



On July 7th, 1911, a group of 36 professionals met at Royal Ottawa Golf Club after the Canadian Open.

What they didn't realize at the time was that this meeting would one day be regarded as the very first gathering of the Canadian Professional Golfers' Association.

THE PEADE CANADA HAS COME A LONG WAY SINCE ITS INCEPTION IN 1911...

The G.P.G.A., and a Handsome

THE "Canadian Golfer" is in re- ang. Any club wishing to put on an teresting letter .-Editor "Canadian Golfer,

Beantford, Ontario.

sociation, which, although not much played in Octawa, which realized a heard from, is very much alive and do-large sum for the Red Cross, and aning work in fastering the game in other will be held in Montreal in the Canada. This is The Canadian Pro- near future. Not a few members have feetional Golfers' Association which enfisted for active service, and this fall was organized in Ottowa in July 1911. will likely see a for more joining up. Our objects are to promote interest in Our officers at present are: Captain, D. the game of golf, to protect the mutual | L. Black, Rivermend Golf Club, Ottawa interests of our members, to bold meet. Vice Captain, C. R. Murray, Royal Monings and tournaments periodically for treal, Seey Treas, Karl Keffer, Royal the encouragement of the younger Ottown and members of Executive; A. members, to act as agents, for assisting. II. Morray, Kanawaki, A. S. Russell, my Professional Golfer, or Assistant, Lakéview Golf Club, Toronto: W. F. to obtain employment, and to earry out. Lock, Emex. Golf. and. County. Club. my other objects that may be deter. Sandwich and Geo. Comming. Toronto. mined upon from time to time. Gail Club, Toronto.

The Association had presented to it. by Mr. P. D. Ross of the Royal Ottawa Golf Club, a very handsome trophy, and Royal Ottawa Golf Club, Ottawa Our. us have made if a permanent trophy. to be known as the "ROSS CTP." The fidlows

In 1912 at Missasauga, Winner-C. R Murray In 1913 at Benemafield, Winner-

D L. Black. Cumming.

take place in the same city, and at the season. No country anywhere has a some time as the R. C. G. A. Open finer lot of professionals than the Do-Championship, on a course other than minion. They are a credit alike to their that which holds the Open. Owing to country and the Royal and Ancient the present war, there was no tourns- game. Their recent contribution of ment in 1915, and there will not be any \$200 to the Canadian Prisoners of War

various Patriotic Funds, and at a meet- it will be noted, states that the meming of the Executive Committee held in bers of the Association will at all times Ottawa on August 19th, the sum of gladly give their services for exhibition \$200,00 was donated to the Canadian games—an offer that should be eagerly Prisoners of War Fund. Our member taken advantage of by clubs during the ship includes all the well-known pros. next two months and undoubtedly will and any professional may become a be. Write any members of the Associamember on making application and tion and they will be only two pleased baxing his name put before the meet to arrange an exhibition game for you.

coupt of the following very in Exhibition Match by professionals for any of the Patriotic Funds need only get in touch with members of this Association, and services will be gladly affered. A very interesting Profes. I am writing you a history of an As simul Four Ball Match was recently Yours americly,

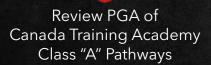
KARL KEFFER, Sec. Treas. August 30th

The Editor cannot speak too cuthus cup has been played for three times, as instically of the splendid patriotic work of the Canadian professional gulfers. They have given at all times most liber ally of their time and money in aid of the Red Cross and other fausts, not to mention the generous gifts of clubs In 1914 at Lakeview, Winner-Geo. for patriotic competitions. Many have enlisted and are now at the front and Our tournaments are arranged to many more will go at the end of the Fund was a notable act—one in beep We have subscribed liberally to the ing with their past record. Mr. Keffer

