

FACT SHEET

WHAT IS THE PGA OF AMERICA



THE PGA OF AMERICA

Since 1916, The PGA of America's mission has been twofold: to establish and elevate the standards of the profession and to grow interest and participation in the game of golf. By establishing and elevating the standards of the golf profession through world-class education, career services, marketing and research programs, the Association enables PGA Professionals to maximize their performance in their respective career paths and showcases them as experts in the game and in the multi-billion golf industry. By creating and delivering dramatic world-class championships and exciting and enjoyable golf promotions that are viewed as the best of their class in the golf industry, The PGA of America elevates the public's interest in the game, the desire to play more golf, and ensures accessibility to the game for everyone, everywhere. The PGA of America brand represents the very best in golf.

MISSION

The mission of The PGA of America is to promote enjoyment and involvement in golf among the general public, as well as to contribute to the sport's growth by providing services to golf Professionals and the industry. The PGA seeks to accomplish this mission by enhancing the skills of PGA Professionals and expanding playing opportunities for the general public, employers and manufacturers. Through these efforts, The PGA elevates the standards of The PGA Professional's vocation, enhances the economic well-being of the individual PGA member, stimulates interest in the game of golf and promotes the overall vitality of the game.

PGA PROFESSIONALS

Today's PGA Professionals undergo rigorous training, certification, and more than 600 hours of education, and have the knowledge of the changing dynamics of the industry. Extensive training in The PGA's comprehensive PGA Certified Professional Program provides the groundwork for an education unparalleled in the sports world. The PGA Professional is not only a talented teacher and player, but also an expert tournament director, merchandiser, rules administrator, businessperson and community leader.

PGA SECTIONS

The PGA of America is divided into 41 geographical sections throughout the United States, each with an office that conducts tournaments and regional golf promotions. Each PGA Section is guided by an executive director and conducts annual elections of officers, as well as events, educational programs, workshops and seminars for its members.

CHAMPIONSHIPS

Since 1916, The PGA of America has organized tournament golf at the highest level for the enjoyment of the general public. The PGA conducts a number of major events, including the PGA Championship, Ryder Cup, Senior PGA Championship and the PGA Grand Slam of Golf. The PGA conducts more than 30 tournaments for its members and apprentices, including the PGA Professional National Championship, PGA Cup, Senior PGA Professional National Championship, Callaway Golf PGA Assistant Championship, PGA Tournament Series, PGA Minority Collegiate Golf Championship and the TaylorMade-Adidas Golf PGA Winter Championships.

PLAY GOLF AMERICA

Designed to increase participation among new and occasional adult golfers, was launched by The PGA of America in 2004, with the support of such Allied Associations as: the LPGA, National Golf Course Owners Association, PGA Tour, USGA and others involved in the annual Golf 20/20 Conference. The program utilizes PlayGolfAmerica.com to serve as a link for consumers to access fun, affordable and informative programs in their area.

PGA FOUNDATION

The PGA Foundation is a not-for-profit charitable, educational and research organization founded in 1954. The Foundation distributes funds to golf instruction and community golf programs, wounded military service initiatives, research and education, minority golf programs and junior golf tournaments. The PGA Foundation is dedicated to providing young people of every ability, race, gender, social and economic background an opportunity to experience the game of golf and learn vital life lessons. More information can be found at www.pgafoundation.com.

PGA GOLF PROPERTIES

The PGA of America has used its expertise to acquire and develop facilities that offer accessible world-class Championship golf courses, learning centers, research, education, licensing and advisory services including:

PGA Village St. Lucie (Port St. Lucie, Fla.) — Named as one of the “75 Best Golf Resorts in North America” by Golf Digest, Owned and operated by The PGA of America, PGA Village is open to the public year-round and features the PGA Golf Club, PGA Center for Golf Learning and Performance and the PGA Historical Center.

PGA Golf Club (Port St. Lucie, Fla.) — Ranked No. 30 in Golf World’s “Top 50 U.S. Golf Courses,” the PGA Golf Club’s 54 holes of Championship golf were designed by legendary architects Tom Fazio and Pete Dye.

