



2020 Election Candidate Guidelines **(Revised 6/2019 BOD)**

Candidate Qualifications

As a minimum, it is recommended that candidates have served as a Section Officer for at least one-full term although the PGA Constitution allows any member in good standing to hold national office.

Announcement of Candidacy

1. Candidates must complete an application for Secretary and be approved before formal campaigning as defined below. Applications may be submitted no earlier than September 15, 2019.
2. All candidates for Secretary will be required to undergo a criminal background check commensurate with the review completed for those individuals currently electing to PGA Membership. Requirements of the criminal background check process are outlined in the Application for Secretary. All policies regarding the criminal background check will be in accordance with determinations made by the PGA of America Board of Directors.
3. Formal campaigning cannot begin until the “campaign start date” of the election year, defined as being the day following the end of the regularly scheduled Annual Meeting which precedes the election meeting.
4. Formal campaigning is defined as any form of “mass or bulk” written communication including e-mails, websites, letters, and social media.
5. Communication regarding candidacy and an individual’s desire to declare candidacy may take place prior to the campaign start date of the election year (such as verbal communication or e-mail communication, provided that it is limited to one-on-one communication and not conducted in a group communication, such as a “blast e-mail”).

Association Funding

The Association will fund the following items that take place between the preceding Annual Meeting and the Annual Meeting of the Election for candidates that meet candidate viability criteria as set forth below.

1. Travel and accommodations to the PGA’s Governance Meetings which involve the Section delegates.

2. Travel and accommodations to the PGA Annual Meeting of the Election for a maximum of 5 days.
3. Viable candidates will be provided a standard meeting room set at no charge that will include furnishings which accommodate both a formal and informal meeting space (i.e. meeting table and chairs, sofa, etc.) In addition, the Association will provide a common F & B area so that Candidates will not need to provide F & B within their meeting space.
4. Public relations support during the year of the election which may include video, magazine, website, or brochure promotional support on PGA owned media. This funding does not include financial assistance for personal websites, social media pages, brochures or any other promotional material.

Candidate Viability Criteria for Super Regional Meeting Participation

A candidate will be eligible to receive the funding and amenities as set forth above provided that the following criteria are met:

- (i) A nomination by a Section that is received by the PGA of America Secretary in writing prior to December 15th preceding the election year will qualify a candidate to receive any Candidate function access at the PGA Merchandise Show and participate in the Super Regional Meetings. No further candidates will be eligible for nomination subsequent to this date unless there are fewer than two nominees for the office of Secretary where the PGA Bylaws allow for oral nominations for the office of Secretary to be made from the floor during the Annual Meeting election.
- (ii) A Section shall not nominate more than one candidate.

In addition, Sections shall be bound to vote for the candidates that they nominate for (a) the primary voting of Delegates in the event that there are more than 4 candidates nominated prior to the December 15th deadline date for nominations and for (b) the first round of the balloting process for Secretary at the Annual Meeting. The votes for nominations shall be automatically selected by the Association during the balloting process in accordance with the nomination tally sheet received by the Secretary for the first round of ballots. In the event that a candidate withdraws or is eliminated prior to the primary vote of the Delegates or prior to the first round of the vote for Secretary at the Annual Meeting, then the Section shall be free to choose a candidate of its choice for voting purposes.

Super Regional Meetings

1. The Association will schedule four (4) Super Regional Meetings in the Spring of the election year for the purpose of enabling individuals that have entered the campaign for Secretary as a candidate to have the opportunity to deliver their campaign platform to the attendees. The attendees will be the individuals that are anticipated to be Delegates at the Annual Meeting from the Sections, in addition to the applicable District Directors, National Officers, Honorary President and Past Presidents that will attend their applicable Super Regional Meeting.

The meetings will be scheduled by July 1st prior to the start of the election year. In the event that a Section Delegation has a scheduling conflict that results in the inability to attend their respective Super Regional meeting, that Section Delegation will then be reimbursed to attend as a group only one other Super Regional Meeting. The Super Regional Meeting chosen must be approved in advance by the PGA of America.

The Super Regional Meetings will be classified in the following manner, unless modified due to schedule conflicts:

- a. **Northeast Regional** (District 1, District 2, District 4)
 - i. District 1 Connecticut, New England, Northeastern NY
 - ii. District 2 Metropolitan, New Jersey, Philadelphia
 - iii. District 4 Central New York, Western New York, Tri-State
- b. **Southern Regional** (District 3, District 10, District 13)
 - i. District 3 Alabama – NW Florida, Gulf States, Tennessee
 - ii. District 10 Kentucky, Middle Atlantic, Carolinas
 - iii. District 13 North Florida, South Florida, Georgia
- c. **Central Regional** (District 5, District 6, District 7, District 8)
 - i. District 5 Michigan, Northern Ohio, Southern Ohio
 - ii. District 6 Illinois, Wisconsin, Indiana
 - iii. District 7 Gateway, South Central, Midwest
 - iv. District 8 Minnesota, Nebraska, Iowa
- d. **Western Regional** (District 9, District 11, District 12, District 14)
 - i. District 9 Rocky Mountain, Colorado, Utah
 - ii. District 11 Northern California, Southern California, Aloha
 - iii. District 12 Sun Country, Northern Texas, Southern Texas
 - iv. District 14 Pacific Northwest, Southwest

2. The Association will pay the travel, meals and lodging of three Section Delegates and the Executive Director and the rental of the meeting room for attendance at the Super Regional meetings day in the year of the election.
3. The Association will pay reasonable and approved expenses for the candidate and one candidate support person (PGA member, executive or spouse) that has been invited to attend these meetings in the year of the election.