CANADIAN PGA FORMED AFTER THE CANADIAN OPEN P.D. ROSS WRITES A \$100 CHEQUE FOR A TROPHY TO BE COMMISSIONED FOR THE CPGA CHAMPIONSHIP. THE FIRST CANADIAN PGA CHAMPIONSHIP IS PLAYED AT MISSISSAUGA GOLF AND COUNTRY CLUB FIRST KNOWN WRITTEN ACCOUNT BY KARL KEFFER WHO WRITES A LETTER TO THE EDITOR OF THE CANADIAN GOLFER: GIVING THEM A HISTORY OF THE ASSOCIATION. → FIRST PGA OF CANADA OFFICE AND FULL-TIME SECRETARY IS EMPLOYED. ➡ SHARON KERR BECOMES FIRST FEMALE PGA OF CANADA APPRENTICE. ullet mary Jane Hall becomes second female PGA of Canada apprentice and first female HEAD PROFESSIONAL. ■ PATTY HOWARD BECOMES SECOND FEMALE HEAD PROFESSIONAL A GROUP OF CANADIAN TOURING PROS FORM THE TOURNAMENT PLAYERS DIVISION. LED BY TOURING PRO BOB BEAUCHEMIN. THE GROUP FORMS THE FOUNDATION OF THE PGA TOUR CANADA. THE FIRST PGA WOMEN'S CHAMPIONSHIP OF CANADA. SIXTEEN WOMEN PARTICIPATE. → FUTURE LINKS — CANADA'S JUNIOR GOLF PROGRAM WITH GOLF CANADA → MEMBERSHIP SURPASSES 3000. PARTNER WITH COACHING ASSOCIATION OF CANADA FOR TEACHING AND COACHING PROGRAM. PACE (MEMBER TRAINING PROGRAM) LAUNCHED. PGA IS A RECOGNIZED MEMBER OF THE NEW PGA WORLD ALLIANCE → RE-BRAND FROM CPGA TO PGA OF CANADA PGA OF CANADA FOUNDATION ESTABLISHED. PGA OF CANADA HALL OF FAME ESTABLISHED RBC PGA OF CANADA SCRAMBLE LAUNCHED. PGA OF CANADA TRAINING ACADEMY PRESENTED BY TITLEIST AND FOOTJOY LAUNCHED.



HAVE A POTENTIAL NEW LE RESTRICTION OF THE POTENTIAL NEW WORKING FOR YOU?



Obtain employment in the golf industry

Register online at pgaofcanada.com/register

Pass the PAT

START THE PROCESS TODAY!







































The PGA has invested into one of the most extensive and comprehensive mentorships in the Canadian sport system.

If you're a Class "A" member, consider giving back to support and guide the new Apprentice Professionals in our storied association.

To get started as a mentor or mentee, contact educationopgaofcanada.com

A STRONG AND DISTINCTIVE BRAND

THAT IS SYNONYMOUS WITH THE VISION AND VALUES OF THE ASSOCIATION.



The PGA brand represents honesty, integrity, innovation and leadership that is brought to life through the expertise of PGA Professionals and the staff employed to work on their behalf.

The value and global recognition of The PGA brand is central to the work of the Association at home and abroad.

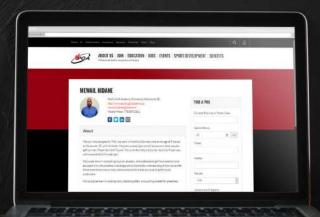


UPDATE YOUR FIND A BRO

THE PGA'S FIND A PRO WEBPAGE IS AVAILABLE TO THE PUBLIC. WITH 115,000 PAGE VIEWS ANNUALLY, IT IS ONE OF THE TOP 5 VISITED PAGES ON PGAOFCANADA.COM

Don't let your profile stay blank. Go online and update your photo, accomplishments and more so the public knows

WHO YOU ARE!







VISION:

To lead and deliver a DYNAMIC WORLD-CLASS EDUCATION SYSTEM

and programs designed to increase the value, integrity and employability of a PGA of Canada Professional.

