

HISTORY OF THE PGA OF AMERICA



PGA™

As a leader of the multi-billion-dollar golf industry for more than nine decades, The Professional Golfers' Association of America is committed to developing new programs, which bring both frequent and infrequent players into the game.

Today, PGA Professionals are recognized as "The Experts in the Game and Business of Golf." Fully aware of the passion that millions share for golf, The PGA – through its more than 28,000 men and women Professionals – has dedicated itself to the growth of the game.

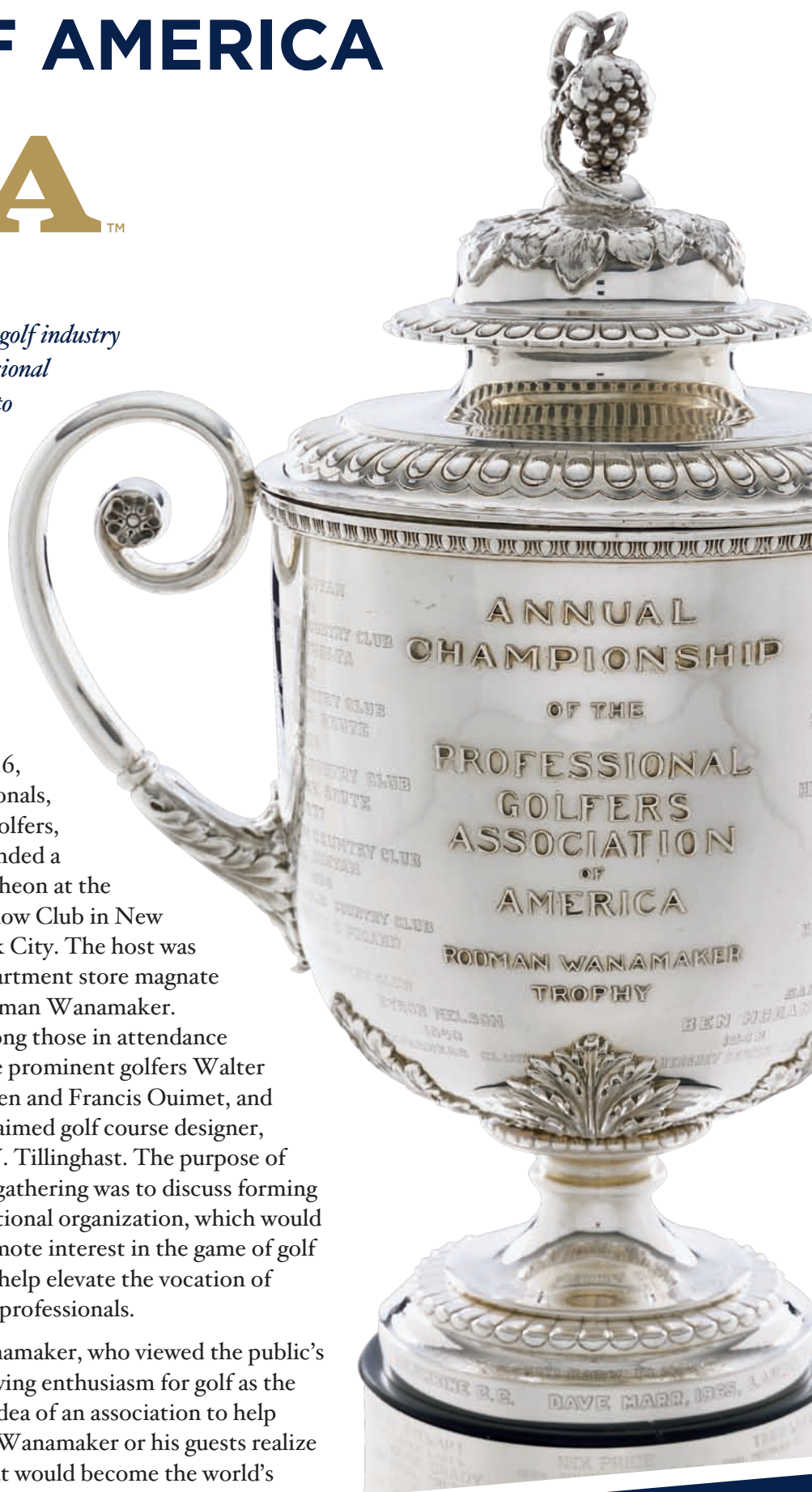
The PGA's origin can be traced to Jan. 17, 1916, when a group of New York-area golf professionals, accompanied by several prominent amateur golfers,



Rodman Wanamaker

attended a luncheon at the Taplow Club in New York City. The host was department store magnate Rodman Wanamaker. Among those in attendance were prominent golfers Walter Hagen and Francis Ouimet, and acclaimed golf course designer, A.W. Tillinghast. The purpose of the gathering was to discuss forming a national organization, which would promote interest in the game of golf and help elevate the vocation of golf professionals.

