featuring PGA Professionals and the latest initiatives in the game and industry.

BUSINESS AND COMMUNITY RELATIONS

The Business and Community Relations Department provides services to demonstrate The PGA of America's commitment as a corporate citizen in communities throughout the United States.

There is a strong focus on community outreach, diversity, charitable gifts and programs to recognize the accomplishments of individuals who have made significant contributions to the game and business of golf. The programs under Business and Community Relations include the following:

PGA Foundation

In 1954, The PGA of America established a 501(c)(3) charity which later became known as the PGA Foundation. The PGA Foundation serves as the Association's philanthropic arm, in order to provide resources and professional expertise so that golf is more accessible to all segments of the population. As a result, the Foundation's efforts have touched hundreds of thousands of lives with programs that otherwise would not exist. For more information on programs and how you can support our efforts, visit www.pgafoundation.org. Programs supported by the Foundation are also listed in the "PGA Foundation" section on page 477.

Scholarship Programs

There are several scholarship programs that are supported by The PGA of America, the PGA Financial Assistance Fund and The PGA Foundation. Each year, more than \$500,000 is awarded to over 260 deserving college students. Over the past three decades, The PGA of America has touched the lives of over 2,800 students by contributing approximately \$5.2 million in scholarships. For more information, be sure to reference page 470.

Community Outreach

The PGA of America has created various initiatives to give back to communities through our Championship Community Relations Programs established in cities that host the PGA Championship, Senior PGA Championship, PGA Professional National Championship and Ryder Cup. Charitable organizations selected to participate provide community services in the areas of education, health, wellness and hunger primarily for our youth. These programs provide means for local charities to attend the Championships as well as generate funds to support their programs. In 2008, 320 charities participated in the Community Relations Program. Since 2000, more than 1,186 charities have received \$16 million in support from the PGA Community Relations Program through tickets, fund-raising, donations and sponsorships.

In addition, through the PGA Foundation, grants are provided to support local introductory golf programs in communities across the United States. The grant programs primarily serve individuals who might not otherwise have an opportunity to experience the game of golf and the life skills it enhances, reinforces and promotes. For more information, please reference page 455.

Diversity Programs

The PGA of America is committed to diversity at all levels, with a specific interest in creating opportunities for under-represented individuals to participate in the game of golf, obtain scholarships to further their education, Minority and Women Supplier inclusion, employment in the business of golf and PGA membership. In 2008, the University of Maryland Eastern Shore (UMES) became the first Historically Black College to be accredited as a Professional Golf Management University. In addition, during 2008 The PGA of America created a Golf Industry Supplier Diversity Initiative. For specific information visit (www.pga.com/supplierdiversity).

College Programs

In an effort to support growth of the game at the college level, The PGA of America has become directly involved through funding, administration, golf skills development and career awareness in the following programs:

PGA Minority Collegiate Golf Championship

(See details, page 417-420)

PGA Golf Management University Program

The PGA Golf Management University Program is a four-and-one-half to five-year structured educational program designed for aspiring PGA Professionals. The college curriculum is accredited by The PGA of America and includes extensive classroom studies, internship experience and player development providing students the opportunity to acquire knowledge and skills necessary for success in the golf industry. The program is currently offered at 20 universities nationwide, including: Arizona State University — Polytechnic Campus, Mesa; Campbell University, Buies Creek, N.C.; Clemson (S.C.) University; Coastal Carolina University, Conway, S.C.; Eastern Kentucky University, Richmond; Ferris State University, Big Rapids, Mich.; Florida Gulf Coast University, Ft. Myers; Florida State University, Tallahassee; Methodist University, Fayetteville, N.C.; Mississippi State University, Starkville; New Mexico State University, Las Cruces; North Carolina State University, Raleigh; Penn State University, University Park, Pa.; Sam Houston State University, Huntsville, Texas; University of Central Oklahoma, Edmond; University of Colorado, Colorado Springs; University of Idaho, Moscow; University of Maryland Eastern Shore, Princess Anne; University of Nebraska, Lincoln; and University of Nevada, Las Vegas.

Students participating in a PGA Golf Management University Program can graduate with a baccalaureate degree in several majors (e.g. Marketing, Business Administration, Hospitality Administration, Recreation and Park Management). In addition to classroom studies, each PGA Golf Management student is required to complete approved internships of 16 months at industry-related facilities, companies or organizations, pass the PGA Playing Ability Test and complete all three levels of the PGA PGM program prior to graduating with the PGA Golf Management designation and election to membership in The PGA of America.

