




PGA

Southern California

STRATEGIC PLAN 2023



SCPGA MISSION STATEMENT :

The background of the slide features a silhouette of two golfers on a green. One golfer, wearing a bucket hat, stands on the right, gesturing with their right hand towards the other golfer. The second golfer is in the middle of a golf swing on the left. The scene is set against a warm, orange and yellow sunset sky. A dark blue semi-transparent banner is overlaid across the middle of the image, containing the mission statement text.

The Southern California Section of the PGA of America was established in 1924, and today comprises over **1,600 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, holding a golf club. On the right, another person stands facing them, also holding a golf club. They are positioned on a grassy hill against a dramatic sunset sky with orange and yellow clouds. The title text is overlaid on a dark blue rectangular box in the upper right corner.

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
- DEI
- EDUCATION
- ENGAGEMENT
- TEACHING & COACHING
- PLAYER DEVELOPMENT
- SECTION AWARDS
- PAST PRESIDENTS
- BOARD OF DIRECTORS

Top Priorities:

- Member Engagement
- Member Education
- Member Promotion

CORP

Committee Alignment:

COMMUNICATIONS & MARKETING
TOURNAMENT
RULES
SENIOR DIVISION
WOMENS

Top Priorities:

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





FOUNDATION

Committee Alignment:

COMMUNICATIONS & MARKETING
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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<u>Signature Programs</u>	<u>Signature Programs</u>	<u>Signature Programs</u>	<u>Signature Programs</u>
Catalyst (weekly general education) “GIBS” - Golf Industry Business Seminars (quarterly specific education) Associate Townhall Launchpad Cal/NV Chats Education at membership meetings (Summer / Annual) Baja CA Education	Cal Teaching & Coaching Summit Player Development & Youth Summit SCPGA Coach Outreach Clinics Cornerstone of Coaching	PROgram Magazine Member2Member Social Media Business Development Partner Preview Webinars SCPGA/SCGA Swing Tips Weekly Roundup Start planning/budgeting for Centennial Celebration Consumer outreach SoCal Golf Hall of Fame SCPGA Podcast	Launchpad for Associates Mentorship Recruitment Opportunities/events Member Survey Engagement with Board and Committees California Alliance for Golf
<u>Committee</u>	<u>Committee</u>	<u>Committee</u>	
Education Chair: Tom Son Staff: Nikki Gatch, John Kulow, Jeff Johnson, Tom Addis, Stephen Monday Associate/Mentor Chair: Tony Letendre, Nikki Prichard Staff: Nikki Gatch, Eric Lohman, Ed Winiecki Section Awards Chair: Jim Gormley, Ed Holmes (Co-Chair) Staff: Jeff Johnson, John Kulow, Stephen Monday	Teaching & Coaching Chair: Randy Chang Staff: Nikki Gatch, Anthony Leone Player Development Chair: Blake Jirges Staff: Dr. Alison Curdt, Anthony Leone	Communications Chair: Jackie Riegle Staff: Eric Lohman, Bryce Seiver Finance Chair: Dr. Alison Curd Staff: Nikki Gatch, Kristy Wattimena, Jeff Johnson	

