



# PGA


Southern California

# STRATEGIC PLAN 2021





# SCPGA MISSION STATEMENT :

The background of the slide features a silhouette of two golfers on a green. One golfer is in the foreground, wearing a bucket hat and a long-sleeved shirt, with their back to the camera. The second golfer is slightly behind and to the left, also in silhouette. They are positioned on a grassy area with a bright sunset or sunrise in the background, creating a warm orange and yellow glow. The sky transitions from a deep orange at the horizon to a lighter, hazy orange at the top. The entire scene is overlaid with a semi-transparent dark blue rectangle that contains the text.

The Southern California Section of the PGA of America was established in 1924, and today comprises over **1,700 Golf Professionals** working at over 500 facilities within the Section. The mission of the Southern California Section (SCPGA) is the purpose of the PGA of America, to promote the enjoyment and involvement in the game of golf and to contribute to its growth by providing services to golf professionals and the golf industry. The SCPGA provides competitive playing opportunities, educational seminars, and player development and outreach initiatives within a geographic area that stretches from Baywood Park on the Pacific Coast across to Beatty Nevada then along the Nevada and Arizona borders to the Mexican border back to the Pacific Ocean.

The background of the slide features a silhouette of two people on a golf course. On the left, a person wearing a cap and a long-sleeved shirt stands with their back to the camera, looking towards the right. On the right, another person stands facing the first person, also looking towards the right. They are both holding golf clubs. The scene is set against a bright, orange and yellow sunset sky, with the sun low on the horizon. The overall mood is serene and inspirational.

# SCPGA FOUNDATION MISSION STATEMENT

The Southern California PGA Foundation's mission is to provide all those who might benefit, **especially youth of all communities**, with opportunities to acquire sustainable life skills and values obtained through the game of golf. The Southern California PGA Foundation is a 501 (c) (3) non-profit organization and operates as a public foundation.

The Foundation is involved in and supports the growth of the game of golf through initiatives such as the SCPGA Junior Tour, ClubsForeYouth®, PGA Junior League, Drive, Chip & Putt, Special Olympics, SCGA Junior, CIF, PGA HOPE and California Alliance for Golf, to name a few.





# PGA

Southern California



# STRATEGIC PILLARS



# SECTION

## Committee Alignment:

COMMUNICATIONS & MARKETING

FINANCE/BUDGET

EDUCATION

ASSOCIATE / MENTORSHIP

TEACHING & COACHING

PLAYER DEVELOPMENT

SPECIAL AWARDS

ADVISORY/PAST PRESIDENTS

BOARD OF DIRECTORS

## Top Priorities:

Member Education

Member Promotion

(through Coach profiles and  
Player Development consulting)





# CORP

## **Committee Alignment:**

COMMUNICATIONS & MARKETING  
FINANCE/BUDGET  
TOURNAMENT  
RULES  
SENIOR DIVISION  
WOMENS (Tournaments & Outreach)

## **Top Priorities:**

Increase Member participation  
Outside event revenue generation  
(Opens, qualifiers, etc)  
Increase tournament purses







# FOUNDATION

## Committee Alignment:

COMMUNICATIONS & MARKETING  
FINANCE/BUDGET  
FOUNDATION BOARD  
JR GOLF  
PLAYER DEVELOPMENT

## Top Priorities:

Fundraising  
Junior Golf participation  
Outreach





PLANS



# SCPGA Section Plan

*The mission of the Southern California Section (SCPGA) is the purpose of the PGA of America, to promote the enjoyment and involvement in the game of golf and to contribute to its growth by providing services to golf professionals and the golf industry*