Wanamaker, who viewed the public's growing enthusiasm for golf as the beginning of a national trend, promoted the idea of an association to help accelerate the growth of the game. Little did Wanamaker or his guests realize that they were laying the groundwork for what would become the world's largest working sports organization.





Phil Mickelson during the 2008 Ryder Cup, at Valhalla Golf Club in Louisville, Ky.

When that first meeting concluded, James Hepburn, a former British PGA secretary, was named as chair of a seven-member organizing committee. Meetings were held over the next two months, and on April 10, 1916, with a Constitution and by-laws firmly in hand, 82 founding members – including 35 charter members who attended the first meeting at the Taplow Club – created The Professional Golfers' Association of America in New York City. The PGA's first order of business was to establish the organization's objectives. The members agreed to the following:

- Promote interest in the game of golf.
- Elevate the standards of the golf professional's vocation.
- Protect the mutual interest of its members.
- Hold meetings and tournaments for the benefit of members.
- Assist deserving unemployed members to obtain positions.
- Establish a benevolent relief fund for deserving members.

The first PGA Championship was held Oct. 9-14, 1916, at Siwanoy Country Club in Bronxville, N.Y. Jim Barnes defeated Jock Hutchison, 1-up, in the finals. Wanamaker honored his pledge and donated a purse of \$2,580 and the trophy that still bears his name. Today, the Wanamaker Trophy remains one of the most coveted pieces of hardware in sports.

The PGA Championship, the season's final major championship, has produced a highlight reel of golf's special moments. It perennially attracts the strongest field in golf, including the most international players of any U.S.-based major. Since 1994, the PGA Championship also has featured the most top 100 rated players from the Official World Golf Rankings.

Walter Hagen and Jack Nicklaus hold the record for most PGA Championship titles, with five each. Tiger Woods has won the PGA Championship four times.

The PGA Championship has produced back-to-back history-breaking finishes, beginning in 2008, as Ireland's Padraig Harrington became the first European in 78 years to capture the Championship. In 2009, Y.E. Yang of South Korea stunned the golf world when he became the first Asian-born male player to win a major golf championship.

In May 1920, the first issue of *The Professional Golfer of America* was published. Percy C. Pulver, a golf writer for the *New York Evening Sun*, who had attended the first meeting at the Taplow Club, was named editor. The magazine was renamed *PGA Magazine* in 1977, and today is America's oldest continually published golf journal.

The Ryder Cup, which first matched PGA Professionals and their counterparts from Great Britain, began in 1927 with a 9½ - 2½ victory for the Americans at Worcester (Mass.) Country Club. Since then, the Ryder Cup has developed into one of the pre-eminent events in all of sports.

While the onset of World War II in Europe cancelled the Ryder Cup from 1939-45, the event resumed in 1947, at Portland (Ore.) Golf Club, where Ben Hogan captained the first U.S. Ryder Cup Team to be selected via a points system to an 11-1 victory.

Yet, the fact that the Ryder Cup was contested once again was perhaps the greatest victory, as the British Team – which was still subjected to post-War food rationing – would probably have not taken part, had it not been for an unlikely hero who funded their trip to the United States. PGA Advisory Committee member Robert Hudson, an Oregon fruit packer, paid for the British Team to sail on the Queen

Mary. They then joined Hudson on a 3½-day journey by rail to his club in the Pacific Northwest.

In 1979, the event underwent a key renovation, when players from Europe joined what was then the former Great Britain & Ireland Team. This move came two years after Jack Nicklaus and PGA Past President Henry Poe made passionate pleas to British PGA President Lord Derby to add players from continental Europe, in order to increase the level of competition. The U.S. was in the midst of an 18-year streak of retaining the Ryder Cup, which began in 1957 and would eventually come to an end in 1985.

