



## *A Letter From Your President, Scott Kolb*

---

Dear PGA of Canada Members,

I am proud to be your 50th President of the PGA of Canada. It's an Association I have looked up to since I was young and something I aspired to become as soon as I could when I turned 18. From working with the PGA of BC legend, Mike Parker, to working at destination facilities and then returning home to work at Victoria Golf Club as its General Manager, my career has been very rewarding. My most recent move to golf recruiting has additionally been fulfilling as I get to talk to PGA of Canada members from across the country on a regular basis.

As a PGA of Canada member, I have been able to play a sport I love competitively, form three separate golf academies to teach golf and, finally, work into the administrative side of the golf business. Not many careers can provide all these opportunities to satisfy your professional aspirations. I am truly grateful to be in this industry.

After working on several Golf Industry Association Boards in my career, I feel fortunate to be leading the PGA of Canada at an exciting time. We know the PGA of Canada members are a very passionate group and we want to ensure that we are doing things at a Board level that will make a difference in the member's world, now and for the long haul.

This year I am thrilled to be partnering with Tiffany Gordon as our Vice President. We have been in discussions about using the next four years to accomplish many goals. In 2026, Tiffany is slated to be the first Woman President of our Association and it's a title she has earned. She has been a huge part of the Alberta scene for decades in the PGA of Canada, Club Managers and Amateur Golf Associations and will be an excellent leader of our association. In addition, Remi Bouchard was recently announced as our Association's Secretary. We will both lean on his great experience and connections in the golf industry. Together with a fully engaged coast-to-coast Board that is ready to roll up its sleeves, I am excited for the progress we will try to accomplish with our National Staff.

Logistically, we are the third largest PGA in the World, and we are spread out over a massive country. It will be challenging to be everything to everybody, but at the same time, with technology, it will be our primary goal to provide better equality in the level of services and education to all members. At our recent leadership retreat, it was also our desire to make a commitment to working collaboratively with our PGA of Canada Zones like never before. I can appreciate that there has been some history of not always having effective relationships, but we are all on the same team of supporting the PGA of Canada membership as a whole. On behalf of myself, Kevin Thistle and our National Staff, we thank past Presidents Teejay Alderdice, Gord Percy and those before them for making positive steps in the right direction. We have seen the leadership of the Zones make a huge effort to be more open about working together and it all starts with improved communication.

At our retreat, we agreed to form new committees and working groups. Prior to Zoom or Microsoft Teams like meetings, this was a difficult task to effectively meet as a national group. For a united vision, these committees and working groups will have representatives from the:

- National Board
- Zone Executive Directors
- Zone Presidents
- National Staff
- Members at large

**To work together, we must be together.** My hope is that with having everyone at the table (virtually), we will make better decisions.

I can appreciate I am not supposed to have an agenda, but one of our main concerns is the retention of our younger members. While I can appreciate this is not a problem exclusive to the golf industry, a shocking stat is that 4 out of 5 PGA of Canada members who join in their 20's leave before they turn 30. Although our numbers of PGA of Canada members will likely surpass 4000 this year, we are getting older as an average age. We don't have an attraction problem; we have a retention problem.

We also don't mirror our demographics as a nation. We have too few women, too few Indigenous and too few of our other minorities represented as members. There are no easy answers to solving these problems, but I believe in our leadership and the membership to help solve the challenges ahead.

PGA of Canada members are getting known in our industry as leaders in the business of golf. I know firsthand that when I attended Club Manager Conferences as early as 2006 that I was one of a handful of PGA of Canada General Managers. Now more and more clubs are choosing PGA of Canada members to lead their operations. We need to continue with this momentum and to do so, we must strive to continue to educate ourselves. The other PGA's of the world look to our PGA of Canada Training Academy presented by Titleist and FootJoy as the future model for education. National Staff are looking to improve the educational offerings and its delivery to improve each year. My challenge to you, is to take at least one or two courses a year, attend a Zone Educational session, view a virtual seminar and play in at least one golf event. We all benefit by having a stronger, smarter and more passionate organization.

In closing, I am an optimistic person. Although making change in an Association of almost 4000 members that is spread out coast-to-coast is never fast, I know that we will make strides to continue the positive momentum of the last few years. To do that, we will work with what I call the 4 pillars (National Staff, Zone ED's, Zone Leadership and the National Board). Each of us have equal parts in the long-term success of the Association. Please know I am available to reach out to anytime. My goal is to be a strong steward of this 113-year-old Association.

Sincerely,

Scott Kolb  
President  
PGA of Canada

