



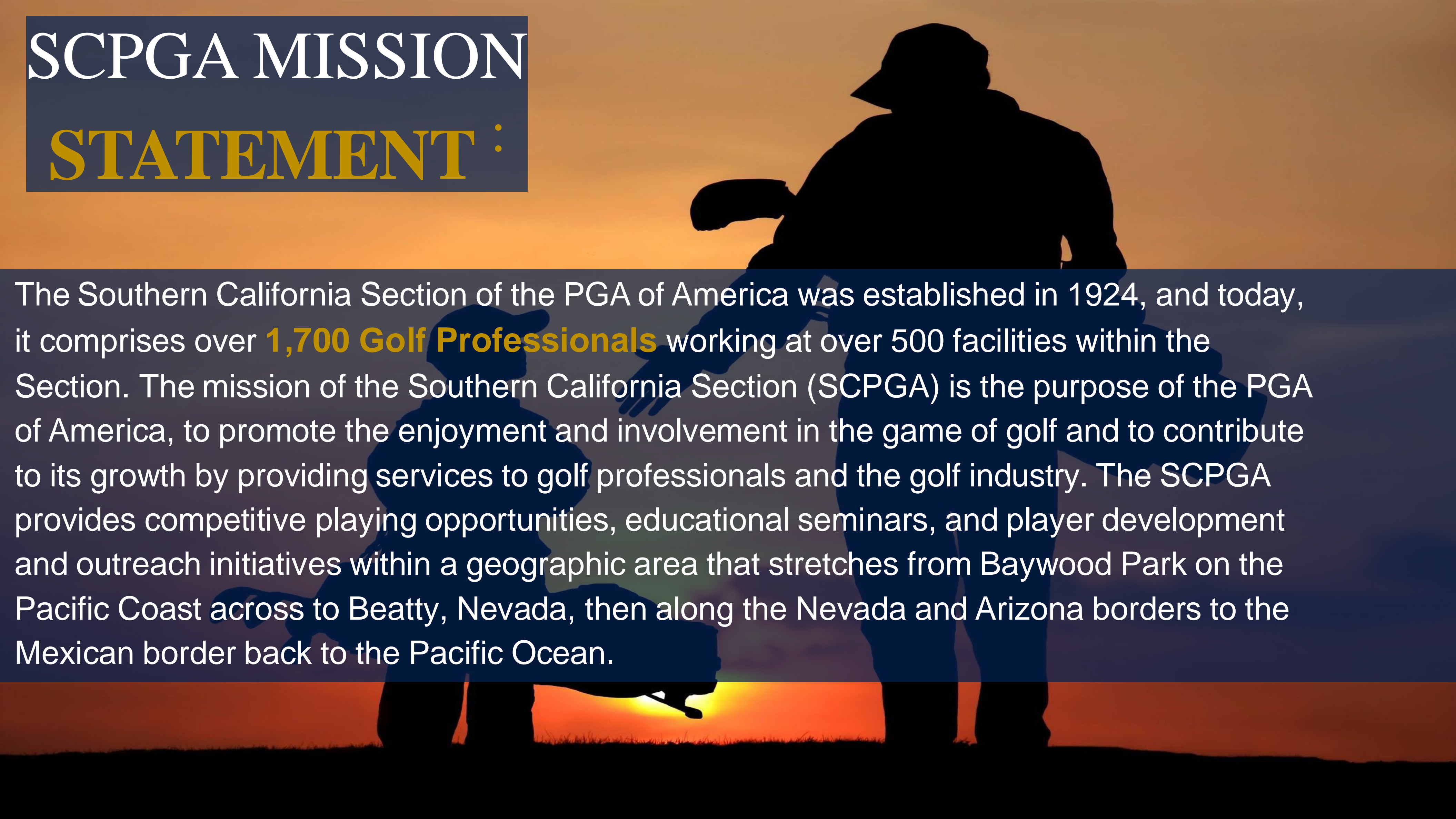
STRATEGIC PLAN

SOUTHERN
CALIFORNIA

2025



SCPGA MISSION STATEMENT :

The background of the slide features a sunset scene with a warm orange and yellow sky. In the foreground, the dark silhouettes of two people are visible. On the right, a person wearing a bucket hat stands with their back to the camera, holding a golf bag. On the left, another person is bent over, appearing to be in the middle of a golf swing or preparing a club. The overall mood is serene and focused on the sport of golf.

