

# PGA Golf Professional of the Year

## **Description:**

The “PGA Golf Professional of the Year Award” bestows special recognition on a PGA Golf Professional who has performed outstanding services as an overall PGA Professional. As one of the highest honors The PGA can bestow, candidates must possess outstanding qualities of leadership, strong moral character, and a substantial record of service to the Association and the game of golf. Individuals honored with the PGA Golf Professional of the Year Award will be held as a model PGA Golf Professional.

## **Requirements:**

- Candidate must be a PGA member in good standing.
- Candidate must be well regarded as a model PGA member.
- Demonstration and acknowledgement as an individual of outstanding leadership and strong moral character.

## **Criteria and Guidelines to Measure for the Chapter or Section Award:**

- The **entire** PGA career that will include all of their work as a PGA Professional including teaching and coaching experience, mentoring, education, and training, player development, as well as service and commitment to the Game of Golf, their Association, and their Chapter or Section
- Overall performance as a Golf Professional.
- Service to the Chapter, Section and the Association in the effort to assist the PGA of America in its effort to meet its mission to promote the enjoyment of the game of golf, enhance the skill of PGA Professionals, elevate the standards of the professional golfers’ vocation, and promote the overall vitality of the game.
- Leadership ability.
- The overall image as a PGA Professional and how the individual reflects the values of the PGA of America and the game of golf.
- Promotion toward the **Growth of the Game of Golf**.

## **Eligibility for Chapter and Section Award:**

The following are ineligible: PGA Chapter, Section or National Staff.

## **Criteria for the National Award:**

- Candidate must have been a Class A PGA member in good standing for a **minimum total of 10 years**.
- Candidate has developed the image, reputation, and ability to inspire fellow PGA members as a PGA Professional.
- Candidate must have maintained a substantial record of service to the Association and game of Golf, as well as helping to further educate and train their fellow PGA Professionals.
- Candidate must have maintained a substantial record of service and promotion toward the **Growth of the Game of Golf**.

## **Eligibility for the National Award:**

The Following persons are ineligible:

- Previous National PGA Golf Professional of the Year Award winners.
- Past Presidents of the Association.
- Current members of the Association Board of Directors
- Nominees for National Office.
- Class “F” or “Reserve” members.
- Associates.
- PGA section staff.

# PGA Teacher of the Year

## **Description:**

The “PGA Teacher of the Year Award” bestows special recognition on a PGA Golf Professional who has performed outstanding services as a golf teacher and coach. This award is based on a professional’s overall performance in teaching; unusual, innovative and special teaching programs initiated or implemented; articles published; as well as outstanding golfers the professional has instructed.

## **Requirements:**

- Candidate must be a PGA member in good standing.
- Candidate must be well regarded as a model PGA member.
- Demonstration and acknowledgement as an individual of outstanding leadership and strong moral character.

## **Criteria and Guidelines to Measure for the Chapter or Section Award:**

- The Performance in teaching at their facility, Chapter, Section, and National levels.
- The Impact made on fellow teachers, as well as the contributions made through their efforts to educate their fellow PGA professionals.
- Outstanding amateur, junior, and/or professional golfers the candidate has instructed.
- Teaching awards and recognitions that the teacher has received;
- The written or video-graphic contributions through national and local media such as books, magazines, newspaper, internet, teaching products, teaching aids, etc.;
- Unusual, innovative and/or special teaching programs the golf professional has initiated or played a key role in implementing.

## **Eligibility for Chapter and Section Award:**

The following are ineligible: PGA Chapter, Section or National Staff.

## **Criteria for the National Award:**

- Candidate must have been a Class A PGA member in good standing for a **minimum total of 10 years**.
- Candidate has developed the image, reputation, and ability to inspire fellow PGA members with an emphasis on Teaching and Coaching.
- Candidate must have maintained a substantial record of service to the game of golf, as well as helping to further educate their fellow PGA professionals with an emphasis on Teaching and Coaching.
- Candidate must have maintained a substantial record of service and promotion toward the growth of the game.
- Candidate must be a Master Professional or Certified Professional in Teaching or, must have attended or conducted a minimum combined total of **TEN (10)** national teaching workshops, teaching /coaching summits or sectional teaching workshops or teaching/coaching summits within the last **FIFTEEN (15) years**.

## **Eligibility for the National Award:**

The Following persons are ineligible:

- Previous National PGA Teacher of the Year Award winners.
- Past Presidents of the Association.
- Current members of the Association Board of Directors
- Nominees for National Office.
- Class “F” or “Reserve” members.
- Associates.
- PGA section staff.