■ COMMUNICATIONS

The Communications Department is the link between The PGA of America national office and the 41 PGA Sections, PGA members, media and the general public. Communications generates *PGA News*, a weekly online media newsletter; *PGALinks News*, a weekly online newsletter for PGA Professionals; Journals that are sold at PGA of America spectator events; videos; public service announcements; brochures; and other communications vehicles. The Department is responsible for all public relations, media operations and publications during various Association championships and events.

■ CONSUMER MARKETING

The PGA of America's Consumer Marketing Department is responsible for The PGA's research, direct marketing and player development initiatives.

Research projects conducted by this department support the development and evaluation of PGA and sponsor programs and are designed to enhance the knowledge and capabilities of PGA Professionals, association partners and the golf industry as a whole.

Through the support of the PGA Professional and their employers, the Association's industry-leading operations resource, PGA PerformanceTrak in Cooperation with the NGCOA, has realized remarkable growth in participation. This research program delivers valuable data and tools to help facility operators evaluate the performance of their facility and act on changing market conditions on a timely basis. Through this service, PGA Professionals and their employers have access to a complimentary suite of PGA PerformanceTrak tools including: the monthly Rounds Played and Key Performance Indicator surveys; annual operations surveys; PGA Golf Course Financial Model; and the PGA Annual Budgeting Model. Pertinent facility information and assumptions are maintained in the PGA Professional's confidential account.

The Consumer Marketing Department conducts a number of other leading research studies including: PGA Professional compensation studies; best practices research; consumer satisfaction studies; attitude and usage studies; product/program testing and demand studies; focus-group research; and consumer segmentation analyses.

This department serves to manage marketing programs on behalf of The PGA and its partners through the coordination of targeted member and consumer-direct marketing campaigns. To this end, the Consumer Marketing Department is in charge of initiatives that grow its customer database and ensure permission-based marketing guidelines are followed in order to make certain customers receive content and offers based on their individual preferences.

Consumer Marketing also manages player development programs to support The PGA's mission to grow golf participation. This department spearheads efforts to reach new, former and existing golfers through the development, promotion and support of golf instruction and organized play programs under the Play Golf America banner. This includes the implementation and management of a variety of national and grassroots programs and www.PlayGolfAmerica.com, an industry-supported Web site designed to link people to golf facilities and their services to help them build a stronger connection to the game.

■ RESEARCH — PGA PERFORMANCETRAK

“PGA PerformanceTrak in Cooperation with NGCOA” is a PGA of America and National Golf Course Owners Association alliance research program to deliver industry-leading “data and tools” that support PGA Professionals, their employers and owners in managing and evaluating the performance of their facilities.

PGA PerformanceTrak Services And Tools

Key elements of PGA PerformanceTrak are:

- Monthly Rounds Played data collection and reporting service
- Monthly Key Performance Indicators (KPI) data collection and reporting service
- PGA Golf Course Financial Model — Web-based project feasibility modeling tool
- PGA Annual Operations Survey — annual online revenue and expense research
- PGA Annual Budgeting Tool — spreadsheet based templates for annual budgeting

Benefits

- Secure and confidential no-cost research and tools
- Benchmarking services for PGA Professionals, their employers and other facility stakeholders
- “My Facility Comparative Reports” provide side-by-side comparisons of personal facility results to relevant competitive sets
- Easy-to-use customized reporting available 24/7
- One MSR hour per month for PGA Professionals that submit rounds played data online via PGALinks.com through June 2007, then MSRs consistent with new guidelines adopted for July 2008 and forward.

Rounds Played and Key Performance Indicator Services

Rounds played volume and Key Performance Indicators, such as golf fee revenue per round, are vital benchmarks for golf operators. In the past, rounds-played reports were limited to the percent change in rounds played or data for regions that are too large for local comparisons. Through PGA PerformanceTrak’s rounds-played reporting, PGA Professionals and their employers are supplied improved monthly measurements that provide more information to help management evaluate their operations in comparison to other like facilities. These data points, which are reported based on region (by PGA Section, state and local market), facility type and number of golf holes, include:

- Average and Median Rounds Played
- Average and Median Days Closed, and
- Golf Facility Utilization (rounds played, as a percent of rounds available, net of days closed for weather or other reasons)
- Year to-date Rounds Played and YTD Days Closed
- Rolling 12-month reports for rounds played, revenues, and revenues per round for each of the four PGA PerformanceTrak KPIs

The Key Performance Indicator (KPI) service focuses on top-line revenue statistics for Golf Fee Revenue per Round, Golf Merchandise Sales per Round, Food and Beverage Revenue per Round and Total Revenue per Round. Revenue input on PGALinks is alongside the rounds played inputs on each facility’s input page for PGA PerformanceTrak. This data is

stored at The PGA of America in conjunction with facility demographics maintained by PGA of America Membership Services.

