

2020 PGA SPECIAL AWARDS PROGRAM

**Herb Graffis Award**

The Herb Graffis Award is designed to recognize a PGA of America Section for extraordinary and exemplary contributions and achievements in the area of Player Development. This award considers initiatives conducted by the Section, involvement of members in Section and National growth of the game programs, and overall impact on growth of the game.

**Herb Graffis Award Guidelines:**

* Section’s commitment to growth of the game initiatives.
* Quantity, quality and diversity of player development programs.
* Active involvement in National player development programs.
* Participation of Section members in Player Development activities/programs.
* Inspiration of fellow Sections in the area of player development.
* Overall impact on growing the game.

### Herb Graffis Award Criteria:

1. Criteria to Measure
   1. A formal review of the Section’s growth of the game plan.
   2. Quality and quantity of Section growth of the game programs, including number of programs conducted, consumers attending, Section members involved, and diversity in type of programs and target customers.
   3. Section’s ability to track results, and overall impact on rounds of golf.
   4. Media coverage derived from promotional efforts at the Section level.
   5. Section’s support and involvement in National growth of the game programs.
   6. Growth of the game partnerships developed at the Section level with other regional allied associations.
   7. Percentage of golf facilities involved in Player Development activities and program such as Get Golf Ready and PGA Junior League.
2. Selection Process
   1. All Sections will be asked to respond.
   2. National Awards Committee will select a Section based on the criteria.

## Other Considerations

* This National Award will be presented at the PGA Annual Meeting.



**HERB GRAFFIS AWARD**

**NOMINATION**

**Name of Section:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Nomination submitted by:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*The nomination form should be typewritten, completed in the first-person, limited to no more than 20 pages total, inclusive of this title page, letters of recommendations and any additional information. Any nomination over 20 pages, will be returned to the section.*

1. Please list and give a brief overview of specific programs your Section has conducted to grow the game of golf. Indicate the number of programs conducted, consumers attending these programs, Section members’ involvement, and diversity in the type of programs and targeted customers.
2. Please briefly describe the strategy of how your Section has tracked results and the overall impact of rounds of golf.
3. Please include examples of media coverage you have received for your Section’s efforts in this area.
4. Please describe any partnerships with other regional allied organizations pertaining to growth of the game initiatives.

The information provided on this nomination form is accurate and truthful. *This nomination form must have both signatures to be eligible for consideration.*

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Section President’s Signature Date

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Section Executive Director’s Signature Date

**Nomination Deadline: May 8, 2020**

**Nomination forms must be submitted through OpenWater, by the Section, using the email sent to the Executive Directors from OpenWater with account login information.**

Should you have any questions, please feel free to contact:

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*Unsigned, Incomplete and/or Ineligible Nomination Forms will* ***NOT*** *Be Considered.*

*Books, videos and publications should* ***NOT*** *be submitted, but may be referenced in the nomination form.*