MISSION:

- Develop innovative programs and training from leading industry research-based findings
- Provide a diverse delivery of training relevant to the roles and responsibilities of a PGA Professional
- Support the employment of PGA Professionals through innovative skills, training, tools, and resources
- Inform and educate the golf industry and stakeholders of the value of PGA of Canada Professionals to their business, facility or

VALUES:

- Consistency in delivery of programs
- Positive and engaging member experience
- Exceed industry stakeholder needs and expectations
- Collaborative approach to info sharing
- Five-star approach to all development

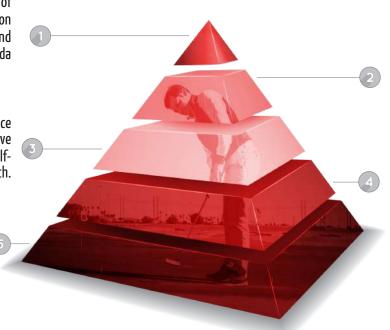
PROGRAM LEVEL OUTCOMES

Based on world-leading industry research, the PGA of Canada Training Academy Presented by Titleist and FootJoy has developed the following program level outcomes:

Demonstrate the required level of proficiency and practical application associated with each core roles and responsibilities of a PGA of Canada Professional.

Critically reflect on their performance and the effect their actions have on others with the purpose of selfcorrection, improvement, and growth.

Inspire a passion for the game of golf in others through their day-to-day actions and overall leadership approach.



Communicate effectively in a variety of industry-related situations involving a variety of topics both orally and in writing.

Develop a personal career map that is based on industry best practice and their personal and professional goals.

PROGRAM FEATURES



WHAT ARE THE PROGRAM FEES?

- PGA Training Academy fees range average between \$3200.00 and \$3500.00 over a six year time-frame to complete all 30 credits within 6 training years.
- In addition to PGA Training Academy program fees, each Apprentice Professional is required to pay annual dues.



FIRST YEAR PROGRAM FEES

 The first-year program fees for the PGA Training Academy are \$780.00 (plus tax) and includes access to four core courses including our three day Instructor of Beginner Golfers workshop.

A reduction in overall course program fees may occur for learners as a result of course transfer credits issued for partner pathways, McMaster University, Georgian College, LPGA, Humber College, and Fanshawe College. To find out which courses transfer to the PGA Training Academy, visit www.pgaofcanada.com/education



CORE COURSES:

 The course fees for the remaining six core courses combines for a total of \$1075.00, these courses can be purchased separately and completed in any training year.



ELECTIVE COURSES:

- The course fees for elective courses range from \$40.00 \$350.00, with each course carrying an equivalent credit value based on variance in delivery method and course workload.
- Learners may be eligible, based on meeting preestablished criterion, to earn up to 5/15 elective credits for completed postsecondary education.
- The total cost to complete all 15 credits averages \$1200.00 –
 \$1500.00 and can be completed in any order and in any training year.



A comprehensive program designed from industry research, stakeholders, and employers to provide the best learning platform for prospective and existing PGA of Canada Professionals.

- Built with pathways for each learner to discover and follow their own personalized learning.
- More than 40 different courses to choose from.

 Deliveries range from in-person workshops, mentorship with industry leaders, virtual classrooms with live instructors, click through modules at your own pace and much more!

WHAT'S MY APPRENTICESHIP JOURNEY?

- Pass your PAT
- Submit your Application for Membership
- Four specific courses in year ONE (the year AFTER you pass your PAT).
 - Instructor of Beginner Golfers Workshop
 - Respect in Sport Activity Leader Program
 - Career literacyPart 1: Map Your Career
 - History & Background of the PGA of Canada

- Complete five credits a year for the next six years (max.)
 - 15 core credits address the majority of PGA roles in the industry
 - 15 elective credits in any topic, any pathway
- 3000 hours in the golf industry (400 hours annually)
- **5** Credits x 6 Years (max.) =
 30 Credits = PGA of Canada
 Class "A" Professional

APPLICANT:

Any individual who is 18 years of age, has a high school diploma, is working within the golf industry and has not passed the Playing Ability Test (PAT) is able to apply for membership.

APPRENTICE PROFESSIONAL:

Are individuals who have successfully applied for membership with the PGA of Canada and are in the training stages of the PGA of Canada Training Academy Presented by Titleist and Footloy to achieve their Class "A" status.

CLASS "A":

Class "A" status signifies the completion of all required training. Once Class "A" is achieved, members no longer have deadlines or mandatory continuing education points and credits required.

SPECIALIZATION:

Specializations can be achieved by Class "A" members in one of four pathways:

- 1) Teaching
- 2) Coaching
- 3) Golf Operations
- 4) Management and Leadership.