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 - average 38 live viewers (32 average in 2022; 20% increase)		<i>Education</i> California Teaching & Coaching Summit (CTCS) - 300 attendees	<i>PROgram Magazine</i> - Year In Review (digital) - more human interest stories	Recruitment - attend and/or conduct at least four events annually focused on recruitment	
Launchpad - Launchpad - continue with two sessions annually; increase average of six attendees		Player Development & Youth Summit (PDYS) - 100 attendees	Member2Member - refresh/rebrand; streamline information; categorize information		
<i>GIBS</i> - "GIBS" - Golf Industry Business Seminars (average 28 live; 20% increase; supported by TravisMathew, with focus on sustainability		<i>SCPGA Coach</i> - currently 20% of membership has completed ADM; increase that to 30% and 10% of membership have an active Coach Profile; increase to 20%	Social Media - increase followers through promotions; partner leverage	Engagement with Board / Committees - recruit new members to be involved at the committee level	
Associate Townhall - average 12 live; move to quarterly; attract more Associates		<i>Outreach Clinics</i> - conduct at least one event per quarter	Partner Preview webinars - continue to provide platform for increased exposure for partners		
Cal/NV Chats - average 53 live; (20% increase; continue to do monthly)		Outreach Clinics - conduct at least one event per quarter	SCPGA/SCGA Swing Tips - collaborate with SCGA for a "PGA Instruction" tab on scga.org	Increase communication / engagement with Chapter leadership	
<i>Education at membership meetings (Summer / Annual)</i> - invite local leaders in the industry (leverage relationships with top manufacturers in SoCal)		Cornerstone of Coaching - conduct quarterly; Teachers sharing best practices; goal would be to increase number of Coaches with profiles so that we can help with promotion	Weekly Roundup - leverage better for partners; streamline information; Start planning/budgeting for Centennial Celebration/2024		
Baja CA education - increase awareness of Section and National resources; recruit new Section Members (International Members can designate a Section; we would benefit from increase in Dues revenue)			Consumer outreach - monthly newsletter; Coach of the Month; SCPGA Perks - increase followers with relevant and consistent messaging; promotion of PGA Members		
			Business Development - increase partner revenue by 20% to surpass 500k So Cal Golf Hall of Fame - collab with scga on new website, history, etc. SCPGA Podcast - host monthly or bi-monthly; hosted by Tom Addis; recruit guest of interest and relevance to current industry trends		

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 Events Divisions Chapters Callaway Pro-Am (new)</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 (even years) Womens Matches (even years) North-South Cal Cup (odd years) North-South Seniors (annual) North-South Associates (annual)</div></div>	<div><div><u>Signature Programs</u></div><div>Farmers Insurance Open (8 Pre-Quals) Cal State Open (5 quals) PGA Tour Champions (Hoag & Galleri) Korn-Ferry Tour</div></div>
<div><div><u>Committee</u></div><div><div>Tournament</div><div>Chair: Jim Gormley Staff: Max DeSpain</div></div><div><div>Women's</div><div>Chair: Kim Falcone Staff: Nikki Gatch, Dr. Alison Curdt, Max DeSpain</div></div><div><div>Seniors</div><div>Chair: Gary Sowinski/Chris Starkjohann Staff: John Kulow, Max DeSpain</div></div><div><div>Rules</div><div>Chair: Ron O'Connor Staff: Max DeSpain, Eric Lohman</div></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
<p><u>Measurable Goals</u></p> <p>Section Events 100% of Tournaments to be full</p> <p>Total participants:(749/2021, 639/2020; 910/2019; 923/2018 - including Chapters and all Divisions) - 722 in 2022</p> <p>Women's Increase participation over 2022 numbers (10% growth)</p> <p>Division Player of the Decade - concept, maybe lines up with Centennial in 24?</p> <p>Partner Growth - Continue to increase number of partners and level of support through marketing and promotion efforts that fit their needs, and leads to increase in purses and support for programs</p> <p>Callaway Pro-Am - new event; goal is to generate \$15k net proceeds</p>	<p><u>Measurable Goals</u></p> <p>Enhance playing opportunities - continue with schedule based on survey results</p> <p>Renew SD County Open agreement with Enagic - confirmed for 2023; negotiate for multi-year agreement?</p> <p>Centennial Shoot-out - begin planning in Q4</p> <p>Create purse goals for each Section event</p> <p>Working liaison with three LPGA events in SoCal managed by Outlyr - Receive Monday qualifying exemption for two LPGA events</p> <p>Bakersfield Open - analyze request to manage</p>		