An authorized PGA Professional or additional user designated by the PGA Professional can easily contribute monthly information in 1-2 minutes, and gain extremely useful reports by month’s end for any type of custom report desired. Detailed reports are available 24/7 on PGALinks.com. Standard “one-click” monthly reports are also available for rounds played, KPI reports and monthly trend reporting.

In 2007, The PGA of America teamed up with both the National Golf Course Owners Association to share rounds played and KPI data collected through PGA PerformanceTrak and the NGCOA Financial Benchmark Program. The combination of these two programs provides an even more robust set of data, to support better decision-making based on more localized reporting.

PGA Annual Operating Survey

Through the PGA PerformanceTrak service, PGA Professionals and their employers can submit data for and gain comparative reporting for top-line revenues, expenses and key statistics in the PGA Annual Operations Survey (AOS). Online, interactive reports provide customized views of survey results. Reports can be “segmented” by the usual PGA PerformanceTrak reporting filters including geography, number of holes and facility type. Access to this reporting services is provided to PGA Professionals. A single response for a PGA Professional-staffed facility is permitted. New in 2007 was the extension of the AOS service to additional facility types including retail stores, golf ranges, indoor facilities and instruction centers. Authorized representatives of each PGA Professional-staffed facility are encouraged to participate in this annual survey at the onset of each year. Resulting reports are available in a similar fashion to those developed for the Rounds Played and KPI initiatives. Data collected through this survey is used to support national and state economic-impact studies for the golf industry.

PGA Golf Course Financial Model

The PGA Golf Course Financial Model is a secure and user-friendly Web-based software application that supports the Ownership and Leasing career path of the PGA Professional Golf Management Program. The Model is used for evaluation of golf course development, acquisition, renovations and changes in operating structure. It helps produce five-year income statements, based on a variety of assumptions on a macro level and by operating department. Multiple model scenarios can be built, edited and permanently saved to the individual’s account. Each model user is provided with the default Model, “ABC Golf Course,” to view, reference and assist them in understanding how the tool can be used to develop assumptions. PGA Professionals who wish to set up an account for the model are directed to the “Resource” category within PGALinks.com’s Information Center.

PGA Annual Budgeting Model

Recognizing the benefit that the PGA Golf Course Financial Model provides in helping PGA members with the budgeting process, The PGA of America has expanded this resource by developing an online PGA Annual Budgeting Model. New in 2007, the PGA Annual Budgeting Model is designed to help PGA Professionals annual budgets. Budgets are created in monthly detail by department and rolled up to

monthly and annual totals in the model. Budget assumptions can be developed based on historical operating performance and statistics available through the PGA's Annual Operating Surveys, rounds played reports and KPIs. The Budgeting Model presents its users with the ability to easily create operating departments, line-item accounts and corresponding revenue and expense assumptions.

Promoting PGA Professionals and Their Facilities Online

The Research Department continues to work with PGA Interactive to list and promote PGA Professionals, their services and their facilities in national directories. These directories have advanced-search capabilities. In 2006 and 2007 PGA ProFinder was implemented for 33 Section Web Sites. In 2008 this marketing and promotional service expanded to PGA.com. This includes online directories and features for online lesson scheduling with participating PGA Professionals through the eCalendar solution provided by Smarter Lessons, a PGA.com Preferred Technology Provider. For more information on these PGA.com business programs, log on to PGALinks and click through to the e-Business category.

Getting Started

PGA Professionals who are the highest-ranking PGA member at a golf facility currently have access to the PGA PerformanceTrak input page within the Information Center content area on PGALinks.com. The highest-ranking PGA Professional at each facility may authorize PerformanceTrak access to other PGA member users or non-member users by visiting the PGALinks.com content area and selecting the "proxy" feature. This will enable others to receive all e-mail messages and reports; review and enter Rounds Played, KPI and annual operations data at their facilities; and have full access to the online PGA PerformanceTrak reporting service and Best Practice Resource Center. Any PGA Professional with an ID and password for PGALinks.com can access standard PGA PerformanceTrak reports at any time.