EDUCATION	TEACHING + COACHING / PLAYER DEVELOPMENT	COMMUNICATIONS + MARKETING	ENGAGEMENT
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<p><u>Signature Programs</u></p> <p>Catalyst (weekly general education)</p> <p>“GIBS” - Golf Industry Business Seminars (quarterly specific education)</p>	<p><u>Signature Programs</u></p> <p>Cal Teaching &amp; Coaching Cummit</p> <p>Youth Teaching &amp; Coaching Summit</p> <p>SCPGA Coach</p> <p>PGA Jr. League</p> <p>Drive Chip &amp; Putt</p> <p>Family Cup</p> <p>Doubles Golf</p>	<p><u>Signature Programs</u></p> <p>PROgram Magazine</p> <p>Member2Member</p> <p>Social Media</p> <p>Press Releases</p> <p>Partner Previews</p> <p>SCPGA/SCGA Swing Tips</p> <p>Cal/Nevada PGA Chats</p>	<p><u>Signature Programs</u></p> <p>Launchpad for Associates</p> <p>Mentorship</p> <p>Women’s “SCPGA Lead”</p> <p>Partner Day</p> <p>PGA School Outreach?</p>
<p><u>Committee</u></p> <p><b>Education</b>      Chair: John Kulow Staff: Tom Addis, Nikki Gatch, Jeff Johnaon</p> <p><b>Associate/Mentor</b>      Chair: Tom Son Staff: Jeff Johnson</p> <p><b>Special Awards</b>      Chair: Jim Gormley, Ed Holmes      Staff: Jeff Johnson</p> <p><b>Advisory / Past Presidents</b> Chair: Tony Letendre    Staff: Tom Addis</p>	<p><u>Committee</u></p> <p><b>Teaching &amp; Coaching</b>    Chair: Randy Chang Staff: Tom Addis, Nikki Gatch</p> <p><b>Player Development</b> Chair: Josh Alpert Staff: Anthony Leone,    Nikki Gatch</p>	<p><u>Committee</u></p> <p><b>Communications</b> Chair: Eric Lohman Staff: Nikki Gatch, Bryce Seiver, Dave Kuhn</p> <p><b>Finance</b>    Chair: Eric Lohman Staff: Jeff Johnson</p>	



# SCPGA Section Plan

*The mission of the Southern California Section (SCPGA) is the purpose of the PGA of America, to promote the enjoyment and involvement in the game of golf and to contribute to its growth by providing services to golf professionals and the golf industry*

EDUCATION		TEACHING + COACHING / PLAYER DEVELOPMENT	COMMUNICATIONS + MARKETING	ENGAGEMENT
<u>Measurable Goals</u>		<u>Measurable Goals</u>	<u>Measurable Goals</u>	<u>Measurable Goals</u>
<i>Education</i> Catalyst - 40 per (attendees) Launchpad - 80% participation of all eligible Level 1 Associates		<i>Education</i> YTCS - 200+ attendees CTCS - 300 attendees Increase number of Specialized members by 10%	<i>Communication</i> Coach of The Month Emails	<i>Engagement</i> Support for facilities during COVID
<i>GIBS</i> Quarterly Education Seminar (in person or virtual) March 22: YTCS; June 21: PGA/CMAA; August: TBD October: CTCS  Education piece in General Membership meetings(Summer)		<i>Teaching &amp; Coaching</i> Coach Chat webinars - quarterly  <i>Player Development</i> Increase number of Coaches with Profiles by 30%  -Heavily promote Coaches / pga.com profiles through consumer database (4-8 coaches/month) -Build a suite of tools/playbook for Coaches available on scpga.com(March 2021) -Personalized consulting for 40 Professionals using PGA assets as a cornerstone to maximize revenue -PGA Jr League: Captains: 56 Teams: 103 Players: 1,154 (back to 2019 numbers) -DCP: engage 1,500 juniors -Family Cup: 100 players (Section Championship); collaborative effort with Ohana Event -Doubles Golf: 20 teams	<i>Marketing</i> Maintain 90% retention rate of Partners;  20 new Partners in 2021 (15 cash; 5 product)  target non-endemics that may benefit from relationship with SCPGA  Consumer Database growth to 100K emails and begin to monetize	Team building with Board & Staff (conduct an annual strategic workshop)  Chapter Summit in Q1; updates each Q (Board and Chapter Leadership)  Recruit and mentor future Board candidates including people of color (D&I)  Actively recruit, especially women and people of color for Assoc. Program
<i>Committees</i> Quarterly calls with Committees/Committee chairs for update			Grow Section social media followers to 10,000 in 2021 (8k for Jr Tour; 4k for Foundation)	PGA of America Employment Goals focusing on inclusion and diversity PGA of America Player Development Goals
<i>Board of Directors</i> Bullet points for Chapter Rep reporting at Chapter meetings				



***Grow the Game...provide competitive opportunities for Section Members (including a number of opportunities for "Open" competitions)***