The U.S. holds a 25-10-2 lead in the storied competition and in 2010, in Wales, will bid to become the first American Team since 1993 to retain possession of the Ryder Cup while competing overseas.

The Senior PGA Championship, which began in 1937 at Augusta (Ga.) National Golf Club at the invitation of course founder Bobby Jones, was moved to Dunedin, Fla., in 1945 and remained there through 1962. In 1954, Dunedin also became the home of the PGA Winter Tournament Program and the site of the PGA Merchandise Show.

Relocating the national office to Dunedin was discussed at the 1946 Annual Meeting, but the move didn't take place for another 10 years, when the second floor of the Dunedin First National Bank Building became The PGA of America's headquarters.

The PGA celebrated its 40th anniversary in 1956 with 3,798 members and 31 geographical Sections. PGA members flocked to Dunedin in the winter, and the Association continued to grow. By 1961, The PGA had moved its national office to larger

quarters in Baywood, Fla., six miles north of PGA National Golf Club.

The PGA Winter Tournament Program (now PGA Winter Championships) had grown to four events, and the PGA Merchandise Show — started in the parking lot of PGA National Golf Club by salesmen working out of their cars — now was being staged in large tents. The need for more office space and additional playing facilities for even more PGA events necessitated another move.

PGA officials focused on the dynamic Florida East Coast and began talking with Palm

Beach County developer John D. MacArthur. At the time, MacArthur wanted the impact of The PGA name to help sell his Palm Beach Gardens development. It took several sessions for both parties to finally reach the agreement that was finalized on Oct. 30, 1964.

In March 1965, the Association moved into 10,000 square feet of office space in the east wing of the clubhouse in MacArthur's new country club, which for the next eight years would be known as PGA National Golf Club (now BallenIsles Country Club).

Vijay Singh captured his second PGA Championship title in 2004 at Whistling Straits in Kohler, Wis. The 92nd PGA Championship will be conducted on the Straits Course in August.



The PGA Merchandise Show has also since found a home in the spacious Orange County Convention Center in Orlando, Fla. The Show, celebrating its 57th anniversary in 2010, is the world's largest golf exposition.

When The PGA of America was formed, there was no distinction between club and touring professionals. As The PGA began to develop and promote tournaments, it became easier for the touring professionals to devote their efforts to playing tournaments and exhibitions. In 1968, PGA tournament players, who comprised a small percentage of the membership, broke away from the Association to form a Tournament Players Division and acquire more control of the tournament schedule.



Alexis Thompson of Coral Springs, Fla., won her second girls' division title in three tries, at the 2009 Junior PGA Championship.

In 1975, the Tournament Players Division was renamed the PGA Tour. Today, the PGA Tour is headquartered in Ponte Vedra Beach, Fla. The PGA Tour and The PGA of America maintain a close working relationship, and most Tour professionals have dual membership in the organizations.

In 1973, The PGA's relationship with MacArthur ended, and the national office was moved to a two-story office building in nearby Lake Park, Fla.

For the next eight years, The PGA searched for a permanent home, one which offered enough space for an expanding staff and the golf facilities to accommodate a growing tournament program.

An agreement eventually was reached with developer E. Llwyd Ecclestone Jr., who built a multi-course development on which the national headquarters of The PGA of America is currently located. The 2,300-acre complex is known today as PGA National.

The PGA of America staff moved into its present national headquarters in February 1981, with a staff of 63. The building was expanded in 1990.

A second office building to its west side was opened in 2001, which today houses PGA personnel representing the Finance, Championships and Information Systems departments.

In 1992, The PGA purchased the rights to the 13-year-old International Golf Show, the world's second largest golf exposition, from the Southern California PGA Section. Today, the PGA Fall Expo serves as an important marketplace for the global golf industry to gather in the second half of the season on the West Coast.

In 1998, The PGA sold its equity interest in both golf expositions to Reed Exhibition Companies of Norwalk, Conn., yet still maintains a strategic alliance with the company to promote the growth of PGA Expositions in the 21st century.

As part of its directive to acquire world-class sites to host PGA spectator and member events, The PGA acquired Valhalla Golf Club in Louisville, Ky. The complete purchase was solidified following the 2000 PGA Championship. In addition, The PGA opened two 18-hole public golf courses in 1996 at PGA Golf Club in Port St. Lucie, Fla. The North Course



At the 2009 PGA Championship, Y.E. Yang of South Korea became the first Asian-born male player to win a major golf championship.

made its debut in January 1996 and the South Course in May of that year. The Dye Course was opened in December 1999.

