

109th PGA of America Annual Meeting - Report of the Secretary, Eric Eshleman

The following represents the PGA of America's Report of the Secretary for the 109th PGA Annual Meeting as prepared by Eric Eshleman. Among Secretary Eshleman's primary responsibilities is monitoring matters related to the membership of the Association. Therefore, for his 2025 report, Secretary Eshleman 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
 - Member Championships
 - Golf Retirement Plus Plan
 - New Member Benefits
- Member Section Operations
 - Section Business Operations
 - PGA Career Services: Recruitment& ExecuSearch
 - Player Engagement/Programs Overview
 - PGA Jr. League
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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, 2024, and October 1, 2025, we have 24,578 PGA of America Members, which is an increase of 76.
- 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 8,427 as of October 1, 2025, compared to 6,607 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 33,005, which is up 1,896 from October 1, 2024. We are more than 33,000 Strong and at an all time high!
- We also have 2,048 students in the PGA Golf Management University program in 2025, which is up 12% from October of 2024. This continues the trend of positive growth we have seen the last few years.
- We continue to move 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 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 Member Poster and the updates to the Board-approved new PDR Cycle requirements for June 2025 - June 2028.
- On August 14, 2025, during a Special Meeting of the Delegates, Peter Broome was elected PGA of America Honorary Member, and this will be conferred during the 109th PGA of America Annual Meeting.
- 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 2025, the Board of Control has met in person, or virtually, six times to review special situations brought forth by PGA of America Members and Associates. Some of these included PGA Medical and Disaster Relief situations. While there have been fewer mass natural disasters, grants continue to increase to PGA of America Members with serious medical situations. The Board of Control has approved over \$127,000 in PGA Medical and Disaster Relief Grants since the 2024 PGAM, and your contributions to this fund make a meaningful difference.

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.

Member Championships

The PGA of America continues to provide PGA Members and amateurs with opportunities to compete at a high level through the following championships:

PGA Professional Championship

PGA Golf Club in Port St. Lucie, FL hosted the top 312 PGA Members who competed for a spot on the Corebridge Financial Team (top 20) at the PGA Championship at Quail Hollow. Tyler Collett set a Championship record for largest margin of victory, eclipsing the previous mark of eight shots by Matt Dobyns in 2012. Additionally, he is just the fourth wire-to-wire winner in PGA Professional Championship history and the second South Florida PGA Member to win the PGA Professional Championship. In 2025 we also announced future host sites at Bandon Dunes (2026), Streamsong Golf Resort (2027), and Superstition Mountain Golf & Country Club (2028).

Senior PGA Professional Championship

PGA Golf Club in Port St. Lucie, FL will host 264 PGA Members in October competing for a spot on the Corebridge Financial team at the 2026 Senior PGA Championship. The Championship will be conducted on the Wanamaker and Dye Courses. In 2025 it was announced that Superstition Mountain Golf & Country Club will host the 2026 championship.

Assistant PGA Professional Championship

PGA Golf Club in Port St. Lucie, FL will host 132 PGA Members in November. The championship will be using the Dye Course for the first time in an effort to provide a new experience for A-8 and B-8 associates (past Level 1) as the championship is hosted at PGA Golf Club annually typically on the Wanamaker or Ryder Courses.

Junior PGA Championships

The Junior PGA Championships were hosted at Birck Boilermaker Golf Complex (Purdue University) in West Lafayette, In. The two champions had very different paths to the winners' circle - Asterisk Talley, one of the most touted amateur girls in the world battled to the very end to win the Girls Division while Lunden Esterline cruised to a six-shot victory among the Boys. Future host sites were announced in 2025 at NCR Country Club (2027) and CC of Rochester / Oak Hill CC (2028).

Junior Ryder Cup

The Junior Ryder Cup was hosted at Nassau Country Club in Glen Cove, New York. The U.S. Junior Ryder Cup Team, Captained by Suzy Whaley, PGA, defeated Team Europe 17.5 points to 12.5 points bringing the Junior Ryder Cup back to the United States after a loss in Rome in 2023. The 2027 Junior Ryder Cup will be held at Ballyneety Golf Club and Adare Manor in Limerick, Ireland.