T, E, R, M, I, N, O, L, O, G, Y,

MEMBER SPOTLIGHT

JOINED THE PGA OF CANADA IN 2014

MARC-ÉTIENNE BUSSIÈRES

PGA CATEGORY:

CLASS "A" HEAD PROFESSIONAL

CHAMPION:

PGA of Canada Championship - 2016

PGA OF CANADA ASSISTANTS CHAMPIONSHIP - 2017/18

PGA OF CANADA QUEBEC ZONE CHAMPIONSHIP - 2018

WHAT DO YOU ENJOY MOST ABOUT WORKING IN GOLF?

I LOVE SEEING THE FACE OF MY STUDENTS WHEN THEY HIT SHOTS THEY NEVER THOUGHT THEY'D BE ABLE TO HIT. THE PGA OF CANADA
TRAINING ACADEMY
ALLOWS MEMBERS
TO SPECIALIZE IN ONE
OF FOUR AREAS:

GOLF OPERATIONS | MANAGEMENT & LEADERSHIP | TEACHING | COACHING

These specializations are aimed at supporting both PGA professionals and employers on hiring the right professional for the right job fit and who has the skills, training, and expertise for those roles.

Job postings and employers are encouraged to seek PGA members who have a specialization in their related field when hiring for their next position. Be sure to start your journey in specializations through the PGA of Canada Training Academy.





TO LEARN MORE ABOUT EACH COURSE, ITS DELIVERY METHOD, LEARNING OUTCOMES, AND MORE, VISIT THE TRAINING ACADEMY COURSE CATALOGUE AT:

PGAOFCANADA.COM/EDUCATION/TRAINING

TRAINING ACADEMY COURSES, DELIVERY METHOD AND CREDIT ALLOCATION

CORE COURSES	COST	CREDIT
INSTRUCTOR OF BEGINNER GOLFERS WORKSHOP 🗓	\$500	3
RESPECT IN SPORT FOR ACTIVITY LEADERS 🗓	\$30	0.5
HISTORY & BACKGROUND OF THE PGA OF CANADA ΰ	\$100	0.5
CAREER LITERACY PART 1: MAP YOUR CAREER PATH ΰ	\$150	1
INSTRUCTOR OF BEGINNER GOLFERS EVALUATION	\$100	1
RULES ACADEMY LEVEL I	FREE	1
MARKETING FUNDAMENTALS FOR GOLF PROFESSIONALS	\$375	3
BUSINESS FUNDAMENTALS AND COMMUNICATION	\$375	3
CAREER LITERACY PART 2: GET YOUR GOAL JOB	\$175	1
NURTURE A GROWTH MINDSET	\$175	1
ELECTIVE COURSES	COST	CREDIT
ROLES OF A GOLF PROFESSIONAL		
DEVELOP YOUR PERSONAL BRAND	\$225	2
MAXIMIZE YOUR PROFIT: SELLING PRODUCTS AND SERVICES	\$275	2
YEARLY TRENDS IN THE GOLF INDUSTRY	\$125	1
POST SECONDARY EDUCATION	\$75	2-5
IMPROVING YOUR GOLF CLUB OPERATIONS	\$225	2
KNOW YOUR VALUE AND HOW TO NEGOTIATE	\$225	2
TEACHING (SPECIALIZATION STREAM)		
INSTRUCTOR OF INTERMEDIATE GOLFERS WORKSHOP	\$400	3
INSTRUCTOR OF INTERMEDIATE GOLFERS EVALUATION	\$100	1
TEACHING MENTORSHIP	\$325	3.5
USING TECHNOLOGY TO IMPROVE YOUR TEACHING BUSINESS	\$275	2