The Southern California Section of the PGA of America was established in 1924, and today, it 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, holding a golf club. On the right, another person stands facing the first person, also holding a golf club. The scene is set against a bright, hazy sunset sky with a gradient from orange to blue. The text is overlaid on this background.

SCPGA FOUNDATION

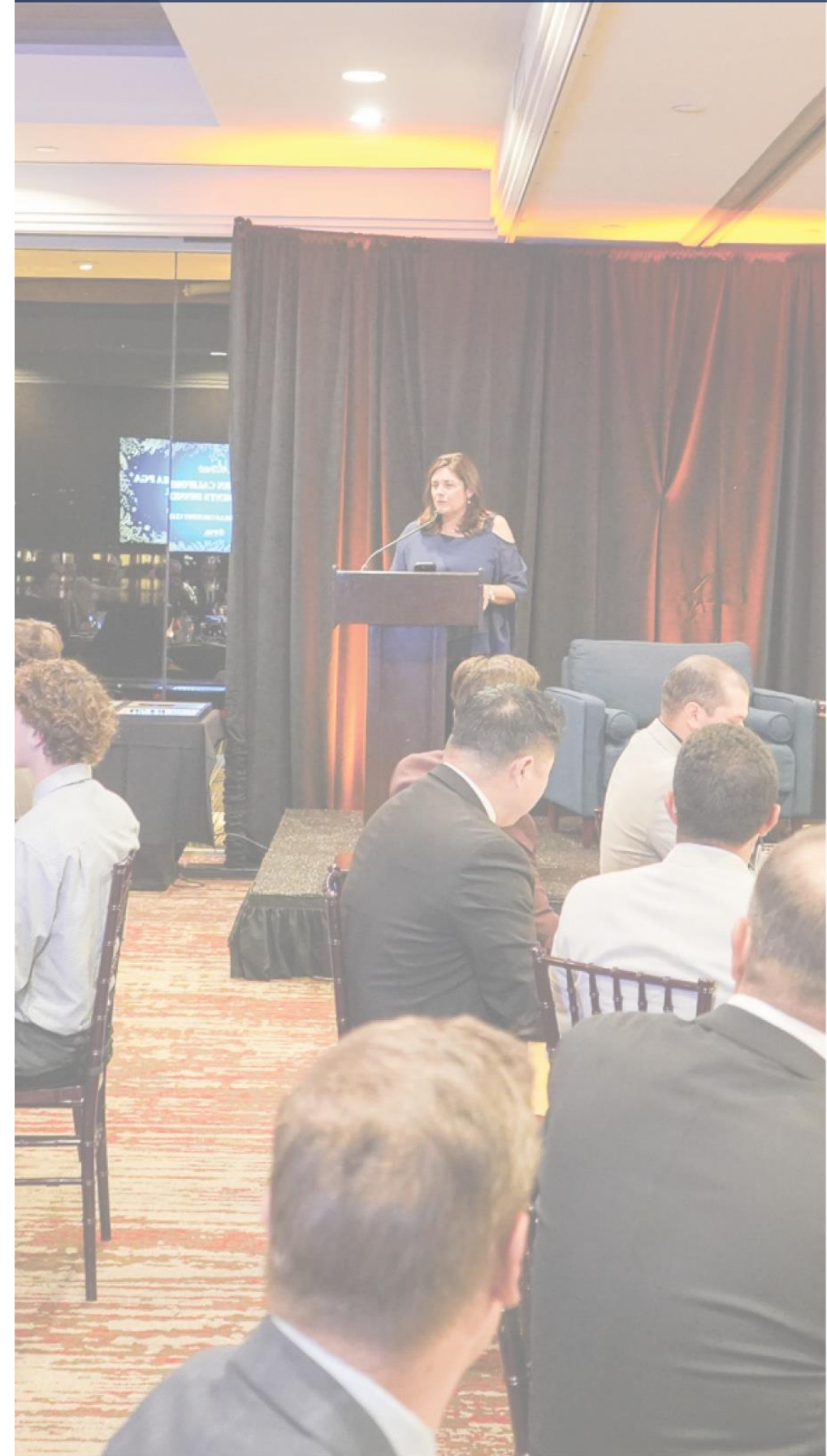
MISSION STATEMENT :

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.