PGA National Club Championships

The PGA National Club Championships were hosted at Reynolds Lake Oconee in Greensboro, GA for 520 of amateur club champions (both females and males across various age divisions). Each of the competing club champions earned their spot in the field via competing at their local club championship conducted by a PGA Member who submits the club championships to be highlighted on the pgaclubchamp.org website.

Golf Retirement Plus Plan

- Golf Retirement Plus maintains one of the most valuable member benefit programs, ranking in the top three most used benefits in the Personal and Business Benefit Category from the 2025 Member Survey.
- The health of GRP continues to grow stronger with 36 Partners offering robust incentive programs across Equipment, Apparel & Footwear, Gifts & Awards, and Services categories. Four new GRP partners, Sun Day Red, Fairway & Greene, ShipSticks, and Strackaline joined the portfolio in 2025, providing new programs for PGA of America Members to participate in.
- As of June 2025, the Golf Retirement Plus program recorded over 6400 GRP Account Holders with account balances and nearly 270MM in assets under management. There were 466 new PGA of America Golf Professional enrollments over the last year with nearly 14MM in partners contributions.
- As the annuity provider, Corebridge Financial continues to invest in the program with an expansion of education engagements and resources dedicated to the program through Section education offerings and Associate education with new Lunch & Learns for Level 3 seminars at the Home of the PGA.

Member Benefits

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

- **ExpertVoice** is a member offering, focused on PDR opportunities. Over the last year, in collaboration with the PGA of America Education team, ExpertVoice validated 3800 PDR credits for over 1700 PGA of America Members. ExpertVoice continues to grow its platform to expand education offerings. ExpertVoice continues to offer the service to PGM University students helping with early exposure to golf industry brands and discounts on products.
- **Lululemon Sweat Collective** was a new member offering in 2025. Sweat Collective offers PGA Professionals, along with other influential fitness leaders, 25% off the latest gear and includes special invites to exclusive events. Currently, 602 PGA Professionals have signed up and participate in the Sweat Collective.
- **ShipSticks** joined the PGA of America Partner Family supporting several events including: the PGA Professional Championship, National Club Championship, and PGA Jr. League National Championship. As a Member Benefit, ShipSticks offers discounted shipping to and from the Home of the PGA for visiting Members and Associates continuing on their path to Membership.

- **Trackman** collaborated with the PGA of America team to offer the NEXT Golf Tour: PGA Professional Open, a virtual tournament for PGA of America Golf Professionals presented by Trackman. This event had a base purse of \$25,000, a winners check of \$10,000, guaranteed payouts to the top 10% of finishers, and five closest to the hole prizes of \$100-\$1,000. Top 10 finishers also earned free entry into NEXT Golf Tour Season 3 and the winner earned a bye into NEXT Golf Tour season finale competing for a \$150,000 purse. The second edition of the event will run November 1-14.
- **PerkSpot** continues to remain a solid Member Benefit Offering with over 91,500 accounts of PGA of America Golf Professionals, PGA Jr. League Game Changer Annual Members, and their families. PerkSpot estimates over approximately \$3,000 in savings annually across nearly 1,000 merchants. There have been over 1,500 new account registrations in the last year with PerkSpot Travel Discount Center, Disney World, Nike, and Apple, and Sam's Club standing as the top 5 most-used merchants.
- The Industry Partnerships team continues to prospect brands offering Member Benefit programs.
- In addition to these brands, marketing of the Member Benefits continues to grow with revisions to the National Member Programs & Offerings Brochure and creation of a Section-customizeable brochure. This template provides each Section a framework of the brochure inclusive of national offerings and programs, with opportunity to customize Section offerings, resources, and more.
- Additional information on these offerings is available on the Member Benefits page of www.PGA.org.

Member Section Operations

Together with Sections we deliver VALUE to Members, Employers, Consumers and Industry Partners, by driving awareness and engagement in relevant programs, products and services that position PGA of America Golf Professionals as the TRUSTED, experts, leaders, and "FIRST Choice" in golf.

Section Business Operations Overview - 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.