FIRST YEAR REQUIRED COURSE FOR APPRENTICE PROFESSIONALS

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INNOVATION: THE KEYTO SUSTAINABILITY \$350 4 BECOMING A MENTOR *ONLY AVAILABLE TO CLASS "A" MEMBERS \$100 -	BUILD SUCCESS THROUGH DIVERSITY AND INCLUSION	\$225	2	
BECOMING A MENTOR *ONLY AVAILABLE TO CLASS "A" MEMBERS \$100 -	GOLF BUSINESS MENTORSHIP	\$325	3.5	
	INNOVATION: THE KEY TO SUSTAINABILITY	\$350	4	
*COUNTS TOWARDS RE-SPECIALIZATION IN THE PATHWAY YOU CHOOSE TO MENTOR IN	BECOMING A MENTOR *ONLY AVAILABLE TO CLASS "A" MEMBERS	\$100	-	
	*COUNTS TOWARDS RE-SPECIALIZATION IN THE PATHWAYYOU CHOOSE TO MENTOR IN			

PGA RECOGNIZED PARTNER PATHWAYS









CONTINUING EDUCATION



LPGA TEACHING AND

Humber Professional Golf Management current students and graduates will receive credits within the PGA of Canada Training Academy outlined in the Policies and Procedures.

*Subject to 70% grade or higher in the identified courses outlined in the Policies and Procedures of the Training Academy.

Honours Bachelor of Business
Administration (Golf Management)
and Golf Facilities Operation
Management graduates will receive
credits within the PGA of Canada
Training Academy outlined in the
Policies and Procedures.

*Subject to 70% grade or higher in the identified courses.

Golf & Club Management current students and graduates will receive credits within the PGA of Canada Training Academy outlined in the Policies and Procedures.

*Subject to 70% grade or higher in the identified courses outlined in the Policies and Procedures of the Training Academy.

McMaster Business of Golf & Resort Management Program

Full graduate = 23 PGA Training Academy credits

Equivalency credits per complete McMaster online course.

 $^{\star}\text{Subject}$ to 70% grade or higher.

LPGA Class "A" members will be exempt from the Play Ability Test (PAT) and will automatically receive 20.0 of the 30.0 credits required to achieve Class "A" status with the PGA of Canada.

FOR A FULL BREAKDOWN OF THESE PATHWAYS, VISIT THE TRAINING ACADEMY POLICIES AND PROCEDURES AT PGAOFCANADA.COM/EDUCATION

MEMBER SPOTLIGHT

JOINED THE PGA OF CANADA IN 1997



KERI MOFFAT

PGA CATEGORY:

CLASS "A" PROFESSIONAL

HIGHLIGHTS:

PGA of BC TEACHER OF THE YEAR - 2011

WHAT WAS THE REASON YOU GOT INTO THE GOLF INDUSTRY?

MY DAD. HE WAS A GOLF PROFESSIONAL. I GREW UP WATCHING HIM MAKE A POSITIVE IMPACT ON THE LIVES OF EVERYONE AROUND HIM AND WANTED TO BE JUST LIKE HIM.









FACE TO FACE, E-MAIL OR PHONE SUPPORT



COACHING & CONSULTING SERVICES



ONLINE WELLNESS RESOURCES



ACCESS TO FSEAP "SOLUTIONS" NEWSLETTER



MEMBER SPOTLIGHT

JOINED THE PGA OF CANADA IN 2013



SALIMAH MUSSANI

PGA CATEGORY:

CHAMPION:

CLASS "A" PROFESSIONAL

DCM PGA Women's Championship of Canada - 2007

WHAT WAS THE REASON YOU GOT INTO THE GOLF INDUSTRY?

GET TO DO WHAT I LOVE ... EVERYDAY!



\$5,000,000 IN LIABILITY INSURANCE

COVERAGE IS BASED ON AN INCIDENT STEMMING FROM ANY OF THE ACTIVITIES AND OPERATIONS NORMAL TO A GOLF PROFESSIONAL.







Benevolent Fund.

Designed to help members in dire financial situations by providing financial assistance for the basics of life such as clothing, food, and shelter, as well as financial assistance for health care services attributable to a mental or physical health condition.



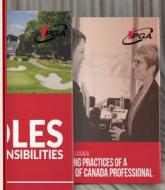
THE PGA OF CANADA IS LIKE A FAMILY AND WHEN A MEMBER OF YOUR FAMILY IS SUFFERING YOU DO EVERYTHING YOU CAN TO HELP.