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 Youth Putting Championship Grant Writer</div>	<div><u>Signature Programs</u></div> <div>CLUBS FORE YOUTH PGA HOPE Scholarships & Grants Outreach & Inclusion High School Coach Clinics</div>	<div><u>Signature Programs</u></div> <div>JDT Players Tour Toyota Tour Cup</div>	<div><u>Signature Programs</u></div> <div>Junior Tour Newsletter Perks Program</div>
<div><u>Committee</u></div> <div>Foundation Board Chair: Tony Letendre Staff: Anthony Leone, Eric Lohman, Tom Addis</div>	<div><u>Committee</u></div> <div>Foundation Board Chair: Tony Letendre/Blake Jirges Staff: Anthony Leone, Eric Lohman, Tom Addis</div>	<div><u>Committee</u></div> <div>Junior Golf Chair: Tom Sargent Staff: Kevin Smith, John Kulow</div>	

SCPGA Foundation Plan (Measurable Goals)

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	
<u>Measurable Goals</u>		<u>Measurable Goals</u>		<u>Measurable Goals</u>		<u>Measurable Goals</u>	
Foundation Classic - new title sponsor, TravisMathew; increase proceeds by 20%		CLUBS FORE YOUTH - increase donations by 50% and increase distribution by 50%; continue to offer PGA Instruction with equipment donations		Retain and potentially increase membership (2022 saw the highest membership numbers to date = 3,600)		Newsletter - monthly; highlight juniors; promote PGA/golf industry; leverage partners; highlight member benefits	
Invitational / Mexico Pro-Am - collab with TPC Danzante Bay; November 23; net \$17k		PGA HOPE - increase number of participating facilities from 4 to 12 and veterans served from 80 to 250		Retain competitive opportunities - 2022, 400 events; set to host approximately 420 events in 2023		Social Media - leverage/promote juniors; post more "fun" interactive content to engage more followers	
The Give - conducted by Jamie Mulligan / VCC; should net \$50k, to be given out in scholarships		Scholarships & Grants - increase scholarships and junior grants by 20%; establish grant program for PGA Members who conduct diverse growth programming; create a grant request application process		Create video series for education - rules/etiquette, BlueGolf, junior golf pathway		Perks Program - member benefit; discounts from partners; leverage and promote more/better (3600 family audience)	
Youth Putting Championship - - funds derived from qualifiers benefit the Foundation (\$12k)		Outreach Clinics - conduct at least one event per quarter for an underserved community/association		Educate Junior Tour Members as part of recruitment strategy; inclusion in monthly newsletters; social media posts on PGA / Careers in golf		Education - on PGA, golf industry and opportunities beyond competitive play	
Grant Writer - hired Ellen Wright on a monthly retainer; anticipate additional revenue of \$50k+ from grant funding		High School Coach Clinics - re-engage this program; conduct twice annually (Spring / Fall); utilize PGA Members for assistance in coaching best practices		Provide opportunities for increased membership benefits - college recruiting; junior golf pathway; careers in golf; SAT/online schooling opportunities; perks program		Junior Golf Summit - bring leaders of all junior golf associations together to collaborate, share best practices, address similar challenges, etc.	
		Modernize grant and scholarship application program					
		Enhanced and designated communication strategy for all signature programs and initiatives					

SCPGA BOARD OF DIRECTORS



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President



DR. ALISON CURDT
Vice President



JOHN KULOW
Secretary



ROBIN SHELTON
Honorary President



RANDY CHANG
Director



NIKKI PRICHARD
Director



KIM FALCONE
Director



TOM SON
Director



PETRA COLE
Director



BLAKE JIRGES
Director



ED HOLMES
Independent Director



SCOTT HEYN
Independent Director



MICHAEL HOLYK
Desert



STEVE ADAMIAK
Inland Empire



JEFF MUNAK
San Diego



RICK STEGALL
Metropolitan



JUSTIN HIGHT
Northern



JOHN MCNAIR
District 11 Director

SOUTHERN CALIFORNIA PGA SECTION STAFF



NIKKI GATCH, PGA



TOM ADDIS, PGA



JEFF JOHNSON, PGA



MAX DESPAIN



BRYCE SEIVER



ANTHONY LEONE



KEVIN SMITH



AMBERLYNN DORSEY , PGA



STEPHEN MONDAY



TYLER MILLER



KRISTY WATTIMENA



DANNY CROSS



HANNAH FACCHINI



LISA HANSGEN



EDDIE RODARTE , PGA



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DEAN ROCWIERZ



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