

## TO OUR FRIENDS IN THE MEDIA

Since The PGA of America undertook the communications project to develop a comprehensive media guide, we have heard from you, our friends in the media. Thanks to your input, the messages and the successes of the 27,000 men and women PGA Professionals have been delivered to all points of our great country.

In our 95th anniversary year, the *2011 PGA of America Media Guide* continues a tradition, both in the hard copy and online version at [PGAMediaCenter.com](http://PGAMediaCenter.com), by chronicling the story of our Association. We began with a pivotal meeting in 1916 in New York City and today stand as the world's largest working sports organization.

This guide is a historical journey of premier events, changes in the game and a record of many fascinating performers. Our busy calendar of events opened with the 58th PGA Merchandise Show in January in Orlando, Fla., the golf industry's most important business port of call.

We look forward to you joining us as we host our premier member and spectator events this year – the 72nd Senior PGA Championship presented by KitchenAid in May at Valhalla Golf Club in Louisville, Ky.; the 44th PGA Professional National Championship in June at Hershey (Pa.) Country Club; the 93rd PGA Championship at Atlanta Athletic Club in August; the 25th PGA Cup in September at CordeValle in San Martin, Calif.; and the 29th PGA Grand Slam of Golf in October in Bermuda.

The PGA of America event calendar also features other National Championships for its member Professionals that include many individuals from your area.

The PGA's Communications Department welcomes the opportunity to assist you in the coverage of all of our events, and to share with you the value of growing participation in the game of golf. Should you require further information, please contact any member of the PGA Communications Department.



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