SECTION TOURNAMENTS	OPEN EVENTS	TEAM EVENTS	QUALIFIERS
<div><div><u>Signature Programs</u></div><div>Section Majors Section Team events</div></div>	<div><div><u>Signature Programs</u></div><div>So Cal Open  San Diego County Open  Cal State Open  Inland Empire Amateur  Women's Cal State Open</div></div>	<div><div><u>Signature Programs</u></div><div>Honors Matches (odd years) Womens Matches (even years) North-South Cal Cup (bi-annual) North-South Seniors (annual) North-South Associates (annual) Chapter Challenge?</div></div>	<div><div><u>Signature Programs</u></div><div>Farmers Insurance Open Cal State Open Hoag Classic - PGA Tour Champions Korn-Ferry Tour</div></div>
<div><div><u>Committee</u></div><div><div>Tournament</div>Chair: Jim Gormley Staff: Max DeSpain <div>Women's</div>Chair: Kim Falcone Staff: Nikki Gatch <div>Seniors</div>Chair: Al Valentine Staff: Steve Monday <div>Rules</div>Chair: Ron O'Connor Staff: Max DeSpain</div></div>			



# SCPGA Corp Plan

*Grow the Game...provide competitive opportunities for Section Members (including a number of opportunities for "Open" competitions)*

SECTION TOURNAMENTS	OPEN EVENTS	TEAM EVENTS	QUALIFIERS
<div><div>Measurable Goals</div><div>Section Events      100% of Tournaments to be full</div><div>Total number of participants - 907    ((considered unique players))</div><div>236 Class A members</div><div>77 Associates</div><div>594 non PGA</div><div>Total number of rounds - 1,270</div><div>Women's    Increase participation over 2019 numbers (10% growth)</div><div>Division</div><div>Section Marketing    Player of the Decade</div></div>			<div><div>Measurable Goals</div><div>Women's Golf Summit (in collaboration with SCGA)</div><div>Outreach - Girls Night Out</div><div>LPGA outreach (recruiting; competition; education)</div><div>"SCPGA Lead"</div></div>



# SCPGA Foundation Plan

*The Southern California PGA Foundation’s mission is to provide all those who might benefit, especially youth, with opportunities to acquire sustainable life skills and values obtained through the game of golf.*

FUNDRAISING	ENGAGEMENT	JUNIOR GOLF	COMMUNICATIONS
<div><u>Signature Programs</u></div> <div>Foundation Classic Invitational The Give OC Seniors Youth Putting Championship Fall Classic (2021 only?)</div>	<div><u>Signature Programs</u></div> <div>CLUBS FORE YOUTH PGA HOPE Scholarships &amp; Grants Outreach &amp; Inclusion</div>	<div><u>Signature Programs</u></div> <div>JDT Players Tour Toyota Tour Cup</div>	<div><u>Signature Programs</u></div> <div>Social Media (PGA Works Fellow, Tasita Garcia)  Monthly Jr Tour Newsletter (more human interest and alumni stories)</div>
<div><u>Committee</u></div> <div>Foundation Board Chair: Tony Letendre  Staff: Matt Gilson</div>		<div><u>Committee</u></div> <div>Junior Golf Chair: Tom Sargent  Staff: Kevin Smith</div>	



# SCPGA Foundation Plan (Measurable Goals 1/3)

*The Southern California PGA Foundation’s mission is to provide all those who might benefit, especially youth, with opportunities to acquire sustainable life skills and values obtained through the game of golf.*