In October 2006, The PGA of America further honored one of its founders, Rodman Wanamaker, by officially renaming the newly renovated South Course, as the Wanamaker Course at PGA Golf Club. In addition, Ryder Cup founder Samuel Ryder was also honored, as the newly renovated North Course was formally renamed the Ryder Course at PGA Golf Club. The nearby Dye Course was renovated in 2007.

In 1995, The PGA of America also purchased St. Lucie West Country Club, two miles from The PGA Golf Club, and developed the course – now named PGA Country Club – into an award-winning layout that complements The PGA Golf Club complex.

The first PGA Learning Center (now The PGA Center for Golf Learning and Performance), a 35-acre state-of-the-art practice facility, made its debut in December 1999.

Expanding its educational vistas, The PGA in November 2001 opened the PGA Education Center. The 23,560-square-foot facility features more than 11,000 square feet of classroom space and provides cost-efficient education programs to serve both PGA members and apprentice professionals.

In December 2002, the PGA Historical Center was dedicated at PGA Village. Located between the PGA Education and PGA Center for Golf Learning and Performance, the 8,300-square-foot facility celebrates the growth of golf in the United States, as paralleled by the advancements of The PGA of America.

The PGA Golf Professional Hall of Fame, which originated in 1940,

was relocated to the PGA Historical Center in 2005. The Hall of Fame recognizes all PGA members who have made significant and lasting contributions to The PGA of America and the game of golf.

PGA Professionals have taken the lead in the industry-wide growth of the game initiatives, such as “Play Golf America,” which debuted in 2004 at the suggestion of PGA Past President M.G. Orender. Each year, Play Golf America, which is aimed at attracting both new and returning golfers to the game, continues to set participation records for both consumers and PGA Professionals.

Millions of people nationwide continue to take advantage of free and low-cost Play Golf America programs offered by PGA and LPGA Professionals at the grassroots level. In particular, Play Golf America-branded programs such as PGA Free Lesson Month, Family Golf Month and Play Golf America Days have

PGA Professionals representing 13 PGA Sections ran in the 34th Marine Corps Marathon in October in Washington, D.C., raising \$80,000 for the Folds of Honor Foundation and Section charitable foundations.





The picturesque French Lick (Ind.) Resort, featuring both a Pete Dye – and a Donald Ross – designed course, hosts 312 PGA Professionals for the 43rd PGA Professional National Championship in June.

reached 1.72 million golf enthusiasts. These official promotions continue to have an annual impact on the industry of more than \$16 million.

As the featured program and next step for Play Golf America, Get Golf Ready was introduced in 2009 as an industry-wide, nationally branded program designed to bring new golfers into the game in a fast, fun and gratifying way and to bring former golfers back to the sport.

The objective is to deliver a consistent Get Golf Ready experience at an affordable price for the adult consumers coast-to-coast, where students learn the game through a series of group lessons and transition to ongoing playing opportunities. By participating in this experience, students are well on their way to becoming bonafide golfers.

The PGA of America is proud to be a driving force behind Patriot Golf Day, the primary fund-raiser for the Folds of Honor Foundation. Jointly supported by The PGA of America and the United States Golf Association, the Folds of Honor Foundation provides post-secondary scholarships to the families of those military veterans who have become

disabled or lost their lives while serving this great nation. Over the past three years, PGA Professionals across the country have helped raise more than \$5.1 million through Patriot Golf Day, enabling the Folds of Honor Foundation to distribute 569 scholarships.

The PGA of America conducts more than 30 tournaments for its members and apprentices. Through a network of 41 Section offices, the Association maintains a total commitment to its Professionals, helping the membership meet the

demands of today’s marketplace and addressing issues that are vital to the golf industry.

Through its commitment to the game and leading to its centennial in 2016, The PGA of America proudly displays its brand as the “gold standard” of the profession.

That brand underscores The PGA’s membership, employers, and the golfing public, and their dedication to preserving golf’s heritage while increasing its popularity and awareness.

Since 1916, The PGA of America has established new standards of excellence, by expanding educational opportunities, programs and services for its members. In its 94th year, The PGA stands firm and continues to flourish on the principles that were established by its founders.

At the 91st PGA Championship, the PGA Performance Center presented by Mercedes-Benz provided fans an interactive opportunity to explore the advancements in the game of golf.

