

# FACT SHEET

## THE PGA & DIVERSITY



As golf's leading organization, The PGA of America is an industry leader in increasing the diversity of the game and business of golf. With more than 2,000 women and professionals of color and a strategic and tactical plan to grow future diversity, The PGA is making the game more inclusive and accessible than ever before.

The PGA's focus on diversity is evident by the inclusion of specific goals for growing the participation and employment of women and minorities in the game in its strategic and annual business plans. Providing input to The PGA is a Diversity Committee which is accountable to the PGA Board of Directors. Representatives include PGA Professionals, U.S. Congressmen and industry business leaders. The committee provides counsel on diversifying The PGA Membership, suppliers and other business opportunities.

The PGA of America's diversity strategy begins with the premise that in order to grow public participation among women and people of color, The PGA, its business partners and its Member Professionals must reflect the same diversity as the public they serve. Currently 14.5% of Caucasians, 13.7% of Asian Americans, 7% of African Americans, 6% of women and 5.4% of Latinos play the game. Specific programs operated by The PGA of America, as well as, alliances with other leading golf organizations including The First Tee, the Executive Women's Golf Association and the LPGA, are designed to address this lower participation rate among women and minorities.

### ASSOCIATION INITIATIVES

**PGA MEMBERSHIP:** The PGA discusses careers in golf at many of the minority focused junior golf tournaments, minority serving universities, and young professionals national organization annual meetings. This has created greater awareness and has increased enrollments in the various programs for one to become a PGA Professional through the PGA Golf Management University Program and The PGA Professional Golf Management Program. PGA Partners provide scholarships for eligible minorities from the PGA Minority Collegiate Golf Championship to attend The PGA Professional Golf Management Program followed by an internship.

**GOLF INDUSTRY SUPPLIER DIVERSITY PROGRAM:** Created to infuse greater diversity into the business of golf, the third Golf Industry Supplier Diversity Forum was held at the 2010 PGA Merchandise Show and consisted of both minority and golf industry CEO and procurement officers. This program provides the confidence necessary to develop strategic long-term relationships with minority- and women-owned businesses with a goal to increase spending with these businesses. 26 minority- and women-owned businesses have received a limited license agreement as a PGA Qualified Diverse Supplier. PGA has introduced these suppliers to its partners and allied associations which have developed into business opportunities for these companies.

**MAJOR CHAMPIONSHIPS:** The PGA's annual goal for vendors/suppliers at its major championships is for 25% of the spending to be with certified minority- and women-owned companies.

**YOUTH DEVELOPMENT:** Since 1998, The PGA has provided more than \$12 million in funding for more than 700 programs across the USA that include minority youth. These programs include Midnight Golf, Urban League Youth Golf and other community based golf programs.

**SCHOLARSHIP:** Each year, The PGA provides more than \$79,000 in diversity scholarships to the Bill Dickey Scholarship Association and universities offering the PGA Golf Management University Program. Collectively, since 1991, more than \$980,000 has been provided to further the education of minority and female students.

**EDUCATION:** In 2008, The University of Maryland Eastern Shore became the first Historical Black College and the 20th university accredited by The PGA of America to offer the PGA Golf Management University Program. The PGA Golf Management University Program is a 4-1/2 structured college curriculum for an individual to obtain a Bachelor of Science in Golf Management degree. The educational program 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 to succeed in the golf industry.

**RECRUITING:** Since 1998, The PGA has host and sponsored the PGA Minority Collegiate Golf Championship for the nation's historically black colleges and universities, as well as, minority collegiate golfers from other universities. The Championship features an annual business of golf career expo. This year 26 golf companies, including the primary golf associations, participated in the event-combing the excitement of competition with an opportunity to learn more about occupations in the golf industry.