FUNDRAISING	ENGAGEMENT	JUNIOR GOLF	COMMUNICATIONS
<p><u>Measurable Goals</u></p> <p>Foundation Classic: Maintain \$100K net proceeds through relationships with RCC members</p> <p>Secure 18-20 teams annually Secure cost efficient partnerships for tee prizes and gifts (product donations)</p> <p>Work with Biz Dev to secure long term partners; package into current Section partnership</p> <p>Invitational Pro-Am Identify facility to accommodate 20 teams in 2021 Secure two presenting sponsorships in 2021 (\$10K each) + Housing Establish “Invitational Committee” to maintain focus and increase value around event Raise \$40,000 in year-2 (\$25,000 in year-1)</p>	<p><u>Measurable Goals</u></p> <p>ClubsForeYouth Assign recipient’s with PGA Professional for series of instruction (\$200 per series); 50 lesson series Donations (50 sets) of quality over quantity (provide recipient with better resources to succeed long term) Continue HS Golf Coaches Summit before/after seasons Discuss opportunities to include Junior Tour grant recipients (easier to track)</p> <p>Actively recruit, especially women and people of color for Assoc. Program</p> <p>Engage and retain C4Y recipients (keep them involved in golf)</p> <p>PGA HOPE Establish partnership to provide new equipment to graduating veterans</p> <p>Establish Veteran’s Cup in the Fall to celebrate graduates of the program</p> <p>Increase fundraising opportunities around PGA HOPE (one gift per season - Spring/Summer/Fall) Secure five (5) host facilities</p>	<p><u>Measurable Goals</u></p> <p>JDT</p> <ul style="list-style-type: none"><li>· Grow JDT Membership to 900 members (29% increase)</li><li>· Expand the JDT program to North San Diego County and North LA County<ul style="list-style-type: none"><li>o Add 5 new sites in these regions</li></ul></li><li>· Secure two new JDT locations for the 12 &amp; Over division for Fall 2021</li></ul> <p>Players Tour</p> <ul style="list-style-type: none"><li>· Increase Players Tour membership to 1,500 members (16% increase)</li><li>· Continue improving our 2-Day series</li></ul> <p>Enhance Signage Purchase custom tee markers</p>	<p><u>Measurable Goals</u></p> <p>Enhance communication effort to our JDT members</p> <p>Monthly email to be sent to all JDT members with scheduling updates and information</p> <p>Create a JDT Manual</p> <p>This Manual will be sent to all new JDT members to provide them a clearer outline of the program</p> <ul style="list-style-type: none"><li>· Create Players Tour Manual</li></ul> <p>Send Manual to all new Players Tour members to provide them clearer information about the program</p>



# SCPGA Foundation Plan (Measurable Goals 2/3)

*The Southern California PGA Foundation’s mission is to provide all those who might benefit, especially youth, with opportunities to acquire sustainable life skills and values obtained through the game of golf.*

FUNDRAISING	ENGAGEMENT	JUNIOR GOLF	COMMUNICATIONS
<p><u>Measurable Goals</u></p> <p>Invite/Include alumni guest speaker to attend/participate in event</p> <p>Establish as a two-night/day event with 36-holes (practice round + event round)</p> <p>The Give Pro-Am:</p> <p>Cultivate and grow relationships with The Give Board of Directors</p> <p>Secure attendance from past Give Scholars</p> <p>Social Media takeover opportunities with past Give Scholars to show “Day in Life of Scholars”</p> <p>Secure semester updates from past scholars (currently in place)</p> <p>Showcase past scholars at Pro-Am   3-hole exhibition, clinic, short-game challenge, etc.</p> <p>Corporate/Individual/Legacy Fundraising</p> <p>Secure one new corporate donor per quarter (ROI around TTC/PT 2-Day Events)</p>	<p><u>Measurable Goals</u></p> <p>Scholarships</p> <p>Scholarships of quality over quantity - larger scholarships to fewer recipients (20 scholarships = \$125k)</p> <p>Quarterly “Scholar Report” from each recipient - Update on their semester/experience</p> <p>Event Sources: The Give, Foundation Classic, Invitational Pro-Am and Youth Putting Championship</p> <p>Outreach &amp; Inclusion</p> <p>Compton Project</p> <p>Submit funding proposal to Taco Bell to secure initial gift to kickstart project - \$100-200K</p> <p>Establish strategic plans (long term) for the entire initiative: Ex. Facility renovation, equipment donation, turf/grass combination, facility lights, PGA Professional on staff, paid HS interns to maintain grounds, agronomy equipment, and HS league play at Compton Par-3</p>	<p><u>Measurable Goals</u></p> <p>Enhance tee gift package for each event</p> <p>Secure golf balls and attain sponsor to provide towels for each event</p> <p>· Expand the Players Tour program to North San Diego County, Ventura County, and the Coachella Valley</p> <p>Toyota Tour Cup</p> <p>· Enhance the member’s experience and competitive atmosphere of Toyota Tour Cup</p> <p>Decrease the number of Toyota Tour Cup exemptions</p> <p>This will make the registration process easier for our members</p> <p>Eliminate exemptions to outside organizations</p>	<p><u>Measurable Goals</u></p> <p>Website</p> <p>Revamp Junior Tour website by creating JDT, Players Tour, and Toyota Tour Cup landing pages</p> <p>This will make it easier for our members to find the information they need</p> <p>Provide more recognition to JDT members by creating section on JDT landing page to include all players that qualify for PT</p> <p>Provide more recognition to PT members by creating section on the PT landing page to include all players that qualify for TTC</p>



