

108th PGA of America 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 Charne's 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.

- 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:
 - o Chiropractic - free initial consultation; 50% off diagnostic; 30% other**
 - o Dental - Humana discount card that on average drives 20-40% savings**
 - o Vision -20-60% off eyewear; 10-30% off exams**
 - o Prescription Medications -34%-79% discount**
 - o 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**
 - o 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.
 - o 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.
 - o 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**
 - o 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*.
 - o 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.
 - o 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.

- o 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.
- o 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
 - o 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.
 - o 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.
 - o 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.
 - o 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
 - o 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.
 - o 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.

- o The 2024 Girls and Boys High School Golf National Invationals presented by Titelist & 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 Invationals 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:
 - o **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.
- o 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.