



Minutes from the 108th PGA of America Annual Meeting (2024)

November 7, 2024; Grand Rapids, Michigan

The 108th PGA of America Annual Meeting was hosted at the Amway Grand Plaza & Devos Place in Grand Rapids, Michigan. Virtual attendance was also accommodated. Delegates, comprised of PGA Board members, Past Presidents and representatives of all 41 PGA Sections, discussed the progress the PGA has made with its long-term strategic plan and its mission 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.

On Wednesday, November 6, 2024, the 108th PGA Annual Meeting Informal Session was held. During the Informal Session, Jim Remy, the 36th President of the PGA of America, was recognized as “Legend of the PGA” at the 108th PGA Annual Meeting, the Iowa Section of the PGA of America was presented the Herb Graffis Award, breakout sessions were held with Past Presidents, members of the PGA of America Executive Team, and the PGA of America Officers, and the candidates running for Secretary of the PGA of America (Jared Barnes, Eric Eshleman, Derek Gutierrez, and Barry Howard) gave presentations to the Delegates.

At 7:55 a.m. Eastern Time on Thursday, November 7, 2024, President John Lindert welcomed the Delegates to the 108th Annual Meeting of The Professional Golfers’ Association of America. After opening comments from President Lindert, a “We Love this Game” Panel discussion, recognition of outgoing District Directors/Independent Directors, Board of Control members, Rules Officials, and Section Presidents, a presentation to Midnight Golf, and a rotation of breakout sessions (Fundraising and Revenue Ideas for Sections, PGA Innovation – AI, Trends & Investments in the Future, and Mentoring Best Practices), President Lindert called to order the 108th PGA of America Annual Meeting at 1:15 p.m. Eastern Time on November 7, 2024. A roll call of the delegates of the 108th PGA Annual Meeting was conducted with results of such being:

			Present
Officers	President	John Lindert	x
	Vice President	Don Rea	x
	Secretary	Nathan Charnes	x
Honorary President		Jim Richerson	x
Past Presidents:		Suzy Whaley	x
		Paul Levy	x
		Derek Sprague	x
		Allen Wronowski (virtually)	x
		Jim Remy	x
		Brian Whitcomb	NO

		Roger Warren	x
		M.G. Orender	x
		Jack Connelly, III	x
		Will Mann	x
		Ken Lindsay	x
		Tom Addis III	x
		Gary Schaal	x
		Mark Kizziar	x
		Joe Black (virtually)	x
District 1	Director	Larry Kelley	x
District 1	Connecticut	John Dipollina	x
District 1	Connecticut	Bob Sparks	x
District 1	New England	Chip Johnson	x
District 1	New England	Joanne Flynn	x
District 1	Northeastern New York	Mark Levesque	x
District 1	Northeastern New York	Matt Daley	x
District 2	Director	David Reasoner	x
District 2	Metropolitan	Cory Muller	x
District 2	Metropolitan	Stuart Waack	x
District 2	New Jersey	Reed Lansinger	x
District 2	New Jersey	Kevin Beirne	x
District 2	Philadelphia	Chip Richter	x
District 2	Philadelphia	Bob Hennefer	x
District 3	Director	Eric Eshleman	x
District 3	Alabama NW Florida	Jake Spott	x
District 3	Alabama NW Florida	Matt Sheppard	x
District 3	Gulf States	Jake Narro	x
District 3	Gulf States	Matt Brunetz	x
District 3	Tennessee	Paul Reid	x
District 3	Tennessee	Joey Hickman	x
District 4	Director	Tim Fries	x
District 4	Central New York	Rich Chapman	x
District 4	Central New York	Will Weimer	x

District 4	Tri-State	Michael Babson	x
District 4	Tri-State	Daniel Braun	x
District 4	Western New York	Mike D'Agostino	x
District 4	Western New York	Jay Sutherland	x
District 5	Director	Steve Parker	x
District 5	Michigan	Stephanie Jennings	x
District 5	Michigan	Dan Urban	x
District 5	Northern Ohio	Chad Kitzmiller	x
District 5	Northern Ohio	Steve Carter	x
District 5	Southern Ohio	Jeff Grant	x
District 5	Southern Ohio	Tom Bach	x
District 6	Director	Robert Elliott	x
District 6	Illinois	Mike Picciano	x
District 6	Illinois	Alex Mendez	x
District 6	Indiana	Catherine Benson	x
District 6	Indiana	Patrick White	x
District 6	Wisconsin	Matt Taken	x
District 6	Wisconsin	Mark Voeller	x
District 7	Director	Barry Howard	x
District 7	Gateway	Gideon Smith	x
District 7	Gateway	Grant Masson	x
District 7	Midwest	Sean Hanna	x
District 7	Midwest	Scott Wempe	x
District 7	South Central	Jarod Lundy	x
District 7	South Central	Garrett Diel	x
District 8	Director	Philip Anderson	x
District 8	Iowa	Erin Strieck	x
District 8	Iowa	J.R. Millar	x
District 8	Minnesota	Scott McDonald	x
District 8	Minnesota	Kellie Hoiness	x
District 8	Nebraska	Mike Schuchart	x
District 8	Nebraska	Phil Palmer	x

District 9	Director	Cathy Matthews-Kane	x
District 9	Colorado	Mark Bacheldor	x
District 9	Colorado	Kyle Heyen	x
District 9	Rocky Mountain	Nick Blasius	x
District 9	Rocky Mountain	Eddie Kavran	x
District 9	Utah	Craig Norman	x
District 9	Utah	Jeff John	x
District 10	Director	Paige Cribb	x
District 10	Carolinas	Josh Wagaman	x
District 10	Carolinas	Jeff Avant	x
District 10	Kentucky	Charles Whelan	x
District 10	Kentucky	Chad Martin	x
District 10	Middle Atlantic	Mark Russo	x
District 10	Middle Atlantic	Lynne Hunter	x
District 11	Director	John McNair	x
District 11	Aloha	Ben Hongo	x
District 11	Aloha	Brendan Moynahan	x
District 11	Northern California	Nick Bailey	x
District 11	Northern California	Eric Lippert	x
District 11	Southern California	Alison Curdt	x
District 11	Southern California	Eric Lohman	x
District 12	Director	Derek Gutierrez	x
District 12	Northern Texas	Ira Molayo	x
District 12	Northern Texas	Jeremy Langdale	x
District 12	Southern Texas	Rich Ballinger	x
District 12	Southern Texas	Bryan Minnick	x
District 12	Sun Country	Josh Salmon	x
District 12	Sun Country	Thomas Yost	x
District 13	Director	Russ Libby	x
District 13	Georgia	Joshua Deal	x
District 13	Georgia	Cary Brown	x
District 13	North Florida	Matt Borocz	x
District 13	North Florida	Mark Verkey	x

District 13	South Florida	Tom Wildenhaus	x
District 13	South Florida	Jeff Waber	x
District 14	Director	Dr. Chris Cain	x
District 14	Pacific Northwest	John Grothe	x
District 14	Pacific Northwest	Chris Nowlen	x
District 14	Southwest	Le Ann Finger	x
District 14	Southwest	Steven Outlaw	x
At-Large Director		Dawn Neujahr	x
Independent Directors		Andrea Smith (virtually)	x
		Lori Lee (virtually)	x
		Gideon Yu	x
PGA TOUR Player Director		Webb Simpson	NO

After completion of the Roll Call, PGA Secretary Nathan Charnes confirmed a quorum of voting delegates were in attendance and a moment of silence was held for those members who passed away over the past year.

Secretary Charnes then introduced PGA Parliamentarian Tom Brawley who reviewed the parliamentary procedures for the Formal Session of the 108th PGA Annual Meeting.

President Lindert then entertained a motion for the approval of the meeting minutes from the 107th Annual Meeting of the PGA of America. The motion was duly made, seconded and carried.

It was noted that the following Reports of the CEO, Secretary, Vice President and President would be posted to PGA.org and Interim CEO Kerry Haigh, PGA Secretary Charnes, PGA Vice President Don Rea and PGA President Lindert each spoke to the highlights of their report. Following the presentations, President Lindert requested that the written reports each be made a part of the record of the 108th PGA Annual Meeting and included in the minutes of the 108th PGA Annual Meeting for approval at the 109th PGA Annual Meeting.

108th PGA Annual Meeting – Report of the CEO, Kerry Haigh

The following represents the PGA of America’s CEO Report for the 108th PGA Annual Meeting, as prepared by Interim CEO, Kerry Haigh. For his 2024 report, Interim CEO Haigh will focus on several key areas of the Association, including:

- North Stars Initiative
- Deferred Compensation
- Commercial Group Update
 - Corporate Partnerships
 - Industry Partnerships
 - Digital Media Partnerships
 - Spectator Championships Public Relations
 - Association Public Relations
 - Business of Golf/State of the Game

NORTH STARS INITIATIVE

The following is an overview and update on the North Stars Initiative from FY '23 through Fall '24

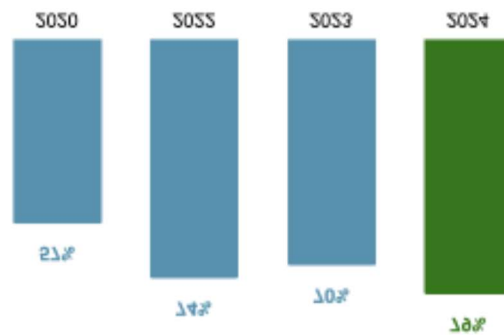
The “Why” Behind Our North Stars

- We have an incredible opportunity to serve our PGA of America Members and to grow The game we love.
- In recent history, the PGA of America has experienced strong financial health, driven largely by the PGA Championship, the Ryder Cup, and our related broadcast contracts.
- While we are still financially healthy, we've been faced with a handful of headwinds (some done to us, some done by us) that have created a sense of urgency to rethink our future priorities and finances.
- In developing the North Star Goals and Projects, we asked ourselves three questions
 - Does a specific program or investment serve the Member?
 - Does a specific program or investment grow the game?
 - How would a PGA of America Member feel about this program or investment, even if they aren't personally impacted by it?
- The following pages summarize:
 - Our progress against our initial goals and projects for FY23 (and FY24, which we are still in the middle of)
 - The timelines for developing FY25 goals and projects 1 Key FY23

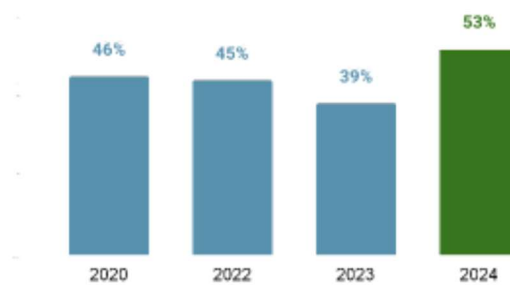
North Star Highlights

- FY23 Wins – “Member” ... Member Satisfaction

- Overall Satisfaction with PGA Membership



- Likelihood To Recommend Membership



- FY23 Wins – “Game” ... PGA Jr. League Growth

- PGA Jr. League saw another record-breaking year in 2024. In addition to surpassing the Association’s North Star goal and reaching 5,100 programs, PGA Jr. League saw 77,000 registrations (up 5% year-over-year) and generated \$18.5 million in coaching fees for its more than 2,400 engaged PGA Coaches.
 - This year also marked an incredible milestone in the program’s 12-year history, officially impacting over 500,000 players and generating over \$100 million in revenue for PGA Coaches.

- FY23 Wins – “People” ... Section E.D. Satisfaction

- Section Business Operations Team exists to empower our 41 Sections, who serve as the direct delivery system to the PGA of America Member, with robust support, refined funding programs, and essential data to foster success and build stronger relationships and successful operations.
- Thanks to these efforts Executive Director Satisfaction has a Score of 7.9 (up from 7.51 and above the North Star Goal of 7.7).