# Bill Strausbaugh Award

## **Description:**

The “PGA Bill Strausbaugh Award” bestows special recognition on a PGA Golf Professional, who personally displays outstanding integrity, character, and leadership through a commitment to mentoring and making significant impacts on the careers of PGA Professionals. In the spirit of the award, “mentoring” shall be defined as follows:

*“Mentoring is supporting professionals to manage their own development so they can maximize their PGA career potential. The PGA mentor empowers, enables, advises, challenges, and encourages professionals to enhance their professional skills, strengthen their level of service, improve their work performance, and become the PGA Member that they aspire to be.”*

## **Requirements:**

- Candidate must be a PGA member in good standing.
- Candidate must be well regarded as a model PGA member.
- Demonstration and acknowledgement as an individual of outstanding leadership and strong moral character.

## **Criteria and Guidelines to Measure for the Chapter or Section Award:**

- Their **entire** PGA career with the primary emphasis on the service and commitment for mentoring fellow PGA Professionals as defined in the mentoring statement;
- Their performance and service to the Chapter, Section, and Association to include contributions to building and growing the image of the PGA Professional, the Association and game of golf through mentoring, as well as within the area of employment and club relations;
- The significant impacts made on fellow Golf Professionals resulting in the advancement of skills, knowledge, work performance, and ultimately career advancement;
- The significant influence made on PGA Professionals, facilities, and employers within employment and club relations resulting in the advancement of the PGA’s mission;
- Overall integrity and recognition as a person of outstanding character by PGA Professionals and leaders within the community.

## **Eligibility for Chapter and Section Award:**

The following are ineligible: PGA Chapter, Section or National Staff.

## **Criteria for the National Award:**

- Candidate must have been a Class A PGA member in good standing for a **minimum total of 10 years**.
- Candidate must have maintained a substantial record of service to the PGA of America in the effort to further the careers of fellow PGA Professionals as a mentor, counselor, teacher and advisor.
- Candidate has developed the image, reputation, and ability to inspire fellow PGA members with an emphasis in the area of leadership and service to the Association, individual PGA Professionals and the community at-large.

## **Eligibility for the National Award:**

The Following persons are ineligible:

- Previous National Bill Strausbaugh Award winners.
- Past Presidents of the Association.
- Current members of the Association Board of Directors
- Nominees for National Office.
- Class “F” or “Reserve” members.
- Associates.
- PGA section staff.

# PGA Professional Development Award

## **Description:**

The “PGA Horton Smith Award” bestows special recognition on a PGA Golf Professional, who is the model educator of PGA Golf Professionals to include outstanding and continuing contributions to professional education.

## **Requirements:**

- Candidate must be a PGA member in good standing.
- Candidate must be well regarded as a model PGA member.
- Demonstration and acknowledgement as an individual of outstanding leadership and strong moral character.

## **Criteria and Guidelines to Measure for the Chapter or Section Award:**

- Their **entire** PGA career not just sitting in the education chair at either the chapter or section level. The commitment for lifelong education and training, as well as all of their education and training experience, skill sets, service, and commitment to the Game of Golf, their Association, Section and Chapter;
- Their performance and service in the area of education and training Golf Professionals at the National, Section, Chapter, and facility levels.
- The impacts made on fellow Golf Professionals through their service and efforts in the area of education and training.
- Contributions provided to The PGA, or other organizations, as a subject matter expert and/or educator.
- The written or video contributions in the effort to educate and train Golf Professionals through National, Section, or Chapter to include books, articles, manuals, best practices, etc.;
- Unusual, innovative and/or special education programs or delivery methods of programs which the individual has initiated or played a key role in implementing.

## **Eligibility for Chapter and Section Award:**

The following are ineligible: PGA Chapter, Section or National Staff.

## **Criteria for the National Award:**

- Candidate must have been a Class A Member in good standing for a **minimum of total of 10 years.**
- Candidate has developed the image, reputation, and ability to inspire fellow PGA members with an emphasis in the area of education and training of PGA Professionals.
- Candidate must have maintained a substantial record of service to the PGA of America and the game of golf to further educate and train fellow PGA members, associates, and industry stakeholders.
- Candidate must have maintained a substantial record of service and promotion toward the growth of the game.
- Candidate must have served as an Association Subject Expert (SME), adjunct PGA faculty member, OR have conducted and/or taught at a **minimum combined total of TEN (10) national programs workshops within the last TEN (10) years.**

## **Eligibility for the National Award:**

The Following persons are ineligible:

- Previous National Horton Smith Award winners.
- Past Presidents of the Association.
- Current members of the Association Board of Directors
- Nominees for National Office.
- Class “F” or “Reserve” members.
- Associates.
- PGA section staff.