PGA Center for Golf Learning and Performance (Port St. Lucie, Fla.) — A 35-acre golf park that features some of the nation’s foremost PGA Professionals, provides the ultimate learning experience for golfers of all skill levels and serves as the home of PGA of America Golf Schools and the new PGA Center for Fitness and Performance.

PGA Historical Center (Port St. Lucie, Fla.)—Celebrating the growth of golf in the United States, the PGA Historical Center hosts golf’s four major Championship trophies, the Probst Library — one of the foremost collections of golf periodicals in the world—and the PGA Golf Professional Hall of Fame.

PGA Education Center (Port St. Lucie, Fla.)—The Center provides cost-efficient education programs to serve both PGA members and apprentice professionals, including all PGA Professional Golf Management seminars and checkpoints.

PGA Country Club (Port St. Lucie, Fla.)—An 18-hole private facility designed by Jim Fazio Sr., the PGA Country Club offers additional playing opportunities for PGA members.

Valhalla Golf Club (Louisville, Ky.)— The site of the 2008 Ryder Cup, 2004 Senior PGA Championship, 2002 PGA Professional National Championship, 2000 PGA Championship and 1996 PGA Championship, Valhalla Golf Club is ranked No. 68 among “America’s 100 Greatest Golf Courses” by Golf Digest —and No. 1 in Kentucky.

PGA Village The Bahamas (Cat Island) — PGA Golf Properties’ newest venture is PGA Village The Bahamas, which will become the first PGA of America licensed facility to be built outside of the United States. Located on 1,906-acres of pristine Bahamian beachfront on Cat Island, the facility will feature a Rees Jones-designed golf course when it makes its grand debut.

For more information, visit www.PGAVillage.com.

PROFESSIONAL GOLF MANAGEMENT

The PGA of America, in partnership with 20 four-year colleges and Universities, has an accredited major for students to receive degrees in Professional Golf Management. The PGA Foundation awards scholarships to ensure that women and minorities have the opportunity to obtain Professional Golf Management degrees and membership in The PGA of America. For more information, visit www.pgamediacenter.com.

DIVERSITY

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. Specific programs operated by the Association 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.

PGA GLOBAL

The World PGA Alliance includes organizations representing 56,000 PGA Professionals and more than 22,000 PGA-member golf facilities worldwide. The alliance was formed to establish and guide teaching, playing and educational standards for the golf profession in developing golf territories and shared best practices in player development for adults and youth. It is comprised of the Professional Golfers’ Associations of America, Australia, Canada, Europe, Germany, Great Britain & Ireland, Japan, South Africa, and Sweden.



FACT SHEET

What is The PGA of America?



The PGA of America, founded in 1916, is a not-for-profit organization that promotes the game of golf while continuing to enhance the standards of the profession. The Association, which is located in Palm Beach Gardens, Fla., is comprised of more than 28,000 men and women PGA Professionals who are dedicated to growing the participation in the game of golf. The PGA of America also owns and operates four major golf championships including the Ryder Cup, the PGA Championship, the Senior PGA Championship and the PGA Grand Slam of Golf.

There are three other American golf organizations involved in men's professional tournament play, independent of The PGA of America. The PGA Tour is a tax-exempt membership group of professional golfers headquartered in Ponte Vedra Beach, Fla., that plays more than 100 official money tournaments on three tours—the PGA Tour, Champions Tour and Nationwide Tour. The United States Golf Association, with their headquarters in Far Hills N.J., oversees the national championships (U.S. Open, U.S. Senior Open, U.S. Amateur, etc.) and administers the Rules of Golf. The Augusta National Golf Club plays host to the Masters Tournament. The Royal and Ancient Golf Club of St. Andrews, Scotland oversees the British Open and administers the world's golf rules jointly with the USGA.

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PGA of America
100 Avenue of the Champions
Palm Beach Gardens, Fla. 33418



71st Senior PGA Championship
Colorado Golf Club
May 25—30, 2010



92nd PGA Championship
Whistling Straits, Straits Course
Aug. 9—15, 2010



38th Ryder Cup
The Celtic Manor
Sept. 27—Oct 3, 2010



28th PGA Grand Slam of Golf
Port Royal Golf Course
Oct. 19-20, 2010