FY23 North Star Goals Recap & Results

- Member ... Maximize the value of PGA of America Membership

Goal 1

- 74% of PGA of America Golf Professionals are satisfied with their PGA Membership up from 70%
- FY 23 Result - 75% of PGA of America Members are satisfied with their PGA Membership

Goal 2

- 45% of Members are Promoters ... up from 39%; “likelihood to promote being a PGA Member to a non-PGA Member golf professional”
- FY 23 Result - 53% of PGA of America Members are promoters

Goal 3

- 6,205 total enrolled and retained students/associates up from 5,908
- FY 23 Result - student/associate enrollment sits at 8,428 as of 10/1/24

- Game ... Promote the value of the PGA of America and the Association’s stature in the game

Goal 1

- 51% of consumers understand what a PGA of America Golf Professional does up from 46%
- FY 23 Result - 51% of consumers understand what a PGA of America Golf Professional does

Goal 2

- 4,600 programs in the 2024 PGA Jr. League season (up from 4,043 YTD in FY23 and 4,334 high mark in FY22) and achieve profitability in 2024
- FY 23 Result - Over 5,100 programs

Goal 3

- Achieve FY23 PGA REACH programmatic goals, \$75MM raised, and 15% or lower admin costs
- FY 23 Result - Programmatic goals and 15% or lower admin costs met, with \$66MM raised to date

- Business ... Relentlessly perpetuate and protect the financial health of the Association, the Ryder Cup and the PGA Championship

Goal 1

- Deliver \$4MM of incremental annualized improvement to P&L - revenue and cost optimization
- FY 23 Result - on target to reach goal 3

Goal 2

- Protect and solidify PGA of America's position with the PGA Championship and Ryder Cup
- FY 23 Result - efforts are in progress and trending in a positive direction to achieve the desired North Star results

- People ... Create a united and performance-based culture rooted in our shared values

Goal 1

- Employee NPS engagement score increases from 38 to 50
- FY 23 Result - FY23 eNPS engagement score declined to 32 by 3/31/24; score hit high watermark of 40 in FY24.

Goal 2

- E.D. satisfaction with PGA National Team increases to 7.7 out of 10 up from 7.51; "please rate your overall satisfaction with the support - resources, tools, staff - your Section receives from the PGA National Team"
- FY 23 Result - 7.9 Net Promoter Score from Section Executive Directors

Next Steps for FY25 ... FY 25 North Star Outputs and Timelines

- Our North Stars will remain unchanged
 - Member – Maximize the value of PGA Membership
 - Game – Promote the value of PGA programming and the PGA's stature in the game
 - Business – Relentlessly perpetuate and protect the financial health of the PGA, the RC and the Champ
 - People – Create a united and performance-based culture rooted in our shared values
- We will develop three new outputs for FY 25
 - Points of Emphasis (i.e., a specific FY25 focus for each stakeholder group)
 - Measurable Goals
 - Projects (including owners & committees)
- Timelines
 - Begin with Officer Input (complete)
 - Deep discussions with Executive Director committee (complete)
 - All Staff to meet with their Senior Directors + Execs (complete)
 - Several Exec Team meetings (complete)
 - ED Committee preview / feedback call (complete)
 - Officer checkpoints / Board class calls / Board alignment (October & November)
 - Association-wide rollout (Feb/March 2025)

DEFERRED COMPENSATION

The following represents a snapshot of high-level Deferred Compensation initiatives and successes during 2024:

- For many years the PGA of America has searched for a way to develop some kind of retirement plan for members. As we all know, there are tax rules that prevent the Association from directly giving money to members. But the basic principle is that we can reasonably compensate a member for performing services that advance our exempt purpose; specifically for growing the game of golf. Therefore, the PGA of America created a plan whereby members that participate in programs that meet specified performance objectives can earn a contribution towards a deferred compensation fund.
- The aim is that over the years these investments will grow and provide a supplemental income for the member upon reaching the age of 65. Because of the power of compounding interest over time, clearly younger members will benefit most from the program, but everyone who is eligible can participate.

- In addition to all our programs and other benefits, this is now a very real and accessible vehicle to accumulate wealth towards a more comfortable retirement. Our goal is that this can serve as a truly significant lure and recruiting tool to attract new talent to our great and growing industry.
- • Deferred Compensation Benefits include:
 - Tax-deferred growth
 - Ability to choose your investment allocation from a wide variety of funds
 - Supplement your future retirement income
 - Contributions come directly from the PGA
- Plan Basics
 - Designed to provide supplemental retirement income for members once they reach the age of 65
 - The Deferred Compensation Plan year runs April 1st to March 31st of the following year, which is consistent with the PGA's fiscal year.
 - As of now, the maximum amount an eligible member may receive in a Plan year is up to \$1,500. The actual amount received will depend on the number of points earned, total member participation, and overall contribution by the PGA that year as set at the beginning of each Plan year.
 - PGA Members earn points towards the Plan after the completion of any one of the 16 approved activities that encompass multiple career paths.
 - Members must earn a minimum of 200 points in a given Plan year to be eligible to receive a contribution. If a member does not reach that threshold, such points will be forfeited. Additionally, points cannot be rolled over to future Plan years
 - Members must submit and keep track of their points digitally through PGA.org or on their mobile device via the new PGA Member App
 - The distribution age for the Plan is 65 years old and Members will receive Plan benefits in monthly payments over 10 years (Distribution Period)
 - Registration began at the PGA Show in January 2023 and Members can still register anytime on PGA.org or the PGA Member App.
 - To oversee the accounts, the PGA has selected Corebridge Financial to be the administrator of the plan. Corebridge is also the administrator for Golf Retirement Plus. It should be noted that even if you have a GRP account, you will need to register separately for this program. 5

- Golf Retirement Plus will continue as a separately managed program. Eligible Members can participate in both Golf Retirement Plus and the Deferred Compensation program.
 - The PGA expects that eligible members will receive contributions to their respective accounts approximately 90 days following the conclusion of that Plan year (e.g., The first year would receive contributions in July/August 2024). This timeframe will allow for any needed auditing, applicable reconciliations, and processing.
- Eligibility
 - All PGA Members in good standing that are working in the United States.
 - Class F Members will not be eligible to earn points while in Class F status.
 - A Member that is Class F but returns to good standing in a given year he/she may earn points solely during that time he/she is in good standing. If a Member earns points and an award in a given year but then goes Class F in a later year, that person is still entitled to the amounts previously provided.
 - PGAHQ employees are not eligible for the Plan
 - Unfortunately, current regulations do not permit us to offer the program to those Members working outside the U.S. This extends to those working in U.S. territories such as Puerto Rico, Guam, and the Virgin Islands.
- Deferred Compensation Highlights (as of 10/29/24)
 - 6,525 total enrollments
 - 2,354 members with approved points
 - 1,199 members with 200+ points
 - Successful launch of the new PGA Member App

*For more information about PGA Deferred Compensation, please visit: <https://resources.pga.org/member-benefits/deferred-compensation>

COMMERCIAL GROUP UPDATE

Corporate Partnerships

The following represents a snapshot of high-level PGA of America Corporate Partnership successes during 2024:

- Overall success with new partnerships as well as renewals means an impressive, stable partner portfolio across all platforms. We now have more than 30 substantive corporate partner relationships.
- Momentum is strong leading up the 2025 Ryder Cup. Six Worldwide Partners are committed to the top level of partnership - Aon, BMW, Capgemini, Citi, DP World, and Rolex. The secondary tiers of partnership also continue to drive partner interest, evidenced by new agreements with William Hill Winery and Northwell Health.
- The T-Mobile partnership was announced during last year's annual meeting and the first year of the relationship has exceeded expectations so far. T-Mobile has helped drive innovation through connectivity at PGA Frisco and our spectator championships while also providing ongoing benefits to Members and Sections.
- ESPNBet became the first wagering partner of the PGA Championship at Valhalla, providing offers and content to engage the betting public. We are seeking to utilize similar assets in pursuit of a wagering partner around the Ryder Cup as well.

Industry Partnerships

The following represents a snapshot of high-level PGA of America Industry Partnership successes during 2024:

PGA Show

The PGA Show is the highest ranking and most used benefit in the Personal and Business Benefit Category from the 2024 Member Survey. The 2024 PGA Show was the most successful PGA Show in recent years recording the following highlights:

- PGA Show in recent years recording the following highlights
 - Over 31,000 in total attendance with approximately 6,000 being PGA of America Golf Professionals.
 - Over 1,000 exhibiting brands.
 - 948 total media attended from 19 countries. 6.5 billion digital media impressions and 958k social media impressions generating a total \$59.8 MM in media value.
 - Record survey results with a 90% satisfaction rate, 75-point net promoter score, and 88% loyalty score.
 - New elements to 2024 Show included:
 - We Love this Game Campaign through an Industry Stage panel discussion and branding elements.

- First Winter Jam Concert with country music headliner Jake Owen totaling to over 2,500 attendees.
- First PGA HOPE Day to increase program awareness, participation, and fundraising.
- The PGA Show continues to be the leading industry gathering and delivers compelling educational opportunities, serves as the premier platform for brand exposure and innovation, fosters unparalleled opportunity for global collaboration, provides exclusive PGA of America Member resources, and fosters unique networking opportunities.
- The 2025 PGA Show is trending to exceed the great success of 2024. There will be an expansion into Hall E, which hasn't been done in 15 years, as the demand for booth space continues to be at recent highs. The Thursday night "Winter Jam" concert series continues in 2025.

PGA Buying Summit

The PGA Buying Summit held its second edition of the event at Omni PGA Frisco resort this past summer.

- Over 1,100 in total attendance with 222 being PGA of America Golf Professionals.
- Survey results reflect 82% satisfaction rate, 75% loyalty score, and 64 Net Promoter Score.
- There were 156 exhibiting brands in two sold-out ballrooms. 193 VIP buyers attended representing 150MM in retail business or 75MM in wholesale purchasing power.
- The PGA Buying Summit at PGA Frisco reached an audience of 34.7MM generating a total media value of \$327,800 in July and August.
- New elements in 2024:
 - Expanded Education Conference offerings in Home of the PGA education spaces
 - Enhanced Demo-Night to an all-new evening Summer Jam Concert
 - Expanded Fashion Show in the Panther Creek Pavillion

Key Industry Partnerships Takeaways

- Relationships with industry brands and companies remain strong. We are seeing a continuing trend of apparel and equipment companies reaching out to find ways to support PGA of America Golf Professionals. This indicates that the PGA Member is still considered the most influential employee at a facility and companies understand the need to get in front of them.
- The big three OEMs (Titleist, Callaway, and TaylorMade) continue to expand their staff programs with PGA of America Golf Professionals with each adding a large amount of new Members to the programs each year.

- MyShop is gaining traction with many clubs as PGA of America Golf Professionals are excited about the opportunity to expand their ecommerce presence and drive new revenue to the club.
- Legends Merchandise had great success with Merch sales at the 2025 PGA Championship at Valhalla Golf Club. Legends continues to elevate the Merchandise program. Industry partners rave about the program and many call it the best in the industry, continuing to enhance the partnerships with these brands.

Digital Media Partnerships

The following represents a snapshot of high-level PGA of America Digital Partnerships and related marketing success during 2024:

- Member Events and Promotion
 - We Love this Game - Delivered over 100 digital assets to support the “We Love this Game” campaign and assisted in the development of a national commercial and a fun spot with NFL Hall of Famer, Peyton Manning, & his PGA Coach.
 - PGA Professional Championship, Corebridge, PGA Championship, Sr. PGA Championship and KPMG Women’s PGA Championship - Drove more brand awareness around our PGA of America Golf Professionals playing in our Spectator Champs than ever before (TV Show, longform storytelling, mic’d up, etc.). 100s of clips, stories, photos and more.
 - PGA Jr. League - Record Year for brand awareness & consumer engagement with Frisco front and center.
 - Presented Digital Media Guidance at the Section Symposium to Section EDs, providing inventory, pricing and recommendations to support Section revenue growth
 - Launched 2nd Swing as the new Member club trade-in partner.
- Our Big Partners
 - T-Mobile - Delivered a co-located, live coaching show from the newly opened PGA Studios & the lower range at Valhalla Golf Club.
 - Led a Frisco EDC sponsorship of the 2023 Annual Meeting with the “There’s no place like Frisco, TX!” Campaign.
 - Partnered with Random Golf Club / Erik Anders Lang and National Car Rental to deliver a golf content series starring Rich Beem – “When a Golf Influencer Caddies for a Major Champion in a Major Championship.”
 - Strategically sold a 3-party partnership with Golf Digest & Elijah Craig.
- Spectator Championships

- PGA Championship
 - Delivered a feature length film on the 2024 PGA Championship on YouTube.
 - Combined the mobile app experience into one product -- the PGA Championships app -- that provides comprehensive coverage and features for attending and non-attending fans of the PGA Championship, Senior PGA Championship and KPMG Women's PGA Championship. The app was opened a total of 13 million times in May and June.
 - Introduced a new onsite map experience for all three spectator championships that featured real-time player and fan location, and distances to all major points of interest. The map had a total of 367k user sessions during the PGA Championship.
- KPMG Women's PGA Championship
 - Record Year for brand awareness & consumer engagement... Outperforming all Women's Major Championships by a considerable margin.
 - Launched KPMG ChampCast Presented by T-Mobile, a 3D shot tracking experience that featured every shot hit in the championship and included video of the action and advanced analytics.
- Ryder Cup
 - Kicked off 2025 with several innovative content offerings-- a NY-Themed Captain announcement VO'd by NFL legend, Eli Manning & a boat tour around lower Manhattan.
 - Conducted a set of meetings with major content influencers at BPB in NY.
 - Working with Ryder Cup Europe and the PGA Tour (as our digital vendor) to create a new, refreshed Ryder Cup app and web experience, slated to launch in late November.
- PGA Frisco
 - Shed new light on the campus with a unique co-branded series with Vibe Golf-- a group of former & current NFL Players and Lexus playing the short course.
 - Continually deliver #FriscoFriday content franchise across social media each Friday.
 - Highlighted PGA Frisco front and center as host to the Junior League Championship and upcoming host to the KPMG Women's PGA Championship.