# SCPGA Foundation Plan (Measurable Goals 3/3)

*The Southern California PGA Foundation’s mission is to provide all those who might benefit, especially youth, with opportunities to acquire sustainable life skills and values obtained through the game of golf.*

FUNDRAISING	ENGAGEMENT	JUNIOR GOLF	COMMUNICATIONS
<div><u>Measurable Goals</u>  Establish private club dues program (\$18 per member per year) automatically donated to SCPGAF through dues Discuss w/ GM and Club President’s  Fall Classic Sub one year for Foundation Classic  All amateur field Confirmed for October 11, 2021 @ Riviera</div>	<div><u>Measurable Goals</u>  LA84 Foundation Continue inner-city clinic series following COVID Establish relationships with minority PGA members and associates - need to host clinics  Big Brother Big Sisters  Continue clinic program at local OC facility  Partner together to raise funds to supplemental instruction following clinic - ideal next step  High School Jr Membership  Integrate juniors into club atmosphere and opportunity for long-term interest   San Manuel Band of Mission Indians Junior Programming Secure \$25k grant to secure programming for 80 youth Expand to neighboring tribes for expansion of programming</div>	<div><u>Measurable Goals</u>  This will make Toyota Tour Cup more competitive · Expand TTC Qualifying Sites  Use three locations for Q-school to accommodate 60 more players  Increase local qualifying sites by approximately 5 new locations  Separate boys and girls qualifiers  This will provide more opportunities for our members to qualify</div>	<div><u>Measurable Goals</u>  Update alumni page frequently to include all their major accomplishments  Include social media widget on alumni page</div>



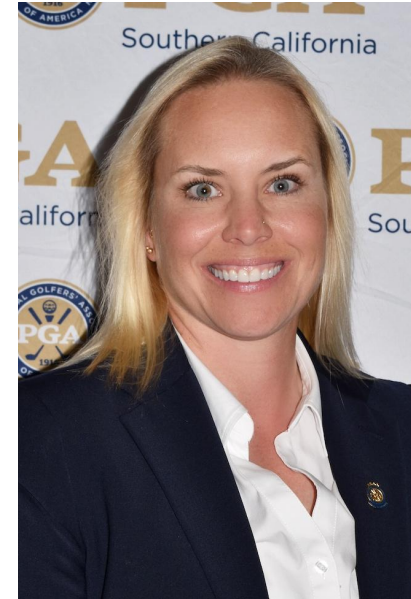
# SCPGA BOARD OF DIRECTORS



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ERIC LOHMAN, PGA  
Vice President



DR. ALISON CURDT, PGA  
Secretary



TONY LETENDRE, PGA  
Honorary President



RANDY CHANG, PGA  
Director



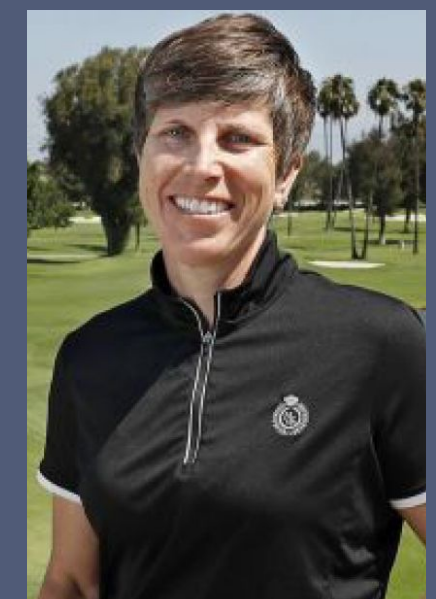
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DAVE KUHN



ANTHONY LEONE



TYLER MILLER



EDDIE RODARTE, PGA



TYLER SEE



BRYCE SEIVER



KEVIN SMITH



TAYLOR VERMILLION



KRISTY WATTIMENA



**PGA**  
Southern California





# PGA

## Southern California

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<https://scpgajrtour.com/>

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