# Player Development Award

## **Description:**

The “PGA Player Development Award” bestows special recognition on a PGA Golf Professional, who has displayed extraordinary and exemplary contribution and achievement in the area of player development. The award considers the PGA Professional’s growth of the game leadership, commitment at the Chapter, Section and National levels in the player development arena, and the meaningful impact made at the facility.

## **Requirements:**

- Candidate must be a PGA member in good standing.
- Candidate must be well regarded as a model PGA member.
- Demonstration and acknowledgement as an individual of outstanding leadership and strong moral character.

## **Criteria and Guidelines to Measure for the Chapter or Section Award:**

- The overall impact of Player Development programs implemented at the facility. This impact will include assessments of successful programming to include player introduction and retention, customer satisfaction, rounds produced and revenue generated at the facility;
- The overall quality and variety of the Player Development programming to include the broad range of opportunities for players of all skill levels, the uniqueness of ideas, and the number of best practices utilized.
- Their use and implementation of PGA of America tools and resources such as, but not limited to Performance Track, Get Golf Ready, PGA Junior League, PGA Sports Academy, PGA Operations Survey, etc.;
- Any significant influence made on Golf Professionals, facilities, and employers within the area of Player Development.
- Their performance and service to the Association as well as their Chapter and Section to include contributions to building and growing the image of the PGA Professional and The PGA through the promotion of golf and the golf industry;
- Overall integrity and recognition as a person of outstanding character by PGA Professionals and leaders within the community;

## **Eligibility for Chapter and Section Award:**

The following are ineligible: PGA Chapter, Section or National Staff.

## **Criteria for the National Award:**

- Candidate must be a Class A PGA member in good standing and involved in player development as either a Member or Associate for a **minimum total of 10 years**.
- Candidate must have maintained a substantial record of service to the PGA of America, Section, facility, and golf industry in the area of Player Development.
- Candidate has developed the image, reputation, and ability to inspire fellow PGA members with an emphasis in the area of Player Development.
- Candidate must have maintained a continual record of service and promotion of the game of golf and golf industry in the effort to grow meaningful participation in the game.

## **Eligibility for the National Award:**

The Following persons are ineligible:

- Previous National PGA Player Development Award winners.
- Past Presidents of the Association.
- Current members of the Association Board of Directors
- Nominees for National Office.
- Class “F” or “Reserve” members.
- Associates.
- PGA section staff.

# Youth Player Development Award

## **Description:**

The “PGA Youth Player Development Award” bestows special recognition on a PGA Golf Professional, who has displayed extraordinary and exemplary contribution and achievement in the area of youth player development. The award considers the PGA Professional’s focus on Youth through their growth of the game leadership, commitment at the Chapter, Section and National levels in the youth player development area, and the meaningful impact made upon youth through the introduction and participation in the game.

## **Requirements:**

- Candidate must be a PGA member in good standing.
- Candidate must be well regarded as a model PGA member.
- Demonstration and acknowledgement as an individual of outstanding leadership and strong moral character.

## **Criteria and Guidelines to Measure for the Chapter or Section Award:**

- The overall impact of Youth Player Development programs implemented at the facility and within the community. This impact will include assessments of successful programming to include player introduction, customer satisfaction, development of individual character and values, and retention into adulthood;
- The overall quality and mixture of the Youth Player Development programming to include the broad range of opportunities for players of all skills levels, the uniqueness of ideas, and the number of best practices utilized;
- The use and implementation of PGA of America Youth golf programming such as PGA Junior League, PGA Sports Academy, as well as Chapter and Section provided programming;
- Any significant influence made on Golf Professionals, participants, the community, facilities, and employers within the area of Youth Player Development;

## **Eligibility for Chapter and Section Award:**

The following are ineligible: PGA Chapter, Section or National Staff.

## **Criteria for the National Award:**

- Candidate must be a Class A PGA member in good standing and involved in youth player development efforts as either a PGA Associates or Member for a **minimum of 10 years**.
- Candidate must have maintained a substantial record of service to the PGA of America, Section, facility, and golf industry in the area of Youth Player Development.
- Candidate has developed the image, reputation, and ability to inspire fellow PGA members with an emphasis in the area of Youth Player Development.
- Candidate must have maintained a continual record of service, promotion of the game of golf, as well as proven interest and ability to provide opportunities and experiences for youth to learn, play, and participate in the game.

## **Eligibility for the National Award:**

The Following persons are ineligible:

- Previous National PGA Youth Player Development Award winners.
- Past Presidents of the Association.
- Current members of the Association Board of Directors
- Nominees for National Office.
- Class “F” or “Reserve” members.
- Associates.
- PGA section staff.

# The Patriot Award

## **Description:**

The “PGA Patriot Award” bestows special recognition on a PGA Golf Professional, who personifies patriotism through the game of golf and demonstrates unwavering commitment and dedication to the men and women who have valiantly served and protected the United States of America.