- Earned Media Partnerships
 - Partnered with the NFL, NHL, NBA, Los Angeles Lakers, NY Jets, Minnesota Vikings and several other enormous players in the digital space with content collaborations that advance our brand, grow the game & elevate our PGA of America Golf Professionals.
 - Currently pitching an influencer marketing initiative for a significant YouTube-based coaching and brand partnership.
- Industry Collaboration
 - Hosted the 2024 Digital Media Summit in Frisco, TX, bringing major players in golf media and product together for a three-day summit.

Spectator Championships Public Relations

The following represents a snapshot of high-level PGA of America Spectator Championships PR successes during 2024:

- During 2024, the PGA of America hosted a pair of high-profile news conferences ahead of the 2025 Ryder Cup including Keegan Bradley's Captain Announcement at NASDAQ in July and the Captains News Conference with Bradley and Luke Donald at The Times Center as part of the Year to Go Celebration in October. With local, national and international media tuned in, both resulted in significant worldwide news coverage and helped build the anticipation and excitement for 2025 at Bethpage Black.
- The PGA of America proudly incorporated a team of six talented PGA of America Golf Professionals to assist with player movement in the quick quote area at the PGA Championship. This group's efforts produced tremendous results, resulting in positive feedback from our broadcast partners, player managers and members of the media.
- We continue to provide dedicated PR support for the PGA's Member and Amateur Championships, while identifying new ways to promote PGA of America Members such as organizing a media day with Michael Block and Members from the Northern Texas PGA ahead of the 2024 PGA Professional Championship at PGA Frisco.
- We continually identify new opportunities to enhance the media experience at the Spectator Championships through elevated partnerships with the Elias Sports Bureau, Hipp Inspired Experiences and NMR Events.
- The Home of the PGA ... We are excited to bring two fresh ideas/displays to life, both on the first floor of The Home of the PGA of America. The first being our Champions Display that will feature video and new physical items from the winners of our four spectator Championship events. The second being a designated room where we will recognize our PGA Master Professionals.

Association Public Relations

The following represents a snapshot of PGA of America public relations initiatives in support of Association programs and events that feature PGA member news in the areas of Education, Employment, Master Professional Certification, Career Milestones, Business Success, Golf Programing Success, and general Human-Interest Stories, among others.

Throughout each year, the PGA PR Team drives PR campaigns on multiple fronts based on the timing of key events, programs and PGA Member news that take place in each quarter. As of the end of Q-3 in 2024, the following is a summary of PR success in each quarter.

Q-1 of 2024

- Topic Areas
 - PGA of America Member News ... Member Education, Employment, Master Professional Certification, Career Milestones, Business Success, Golf Programing Success, Human Interest Stories, etc.
 - PGA of America Awards
 - PGA of America Players of the Year
 - We Love this Game o PGA HOPE
 - PGA WORKS Collegiate Championship
 - PGA LEAD Class
 - Places To Play
- PR Success
 - 186M in Audience Reach with a media value of \$3.89M.

Q-2 of 2024 (BIGGEST QUARTER IN TERMS OF PGA OF AMERICA EVENTS AND PROGRAMS)

- Topic Areas
 - PGA of America Member News ... Member Education, Employment, Master Professional Certification, Career Milestones, Business Success, Golf Programing Success, Human Interest Stories, etc.
 - PGA Championship ... Corebridge Financial PGA Team
 - PGA Championship - PGA HOPE Secretary's Cup
 - KitchenAid Senior PGA Championship ... Corebridge Financial PGA Team
 - KPMG Women's PGA Championship ... Corebridge Financial PGA Team
 - PGA HOPE
 - PGA WORKS Collegiate Championship
- PR Success
 - 1.35B in Audience Reach with a media value of \$14.8M.
 -

Q-3 of 2024

- Topic Areas
 - PGA of America Member News ... Member Education, Employment, Master Professional Certification, Career Milestones, Business Success, Golf Programing Success, Human Interest Stories, etc.
 - PGA Master Professional Lifetime Achievement Award
 - PGA HOPE
 - Jr. PGA Championship
 - Junior Ryder Cup
 - PGA WORKS
- PR Success
 - 353M in Audience Reach with a media value of \$5.7M.

Q-4 of 2024 (Pending)

- Topic Areas
 - PGA of America Member News ... Member Education, Employment, Master Professional Certification, Career Milestones, Business Success, Golf Programing Success, Human Interest Stories, etc.
 - PGA HOPE National Golf & Wellness Week 11

Summary - Based on only three quarters of reporting, 2024 marks one of the best years ever for the PGA of America in terms of audience reach and media values from PR campaigns that promote key Association events, programs and member news/success, with a running total of nearly 1.9B in audience reach and a media value of over \$24M.

Business of Golf/State of the Game

- Regarding the state of the game, golf's growth continues across many sectors of the industry, led by PGA of America Professionals at public, private, resort and municipal facilities, as well as on and off course instruction, fitting and entertainment business operations.
- According to the NGF's Graffis Report, there are many indicators that the golf industry has never been stronger or enjoyed more momentum, including:
 - Rounds played in 2023 hit 528 million - up 3% from 2022 and 20% better than 2019.
 - The total number of golf participants (on- and off- course included), has increased 53% in less than 10 years, up from about 30 M total in 2014 to 45M in 2023.
 - 45 Million Americans age 6+ played golf – BOTH on-course and off-course – in 2023. This record-setting total includes 26.6 million people who played on a golf course and another 18.4 million who participated exclusively in off-course golf activities at places like

driving ranges, indoor golf simulators, or golf entertainment venues like Topgolf.

- Beginners: The number of first-time on-course players reached another high – the fourth straight year of at least 3M newcomers (after averaging 2.6M from 2016 to 2019). 3.4M beginners in 2023 is 3% up from 2022 and 3% up from 2019.
- People of Color: In 2023, there were 6.1M People of Color on-course golfers. People of color (+1.4M since 2019) now represent 23% of all “green grass” golfers – a new high mark in racial and ethnic representativeness. 2023 saw a 8% increase from 2022 and 27% increase compared to 2019.
- Females: In 2023, there were 7M Female on-course golfers, a 9% increase from 2022 and 25% increase compared to 2019. Four straight years of gains have yielded a 1.4M participation increase since 2019; females comprise 26% of all on-course golfers – another record high.
- Juniors: There were more on-course youth golfers in 2023 than any year since 2006; the Youth ages 6-17 segment has experienced the largest gains of any age group since 2019 (+40%) with a total of 3.5M, a 2% increase from 2022 and a 40% increase from 2019.
- Off-Course: In 2023 there were a total of 32.9M Off-Course Golfers, an 18% increase compared to 2022 and 41% increase compared to 2019. Off-course participation has eclipsed on-course in each of the past two years, and more than doubled since 2014 (14.3M)
- Key Golf Industry Facts (NGF)
 - Today there are over 14,000 green grass golf facilities and 1,600 or more off-course locations such as simulators and entertainment facilities in the United States? That’s more golf courses than McDonald's or even Starbucks?
 - The National Golf Foundation reports that of the 14,033 facilities in the U.S., 3,674 are private, 2,551 are municipal, and the balance, 7,808, are public courses. Of these, approximately 2,200 facilities are managed by third-party management companies.
 - Golf is a \$100 billion industry, driving 2 million jobs and \$66 billion in wages and benefits. The industry generated nearly \$200billion in annual activity when tourism and other golf related business is considered.
 - Golf raises nearly \$4.6 billion for charity each year, more than the NFL, NBA, MLB, and NHL, combined?
 - While 90 golf courses closed for various reasons, 32 new clubs opened, most high-end private, destination, or alternative courses (such as nine holes or less. Incredibly, and as a point of reference, 283 new courses were built in 2001, the high watermark of this century.

- Almost 70% of public facilities rate their financial health as good or excellent compared to 23% in 2016. Among private facilities, it's 73% today, compared to 46% in 2016. That's quite a change.

In summary, backed by strong momentum, growth opportunities remain positive throughout the industry led by PGA of America Golf Professionals who represent the front line in managing the game and business of golf.

108th PGA Annual Meeting – Report of the Secretary, Nathan Charnes

The following represents the PGA of America's Report of the Secretary for the 108th PGA Annual Meeting as prepared by Nathan Charnes. Among Secretary Charnes' primary responsibilities is monitoring matters related to the membership of the Association. Therefore, For his 2024 report, Secretary Charnes will focus on several key areas of the Association, including:

- Membership Overview
 - Membership Numbers
 - Board of Control and PGA Medical And Disaster Relief
- Members Services
 - Member Assistance Program
 - Golf Retirement Plus Plan
 - New Member Benefits
- Section Business Operations
 - Career Services Department Overview & ExecuSearch
- Recruitment/Player Engagement/Programs Overview
- Coaching and PGA.Coach

PGA of AMERICA MEMBERSHIP OVERVIEW & MEMBERSHIP NUMBERS

The following highlights matters related to PGA Membership, including membership numbers:

- First, regarding PGA Membership, a year-over-year comparison between October 1, 2023, and October 1, 2024, we have 24,502 PGA of America Members, which is an increase of 90.
- Although near an all-time high of PGA Members, there continues to be an increasing percentage of Members in retired classifications. We have had a significant increase in Associates, with there being 6,607 as of October 1, 2024, compared to 5,053 a year earlier. A growing golf industry is certainly

part of this, but so are the efforts of the PGA of America in marketing and recruiting and the great work of our Members and Sections.

- New Associate registrations continue at a pace not seen in the past 20 years. The combined membership is 31,109, which is up 1,644 from October 1, 2023. We are more than 30,000 Strong!
- We also have 1,821 students in the PGA Golf Management University program in 2024, which is up 8% from October of 2023. This is now a positive trend after years of declining or stagnant growth.
- We seem to be heading in a positive direction in attracting new Associates and Students into the business and game.
- The Membership, Education, Employment, University and Governance Committees, which make up the Member Engagement Committee, with consultation from the Executive Director Committee, continue to strive to bring recommendations to the Board focused on reducing barriers to gaining and maintaining membership while maintaining standards, and elevate the overall standards and standing of PGA of America Golf Professionals. 1
- The Membership Committee has been specifically involved in the discussion and development surrounding the new PGA of America Logo, and Member usage. The Committee has also made recommendations which have been approved by the Board in regard to Tours eligible for A-3 PGA of America status.
- Overall, we remain firmly committed to supporting the growth of our membership through strategic recruitment initiatives, commitment to the greater retention of PGA Members and Associates and continuing to promote the value of PGA Members in the marketplace, which will be addressed throughout this report.

Board Of Control & PGA Medical And Disaster Relief

Since the beginning of this year, the Board of Control has met in person, or virtually, five times to review special situations brought forth by PGA of America Members and Associates. Some of these included PGA Medical and Disaster Relief situations, and with recent hurricanes, there is expected to be an increase in requests in the coming weeks and months. The Board of Control has approved over \$101,000 in PGA Medical and Disaster Relief Grants since the last Annual Meeting.

MEMBER SERVICES

The Following highlights PGA Members Services, including the PGA Member Assistance Program, Golf Retirement Plus Plan and New Member Benefits.

Member Assistance Program

- The PGA continues to see increased participation in the new Member Assistance Program unveiled in July of 2021, and administered by New Benefits.
- The new program has the same cost (\$5) and benefits, plus a new level of enhanced offerings available.
- New Benefits provides an equivalent level of services in core existing areas of mental wellness, legal services, identity recovery, financial assistance services, childcare services, elder care resources, and convenience resources.
- Additionally, the following medical offerings will also be available through the New Benefits relationship:
 - Chiropractic – free initial consultation; 50% off diagnostic; 30% other**
 - Dental – Humana discount card that on average drives 20-40% savings**
 - Vision –20-60% off eyewear; 10-30% off exams**
 - Prescription Medications –34%-79% discount**
 - Lab Testing – discount opportunity through Direct Labs for routine lab work**

**Benefit is not available to WA residents.

- PGA Members and Associates will need to create an account with New Benefits, and information about that process will be made available on PGA.org. It is up to all of us to make sure those PGA Members in need are aware of the resources available.