4. Sections will be given a reasonable amount of time to interact directly with the Candidates and conduct their Candidate interviews during the Super Regional Meetings. Any form of Candidate Debate will be conducted at the Annual Meeting. In an effort to control the cost of the campaign for both the candidate and the Sections, travel by candidates to individual Sections for the purpose of campaigning is prohibited. This prohibition of travel for campaign purposes also applies to travel by candidates to Past Presidents, Officers, Board Members and Player Directors. Recognizing that travel is sometimes related to normal job-related and family activities, it will be important that candidates refrain from campaigning during such travel, especially if time is spent with delegates. Candidates should err on the side of avoiding any perception of campaigning in such instances. However, travel to an individual Section due to normal activity such as job-related activities or to play in competitions is permitted.

Primary Vote in the Event of More Than 4 Candidates

In the event that there are more than four (4) declared candidates that appear at the Super Regional Meetings, then a primary election will be held via Internet/digital voting on a date and timeframe determined by the Association to enable all individuals that will be Delegates at the election Annual Meeting to cast their votes on-line in a secure format. Primary voting will take place in May of the election year following the conclusion of the last Super Regional Meeting.

Votes will be weighted. Each Delegate will be asked to rank their top 4 candidates with their top candidate receiving a score of “4”, 2nd top candidate receiving a score of “3”, third top candidate receiving a score of “2” and fourth favorite candidate receiving a score of “1”. The addition of the scores from all voting Delegates will be tabulated to determine the top four candidates. The candidates and voting Delegates will be informed of the results of the primary election and will receive the name of the four remaining candidates. The vote totals for the candidates will not be disclosed to the Delegates.

Following the conclusion of the primary election, the top four (4) candidates and ties will meet the criteria to continue in the election as viable candidates and will receive the funding and amenities package as set forth in the guidelines provided that they meet the requirements for “seconds” as set forth below. As an example, if the third place vote is tied at ten, then the candidate with the most votes, the second most votes and the two (2) candidates tied for third will continue in the election process. If there is a tie for the fourth place spot, all candidates who tied for fourth will proceed in the election process.

Candidate Viability Requirements Following Primary Vote or in the Event of Less Than 4 Candidates Nominated by December 15th preceding the Election Year

A nominated and viable candidate will be eligible to receive the funding and amenities as set forth in the “**Association Funding**” component above provided that the following criteria are met:

- (i) In the event of a primary vote, was one of the top four candidates and ties.
- (ii) The candidate receives two seconds from Sections, other than the Section that nominated the candidate, no later than August 1 of the election year.
- (iii) A Section shall not nominate or second more than one candidate. A Section that has submitted a nomination or a second for a candidate shall be barred from submitting a nomination or second for any other candidate and that Section shall be subject to the first-round vote for the candidate that they either nominated or seconded first subject to candidate withdrawals as set forth above.
- (iv) Once a candidate receives the two seconds, no additional seconds will be announced publicly by the Association. Sections that have not nominated or seconded a viable candidate may provide a letter of support for a candidate at the Section’s discretion. Sections that submit letters of support shall not be bound to vote for the candidate during the first round of balloting at the Annual Meeting. Letters of support are not binding.
- (v) All seconds shall be forwarded to the Secretary.
- (vi) Sections shall be bound to vote for the candidates that they either nominate or second for the first round of the balloting process for Secretary at the Annual Meeting. The votes for seconds shall be automatically selected by the Association during the balloting process in accordance with the tally sheet received by the Secretary for the first round of ballots. In the event that a candidate withdraws or is eliminated prior to the first round of the vote for Secretary at the Annual Meeting, then the Section shall be free to choose a candidate of its choice for voting purposes.

Gift Policy

Under no circumstances will gifts be allowed during the campaign year or at the Annual Meeting during the Election/Campaign. Pins, buttons, promotional materials and reasonable brochures will be the only materials distributed to the Delegates, Board or Officers. All materials may be distributed in person, by mail, or e-mail during the campaign year or in the hospitality rooms during the Annual Meeting.

