

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, 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: The Golf Industry Supplier Diversity Initiative was established in 2008 by The PGA of America as a unique program designed to encourage golf associations and companies to increase procurement activities with qualified minority- and women-owned businesses and to grow the participation of these same groups in the business and game of golf. Several leading golf organizations, including the Golf Course Superintendents Association of America, National Golf Course Owners Association, World Golf Foundation and the Club Managers Association of America have partnered with The PGA in support of the Golf industry Supplier Diversity Initiative. This value continues to strengthen as the Initiative concluded a banner year (2010) of substantial achievements, including a Supplier Forum at the 57th PGA Merchandise Show, expanding the pool of Qualified Diverse Suppliers within the Initiative, major diverse supplier contract opportunities, PGA Licensee opportunity, international awareness through thousands of visitors from 22 countries to the Initiative's web site and articles in major publications, a Supplier Forum at the 92nd PGA Championship and professional women of color growth of the game programs created by two qualified women owned businesses.

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 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, the Hispanic Scholarship Fund and several other community based organizations.

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 \$860,000 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: The Midnight Golf Program (MGP) is a 30 week empowering and mentoring experience that teaches life skills including financial literacy, college preparation, community activism, as well as, learning to play golf. Since 2001, 615 young people joined the Midnight Golf Program, 425 completed the 30 week learning experience with 351 students admitted to more than 60 different colleges and universities. The participants come from a wide range of high schools and community. based programs. There are currently programs in Detroit, Michigan and Miami, Florida.

NOTAH BEGAY III FOUNDATION (NB3): The PGA has partnered with NB3 to leverage our collaborative resources to help fight the epidemic of childhood obesity, promote leadership development among Native American youth and grow the game of golf in Native America. A partnership between PGA of America and the NB3 Foundation is timely due to the recent growth of golf facilities owned by Tribes. Today, there are more than 70 tribally owned golf courses. This growth has meant there has been increased interest in the sport by Native Americans.

LORENA OCHOA GOLF FOUNDATION: The PGA has committed \$50,000 to the Lorena Ochoa Golf Foundation (LOGF) over a two-year period to support its efforts to form a network of “Ambassador” facilities that offer low-cost instruction by PGA and LPGA Professionals, and playing opportunities for new golfers. Ambassador facilities and their staff also will support ongoing “Neighborhood” events, bringing mobile golf experiences into targeted Hispanic communities.

For more information visit www.pga.com/diversity or contact Shannon Boozman at 561-624-7671.

