

# PGA LEAD | A LEADERSHIP DEVELOPMENT PROGRAM FOR PGA MEMBERS



President Suzy Whaley, PGA/LPGA | Vice President Jim Richerson, PGA and Secretary John Lindert, PGA

Did you know that PGA LEAD has helped develop one Section President, two Section Vice Presidents, six Section Board Members and 15 National Committee Members? Are you ready to step up and lead inclusively? If so, you may be a candidate for PGA LEAD Cohort VI, Class of 2021-2022.

PGA LEAD was created to identify, mentor and progress PGA Members from diverse backgrounds along a guided path to volunteer leadership roles at the Chapter, Section and National levels of the Association. Integrating a multitude of dimensions of difference into our leadership ranks helps position the Association for success for decades to come. The ultimate goal of PGA LEAD is to establish a deep bench of PGA Members from diverse backgrounds who are prepared to ascend to and through the volunteer leadership ranks of the Association. PGA LEAD also assists in developing PGA Members who desire to serve and make an impact on nonprofit boards in the communities where they work and live.



PGA LEAD, Cohort I, Class of 2016-2017



PGA LEAD, Cohort II, Class of 2017-2018

## OVERVIEW

Each PGA LEAD Cohort is composed of up to 15 PGA Members who participate in a curated leadership development experience tailored to those who desire to serve in a volunteer leadership role. PGA LEAD welcomes PGA Members who are early on in their leadership journey, as well as those who are more advanced. The programming includes the following areas of focus:

Board Governance

Inclusion & Diversity

Conducting Board & Membership Meetings

Personal Branding and Promotion

Pillars of Leadership

Public Speaking and Presentation Skills

Developing Your Leadership Presence

Social Media & Developing Your Digital Brand



PGA LEAD, Cohort III, Class of 2018-2019



PGA LEAD, Cohort IV, Class of 2019-2020

PGA LEAD participants have a unique opportunity to engage in professional development and networking activities designed to develop their leadership acumen. Monthly virtual meetings are held with subject matter experts, including PGA of America executives and staff, as well as business leaders from inside and outside the golf industry.

PGA LEAD participants gather at Association functions such as the PGA Merchandise Show and the PGA Annual Meeting to witness leadership and governance in action. Personally connecting with other PGA LEAD participants and Association and industry colleagues has proven invaluable in developing one's professional network. (Pre-approved travel expenses for up to two functions annually, if held, are reimbursed by the Association.)

## ELIGIBILITY & APPLICATION

While PGA LEAD is designed to drive a diverse demographic of participants with consideration given to gender, age, race/color, national origin/ancestry, sexual orientation, disability, and Veteran status, **the program is open to all Class A PGA Members.**

PGA Members who meet the following criteria are encouraged to apply for PGA LEAD.

(PGA of America employees are not eligible to apply.)

- Class A PGA Member for at least one year and in good standing
- Aspires to serve as a national volunteer leader within the Association
- Is committed to actively participating in monthly virtual meetings and completing related assignments
- Is committed to participating in PGA LEAD for two years (2021-2022) including PGA LEAD activities at the PGA Merchandise Shows and/or PGA Annual Meetings during the term
- Is committed to making a PGA LEAD presentation at a PGA Section Meeting at the conclusion of the program as an inspiration to others

The application deadline for PGA LEAD Cohort VI, Class of 2021-2022 is November 13, 2020. All submissions are confidential and will be reviewed only by the PGA LEAD Selection Committee.

**TO APPLY, CLICK HERE**

For more information please contact, the PGA of America's  
Director of Inclusion & Community Engagement  
**LINNET CARTY** at [LCarty@pgahq.com](mailto:LCarty@pgahq.com)