COMPREHENSIVE INDUSTRY EMPLOYMENT RESEARCH ON PGA OF CANADA EMPLOYMENT, HIRING PRACTICES, AND MORE!





MEMBER SPOTLIGHT

JOINED THE PGA OF CANADA IN 2005



PGA CATEGORY:

CLASS "A" DIRECTOR OF GOLF

HIGHLIGHTS:

PGA of Alberta Retailer of the Year - 2011/18

WHAT DO YOU ENJOY MOST ABOUT WORKING IN GOLF?

SEEING YOUNGER PROFESSIONALS WHOM HAVE WORKED FOR YOU GROW AND EVENTUALLY GET INTO HEAD PROFESSIONAL OR DIRECTOR OF GOLF ROLES.

THE PGA CREATED THE VERY FIRST FULL TIME EMPLOYMENT DEPARTMENT.

VLTIMATELY – We aim to provide the best employment opportunities for PGA Professionals and employers to ensure the **RIGHT PRO** is hired in the **RIGHT PLACE** at the **RIGHT TIME**.

THIS DEPARTMENT CAN SUPPORT YOU WITH:

X RESUME AND COVER LETTER SUPPORT

X INTERVIEW PREP

✓ USE THE PGA COMPENSATION AND BENEFITS SURVEY
TO YOUR ADVANTAGE

SUPPORT HIRING MANAGERS IN FINDING THE MOST EFFECTIVE JOB POSTING TO GET THE BEST PGA PROFESSIONAL IN THE ROLE.

AND MUCH MORE!





PROFESSIONAL

The role of a Teaching Professional is specialized with almost an exclusive responsibility of developing existing golfers, selling products and services, introducing/ instructing new golfers and facilitating transition from beginner to golfer.

HAVE AT LEAST A **COLLEGE DIPLOMA.**

100%



84% HAVE AT LEAST 10 YEARS OF EXPERIENCE.

YEARLY AVERAGE SALARY OF





The Head Golf Professional often reports to the Director of Golf and is responsible for managing junior staff, the Golf Shop, Golf Services, Instructional Programs and

> 75% HAVE AT LEAST 10 YEARS OF EXPERIENCE.

Manager

HAVE AT LEAST A



AN AVERAGE OF ALMOST 21 YEARS AS A GOLF PRO.

personnel as well as the customer experience.

The General Manager generally reports to the Board of Directors and is responsible for conducting strategic business planning, financial management, marketing of the facility, the game of golf, events/outings and managing

YEARLY AVERAGE SALARY OF

100%





Designed to support PGA of Canada members throughout their careers with topics ranging from career building, marketing, leadership, event planning and more.



MORE THAN 500 ONLINE RESOURCES

ALL DESIGNED TO DEVELOP YOUR CAREER AND IMPROVE YOUR BOTTOM LINE!

NATIONAL CONFERENCES

TEETALKSLIVE

Tee Talks Live Business Conference and the National Teaching and Coaching Conference offers PGA members with world-class speakers in one of the association's fastest growing initiatives.



THE PGA OF CANADA

NATIONAL

CHAMPIONSHIPS

PGA of Canada National Championships date back to the first PGA Championship of Canada in 1912, when the **P.D. Ross Trophy** was presented to C.R. Murray at the Mississauga Golf & Country Club. Today, there are five national championships plus the RBC PGA Scramble for members. These championships have become more than just golf, they are social opportunities to network with fellow golf professionals and learn more about the industry.

TO ENTER OR HOST A NATIONAL CHAMPIONSHIP, PLEASE VISIT: www.pgaofcanada.com/events



The RBC PGA Scramble is a national series of events with more than ten thousand amateur golfers. Teams look to make it through local qualifying with the ultimate goal of playing in a Regional and hopefully experience of a lifetime National Final in October with a PGA of Canada professional.

Hosting benefits include:

- An additional event on their schedule or add some excitement to an existing event;
- Receive national and regional exposure through the extensive media channels of the PGA of Canada and its partners;
- Bring in guests to promote your club or host a private event;
- Host professional joins the winning team(s) in the Regional Final with a chance to advance to the much-anticipated National Final.

For more information, please visit: www.RBCPGASCRAMBLE.com





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