Golf Retirement Plus Plan

- Golf Retirement Plus maintains one of the most valuable member benefit programs ranking second as the most used benefit in the Personal and Business Benefit Category from the 2024 Member Survey.
- The health of GRP is better than ever with over 34 Partners offering robust incentive programs across Equipment, Apparel & Footwear, Gifts & Awards,

and Services categories. Four new GRP partners joined the portfolio in 2023-2024 providing new programs for PGA of America Members to participate in. There are currently five GRP Partner prospects in the pipeline for 2025.

- As of June 2024, the Golf Retirement Plus program recorded over 6500 GRP Account Holders with account balances and over 252MM in assets under management. There were 337 new PGA of America Golf Professional enrollments over the last year with a record 10MM in partners contributions.
- In 2022, AIG spun off the Life and Retirement business into Corebridge Financial. As of June 2024, AIG announced that it has completed the financial deconsolidation of Corebridge Financial.
- Corebridge continues to invest in the program with an expansion of a dedicated GRP field specialist team. This team of four employees communicates daily with PGA of America Golf Professionals to ensure they are opening accounts, completing necessary forms, and utilizing the program to the best of their abilities.

Member Benefits

Member Benefit Offerings have continued to grow with several new additions:

- ExpertVoice is an exclusive, online marketplace and education hub where industry professionals can become “experts” on the latest brands and products. The ExpertVoice service is a new member offering, focused on PDR opportunities. ExpertVoice is offering PGA of America Golf Professionals complimentary access to the platform and provides a new avenue for PGA Members to earn PDRs on approved brands like Srixon/Cleveland, TaylorMade, Cobra Puma, and more. ExpertVoice also offers this service to PGM University students to help with early exposure to golf industry brands and discounts on product.
- Lululemon Sweat Collective is an exciting new addition coming this Fall as PGA of America Golf Professionals are eligible for this community of inspiring and influential fitness leaders. With Sweat Collective, PGA Professionals will be able to unlock 25% off the latest gear, get special invites to exclusive events, and have a say in future product launches.
- William Hill Estate Winery came on as a PGA Championship partner in 2024 and is offering PGA Professionals, over the age of 21, 15% off six+ bottles with a PGA code to be used on William Hill’s website.

- KitchenAid Whirlpool and National Car Rental offerings will remain in place though partnership structure has changed for 2025.
- PerkSpot continues to remain a strong Member Benefit Offering with over 95,500 accounts of PGA of America Golf Professionals, PGA Jr. League Game Changer Annual Members, and their families. PerkSpot estimates approximately \$6,000 in savings annually across 913 merchants. There have been over 1,600 new account registrations in the last year with PerkSpot Travel Discount Center, Lenovo, Disney World, Nike, and Apple standing as the top 5 most-used merchants.
- The Industry Partnerships team is currently prospecting brands to create Member Benefit Offerings. In addition to these brands, comprehensive marketing around Members Benefits has been elevated with a new Member Programs and Offerings brochure. This brochure highlights all offerings available to PGA of America Golf Professionals and is distributed at key Member events and tournaments. A digital version is also available on PGA.org. Awareness of the resources will continue to expand in the coming months through a new Section Marketing Kit program, which will provide these offerings in physical and digital marketing collateral specific for Section use.

Additional information on these offerings is available on the Member Benefits page of www.PGA.org.

SECTION BUSINESS OPERATIONS

Why We Exist

Section Business Operations exists to empower our 41 Sections, who serve as the direct delivery system to the PGA Member, with robust support, refined funding programs, and essential data to foster success and build stronger relationships and successful operations.

2024 Impact

- Tier 1 Strategic Funding: Successfully met by 34 out of 41 Sections, showcasing a strong alignment with our funding objectives.
- Tier 2 Strategic Funding - PGA Jr. League: Achieving our North Star goal of 4600 PGA JL programs.
- Resource Development - SBO Portal & Update: Consistently providing two updates per month, ensuring our Sections have access to the latest resources and information.

- KMRD - Human Resources / Risk Mitigation: Effectively implemented by 32 out of 41 Sections, demonstrating our dedication to safeguarding our operations and members through comprehensive risk mitigation.
- Boardspan - Section Governance Support: Engaged by 34 out of 41 Sections, reflecting our ongoing efforts to enhance governance and leadership within our Sections.
- ED Satisfaction - NPS Score: Improved to a Net Promoter Score (NPS) of 7.9, up from 7.7, indicating increased satisfaction among our Executive Directors.
- Section Business Development Symposium: The inaugural Section Business Development Symposium saw attendance from 30 out of 41 Sections. The overall sentiment from the event fostered a sense of unity between HQ and Sections, promoting a shared mission to enhance business development and support for PGA Members across all levels. The symposium was well received, with an overall satisfaction score of 8.1 out of 10.

Heading into 2025

- The Section Business Operations team remains committed to driving success through strategic funding, continuous resource development, effective risk mitigation, robust governance support, and enhanced satisfaction scores. Our goal is to ensure every Section is well-equipped to deliver exceptional value and support to PGA Members as peak performing operations.
- Priorities
 - 2025 SBO Conference Reimagined
 - 2025 Strategic Funding - Member 360 Facility Data
 - Section Operational Reviews
 - 2025 Section Business Development Symposium Cont. in collaboration with Partner Development

Overview of PGA Career Services & ExecuSearch

- The PGA of America continues to strengthen its PGA Career Services Department to enhance the lives of PGA Members. Our team of 25 Career Consultants is located regionally across the U.S. Among their core responsibilities and achievements include the following:
- Providing career development resources to industry professionals in all stages of their desired career path, including career planning, coaching, negotiating, resume writing, interviewing, networking, compensation, education, certification, and demonstrating the value they bring to their employers.
- Working hand in hand with our PGA Sections to provide an understanding of the needs of each and every member.

- PGA Career Services continues to provide an invaluable resource to Employers. The utilization of PGA Career Consultants continues to rise, and the department has worked hard to make job postings and the recruitment process more efficient. From complimentary search services, operational assessments, and compensation reviews, to ExecuSearch, we've created valued relationships with employers daily, as evidenced by the incredibly high Net Promoter Score of 94.3 this year to date.
- The PGA Career Services team continues its unwavering commitment to the growth of PGA ExecuSearch. From 6 searches seven years ago to over 150 searches completed annually, the program generates significant revenue for the association but more importantly an even deeper relationship with PGA professionals and a chance to make them better in the interview process and help them truly assess their career pathing.
- Their success is shown in the demand for their services. Close to 14,000 members, 70% of our active PGA Professionals interact with their Career Consultant each year. But the number that most people care about is their compensation.
- Since last year's annual meeting over \$12 million in compensation increases for PGA Professionals has been recorded. We would encourage each of you to support your fellow professionals and take a moment to fill out your compensation profile on pga.org. This data is confidential and is invaluable in helping our Career Services team influence compensation.

RECRUITMENT/PLAYER ENGAGEMENT/PROGRAMS OVERVIEW

- Player Engagement is bringing friends, families, and communities together through golf under the guidance of our PGA of America Golf Professionals, fostering PGA Coach development, and offering diverse programming for juniors, college students, and adults.
- As of July 31, Player Engagement achieved its North Star goal of 4,600 PGA Jr. League programs in the 2024 season, and it is on track to achieve profitability this year. Player Engagement aims to grow the game by creating exceptional consumer experiences that acquire, engage, and retain golfers, and it serves the Member by positioning PGA of America Golf Professionals as the leaders of golfing communities and delivering economic value to them and their employers.

Junior Programming

- PGA Jr. League
 - PGA Jr. League saw another record-breaking year in 2024. In addition to surpassing the Association's North Star goal and reaching 5,100 programs, PGA Jr. League saw 77,000 registrations (up 5% year-over-year) and generated \$18.5 million in coaching fees for its more than 2,400 engaged PGA Coaches.
 - This year also marked an incredible milestone in the program's 12-year history, officially impacting over 500,000 players and generating over \$100 million in revenue for PGA Coaches.
 - For the second consecutive year, the 13u National Car Rental PGA Jr. League Championship returned to PGA Frisco's Fields Ranch West, and the 17u National Car Rental PGA Jr. League Championship returns to Twin Warriors Golf Club in Santa Ana Pueblo, New Mexico, Nov. 14-17.

- Drive, Chip and Putt
 - This year, 348 local qualifiers, 62 sub regional qualifiers, and 10 regional qualifiers were successfully completed. These numbers reflect a slight increase from 2023, while participation continues to indicate future opportunities for program growth*.
 - Trial and adoption of the facility-run local qualifier model, whereby PGA of America Golf Professionals (vs. Sections) take the lead conducting local qualifiers, increased again in 2024 with 27 Sections conducting at least one local event using the concept. This follows an increase from nine to 16 Sections in 2023.
 - Prior to the 2023/2024 National Finals, Drive, Chip and Putt program leads from all 41 Sections were once again invited to attend a DCP "Section Summit" the day before the National Finals in Augusta. The weekend included a welcome reception for Section staff on Friday night, the Section Summit idea and best practice sharing meeting on Saturday morning, DCP participant welcome celebration on Saturday night, active involvement in conducting the competition at Augusta National Golf Club on Sunday and complimentary access to The Masters practice round on Monday. All expenses other than transportation to/from Augusta were paid by the Drive, Chip and Putt Task Force partners.

*Drive, Chip and Putt participation numbers are treated as confidential out of respect for the wishes of our program partners.

- PGA Camps

- An official licensee of the PGA of America, PGA Camps makes hosting golf camps easy by taking care of all the administrative duties so golf professionals can spend more time teaching and coaching.
- Thus far in 2024, 10,771 campers participated in a PGA Camp, representing an 11% increase from 2023. Coach revenue in 2024 grew to over \$3 million, reinforcing the value the program is creating for our PGA of America Members and their facilities. During the season, the waiting list for spots in PGA Camps was nearly 1,000 unique families, indicating a continued strong consumer demand and business opportunities for PGA of America Members.
- Collegiate Programming
 - PGA National Collegiate Club Golf Association (NCCGA) ... The 2024 fall NCCGA season is in full swing, projecting around 4,500 registrations in 84 scheduled events representing approximately 250 colleges. The 2024 PGA NCCGA Fall Championship and Invitational will be held Dec. 7-8 at the iconic Pinehurst Resort & Country Club in North Carolina, featuring over 30 teams and 300 players. The Fall Championship and Invitational will be held on Numbers 5, 6 and 8.
 - This follows a successful 2024 spring semester, with 3,523 registrations. The NCCGA 2024 Spring Nationals took place in April at Winstar World Casino and Resort with a field of 224 players. As the governing body for collegiate club golf, the NCCGA ensures every student can play golf in college and assists them in starting, maintaining and facilitating club golf tournaments regionally and nationally. More than 200 colleges across the United States field club golf teams.
The NCCGA operates three 36-hole tournaments in each of the 27 regions across the country. There are around 150 events each year, which provide great opportunities for PGA of America Golf Professionals to welcome a very desirable demographic of golfers to their facilities by hosting an event. All tournaments are co-ed and open to active college students of all skill levels, and individual students can represent their schools if they don't have the required five students to form a team.
- Adult Programming
 - PGA Team Golf ... Following the conclusion of the 2024 season and its culminating National Championship at Grayhawk Golf Club in Scottsdale, Arizona, Sept. 6-8, PGA Team Golf will merge into the PGA Family Golf brand. Now with an adults-only division added to events and the National Championship this year, PGA Family Golf is hosted by PGA of America Golf Professionals at facilities nationwide.