Candidate Communication Opportunities with Sections

Candidates will be provided with the opportunity to contact Section Delegates subsequent to the conclusion of the Super Regional Meetings via digital face-to-face meetings with Section Delegates and Section Executive Directors through services such as Skype, Face Time or similar services. This additional method of communication has been approved by the PGA Board of Directors due to the decision of not holding the Fall Conference of Leaders, which was consistent with the rules applicable to the 2014 through 2018 election guidelines. Notwithstanding the foregoing, time will be allocated at the 2020 Annual Meeting with enhanced opportunities for the candidates to communicate with the Delegates. The time set aside will offer candidates the opportunity to have additional face-to-face communication with voting Delegates leading up to the Annual Meeting.

Role of the District Directors, Independent Directors, Officers, Past Presidents, Board of Control in Elections

- a) ***Board of Directors*** - (Honorary President, District Directors, Independent Directors, Player Director) Members of the Board of Directors shall have “**No Restrictions**” during the campaign period. The definition of “**No Restrictions**” is - may participate as a campaign manager and/or campaign supporter with no restrictions to demonstrate the support of a candidate through all forms of public and private communication methods and through visual display (inclusive of but not limited to wearing lapel pins).
- b) ***Past Presidents***
Past Presidents shall have “**No Restrictions**” during the campaign period. The definition of “**No Restrictions**” is - may participate as a campaign manager and/or campaign supporter with no restrictions to demonstrate the support of a candidate through all forms of public and private communication methods and through visual display (inclusive of but not limited to wearing lapel pins).
- c) ***Officers*** – (President, Vice President, Secretary)
Members of the Officer Committee shall have the “**Campaign Manager Restriction**” imposed during the campaign period. The definition of the “**Campaign Manager Restriction**” is- Officers shall not participate as a campaign manager but may participate as a campaign support person and may demonstrate the support of a candidate through all other methods set forth in the “**No Restrictions**” definition above during the campaign period.

d) ***Board of Control***

Members of the Board of Control are subject to the “***Private Campaign Support***”. The definition of “**Private Campaign Support**” is – members of the Board of Control shall not participate as a campaign manager or a campaign supporter and shall not publicly communicate or demonstrate support for a candidate through any method. May communicate support for a candidate in direct verbal communication via phone or in face-to-face communication only. The members of the Board of Control shall not have access to candidate hospitality areas and hospitality rooms at any time during the campaign process.

Standard of Conduct:

Each member of the governance bodies set forth above shall be required to conduct all activities in connection with any and all campaign activities in a manner consistent with their governance position and shall act ethically at all times during the campaign process.

Violations of the policies may be subject to procedures set forth in the Bylaws and/or applicable Board policies.

Media Policies for Candidates

The Association shall prohibit members of the media from entering any candidate hospitality area. The purpose of the candidate hospitality areas is for quality time with voting Delegates and the media should not interfere with that process. At times and places outside of the candidate hospitality areas, in the event that candidates elect to be interviewed by a member of the media then the candidate must be it clear that he/she is speaking for himself/herself and is not making a statement on behalf of the Association.

Candidates will monitor the campaign activities conducted by their supporters and will be required to halt and remove (if published) any campaign activities that are in violation of the letter and spirit of the candidate guidelines. For example, it shall be prohibited in any campaign statements for candidates to speak negatively about other candidates. Candidates may point out the differences in their campaign platforms, but “negative campaigning” will not be tolerated. Candidates may forward information to the Officers’ Committee where questionable conduct of campaign supporters is in question for review and for action at any time during the campaign. Violators of the policies may be subject to Code of Ethics violations if they are PGA Professionals.

Violation of Guidelines

1. These guidelines are recommended to create more of an equal playing field as well as to curtail unreasonable cost for the candidates, Sections, and the Association.
2. It is expected, as in golf, all players will play fairly and marshal themselves during the campaign. Candidates should not speak in a derogatory manner regarding other Candidates. However, when it is believed that a breach of these guidelines has occurred, the Officer Committee of the PGA of America will serve as the adjudication body for infractions.

3. Following a formal written complaint by one or more candidates, a review of the facts will be considered within the spirit of these guidelines.
4. A single violation of a rule will result in a formal warning, and a second violation (instance) of the same rule following the warning will result in disqualification from the election.
5. The Secretary of the PGA may offer interpretations of these guidelines to the candidates PRIOR to an activity. Such advice should be obtained in writing and distributed to all candidates. A candidate acting in good faith upon the prior written advice of the Secretary shall not be deemed to have violated a rule.

PGA Event Access

All candidates will be given access to PGA hospitality suites, based on space availability, at PGA events upon request during the election year. All travel related expenses to these events is at the sole discretion and financial obligation of the candidate.

Campaign Expenses

All candidates are required to submit a complete itemized campaign expense report to the Association Secretary disclosing all campaign contributions and expenses by 12:00 noon on or before the first day of the Annual Meeting.

Election Candidate Guideline Policy

The Board of Directors reserves the right to interpret and modify the Election Candidate Guidelines as needed. The PGA will notify all Candidates of any changes to the Election Candidate Guidelines.