2025 Impact

- Produced 41 customized Annual Benchmarking reports for all every Section highlighting key financial metrics as well as Section specific member survey responses.
- Embarked on an association-wide effort, as part of Member 360, to gather accurate and updated facility data in all 41 Sections. This was part of Tier 2 Section Strategic Funding. Goal is to complete this project 100% by December 1, 2025.
- Conducted test pilots in four Sections around asset valuation as well as sponsor development prospect opportunities by market. Worked with our partners Nielsen Sports and Sponsor United to help facilitate these studies. The four Sections were North and South Florida, Georgia and Carolinas.
- Resource Development - SBO Portal & Update: Consistently providing two updates per month, ensuring our Sections have access to the latest resources and information.

- Conducted professional development seminars for Executive Directors and their staff through calendar year 2025 in conjunction with the ED committee.
- ED Satisfaction - NPS Score: Improved to a Net Promoter Score (NPS) of 8.1, up from 7.9, indicating increased satisfaction among our Executive Directors.
- Helped to deliver new incremental revenue to select Sections through new partnerships both nationally and regionally (Airshare, Sandbagger, WorkDay Go, etc.)

Heading into 2026

- 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
 - 2026 SBO Conference continue to be reimaged to provide attendees the most value around networking and best practice sharing
 - 2026 Strategic Funding - NEW - Member Career Profile completion
 - Section Operational Reviews

PGA Career Services: Recruiting, Career Consulting & ExecuSearch

Recruiting - Why We Exist

- The PGA of America Recruitment team exists to ensure the future health of our PGA of America Golf Professionals and the golf industry at large by driving and sustaining a vibrant labor force.
- There are currently six PGA of America Recruiters who are positioned across the country. The team is a vital part of Member Section Operations (MSO), serving as the top of the funnel for careers within the golf industry as well as pathways to PGA of America Membership.

Top Priorities

- The Recruiting team is taking a leadership role in managing Make Golf Your Career going forward, leveraging the resources of its team and the Career Services department to provide this valuable resource for the industry and our PGA of America Golf Professionals.
- PGA Recruitment serves as the top of the funnel for careers within our industry as well as pathways to PGA of America Membership. As this encompasses employment with and within PGA Sections, we continue to seek opportunities to promote these career opportunities and engage in Section events to ensure our industry's success.
- The team remains focused on increased engagement with PGA of America Sections, seeking opportunities to promote career opportunities within Sections and engage in Section events to ensure our industry's success.

- While previously focused on broad reach and impressions, the team has shifted focus to supporting highly-engaged recruits and attending fewer events, taking a more targeted approach. Our goals remain to help leads find employment in the golf industry, encourage them to consider PGA membership, and support “Prospects” (PQ/QE) with becoming Associates.

Key Metrics

- This year to date, the Recruitment team has exceeded its goal of generating 1,920 leads from events, having reached 2,783 as of the end of August 2025. The team has officially surpassed its record number of 2,590 leads generated in 2024.
- As of August, the team has assisted 262 individuals in securing careers in golf this year.

Career Consultants - Why We Exist

The Career Consultants exist to enhance the personal and professional lives of the PGA Professionals. Building trusting relationships with PGA Professionals, PGA Sections and Golf Industry Employers & Stakeholders to support the achievement of their goals.

- The PGA of America continues to strengthen its PGA Career Consultants to enhance the lives of PGA Members. Our Career Consultant team is modeling the professional development they coach to the membership. 14 Career Consultants are currently pursuing coaching certification via the International Coaching Federation, and 10 more are scheduled to begin certification as a Workplace Mental Health Ally through the Society for Human Resource Management (SHRM). These development opportunities will enhance our team's ability to pursue our team's mission of enhancing the personal and professional lives of PGA Members.
- Our team of 25 Career Consultants are located regionally across the 41 Sections. 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.
- The team is supporting our PGA Tech team as we transition to Member 360 through thoughtful discourse and testing of various member-enhancement systems within M360, including the development of a Member Career Profile, which will ultimately help our Members chart a path to success throughout their careers.
- 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 94.9 this year to date.
- Their success is shown in the demand for their services. Over 10,000 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.

Execusearch - Why We Exist

PGA Execusearch exists to create lifelong partnerships with the industry's best employers and serve as the most trusted professional resource when seeking talent to lead an organization in the golf & hospitality industry.