NORTH STARS



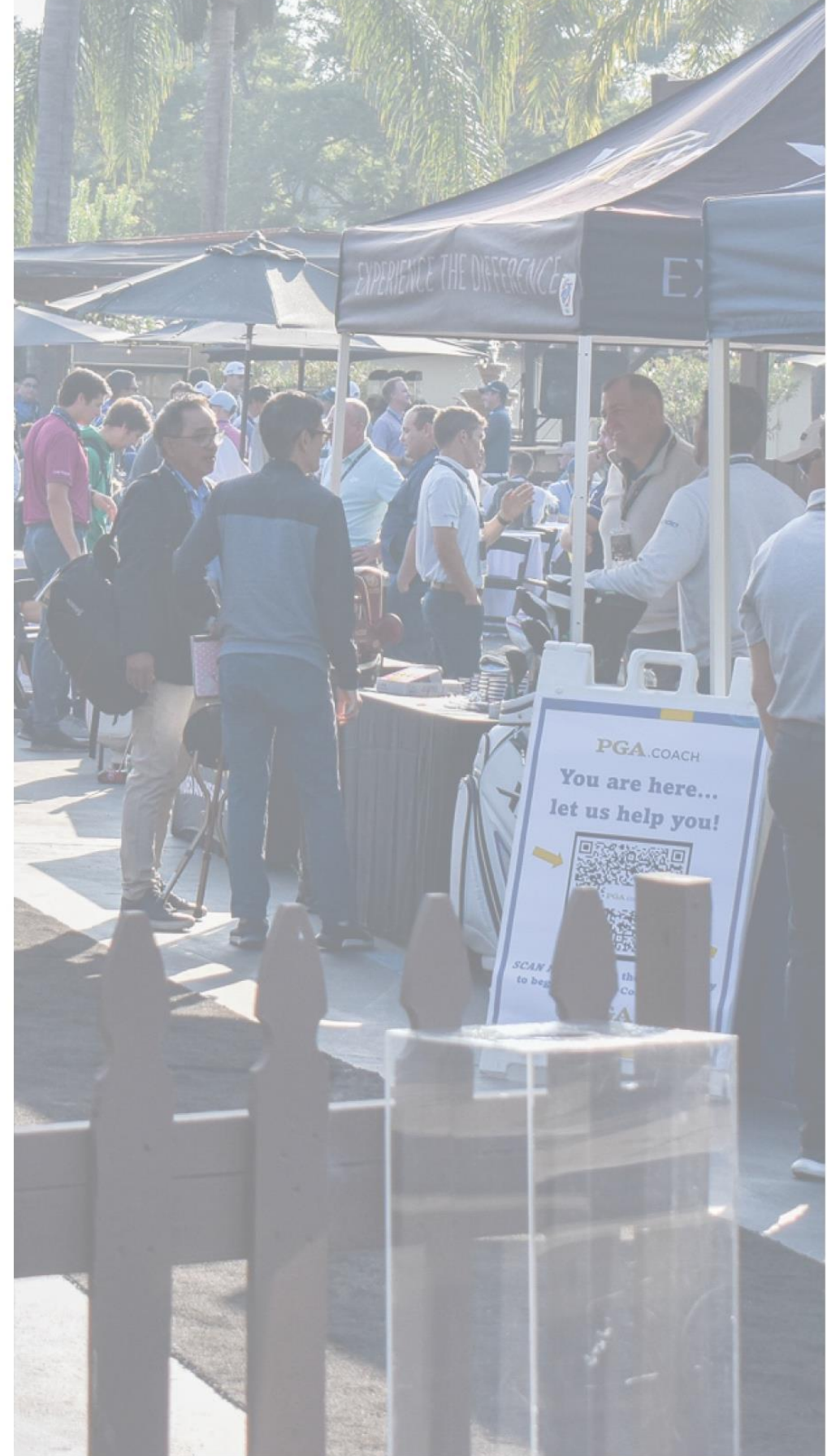
MEMBER



GAME



BUSINESS



PEOPLE



MEMBER

Top Priorities:

- Member Education
- Member Promotion (through Coach profiles and Player Development consulting)
- Associate Mentoring and Engagement
- Recruiting Marketing SCPGA/PGA Members to Consumers
- DEI
- Advocacy efforts on behalf of the industry



GAME

Top Priorities:

Increase Member Participation

Outside event revenue generation
(Opens, qualifiers, etc)

Increase Tournament Purses
(Sponsorship)

Increase Junior Tour Membership
and Tournament Participation

Provide access to the game through
Foundation programming – youth,
military (access, equipment,
instruction)



BUSINESS

Top Priorities:

Operate on a Balanced Budget

Revise Investment Policy

Maximize Investment Portfolio

Increase Section Partners/Sponsors

Increase Foundation donors/contributions



PEOPLE

Top Priorities:

DEI focus on all Section activities/programs

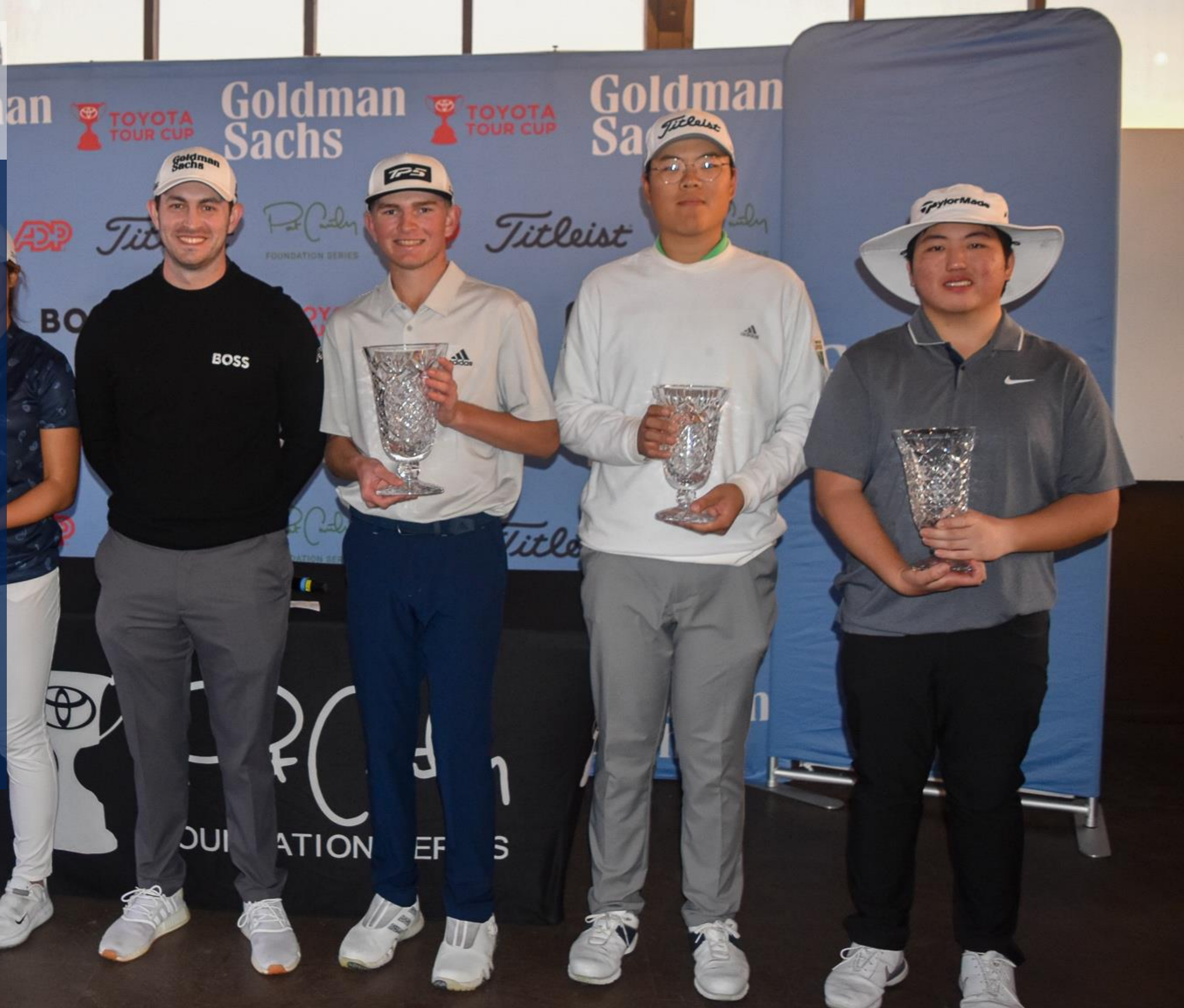
DEI Education (Board, Staff, Members)