- PGA Family Golf ... In 2024 thus far, 158 coaches have registered to host over 300 PGA Family Golf events. With the historically busy fall PGA Family Golf season ongoing, this is positive news as total 2024 coach, facility, event, team and player numbers are already within 10% of last year's numbers. Based on this growth, and the success of the PGA Family Golf National Championship, the Player Engagement team continues to investigate opportunities to grow the concept in ways that benefit the game and bring value to our Members and their facilities.
- Following the success of the inaugural event at PGA West last year, the second annual PGA Family Golf Championship welcomed over 50 teams to Disney's Palm Golf Course in Lake Buena Vista, Florida, Sept. 28-29.
- Coaching Programs
 - Coach & Athlete Development ... Through PGA Coach, the PGA continues to offer industry-leading professional development for coaches, centered around delivering developmentally appropriate programming through a modern approach to structuring a coaching business. There are six total courses available to PGA of America Members, Associates, and Students, all geared towards fulfilling the lifelong learning commitment.
 - All-time course completions have now soared well over 15,000, marked by nearly 10,000 ADM certifications. This represents over 50% growth in engagement since 2023 and demonstrates the commitment to personal development among our members, associates, and students.
 - The team is also thrilled to announce that "ADM LIVE" has evolved into a comprehensive program with 12 sessions scheduled. This initiative builds upon the valuable ADM curriculum and delivers it in an interactive format, greatly enhancing practical application for coaches. The official rollout commenced in April 2024, following a successful pilot phase in five PGA Sections.
 - Moreover, we've collaborated with the Player Development Junior Committee to expand ADM communication beyond coaches to include parents, caregivers, and athletes. This enhancement aims to highlight our PGA Members as leaders in coaching while helping them convey the story of why they are coaching with the reimagined ADM approach. The new expanded messaging is set to launch in November.
- PGA National High School Golf Association

- High school golf participation continues to grow, with nearly 240,000 high school golfers playing on over 14,000 boys teams and just over 11,000 girls teams in the 2023-2024 school year.
- The fifth annual High School Golf Coaches Conference was held in conjunction with the 2024 PGA Show in January, with more than 100 attendees over the three-day event. Due to the increased demands by attendees for additional educational opportunities, the first-ever in-person NHSGA Coaches Clinic was held at Cog Hill Golf & Country Club in July. More clinics are planned for the future across the country.
- The 2024 Girls and Boys High School Golf National Invitationals presented by Titleist & FootJoy were held in July at PGA Frisco for the second consecutive year. Over 500 girls and boys representing 47 states competed in the two 54-hole events, held across Fields Ranch East and West Courses, Gentle Creek Country Club and Westridge Golf Course. It was announced in August that the Invitationals will be contested at Pinehurst Resort & Country Club in Pinehurst, North Carolina, for three consecutive years beginning in 2025.

COACHING AND PGA.COACH COACHING AND PGA.COACH

- PGA Professionals that shape the future of the sport through coaching, are core to the PGA of America's mission. As part of our ongoing efforts, our initiatives in the Coaching space are continually evolving, aligning with our overarching objective of delivering world class training and resources to coaches while diligently managing our financial resources for the future.
- Our commitment to PGA Professionals and coaches is exemplified through the continual evolution of PGA Coach's offerings, encompassing Professional Development and cutting-edge Modern Business Tools, all promoted by the incredible brand power of the PGA of America.
- Our core aim is to grow the game by equipping coaches with the essential tools needed to thrive in today's dynamic ecosystem, coupled with world-class education. Everything you require to embark on your journey as a PGA Coach is readily accessible by visiting PGA.Coach. In 2024, an average of 3,940 coaches are using PGA Coach on a monthly basis with the following key highlights:
 - PGA Coach Modern Business Tools and Marketing
 - The marketing value of PGA Coach has made significant strides in promoting our coaches and their offerings. Notable achievements include the incorporation of building coach profiles for Level 2 & 3 seminars, making it a standard

practice for all associates. This year we also saw success presenting PGA Coach to PGM Universities including Penn State and Florida Gulf Coast. We plan to continue growing the PGA Coach opportunity to all our university students. When it comes to the business tools available, PGA Coach has been making remarkable strides as shown in the numbers below.

- Over 5,700 coaches have their profiles published on PGA.com.
- Coaches have received more than 149,000 leads through their profiles since 2021.
- Over 2,800 coaches have set up scheduling and booking tools - we call them "Bookable Coaches."
- 1,390 coaches have booked students through PGA Coach in 2024.
- There have been more than 214,000 bookings through the platform since 2021.
- Although the platform has been successful in helping our Member coaches, it has been a costly endeavor to build and maintain. In 2025, the PGA of America leadership team has decided that we will need to start charging coaches fees to use the tools and marketing (these costs are not yet finalized). At this time, certain basic tools will be available for free for coaches, but in order for us to sustain this platform and keep improving upon it, we need to charge fees to help recoup some of the development costs.
- Separately, during the core committee meetings in August the leadership of the Coaching committees discussed more broadly opening up the PGA Coach platform. In 2025, the PGA Coach platform will explore options to allow usage by additional user groups who go through specific requirements to be on the platform.

○ PGA Coach Professional Development

- 2024 has been another landmark year for the Coach & Athlete Development pillar of PGA Coach, building on the strong foundation laid in previous years.
- We are thrilled to report that PGA members, associates, and students have now surpassed 10,000 ADM certifications and more than 16,000 total courses completed on PGA Coach. This marks substantial Year-over-Year growth, setting records for the number of courses completed in every month

of 2024 and underscoring our members' commitment to advancing their professional credentials.

- Our "ADM LIVE" program has expanded to 12 planned sessions nationwide. This interactive format continues to deliver the ADM curriculum effectively, enhancing practical application for coaches and bringing the principles of ADM training to life.
- Finally, our collaboration with the Player Development Junior Committee has expanded ADM communications to include parents, caregivers, and athletes, with additional implementation tools set to launch in November.
- These initiatives reflect our unwavering commitment to the professional development of PGA Coaches, equipping them to meet the evolving demands of the sport.

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108th PGA Annual Meeting – Report of the Vice President, Don Rea

The following represents the PGA of America's Report of the Vice President for 108th PGA Annual Meeting, as prepared by Don Rea. It is the responsibility of the Vice President to oversee the overall financial performance and long-term financial health of the Association. There are three finance related committees that assist the VP in these duties:

- BUDGET COMMITTEE
- INVESTMENT COMMITTEE
- AUDIT COMMITTEE
- The Vice President also oversees the INNOVATION COMMITTEE.

BUDGET COMMITTEE OR THE INQUISITIVE 6 (i6)

The i6 is made up of 6 board members:

- Don Rea, PGA VP/Chair and Golf Course Owner
- Jared Barnes, PGA - Large Municipal Golf Course Operator, Golf Shop and Restaurant Owner
- Russ Libby, PGA - Golf Course Owner
- John McNair, PGA - Management Company Owner
- Steve Parker, PGA - Teaching Business Owner
- Gideon Yu, Independent - Business Owner, Former CEO and CFO of various companies including Facebook

INVESTMENT COMMITTEE

The Investment Committee is responsible for the oversight of the Reserve Fund, including:

- Establishing investment guidelines based on the long-term strategic needs of the Association.
- Reviewing the performance of the Reserve Fund.
- Reviewing the performance of our Outsourced Chief Investment Officer (OCIO)

The Investment Committee is composed of three board members and two independents:

- Don Edwards, Chair - Founder and CEO of Flexpoint Ford, a private equity investment firm that has raised over \$7B in capital since inception.
- Gus Sauter - former Global Chief Investment Officer of Vanguard. He currently is a member of the Financial Industry Regulatory Authority (FINRA) Investors Advisory Group
- Don Rea, PGA VP and Golf Course Owner
- John McNair, PGA - Management Company Owner
- Gideon Yu, Independent - Business Owner, Former CEO and CFO of various companies including Facebook

The PGA's OCIO is Cambridge Associates who make investment recommendations and manage the daily operations and administration of the Reserve Fund.

AUDIT COMMITTEE

The committee oversees the audit engagement, reviews audit findings and approves the audited financial statements. The Audit Committee is composed of four board members and two independents:

- Don Edwards, Chair - Founder and CEO of Flexpoint Ford, a private equity investment firm that has raised over \$7B in capital since inception.
- Gus Sauter - former Global Chief Investment Officer of Vanguard. He currently is a member of the Financial Industry Regulatory Authority (FINRA) Investors Advisory Group
- Don Rea, PGA VP and Golf Course Owner
- Jared Barnes, PGA - Large Municipal Golf Course Operator, Golf Course & Restaurant Owner
- Paige Cribb, PGA - PGM University Director of Student Support
- Derek Gutierrez, PGA - Resort and Daily Fee Courses General Manager

The Association engages PriceWaterhouseCoopers (PWC) as our independent auditors.

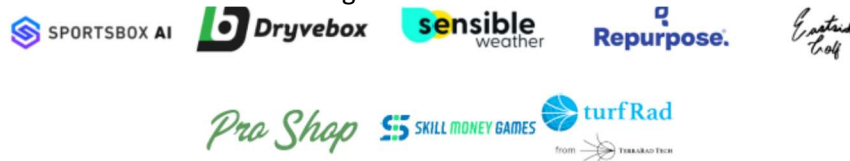
INNOVATION COMMITTEE

The Innovation Committee is comprised of 3 PGA Members and 3 non-Members with support from staffer Kris Hart, PGA who is the Senior Director of Growth and Ventures

- Don Rea, VP/Chair and golf course owner
- Barry Howard, District Director and GM of Hot Springs CC
- Joe Assell, CEO and Founder of Golftec
- Gideon Yu, Independent - Business Owner, Former CEO and CFO of various companies including Facebook
- Gus Sauter - former Global Chief Investment Officer of Vanguard. He currently is a member of the Financial Industry Regulatory Authority (FINRA) Investors Advisory Group
- Chris Leidel, Tylon Partners, former CEO of Smithsonian

The Board has allocated up to \$15MM from the Reserve Fund to an Innovation Fund for investments in early-stage companies that drive a financial return and deliver impact to the mission.

- Elysian Park Partnership: we have partnered with a prominent sports VC fund, Elysian Park to create EP Golf Ventures. PGA committed \$5MM (of the \$15MM) and we raised an outside ~\$30MM into the fund. This allows us to bring new capital into golf, providing greater value to the start-ups with better analysis and terms.
- Investment Criteria: every investment goes through a scorecard where we evaluate Member Impact, Game Impact, Industry Impact and Financial Impact.
- Current Investments: reviewed 400+ companies, made 8 investments out of the fund, and struck several non-traditional commercial deals. All 8 investments were done through EP Golf Ventures.

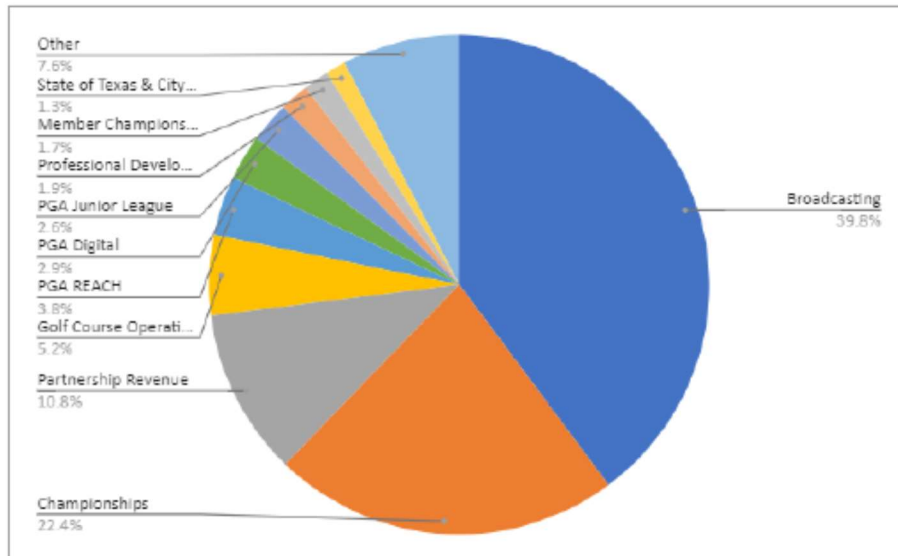


OVERALL FINANCIAL PERFORMANCE

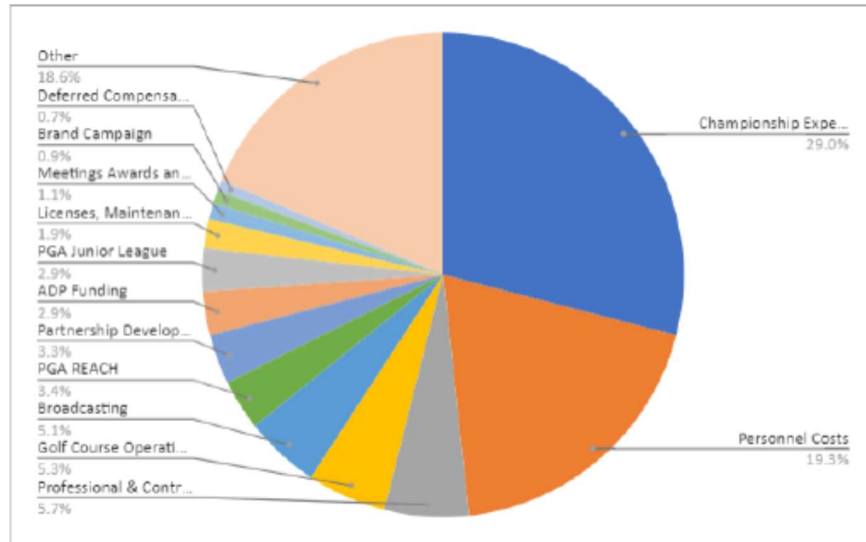
- Let's start with the FY2023 financial performance of PGA of America consolidated results.
- As a reminder, our fully audited financial results are available for viewing on our website, and our FY2023 runs from April 1, 2023 – March 31, 2024.
- For the full year Net Assets increased by \$3.4 million driven by a \$31.8 million increase in investments offset by a \$28.4 million operational loss.