- The Execusearch team with support from Career Consultants continues its unwavering commitment to the growth of PGA ExecuSearch. From 6 searches eight years ago to over 150 searches completed annually, the program generates significant revenue for the association.
- Most importantly the Execusarch process provides an even deeper relationship with PGA professionals and employers. It creates a unique chance to learn first hand what employers are looking for and use what we learn to better the lives and careers of PGA Professionals.
- The growth of ES has been extraordinary. Revenues in 2025 are up 21% from the great year the team had in 2024. When comparing 2025 to 2023 this represents a 75% growth. And ExecuSearch compensation continues to grow at a faster rate than our free searches with compensation rising 18.2% in 2025 Executive Searches.

Player Engagement

Overview

- The PGA of America Player Engagement Department exists to enrich lives through experiences that transcend golf by empowering PGA Coaches to bring friends, families, and communities together through the game of golf.
- We accomplish this by developing exceptional coaches and providing exceptional products through our team of staff at the Home of the PGA of America and dedicated Player Engagement Consultants based across the country.
- The Player Engagement Department oversees one FY25 North Star Goal and two North Star Projects in the Game category:
 - o PGA Jr. League Growth | Execute 5,300 PGA Jr. League programs
 - o Junior Programming Expansion | Empower the next generation of junior golfers through National and Section integrated initiatives
 - o PGA Coach | Enhance training and marketing strategy; positioning Members as preeminent coaches
- As of early September, Player Engagement achieved its North Star goal of 5,300 PGA Jr. League programs in the 2025 season and is on-track to meet its budget and KPI goals across all initiatives.

- The Player Engagement Department's priorities are as follows:
 - 1) Growth PGA Jr. League;
 - 2) Expand PGA Coach;
 - 3) Support additional growth-of-the-game initiatives, including Drive, Chip and Putt, NHBGA, NCCGA, and PGA Camps.
- **PGA Jr. League**
 - PGA Jr. League saw another record-breaking year in 2025. In addition to surpassing the Association's North Star goal of 5,300 programs, PGA Jr. League saw more than 79,000 registrations (up 3% year-over-year) and generated over \$20.6 million in coaching fees for its nearly 2,500 engaged PGA Coaches.
 - PGA Jr. League celebrated an impactful milestone last year, officially impacting over 500,000 players and generating over \$100 million in revenue for PGA Coaches.
 - Two new collaborations were pursued to support the growth of PGA Jr. League this year:
 - Bank of America's "Golf With Us" program, launched in 2025 alongside its Masters sponsorship, offers introductory clinics and free Youth on Course memberships in 25 markets. PGA Jr. League Opportunity Leagues were piloted in 10 of these markets to supplement a continued structured play component at no additional cost to participants.
 - PGA Jr. League simulator programs were piloted in 13 PGA TOUR Superstore locations this fall as part of a broader collaboration between the PGA of America and the Arthur M. Blank Foundation. This initiative will emphasize a modified, fun, and ADM-aligned curriculum that utilizes the store facilities, with all programs coached by a PGA or LPGA Professional.
 - The third annual 17u PGA Jr. League Championship returned to Twin Warriors Golf Club in Santa Ana Pueblo, New Mexico, Oct. 23-26. For this third consecutive year, PGA Frisco's Fields Ranch West will host the 13u Championship, broadcast live on ESPN's family of networks, on Nov. 16-20.
 - In 2026, PGA Jr. League will launch an official 9u division. Fully aligned with ADM, this developmental league features shortened practices and games, and it keeps the emphasis on fun - there is no competitive All-Star component for this division.
- **PGA Coach**
 - Through PGA Coach, PGA of America continues to offer industry-leading professional development for coaches, centered on delivering developmentally appropriate programming through a modern approach to structuring a coaching business.