PGA CREDIT UNION

The PGA Credit Union is on course to be your financial institution for today and tomorrow. Since 1969, PGA Credit Union has been committed to personalized Service Excellence, as it has provided a wide range of products and services to help you meet all of your financial needs.

The PGA Credit Union is a not-for-profit financial institution. This not-for-profit status benefits members in the form of higher yields on Savings, Money Markets and Certificates, lower loan rates and fewer fees. While the offerings of products and services are extensive, it is the personalized service that makes PGA Credit Union a unique financial institution.

As a division of the IBM Southeast Employees' Federal Credit Union, your funds at PGA Credit Union are insured to at least \$250,000 by NCUA (National Credit Union Administration) and your Credit Union recently received its 10th consecutive 5-star Bauer Financial Rating. The PGA Credit Union did not engage in subprime lending and in this tough economic climate, its capital reserves remain strong.

PGA Credit Union has partnered with CUHere and other ATM networks to offer more than 50,000 surcharge-free ATMs to its members nationwide. In addition to Credit Union branch locations, members may also visit more than 3,500 nationwide Shared Service Branches, to make deposits and withdrawals. Locations can be found by visiting

www.pgacu.org. Conducting transactions online at www.pgacu.org is simple and easy. Apply online for membership, loans and other accounts. You can also sign up for free eStatements and Online Bill Paying, which is free for REWARDS Members. PGA Credit Union's Web site is continually updated with promotions and special offers for Members.

Contact Information:

Phone: (561) 624-8560 or (800) 477-6465, ext. 8560

Fax: (561) 624-8565

E-mail: generalinfo@pgacu.org

Web site: www.pgacu.org

PGA Branch:

300 Avenue of the Champions, Suite 115,

Palm Beach Gardens, FL 33418

Port St. Lucie Branch:

2100 NW Courtyard Circle, Port St. Lucie, FL 34986

Abacoa/Jupiter Branch:

1209 Main Street, Suite 110, Jupiter, FL 33458

PGA EDUCATION

The Education Department is responsible for the development and administration of all educational programs for our association to include:

The PGA Professional Golf Management Program, PGA Golf Management University Programs, PGA Certified Professional Program (CPP), and the PGA Master Professional Program.

The CPP covers six career paths through career management — Golf Operations, General Management, Instruction, Retail, Executive Management, and Ownership/Leasing. Additionally, PGA education provides a wide variety of individual programs such as the PGA/USGA rules workshops, Golf Operations & Planning Seminars, and Teaching and Coaching Summits designed to provide professionals with current concepts, trends and information critical in the golf industry today.

PGA GOLF MANAGEMENT UNIVERSITY PROGRAM

The PGA Golf Management University Program is a four-and-one-half to five-year structured educational program designed for aspiring PGA Professionals. The college curriculum is accredited by The PGA of America and includes extensive classroom studies, internship experience and player development providing students the opportunity to acquire knowledge and skills necessary for success in the golf industry. The program is currently offered at 20 universities nationwide, including: Arizona State University — Polytechnic Campus, Mesa; Campbell University, Buies Creek, N.C.; Clemson (S.C.) University; Coastal Carolina University, Conway, S.C.; Eastern Kentucky University, Richmond; Ferris State University, Big Rapids, Mich.; Florida Gulf Coast University, Ft. Myers; Florida State University, Tallahassee; Methodist University, Fayetteville, N.C.; Mississippi State University, Starkville; New Mexico State University, Las Cruces; North Carolina State University, Raleigh; Penn State University, University Park, Pa.; Sam Houston State University, Huntsville, Texas; University of Central Oklahoma, Edmond; University of Colorado, Colorado Springs; University of Idaho, Moscow; University of Maryland Eastern Shore, Princess Anne; University of Nebraska, Lincoln; and University of Nevada, Las Vegas.

Students participating in a PGA Golf Management University Program can graduate with a baccalaureate degree in several majors (e.g. Marketing, Business Administration, Hospitality Administration, Recreation and Park Management). In addition to classroom studies, each PGA Golf Management student is required to complete approved internships of 16 months at industry-related facilities, companies or organizations, pass the PGA Playing Ability Test and complete all three levels of the PGA PGM program prior to graduating with the PGA Golf Management designation and election to membership in The PGA of America.

■ EMPLOYMENT

The PGA of America offers several complimentary services for employers who are interested in hiring PGA Professionals:

PGA Employment Center

The PGA Employment Center was developed to serve as the golf industry's hiring resource. Those who are interested in working in the golf industry can view jobs and post their resumes. Employers can use the award-winning CareerLinks service to hire a PGA Professional for management-level positions such as head professional, director of golf, and general manager. They can also use PGAjobfinder, the PGA's complimentary job-posting site, to hire PGA Professionals for assistant and teaching positions, or to find qualified workers in your area to fill a variety of golf industry and golf course jobs.