FY23	Actual	Budget	Variance
(Decrease) in Net Assets before Investments	-\$28.4M	-\$21.2M	-\$7.2M
Investment Income	\$31.8M	\$7.9M	\$23.9M
Increase (Decrease) in Net Assets	\$3.4M	-\$13.3M	\$16.7M

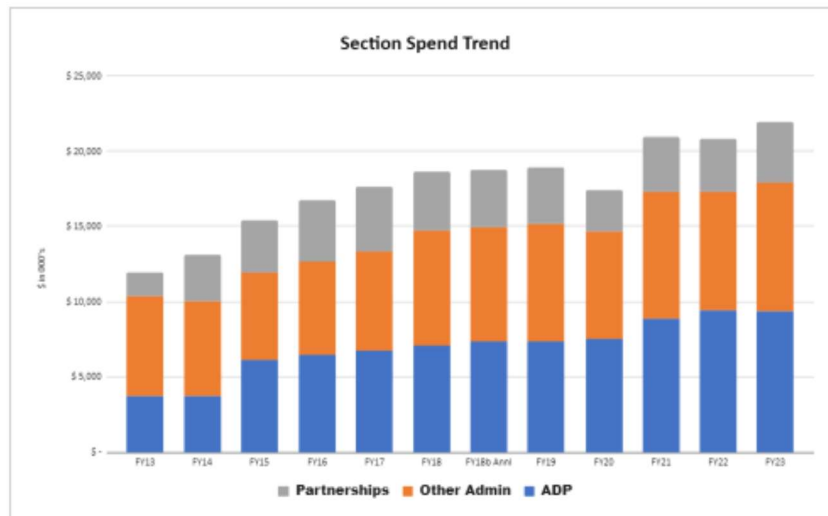
- As you can see from the attached graph, in total, net assets exceeded budget by \$16.7 million. However, our operations (excluding investment income) missed budget by \$7.2 million. Our goal is to meet or exceed our operational budget, but in FY2023, we had several unbudgeted items that impacted full year results including:
 - \$3.0 million – REACH contribution
 - \$2.9 million – Rebranding Campaign
 - \$1.5 million – Higher PGA Purse
 - \$0.4 million – Other
- Going forward, we are holding the teams to a 4-year budget target for operations, where cash inflows and outflows must match. What that means is that any unfavorability in one year needs to be made up for in the subsequent 3 years.
- Looking a little deeper into our financials, I want to highlight the makeup of our revenues and expenses. I showed this last year as well, but I think it is important for the membership to see what drives the financials of the PGA of America.



- As you can see from the revenue graph, 73% of our revenue comes directly or indirectly from our Championship events.
 - 39.8% from Broadcasting
 - 22.4% from the Championship event (ticket sales, hospitality, merchandise, etc)
 - 10.8% come from Partnership Revenue
- Turning our attention to the expense side, you can see the many programs that are funded by PGA of America. While the Championship bucket generates 73% of revenue, it uses 37.4% of total expenses broken down as follows.
 - 5.1% Broadcasting
 - 29.0% Championship
 - 3.3% Partnership Development

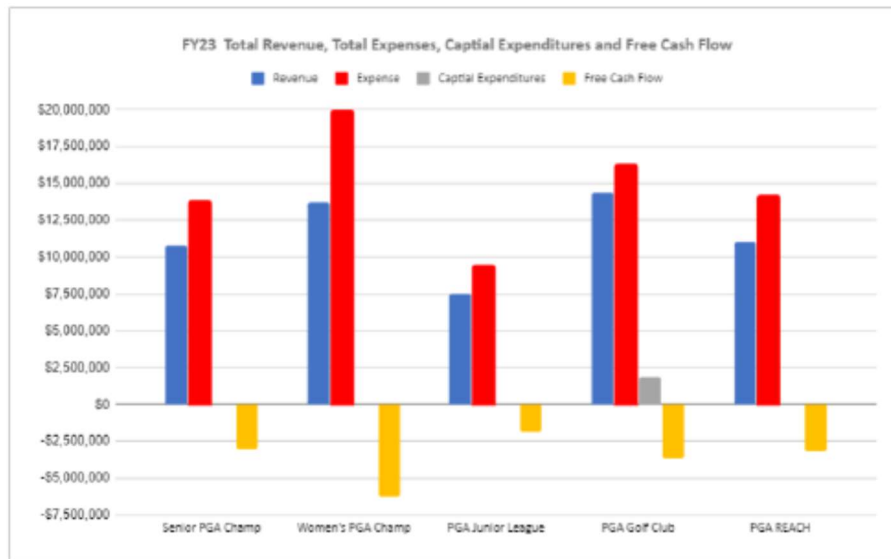


- Personnel costs to support our programs take up 19.3% of our costs and the remaining 43.3% spread among multiple items.
- As you can tell from these 2 graphs, Championships are key to driving the revenue and income that helps fund our organizational programs and we strive to protect them.
- Diving an additional layer down, let's look at our Section Spend trends.



- Over the last 11 years, the PGA of America has continued to allocate funds to our sections. In FY13, the sections received \$12 million dollars between Partnerships, ADP, and other administrative functions. In FY23, that number was \$22 million, and since 2013 our sections combined have received over \$212 million dollars.

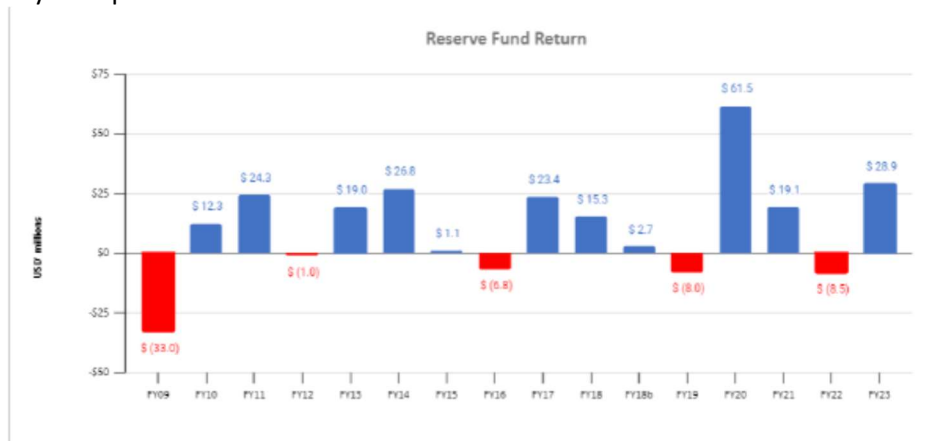
- ADP funding during that time has gone from \$3.7 million to \$9.4 million per year, and it is now the largest funding source of those 3 categories.
- Now let's take a look at those events we invested in but generated losses in FY23.



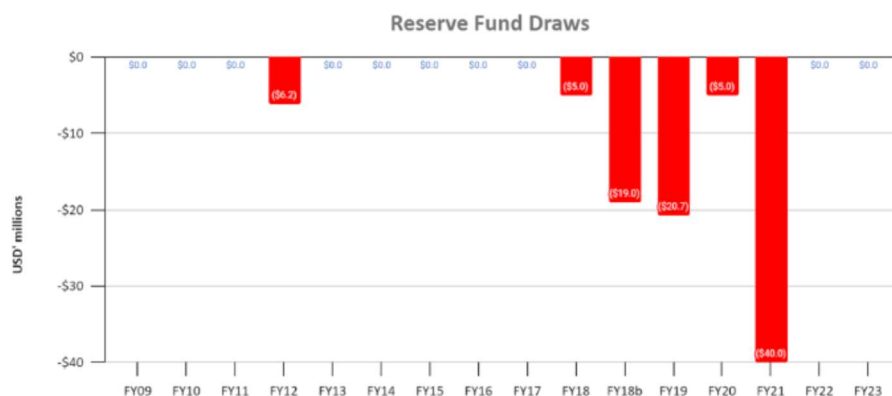
- As you know, FY23 was the last year of KitchenAid sponsoring our Sr Championship. We are in the process of attempting to secure new sponsorships, but we must also find ways to improve our cost structure. We no longer have the luxury of losing \$2.5 million per year (\$5 million before broadcasting). Attendance and TV viewership are low, which impacts the level of sponsorships we can reach.
- Our Women's Championship also brings unique challenges with it. KPMG has been a great partner and we have seen purses increase significantly. However, other costs have risen as well resulting in annual pressure. Women's sports is a great place to invest in and it helps us secure sponsorship deals like T-Mobile, but we will continue to look for new funding and opportunities to streamline expenses.
- Our Jr. League programs are instrumental to growing the game of golf and we continue to invest in them. Teams have done a great job of getting costs better aligned with revenues, and in FY24, we expect Jr. League to break even.
- Our Golf Club in Florida is a world-class facility and allows us to be able to host our winter member events. However, we realize that we cannot continue to operate the facility at a loss and are looking to close the cash flow gap that currently exists. As we go through the budget process this year, we will look for ways to reduce the pressure.
- PGA REACH is in a transitional period and we are looking for ways to continue to serve veterans, WORKS, and other programs. REACH is a stretch

program for us. Demand for the services we provide Veterans has far exceeded what we can deliver. Our revenue and contributions continue to grow, but we have to make decisions on how much of that growth we can afford to fund internally. It is a great program which I support strongly, but we need to further align our revenues and expenses to ensure we have a successful program for years to come.

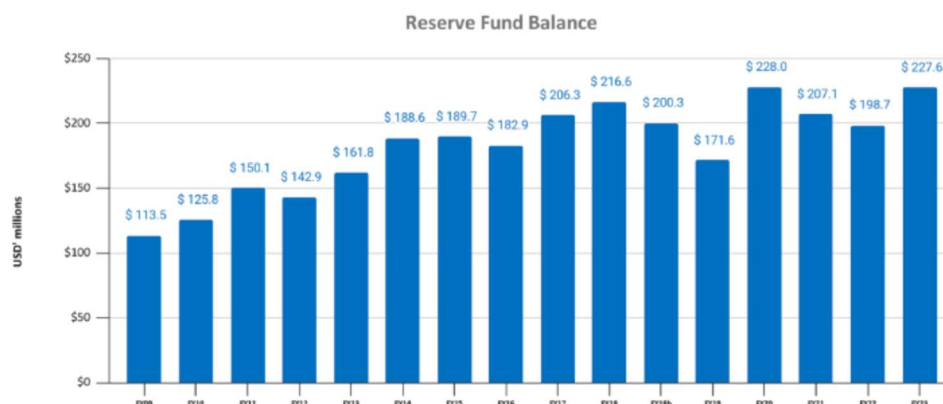
- Overall, these are all great programs, but every dollar we can save here is an opportunity to invest in other worthy programs.
- My final part I want to focus on in our Reserve Fund.



- Let me start by saying our Investment Committee has done a great job of investing wisely for us. Since FY09, the fund has generated a compounded annual growth rate (CAGR) of 7.2% after fees. More recently, over the last 5 years we have had a CAGR of 7.0% after fees, which is pretty impressive given the market volatility over these last 5 years.
- Moving on to the next graph, you can see the draw downs we have done over the same time period. Between 2017 – 2023, approximately \$90 million was pulled out to cover expenditures. Since 2022, no additional dollars have been removed, as the goal is to restrict usage of this fund going forward.



- A few of the items contributing to the usage of the \$90 million include:
 - \$26.4 million Increases in PGA and Women's Championship purses
 - \$24.4 million NBC funds not received in September 2020 due to COVID
 - \$10.0 million Spend on Frisco HQ above borrowed amount
 - \$ 9.9 million Increase in ADP funding since 2017
- However, even with those withdrawals, the reserve fund remains strong. At the end of FY23, we have \$227.6 million in the fund. As of September 30, 2024, that amount now stands at \$242.1 million.



To ensure financial stability going forward, the budget committee has put more focus on ensuring we budget within our means. To that end, the budget committee this year recommended a new Reserve Fund policy that was approved by your Board of Directors.

The new policy we felt was necessary to protect against future headwinds that could impact our Association. (Championship events. TV contracts, inflation).

We will now have two separate funds

1. Endowment Fund – renaming what was previously called Reserve Fund
2. A new Reserve Fund that is funded annually at 2.5% of the Endowment Fund, by interest generated above historical inflation growth rates.

How does this work in practice?

2.5% of the Endowment Fund will be distributed to the Reserve Fund each year.

Long term Fund Return =	7.2%
Less: Historical Inflation =	<u>3.0% – 4.0%.</u>
Endowment Return exceeding Inflation	3.2% - 4.2%
Annual Reserve Funding	2.5%

Your Board of Directors retains discretion of how to use funds towards operations or capital requests.