- o A new record of more than 24,000 coach development training courses have been completed this year - more than doubling the previous record in 2024 - which includes more than 16,000 all-time ADM certifications.
- o The PGA Coach platform has generated approximately 192,000 leads and \$24 million in booking revenue across nearly 4,000 coaches since its inception.
- o Driving the success of the platform are four, Member-led PGA Coach Committees - Play the Game/Summits, Technology, Programming, and Amplification - who are dedicated to ensuring the PGA Coach platform, its brand, education, and resources are industry-leading to continue positioning PGA Professionals as the gold standard in golf.
- o This year marked the launch of PGA Coach+, allowing the PGA of America to stabilize the business and invest in long-term growth to ensure its future success. The paid tier, which elevates premier features, includes exclusive content and allows the team to provide concierge-level support to users, now counts more than 600 subscribers, far surpassing the original goal of 125 during the first calendar year.
- o The PGA Coach and Player Engagement Consultant (PEC) team is excited to announce the continuation and evolution of "ADM Live by PGA Coach," focused on strengthening local coaching communities through new, flexible session options. With a goal of bringing this experience to as many new Sections as possible, our PECs are in the process of scheduling sessions through March of 2026. This year, nine sessions were scheduled, and more are being planned this fall and winter.
- **Drive, Chip and Putt**
 - o This year, PGA Sections successfully completed 355 local qualifiers, 64 sub regional qualifiers, and 10 regional qualifiers. These numbers reflect a slight increase from 2024, and local program registration has reached record levels.
 - o Adoption of the facility-run local qualifier model, whereby PGA of America Golf Professionals (vs. Sections) take the lead conducting local qualifiers, increased from 95 to 108 events over the last year.
 - o The third annual Section Summit was held the day prior to the National Finals in Augusta this year, which brought staff from all 41 PGA Sections together to share best practices and learn from one another, assist with conducting the competition and enjoy complimentary access to a practice round.

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

- **PGA National High School Golf Association (PGA NHSGA)**
 - We launched an exciting collaboration with the National Federation of State High School Associations (NFHS) and unveiled a new *Coaching Golf* educational course through the NFHS Learning Center, reaching over 24,000 high school golf coaches and more than 100,000 additional coaches in the NFHS network.
 - The 7th annual PGA High School Golf National Invitational presented by Titleist & FootJoy returned to Pinehurst in July, with over 500 players from nearly all 50 states and new tournament records set by both the boys team and individual champions. This marks the first of three consecutive years that the event will be played at Pinehurst.
 - The 2025 High School Golf Coaches Conference was held in conjunction with the PGA Show in January with close to 100 in-person attendees at the three-day event. The 2026 Conference will again be held in Orlando with an enhanced coaches golf tournament and PGA Clinic on the final day.
- **PGA National Collegiate Club Golf Association (PGA NCCGA)**
 - 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. All tournaments are co-ed and open to active college students of all skill levels. Individual students can represent their schools if they don't have the required five students to form a team.
 - Beginning this fall, NCCGA will move to a year-round schedule, with the competition year spanning fall 2025 and spring 2026 and concluding in a single National Championship at Twin Warriors Golf Club in Santa Ana Pueblo, New Mexico, April 25-26, 2026. A total of 11 National Qualifiers will be conducted across the country with top teams and individual medalists from each competition receiving automatic bids to the Championship. Additionally, the inaugural NCCGA Pinehurst Open will take place on Dec. 6-7, 2025.
- **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. Coach revenue has remained strong in 2025 with over \$3.1M going directly to coaches, reinforcing the value the program is creating for our PGA of America Members and their facilities.
 - To date in 2025, 10,658 campers have participated in a PGA Camp (in line with the number of participants in 2024) hosted at 196 facilities nationwide (up from 181 in 2024). During the season, the waiting list for spots in PGA Camps reached nearly 1,000 unique families and almost 1,500 individuals, indicating continued strong consumer demand and business opportunities for PGA of America Members.

- **PGA Family Golf**

- In 2026, PGA Family Golf will be transitioning from a standalone program to a Group Event available through PGA Coach and published via PGA.com. PGA of America Members can continue to run PGA Family Golf local events, leveraging PGA Coach for player registration, communication, fee collection and event promotion.
- The third and final PGA Family Golf Championship was held over Labor Day weekend at Whistling Straits and Blackwolf Run in Kohler, Wisconsin, with nearly 160 golfers from 28 states and Canada participating across amateur and professional divisions.