CareerLinks

CareerLinks is the golf industry's award-winning and complimentary employment referral service that has helped more than 5,200 industry employers hire qualified PGA Professionals for management-level positions. CareerLinks helps employers hire PGA head professionals, PGA directors of golf, general managers, PGA directors of instruction and numerous other management level positions in the industry.

PGAjobfinder

There are more than 500,000 jobs in the golf industry. The PGAjobfinder is the golf industry's job posting and networking resource for non-management positions, such as PGA teaching professionals, PGA assistant professionals, golf shop help, starters and rangers. PGA Professionals can post and view both job openings and resumes. Join the thousands of people each year who find fun and rewarding careers in golf by visiting PGAjobfinder at www.pga.com/employment. New golf jobs are only a click away.

■ GOLF EXHIBITIONS

(See details, page 442-443)

■ PGA BUSINESS DEVELOPMENT

With the popularity of golf and its tremendous impact on virtually every industry, dynamic corporations recognize the intrinsic value of aligning their brand with the game through a partnership with The PGA of America, which stands at the forefront of the multi-billion dollar a year industry. Through the PGA Business Development Department, The PGA of America provides its Official Patrons, Licensees and Sponsors the opportunity to grow their business and elevate their brand awareness through some of the game's leading championships and the grass roots PGA Professionals to the more than 110 million golf fans.

These opportunities include rights to showcase The PGA of America's trademarks with an official product or service designation in their advertising and promotional campaigns. In addition, there are unique ways to align businesses with The PGA, such as serving as an Exclusive Supplier, Product Demonstration Partner or Technology Provider Partner at PGA Golf Properties, in addition to PGA Professional championships and programs. An affiliation with PGA of America events and programs allow corporate partners to demonstrate an active role in the game and business of golf to PGA Professionals who promote, sell and influence the purchase of products and services throughout the golf industry.

PGA Business Development also coordinates financial service programs for PGA Professionals, including Golf Retirement Plus™ and PGA Insurance Advantage. Golf Retirement Plus is a supplemental retirement program for golf industry professionals that allows participants to make their own contributions or have their employers contribute to their account on their behalf. In addition, PGA Professionals have an opportunity to earn retirement incentives by participating in the Golf Retirement Plus Sponsor Programs, which allow them to earn personal retirement incentives based on the promotion and sale of sponsors' products and services.

■ MEMBER INFORMATION SERVICE CENTER

The Member Information Service Center guides apprentices and PGA members throughout their careers from prior to initial registration in the PGA Professional Golf Management Program to the PGA Life Member classification. The services provided include registration for Player Ability Tests, tracking the employment histories of each PGA member and apprentice, monitoring educational qualifications and member service requirement credits, maintaining correct registration for tournaments, as well as correct classifications, as prescribed by the PGA Constitution and Bylaws.

■ MERCHANDISING

The PGA of America selects licensed product partners to manufacture and distribute official logoed merchandise. These licensees feature a wide variety of products, presented through PGA Professional-staffed facilities and specialty golf stores, providing retail customers with access to exclusive merchandise. The PGA conducts on-site merchandising at the Senior PGA Championship, PGA Championship, Ryder Cup and PGA Grand Slam of Golf, as well as a corporate sales program that offers dual logo merchandise to hospitality patrons and PGA business partners at the Association's major Championships. The PGA also oversees merchandising through special projects, promotional and educational programs and through an active online product catalog offering to PGA members.

■ PGA GOLF PROPERTIES

(See details, page 443-444)

■ PGA GOLF SHOP

Shopping at the PGA Golf Shop is available at www.pgalinks.com. In addition, the PGA Golf Shop is present at a number of Association events throughout the year, including the PGA Merchandise Show, PGA Fall Expo and PGA Annual Meeting. PGA Golf Shop customers may choose between apparel, headwear, jewelry, leather goods, luggage and office accessories that feature The PGA of America, PGA Pro-

essional, PGA Certified Professional and PGA Master Professional logos. Special order items are also available: member plaques, personalized golf bags and home/office decor pieces.