- In closing, why is this all so important? We have a fiduciary responsibility on behalf of our members. We are elected to leave the association better than we found it. I want to thank the Budget, Investment and Audit committees for all of their hard work and dedication to our Association.

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108th PGA Annual Meeting – Report of the President, John Lindert

The following represents the PGA of America’s Report of the President for the 108th PGA Annual Meeting, as prepared by John Lindert. For his 2024 report, President Lindert will focus on several key areas of the Association, including:

- PGA Brand Update
- PGA Education
 - Learning Strategy
 - PGA Golf Management University Programs
- PGA of America REACH Foundation
 - PGA Jr. League Scholarship Programs
 - PGA WORKS
 - PGA HOPE
 - PGA REACH “Places To Play”
- Governance - PGA LEAD

PGA OF AMERICA BRAND UPDATE: PHASE I AND II

The following is a summary of the PGA Brand Campaign based on Phase I launched in September of 2023 and Phase II launched in September of 2024.

2023 - Phase I Recap

- In September of 2023, the PGA of America partnered with Omaha Productions to launch the “We Love this Game” marketing campaign, which

debuted September 25 during weeklong coverage of the 2023 Ryder Cup on NBC and Peacock, USA Network, Golf Channel and across digital and social media. The campaign aimed to elevate and reinforce the role of PGA of America Golf Professionals as boldly influencing the present and future of the sport and industry by delivering more enjoyable experiences to golfers everywhere, no matter where they may be on their golf journeys.

- In conjunction with the marketing campaign, the PGA of America introduced an updated, modernized logo to help better distinguish the Association's brand in the vast golf industry. The logo, designed for digital and social media, broadcast and print usage, showcases a more open, simplified look that builds off the Association's heritage while bringing more attention to the "PGA of America." The goal is to help differentiate PGA of America Golf Professionals, partners and programs that currently drive demand for the game at more than 10,000 facilities in America and for the nearly 41 million individuals who play this game we all love.
- Phase One of the marketing campaign consisted of commercials and digital and social content produced by Omaha Productions, the media company launched by Peyton Manning. Appearances were made by PGA of America Golf Professionals Michael Block, the PGA of America Head Golf Professional at Arroyo Trabuco Golf Club in Mission Viejo, Calif., whose incredible performance at the 2023 PGA Championship captivated the world; Joanna Coe, the PGA of America Director of Instruction at Merion Golf Club in Ardmore, Pa.; Dr. Alison Curdt, the PGA of America Director of Instruction at Wood Ranch Golf Club in Simi Valley, Calif.; and Rich Jones, the PGA of America District Manager at Golf Galaxy in Bay Shore, N.Y. and the Founder of the Jones Golf Academy.
- The campaign shined a light on how the more than 30,000 men and women of the PGA of America are the game's most highly skilled coaches, operators of the most acclaimed facilities and golf businesses on the planet, and golf experts who love the game and are passionate about being the access point to the sport for millions of golfers of every generation and background.
- Digital and social media content activations debuted simultaneously throughout Phase One of the plan, consisting of social media ad campaigns, celebrity influencer involvement and encouraging PGA of America Golf Professionals through their own "30K STRONG" social activation to share their love of the game through Instagram, X, formerly known as Twitter, and Facebook.

- Phase Two will include mass media buys with targeted consumer audiences. TV and social media content will showcase individuals who have caught “Swing Fever,” practicing golf technique at home, in line at the coffee shop and at work — fine-tuning what their PGA of America Coach instructed in their previous sessions together.

Phase I Campaign Launch Results

- More Than 30k Strong
- Creation of pga.org/love
- 97+ organic PGA of America Golf Professional testimonials posted
- Allowed members to record and submit a video of “why they love this game”
- Within 48 hours, their video is professionally edited and uploaded to the page
- Members can easily download their video and are encouraged to post on their socials
- Over 100 members interviewed throughout Broadcast efforts
- Award Winners, Hall of Fame, PPC, etc.

Mack Weathers Results

- Goal of 3M Views
- 3.5M Views (as of March ‘24)
- PR Pickup
- Audience Reach
- Overall Results: Goal of 150M Reach, on track for over 160M

2024 - Phase II Overview

- In September of 2024, the PGA of America and Omaha Productions released “18 Fore 18” — the latest addition to the “We Love this Game” brand campaign.
- The video features NFL Hall of Fame quarterback and two-time Super Bowl Champion Peyton Manning alongside 2024 PGA of America Golf Professional of the Year Tony Pancake.
- The ongoing brand campaign, which also unveils the new logo for the Association, features a series of ads including “We Love this Game” that ran throughout the 2023 Ryder Cup, and “A Day With A Pro” which debuted at the 2024 PGA Show in Orlando.

- Prior to “18 Fore 18,” Tony Pancake was featured in “When I Grow Up,” which aired on ESPN and CBS during the 2024 PGA Championship at Valhalla.
- Starting on September 30 and running through the end of this year, “When I Grow Up” will continue to air various TV spots scheduled to run during select Monday Night Football games, ManningCasts, SEC games and SportsCenter.
- “18 Fore 18” also debuted on the PGA of America’s YouTube channel and in a series of social posts. The video is additionally presented through Manning’s and Omaha’s digital channels, while digital media buys included boosted posts through Bleacher Report, NBC Sports and USA Today social platforms.
- Narrated by longtime ESPN and PGA Championship broadcaster Scott Van Pelt, the latest video collaboration between Omaha Productions and the PGA of America take Manning and Pancake through 18 shot-for-shot challenges, including Manning’s failed attempt at a Happy Gilmore swing and throwing a football down the driving range at a giant cut-out of Eli Manning’s head.
- Meanwhile, the pair answer questions about their respective careers and shared love for the game of golf.
- The centerpiece of this campaign is to showcase the importance of our more than 30,000 PGA of America Golf Professionals to the golf industry.

Phase II Campaign – Marketing Approach

- Digital Content Assets
- 15 Seconds, 30 Seconds and 60 Seconds on IG, FB, TikTok and X
- Paid/Boosted posts through PGA accounts
- Distribution partners:
 - ESPN Digital
 - Bleacher Report
 - Sports Business Journal
 - Front Office Sports
 - NBC Sports
 - Various others
 - PGA Social Media

- 19 of 20 top performing videos on YouTube are 8 mins or longer
- 12 are over 30 mins
- YouTube's algorithm favors videos with higher watch times
- Longer videos rank higher in search results & suggested videos
- Longer videos provide more data on users
- When I Grow Up Spot
 - 20 units total across ESPN and ABC
 - 3 MNF Spots
 - 6 SEC Football Spots
 - 11 SportsCenter/Pre/Post game spots
 - 60 Million Reach!

Marketing Roadmap - Looking ahead

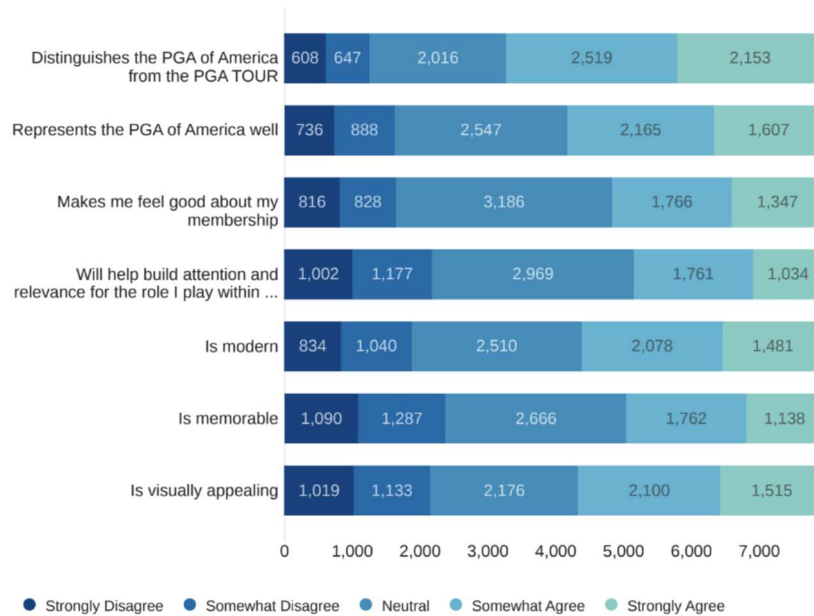
- PGA Show PPC in Q1
- Influencer on digital and More than 30k Strong
- Champs in Q2
- Run our 2 PSA's

New PGA Logo Update

- With promotion of the new PGA logo playing a prominent role in the 2023 and 2024 brand campaign, the following represents results and insight from the PGA Member Logo Survey:

Survey Results

The new PGA of America logo...
7943 Responses



Note NPS = (Strongly + Somewhat Agree) - (Strongly + Somewhat Disagree)/Total Sample

Survey Insights

- Conclusion 1: We have a positive NPS across every dimension. The highest is against our most important objective: Distinguishing the PGA of America from the PGA Tour at +43%
- Conclusion 2: Positive passion (Strongly agree vs. Strongly disagree) outweighs negative passion across every dimension. Strongest four: Distinguishes, Represents well, Modern, Makes me feel better
- Conclusion 3: Neutrals are our most important conversion opportunity. It is far easier to build positive impressions in the eyes of those who are neutral now than it is to convert detractors to promoters. Neutrals are our largest group across every dimension. Engagement and reinforcement will turn them into advocates.

Benchmark Survey Findings

- A 7-point increase in awareness since 2023 that the PGA of America is different than the PGA Tour
- Better understanding of the PGA of America's role, impact, and values especially:
 - Being seen as a trusted organization (17% lift), diverse (17% lift), forward-looking (16% lift), and modern (16% lift).
 - Serving as the backbone for the best players and coaches in golf (14% lift)
 - Strengthening the future of the game (13% lift)
- Favorability toward the PGA of America also remains strong (9-in-10 have favorable impressions, in line with sentiment last year).
- Unaided, half of avid golfers report seeing an ad about the PGA of America on television, recalling themes of building community and engaging the next generation of players to help grow the sport.
- Further:
 - When we tested the launch and second wave ads in the survey, more than 8-in-10 viewed each ad positively and both ads strengthened brand favorability, self-reported interest, and potential engagement.
 - Exposing avid golfers to ads further strengthens understanding of the PGA of America, including:
 - Values: 7-point lift for being welcoming, accessible, and diverse.
 - Key functions: 6-to-7-point lift on skills training, building friendships/community, and helping people fall in love with the game.
 - Distinguishing it from the PGA Tour: 7-to-10-point lift in correctly identifying the PGA of America over the PGA Tour as the organization responsible for operating facilities, skills training, organizing golf professionals, and connecting people to golf careers.

PGA EDUCATION

The purpose of PGA Education is to provide lifelong learning around specific career interests to elevate the perception, value propositions and recruitment of PGA Professionals. Thus, the three career paths offered in the PGA Learning Strategy include:

- Teaching/Coaching
- Golf Operations
- Executive Management

The following represents key 2024 program highlights regarding PGA Members and Associates:

- 7 SPP Workshops with 100 PGA Members
- 12 Virtual Level 1 Associate Seminars with 1305 PGA Members
- 7 Virtual Level 1 Student/University Seminars from 15 GMUs with 506 students (01Nov23-01Nov24)
- 33 In-person PGM Seminars with 936 Associates in Level 2 and Level 3 at PGA Home, Frisco
- Developed new PGM3.1 team simulations for business management and leadership PGM 3.1 was fully implemented November 2023 and largely responsible for our PGM enrollment growth

Growth Numbers

- Associate numbers YTD 6957 (9/23/24) vs 5089 or 36.5% increase YOY
- University Students YTD 1823 vs 1690 or 8% increase YOY | (New student enrollment rose by 13% - 590 enrolled Fall '24 vs 519 Fall '23)
- University Programs - 200 total graduates in the academic year 2023-2024 with 184 elected to PGA Membership.
- Total number of Education Mentor calls YTD 24,900

PGA OF AMERICA REACH FOUNDATION

The PGA of America REACH Foundation is the 501(c)(3) charitable foundation of the PGA of America. The mission of the Foundation is to positively impact lives through the game of golf. We do this by serving youth, Veterans and Active-Duty Military Service Members and underserved communities by providing access to the game of golf. Our mission is driven by the more than 30,000 PGA of America Golf Professionals who are expert coaches and stewards of the game – helping people use the benefits that golf provides so all can love this game.