**SPONSORSHIPS:** Each year, The PGA of America provides sponsorship support to help with fund raisers for initiatives directly impacting minorities. Some examples are events for the Black and Hispanic Chambers of Commerce, The NAACP Legal Defense Fund, Bill Dickey East West and Junior Golf Championship, Urban League events, Black Enterprise Golf and Tennis Challenge and the Hispanic Scholarship Fund.

**PLAYER DEVELOPMENT:** The Association's Play Golf America program has 56% women and 24% minority participation, far above the industry averages. Specific initiatives, such as Juego Golf America and Play Golf America Days in key urban communities, target Hispanic and African American participation.

**PGA CHAMPIONSHIP COMMUNITY RELATIONS PROGRAMS:** Each year, The PGA conducts a community relations outreach program. Some 190 charities attend and generate funding to support their charitable programs. The 2010 PGA Senior Championship and 2010 PGA Championship provided approximately \$600,000 in value to these charities. The PGA Championship employed 1200 region/local temporary staff.

**PGA HISTORICAL CENTER:** The PGA created an exhibit in the PGA Historical Center to honor some of the many African American Golf Pioneers who have made significant contributions to the game of golf. Those individuals include John Shippen, Ted Rhodes, Bill Spiller, Althea Gibson, William "Bill" Powell, Renee Powell, Joe Louis, Charles Sifford and Charles Owens.

**AFRICAN AMERICAN GOLF PIONEERS:** The PGA of America bestowed posthumous membership upon three African American golf pioneers – Ted Rhodes, John Shippen and Bill Spiller – who were denied the opportunity to become PGA members during their professional careers. The PGA also has granted posthumous honorary membership to Joe Louis Barrow Sr. – better known as Joe Louis – the legendary world heavyweight boxing champion who became an advocate for diversity in golf.

## ALLIANCES IN DIVERSITY

**THE FIRST TEE:** In May of 1998, The PGA of America made the single largest donation commitment to The First Tee in the amount of \$6 million to support the program initiatives. In addition, The PGA and Jack Nicklaus have provided over \$2 million in teaching grants to First Tee Chapters.

**EXECUTIVE WOMEN'S GOLF ASSOCIATION:** For the eighth year, The PGA of America has renewed its agreement to support through curriculum and grants, The EWGA, an organization that involves 19,000 women in 124 total chapters in the United States, Canada and France, and has an economic impact of \$75 million on the golf industry. The EWGA chapters provide a wide range of golf, social and networking activities for both new and experienced golfers. A welcoming environment, golf education and player development, and organized play programs are part of the many benefits of EWGA membership.

**USGA/LPGA GIRLS GOLF:** Since 2003, The PGA of America has provided financial support for LPGA-USGA Girls Golf, a developmental junior golf program that encourages girls, ages 7-17, to learn to play golf, build friendships and sample competition in a positive and supportive learning environment. LPGA-USGA Girls Golf provides access to the golf course, equipment and quality instruction for young girls, which are the three important elements of learning the game.

**THE LOUISVILLE URBAN YOUTH GOLF PROGRAM:** Supported by The PGA of America, the Louisville Urban Youth Golf Program introduces golf to urban youth while augmenting the curriculum with education, computer training, vocational enhancement courses and mentoring. The PGA of America has committed resources of \$50,000 per year for the last 11 years with more than 1,500 youths having participated in the program. The high school graduation rate for the participants is 97%.

**MIDNIGHT GOLF:** Founded in 2001, Midnight Golf brings youth adults to the game of golf between the high-risk hours of 6-9:30 p.m. The PGA provides funding, equipment and through the Michigan PGA Section, manages the golf instruction component. The Midnight Golf Program has had 787 young adults (ages 17-22) participate in a curriculum that teaches life skills, especially financial literacy, college preparation and giving back to the community along with learning to play golf. 461 (59%) of these participates have attended college.

**For more information on any of The PGA of America's Diversity Programs, please visit [www.PGA.com/diversity](http://www.PGA.com/diversity) or contact Shannon Boozman at 561-624-7671.**