■ PGA MAGAZINE

The leading trade publication in the golf industry, *PGA Magazine* dates back to May 1920, thus also making it the oldest continuously published golf journal in the United States. *PGA Magazine* is distributed to all PGA members and apprentices, non-PGA golf facilities, and PGA/Professional Golf Management students at 20 universities (in digital format), in addition to influential golf-industry personnel including manufacturer representatives and facility owners.

Published monthly, *PGA Magazine* devotes extensive and exclusive coverage to the activities of the PGA and its members. In addition, it covers growth of the game, best practices, industry trends, travel, business management, merchandising and instruction. *PGAmagazine.com* provides an online source for the latest golf industry news, with access limited to PGA Professionals, golf-industry executives and the media. *PGAmagazine.com* mixes Web-exclusive golf industry news and features with stories fresh from the pages of *PGA Magazine*.

A digital version of *PGA Magazine* is provided to PGA members on *PGALinks.com*, the Official Member Web Site of The PGA of America.

■ PLAYER DEVELOPMENT

Created in 2003, the PGA's Player Development Department spearheads efforts to reach out to new, former and occasional adult golfers. This is accomplished through the development, promotion and support of instructional programs and events at PGA Professional-staffed facilities, as well as other approved facilities that encourage adults and their families to play golf and find enjoyment in the game at facilities in their local area. The Player Development Department is a direct result of The PGA of America's comprehensive strategy for its members to serve as the leaders in growing golf participation and the number of people who play the game.

The majority of programs promoted by the Player Development Department provide consumers with an opportunity to participate in facility and program orientations, group clinics and on-course playing opportunities. These programs are designed to comfortably ease people into the game in an affordable manner that is sensitive to the amount of time golfers are willing to commit to the game.

The Player Development Department is also responsible for managing Play Golf America, which was launched in 2004 as an industry-wide comprehensive marketing campaign. A main thrust behind the promotion of Play Golf America and player development programs was the creation of *PlayGolfAmerica.com*, which continues to serve as the link for consumers to access a variety of adult and family programs at PGA Professional-staffed facilities that encourage a lasting commitment to the game. Through *PlayGolfAmerica.com*, consumers can locate facilities participating in national promotions such as: PGA Free Fitting & Trade-Up Month in April; PGA Free Lesson Month in May; American Express Women's Golf Month in June; and July is Family Golf Month. PGA Professionals are directed to *PGALinks.com* to learn more about these programs, the positive impact they have on the golf business and resources available to support the hosting and promotion of these initiatives.

In 2009, the featured program and next step for Play Golf America is Get Golf Ready. The Player Development Department has a leadership role in overseeing Get Golf Ready, which is a nationally branded program, designed to bring new golfers into the game, and former golfers back, through a consistently delivered player development curriculum. Get Golf Ready is a collaborative effort on the part of industry organizations including The PGA of America and the World Golf Foundation.

■ PLAY GOLF AMERICA

(See Play Golf America, pages 451-454)

■ SECTION SUPPORT

The Section Support Department is responsible for coordinating the activities of the Association's 41 PGA Section offices located throughout the country. The Department serves as a resource for Sections regarding a myriad of operational functions and program-delivery issues including: business planning, governance, membership, research, marketing, accounting, technology, legal counseling, Association tax compliance and operational best practices.

■ SPECIAL EVENTS & TRAVEL

The Special Events Department's primary goal is to offer support and assistance through planning and operations to all internal departments at PGA Headquarters. The Travel Desk offers support to PGA headquarters staff, PGA Officers, Board of Directors, faculty, Rules officials and others traveling on PGA business.

■ CHAMPIONSHIPS

The PGA conducts major spectator events, such as the PGA Championship, Ryder Cup, Senior PGA Championship and PGA Grand Slam of Golf. The PGA of America also conducts more than 30 championships for its members and apprentices. The Association hosts one of the premier amateur Championships for junior golfers, the Junior PGA Championship, along with the PGA Junior Series. In addition, The PGA conducts its first nationwide grass roots best-ball amateur championship, the McGladrey Team Championship.

■ JUNIOR PGA CHAMPIONSHIP, JUNIOR RYDER CUP AND PGA JUNIOR SERIES

(See details, pages 421-430)

■ WOMEN'S GOLF

The PGA of America conducts a variety of national and grassroots programs for women golfers. The Association lists more than 965 women members and apprentices, representing a 4 percent increase in the past year. Since February 2000, The PGA of America has conducted the PGA Women's Stroke Play Championship at The PGA Golf Club in Port St. Lucie, Fla. The 54-hole event, sponsored by TaylorMade-adidas Golf, is open to all women PGA members and apprentices.