PGA WORKS

- Specific to PGA WORKS, this strategic initiative was created to diversify the golf industry's workforce and beyond. All PGA WORKS programs are designed to inspire and engage talent from historically underrepresented backgrounds to pursue employment positions across the golf industry and beyond.
- In fact, PGA WORKS comes to life through fellowships, internships, scholarships, career exploration events, amateur athletic competition, emerging leaders programs, talent acquisition practices and recruiting initiatives. As a catalyst for all programming, in 2019, The PGA of America made a landmark investment of \$2.5 million over the next five years in the PGA of America REACH Foundation to incubate and grow the PGA WORKS platform. Among the initiatives PGA WORKS will support include:

John and Tamara Lundgren PGA WORKS Scholarship Program

- Through this program awards of \$8,000 each are available for students from diverse backgrounds pursuing a PGA Professional Golf Management Program degree. Since its inception in 2018, a total of 93 individuals have earned \$8,000 PGA WORKS Golf Management University scholarships. A total of \$744,000 overall scholarship support has been delivered to date.

PGA WORKS Beyond the Green

- Held in conjunction with PGA of America Spectator Championships, this career exploration event is designed to educate and inspire talent from historically underrepresented backgrounds to pursue careers in the business of golf and beyond.
- PGA WORKS Beyond the Green strives to make a sustainable impact in our host championship markets by partnering with local community organizations to provide students access to industry leaders, executives and influencers to help inspire and engage them to work in the golf industry or use golf as an element of advancement in other industries.
- Since its debut at the 2017 PGA Championship at Quail Hollow in Charlotte, about 2,000 students have participated in the PGA WORKS Beyond the Green career development program at in-person and virtual events across the country.
- In 2024, we hosted Beyond the Green at the PGA WORKS Collegiate Championship, PGA Championship, KPMG Women's PGA Championship, and the KitchenAid Senior Championship. In 2024, 84 percent of the

participants identified themselves as non-white and 54 percent of participants identified as women.

PGA WORKS Fellowships

- The PGA WORKS Fellowship program offers a one-year, paid immersion into the operations of a PGA of America Section Foundation or other golf-related 501(c)3 foundation for individuals from diverse backgrounds — whether by gender, age, race or color, national origin or ancestry, sexual orientation, disability, religion or Veteran status. Currently, there are 30 Fellows across PGA Sections and other golf-related entities nationwide.
- Since its inception in 2017, a total of 123 students have participated in the PGA WORKS Fellowship program (including our current class of 2024 PGA WORKS Fellows).
- PGA WORKS Fellows alumni have experienced a 82% job placement rate in golf and 85% job placement rate overall following their fellowship.
- Past Fellows now work for Titleist, Western Golf Association, Texas Golf Association, Texas Rangers, Major League Baseball, among other golf companies and other sports organizations. Additionally, several Fellows have gone on to work full-time in PGA Section Offices throughout the country, as well as for universities and sports teams. Others have continued their education in graduate school.

PGA WORKS Collegiate Championship

- As part of the PGA of America REACH Foundation, the PGA WORKS Collegiate Championship remains the most culturally significant championship in collegiate golf.
- The 2024 event took place from May 6-8th at TPC Sawgrass on the Stadium and Dye Valley Courses where 185 student-athletes competed across five divisions in the championship that brings together Historically Black Colleges and Universities, Hispanic Serving Institutions and other Minority Serving Institutions. 119 students and student-athletes, comprising 77 men and 42 women, passed their Player Ability Test (PAT), a key step toward PGA Membership. 2024 marked the 38th edition of the event.
- The PWCC had many ancillary events in conjunction with the tournament. The Jr. WORKS Championship which witnessed the participation of 8 male and 8 female diverse high school players. The Championship was held on

Saturday and Sunday during the PWCC practice rounds and provided an excellent opportunity for HBCU and MSI college coaches to recruit talented players.

- The PGA WORKS Collegiate Youth Day comprised 77 diverse youth from local organizations in the Jacksonville area. They enjoyed a special day of instruction led by TPC Sawgrass staff members and PWCC Ambassadors. The 2024 TopGolf Welcome Reception featured appearances from our PGA leadership and a showcase performance from Albany State University Marching Rams Show Band and Miles College Purple Marching Machine to conclude the night. PGA WORKS Beyond the Green brought in local high school and college-aged students to hear from industry professionals and connect with different employers. Lastly, the 3rd Annual PGA WORKS Invitational brought together PGA WORKS sponsors and partners of the Championship.
- The PGA WORKS Championship was broadcast live on the Golf Channel with round the clock coverage throughout the entire championship for the first time.
- In 2025, The PGA WORKS Collegiate Championship will be held at Whistling Straits, in Kohler, Wisconsin. Participants will have the opportunity to play the Championship level courses known for hosting multiple elite level championships.

PGA Jr. League Scholarships

- PGA Jr. League is committed to enriching lives through experiences that transcend golf and is the flagship youth pillar program of the PGA of America REACH Foundation. PGA Jr. League leverages a scholarship fund and PGA Opportunity Leagues to remove barriers and open doors for families to create new memories through the game of golf. In 2023, over 5,000 boys and girls learned the benefits of playing golf through needs-based and military scholarships. We believe in the next generation of golfers and that golf should be accessible to every kid everywhere, regardless of background or circumstance.

PGA HOPE

- PGA HOPE (Helping Our Patriots Everywhere) is the flagship military program of PGA REACH, the charitable foundation of the PGA of America. PGA HOPE introduces golf to Veterans and Active Duty Military to enhance their physical, mental, social and emotional well-being.

- National Data
 - Anticipated number of Veterans Served: 17,000
 - Stretch goal of serving 18,000 Veterans and Active-Duty Military
 - 550+ program locations in 2023
 - 148 new program locations
 - Located in all 50 states
 - Added North Dakota, Vermont, & Alaska in 2024
 - Current PGA HOPE Trained Member Count (as of Jan 1): 4000+
- Financial Data
 - Reach-Funded cost per Veteran: \$330
 - Total funding for 2023: \$5.7M
- Market Additions/Noteworthy Expansion
 - Austin, TX
 - Orlando, FL
 - San Diego, CA
 - Los Angeles, CA
 - Phoenix, AZ
 - Kansas City, MO
 - Little Rock, AR
 - Salt Lake City, UT
 - Anchorage, AK
 - Burlington, VT
 - Fargo, ND
- PGA HOPE also expands to the following military installations
 - Kirtland AFB - Sun Country
 - Hill Air Force Base - Utah
- Championship Market Data
 - Kentucky
 - 9 program locations serving 685 Veterans and Active Duty Military
 - One program location on Fort Polk - US Army installation
 - Pacific-Northwest
 - 24 program locations serving 570 Veterans and Active Duty Military
 - One program location on Joint Base Lewis-McChord - US Army/Air Force Installation
 - Women's only program location served by Sheena Prante, PGA
 - Michigan
 - 14 program locations serving 495 Veterans and Active Duty Military
- Largest Sections

- Carolinas - 23 program locations serving 1,255
- Southern Cal - 28 program locations serving 1,175
- Middle Atlantic - 26 program locations serving 1,020
- Northern Cal - 23 program locations serving 980
- Colorado - 28 program locations serving 845S

PLACES TO PLAY

PGA professionals need access to facilities to deliver programming for participants to support the PGA REACH mission to “impact lives through golf” in youth, military, and underrepresented communities. Many current and potential PGA REACH program participants live in urban population centers. Often, golf access is limited to an under-resourced municipal facility or does not exist. Ensuring PGA REACH program participants have access to PGA Jr. League, PGA HOPE, and PGA WORKS programming near underserved and underrepresented populations is critical to the mission of PGA REACH. Supporting golf facilities that grow and sustain quality and providing affordable access to the game for youth and underrepresented communities is crucial to PGA REACH's mission.

- 2024 PGA Championship Grant
 - In collaboration with the Kentucky Section PGA and Louisville Parks and Recreation, PGA Places to Play assisted in funding the construction of the Seneca Golf Course Improvement Project, which will cost \$1.5 million in total for the following:
 - Renovation of the par-3 course to optimize playability and access
 - The building of a new indoor practice facility, allowing year-round youth programming and education
 - Upgrading and modernizing the driving range facilities to accommodate increased use
 - The creation of a new putting course to engage all types of golfers
- 2024 KPMG Women’s PGA Championship Grant
 - The Tacoma Parks Foundation, a nonprofit organization dedicated to supporting Metro Parks Tacoma programs and projects, received a PGA Places To Play grant from the PGA of America REACH Foundation at the KPMG Women’s PGA Championship. The grant will fund the creation of a 3-hole programming course at Meadow Park Golf Course, a mainstay in the Tacoma and South Puget Sound Community since 1915. Developing the 3-hole programming course is driven by a commitment further to expand access to the game within the community. This initiative is a visionary step toward

nurturing talent, fostering a sense of belonging and empowering underrepresented communities.

GOVERNANCE AND PGA LEAD

The following is an overview and annual update on governance in action through the PGA LEAD Program:

- PGA LEAD is a program that identifies, mentors, and develops PGA Members from diverse backgrounds to become volunteer leaders at the Chapter, Section, and National levels of the Association.
- The program provides participants with the opportunity to learn from subject matter experts, network with other PGA Members, and attend virtual and in-person events. Since its inception in 2016 and now in its ninth year, PGA LEAD has helped produce over 115 impactful leaders across the Association.
- Since the program's inception in 2016, there have been over three Section Presidents, three Section Vice Presidents, two Section Secretaries, and 22 Section Board Members elected or appointed, as well as 26 PGA LEAD participants selected to serve on National Committees.
- Up to 15 PGA Members comprise each PGA LEAD Cohort and they take part in a curated leadership development journey lasting a 12-month curriculum that is designed to grow and enhance their leadership skills while preparing them for board and committee leadership.
- PGA LEAD welcomes all PGA Members to apply, however, the program is best suited for those who are early on in their leadership journey and aspire to serve in volunteer leadership roles in Association governance.
- PGA LEAD participants engage in monthly virtual meetings with subject matter experts that cover a litany of topics that assist them in their quest for leadership. Some of these experts include PGA of America Past Presidents, PGA Members, PGA of America employees and business executives from within and outside the golf business.
- Who Can Apply? The program is open to all Class A PGA Members for at least one year and in good standing.
- When does the Application Window Open? The Application Window opens on March 15th of 2025 and will close May 1st, 2025.

- Where Can I find the Application? www.PGA.org.

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Following the Reports of the CEO, Secretary, Vice President and President, an informal Open Forum period started at 2:20 p.m. Eastern Tim.

Following the informal Open Forum, an informal New Business period started at 2:30 p.m. Eastern Time where one topic was presented for response by the PGA of America Officers.

Following the Open Forum and New Business periods, PGA Parliamentarian, Tom Brawley, announced the informal portion of the meeting had concluded.

President Lindert then asked Honorary President Jim Richerson to preside over the election process after the procedures for the election process were reviewed by PGA Parliamentarian Tom Brawley.

Katie Rea, daughter of PGA Vice President Don Rea, Jr., made a nomination speech for the election of PGA Vice President Don Rea, Jr. to the position President of the PGA of America. Vice President Rea was unopposed. Don Rea, Jr. was elected as President of the PGA of America and John Lindert moved into the role of Honorary President.

PGA Past President Jim Remy made a nomination speech for the election of Secretary Nathan Charnes to the position of Vice President of the PGA of America. Secretary Nathan Charnes was unopposed. Nathan Charnes was elected as Vice President of the PGA of America.

Four candidates – Jared Barnes, Eric Eshleman, Derek Gutierrez, and Barry Howard – were nominated for the position of Secretary of the PGA of America. Following the nomination speeches and seconds for each of the four candidates, a vote was conducted. Candidate Eric Eshleman was elected to the position of Secretary of the PGA of America during the first ballot by receiving a majority of the votes cast by the Delegates.

Past President Jim Richerson then announced the following new members of the PGA Board of Directors:

- **District 3:** Tim Basel, PGA
PGA Sections: Alabama-NW Florida, Gulf States, and Tennessee
- **District 6:** Keith Clark, PGA
PGA Sections: Illinois, Indiana, and Wisconsin
- **District 7:** Sean Hanna, PGA
PGA Sections: Gateway, Midwest, and South Central
- **District 11:** Scott Ashworth, PGA
PGA Sections: Aloha, Northern California, and Southern California

- **District 12:** Dale Morgan, PGA
PGA Sections: Northern Texas, Southern Texas, and Sun Country
- **Independent:** Terry Clark – Chief Marketing & Customer Officer at United Health Group

Past President Jim Richerson properly administered the oath to the group.

Closing comments were then made by Past President Jim Richerson, Interim CEO Haigh, Honorary President Lindert, Secretary Eshleman, Vice President Charnes, and President Rea with President Rea declaring the 108th Annual Meeting of The Professional Golfers' Association of America concluded at 4:39 p.m. Eastern Time on Thursday, November 7, 2024.