SCPGA LEAD

Provide opportunities for youth and military through grants, scholarships, instruction

Train, manage and retain Section Staff with a focus on professional development

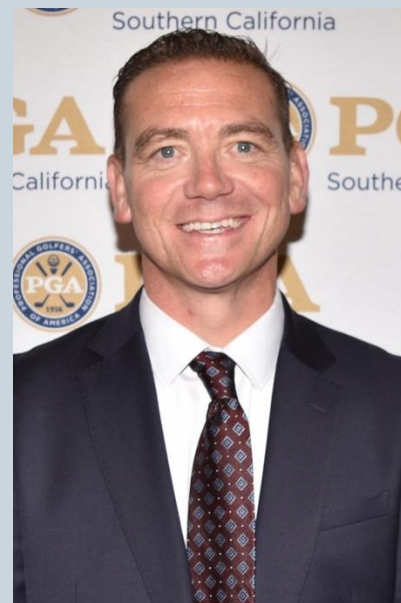
Foundation Scholarships & Grants



SCPGA BOARD OF DIRECTORS



DR. ALISON CURDT
President



JOHN KULOW
Vice President



TOM SON
Secretary



ERIC LOHMAN
Honorary President



RANDY CHANG
Director



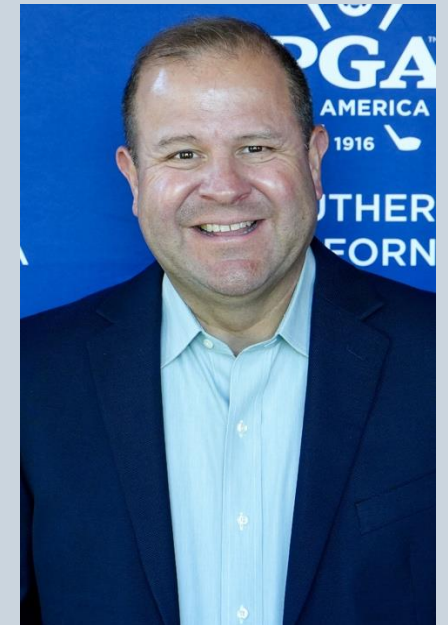
NIKKI PRICHARD
Director



KIM FALCONE
Director



JACKIE RIEGLE
Director



TONY CHAVEZ
Director



BLAKE JIRGES
Director



REINA KEARNS
Independent Director



MACKENZIE MACK
Independent Director



COLIN TUCKER
Desert



RYAN PRIOR
Inland Empire



GRANT STROBEL
San Diego



STEVE DONAR
Metropolitan



JUSTIN HIGHT
Northern



SCOTT ASHWORTH
District 11 Director

SOUTHERN CALIFORNIA PGA SECTION STAFF



NIKKI GATCH, PGA



ED WINIECKI PGA, CCM



TYLER MILLER



KEVIN SMITH



ANTHONY LEONE



BRYCE SEIVER



TYLER GLOVER



DANNY CROSS



LISA HANSGEN



ROBERT BAIER, PGA



JAMES DAVENPORT



MATT ROGERS



WILLIAM YANG



STEPHEN MONDAY



EDDIE RODARTE, PGA



ALEX MAKIMOTO



RAY BELMONTE



MIKE ZAPEL



JOHN RONGAVILLA

The Southern California PGA is a team of mission-focused professionals recognized as leaders in the industry whose culture can be defined by the following words:

TEAMWORK , INNOVATION, PASSION, STEWARDSHIP, IMPACT



OF AMERICA



**SOUTHERN
CALIFORNIA**

Staff Directory

Board Member Directory

**3333 Concours Street
Building 2, Suite 2100
Ontario, CA 91764**

Phone: 951.845.4653

Fax: 951.331.4701

**<https://scpga.com/>
info@scpga.com**