## **Requirements:**

- Candidate must be a PGA member in good standing.
- Candidate must be well regarded as a model PGA member.
- Demonstration and acknowledgement as an individual of outstanding leadership and strong moral character.

## **Criteria and Guidelines to Measure for the Chapter or Section Award:**

- The overall contribution to programs and events including, but not limited to, Patriot Golf Day, which supports the Armed Forces and veterans, and such programs impact;
- The overall involvement in the promotion and development of targeted golf programs at the club, Chapter, Section, and National levels, as well as within the community for military personal and veterans;
- The active support and contributions of the Armed Forces and veterans through community activities at-large;
- Overall integrity and recognition as a person of outstanding character by PGA Professionals and leaders within the community;

## **Eligibility for Chapter and Section Award:**

The following are ineligible: PGA Chapter, Section or National Staff.

## **Criteria for the National Award:**

- Candidate must be a Class A PGA member in good standing and involved in military programming efforts as either a PGA Associate or Member for a **minimum total of 10 years**.
- Candidate must have maintained a substantial record of contributions and support to the United States Armed Forces and its Active Duty and Reserved personnel and veterans.
- Candidate must have displayed proven interest, concern, and ability to provide opportunities and experience for active duty, reservist, and veterans to learn and play golf.
- Candidate must have shown an ability to inspire fellow PGA members with an emphasis in the area of service to the military.
- Candidate must have maintained a continual record of service, promotion of the game of golf and proven interest and ability to provide opportunities and experiences for military personnel to learn, play and participate in the game.

## **Eligibility for the National Award:**

The Following persons are ineligible:

- Previous National Patriot Award winners.
- Past Presidents of the Association.
- Current members of the Association Board of Directors
- Nominees for National Office.
- Class “F” or “Reserve” members.
- Associates.
- PGA section staff.

# Assistant Golf Professional of the Year Award

**Description:**

The “Assistant Golf Professional of the Year Award” bestows special recognition on a PGA Golf Professional, whose total contributions to the game of golf and their facility best exemplify the complete Assistant Golf Professional. This award embraces a wide range of services executed by the working club professional.

**Requirements:**

- Candidate must be a PGA member in good standing.
- Candidate must be well regarded as a model PGA member.
- Demonstration and acknowledgement as an individual of outstanding leadership and strong moral character.

**Criteria and Guidelines to Measure for the Chapter or Section Award:**

**There is no National Award.**

- The overall performance as a PGA Assistant Golf Professional;
- The overall service to the Chapter, Section, and Association and the game of golf;
- The impacts made on fellow PGA Professionals in the effort to lead and inspire them through contributions made to the Association and the game of golf;
- The significant impacts made on fellow Golf Professionals resulting in advancement of skills, knowledge, and work performance;

**Eligibility for Chapter and Section Award:**

The following are ineligible: PGA Chapter, Section or National Staff.

Pacific Northwest Section



# Merchandiser of the Year Award Private, Public and Resort

## **Description:**

The “PGA Merchandiser of the Year Award” bestows special recognition on a PGA Golf Professional performed outstanding services as a Merchandiser. This award is based on a professional’s overall performance in merchandising; unusual, innovative and promotion of sales. The award considers the skill of planning and presenting of merchandise in a timely basis, and through the use of specialized merchandising techniques that include display and advertising.

## **Requirements:**

- Candidate must be a PGA member in good standing.
- Candidate must be well regarded as a model PGA member.
- Demonstration and acknowledgement as an individual of outstanding leadership and strong moral character.

## **Criteria and Guidelines to Measure for the Chapter or Section Award:**

- The Performance in merchandising at their facility.
- Unusual, innovative and/ or special merchandising programs the golf professional has initiated or played a key role in implementing.
- The impact made on their shop through creativity in displaying and rotating merchandise throughout the year.
- The Gross margin / COS on merchandise throughout the year, and also the dollars per round.
- The written or video-graphic contributions through national and local media such as books or best practices on merchandising.
- The ability to inspire fellow PGA Professionals with an emphasis in the area of merchandising.
- Overall integrity and recognition as a person of outstanding character by PGA Professionals and leaders within the community.
- Overall vendor relations and the ability to maintain and grow relationships with local, regional and nation vendors to benefit the growth in the business at your club.

## **Eligibility for the National Award:**

The Following persons are ineligible:

- Previous National PGA Merchandiser of the Year Award winners.
- Past Presidents of the Association.
- Current members of the Association Board of Directors
- Nominees for National Office.
- Class “F” or “Reserve” members.
- Associates.
- PGA section staff.

## **Eligibility for Chapter and Section Award:**

The following are ineligible: PGA Chapter, Section or National Staff.