



*Presented by:*

*Titleist®*



*A Dynamic*  
**BOLD**  
**INNOVATIVE**  
TRAINING PROGRAM



*On July 7<sup>th</sup>, 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 PGA OF CANADA HAS COME A LONG WAY SINCE ITS INCEPTION IN 1911...

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

THE "Canadian Golfer" is in receipt of the following very interesting letter—  
Editor "Canadian Golfer,"  
Hartford, Ontario.

Dear Sir:—  
I am writing you a history of an Association, which, although not much heard from, is very much alive and doing work in fostering the game in Canada. This is The Canadian Professional Golfers' Association which was organized in Ottawa in July 1911. Our objects are to promote interest in the game of golf, to protect the mutual interests of our members, to hold meetings and tournaments periodically for the encouragement of the younger members, to act as agents, for assisting any Professional Golfer, or Assistant, to obtain employment, and to carry out any other objects that may be determined upon from time to time.

The Association had presented to it, by Mr. F. D. Ross of the Royal Ottawa Golf Club, a very handsome trophy, and we have made it a permanent trophy, to be known as the "ROSS CUP." The cup has been played for three times, as follows:

In 1912 at Mississauga, Winner—C. B. Murray.

In 1913 at Beavensfield, Winner—H. L. Black.

In 1914 at Lakeview, Winner—Geo. Cunningham.

Our tournaments are arranged to take place in the same city, and at the same time as the R. C. G. A. Open Championship, on a course other than that which holds the Open. Owing to the present war, there was no tournament in 1915, and there will not be any this year.

We have subscribed liberally to the various Patriotic Funds, and at a meeting of the Executive Committee held in Ottawa on August 19th, the sum of \$250.00 was donated to the Canadian Prisoners of War Fund. Our membership includes all the well-known pros, and any professional may become a member on making application and having his name put before the meet-

ing. Any club wishing to put on an 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 afforded. A very interesting Professional Four Ball Match was recently played in Ottawa, which realized a large sum for the Red Cross, and another will be held in Montreal in the near future. Not a few members have enlisted for active service, and this fall will likely see a lot more joining up. Our officers at present are: Captain, D. L. Black, Riverwood Golf Club, Ottawa; Vice-Captain, C. B. Murray, Royal Montreal; Secy. Treas. Karl Keffer, Royal Ottawa and members of Executive: A. H. Murray, Kanawaki; A. S. Russell, Lakeview Golf Club, Toronto; W. F. Leck, Knox Golf and Country Club, Sudbush and Geo. Cunningham, Toronto Golf Club, Toronto.

Yours sincerely,

KARL KEFFER, Sec. Treas.  
Royal Ottawa Golf Club, Ottawa Ont.  
August 20th, 1915.

The Editor cannot speak too enthusiastically of the splendid patriotic work of the Canadian professional golfers. They have given at all times most liberally of their time and money in aid of the Red Cross and other funds, not to mention the generous gifts of clubs for patriotic competitions. Many have enlisted and are now at the front and many more will go at the end of the season. No country anywhere has a finer lot of professionals than the Dominion. They are a credit alike to their country and the Royal and Ancient game. Their recent contribution of \$250 to the Canadian Prisoners of War Fund was a notable act—one in keeping with their past record. Mr. Keffer it will be noted, states that the members of the Association will at all times gladly give their services for exhibition games—an offer that should be eagerly taken advantage of by clubs during the next two months and undoubtedly will be. Write any members of the Association and they will be only too pleased to arrange an exhibition game for you.

1911

CANADIAN PGA FORMED AFTER THE CANADIAN OPEN.  
P.D. ROSS WRITES A \$100 CHEQUE FOR A TROPHY TO BE COMMISSIONED FOR THE CPGA CHAMPIONSHIP.

1912

THE FIRST CANADIAN PGA CHAMPIONSHIP IS PLAYED AT MISSISSAUGA GOLF AND COUNTRY CLUB.

1915

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.

1961

FIRST PGA OF CANADA OFFICE AND FULL-TIME SECRETARY IS EMPLOYED.

1974

MARY JANE HALL BECOMES FIRST FEMALE PGA OF CANADA MEMBER.

1982

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.

1987

THE FIRST PGA WOMEN'S CHAMPIONSHIP OF CANADA. SIXTEEN WOMEN PARTICIPATE.

1996

FUTURE LINKS – CANADA'S JUNIOR GOLF PROGRAM WITH GOLF CANADA.

2001

MEMBERSHIP SURPASSES 3000.

2005

PARTNER WITH COACHING ASSOCIATION OF CANADA FOR TEACHING AND COACHING PROGRAM.

2010

PACE (MEMBER TRAINING PROGRAM) LAUNCHED.  
PGA IS A RECOGNIZED MEMBER OF THE NEW PGA WORLD ALLIANCE.

2011

RE-BRAND FROM CPGA TO PGA OF CANADA.

2012

PGA OF CANADA FOUNDATION ESTABLISHED.

2014

PGA OF CANADA HALL OF FAME ESTABLISHED.

2016

RBC PGA OF CANADA SCRAMBLE LAUNCHED.

2019

PGA OF CANADA TRAINING ACADEMY PRESENTED BY TITLEIST AND FOOTJOY LAUNCHED.






# 3,600


HIGHLY SKILLED GOLF PROFESSIONALS ACROSS

# 9 ZONES

*In Canada.*


 PGA OF CANADA  
British Columbia Zone


 PGA OF CANADA  
Saskatchewan Zone

 PGA OF CANADA  
Alberta Zone


 PGA OF CANADA  
Manitoba Zone

 PGA OF CANADA  
Northern Ontario Zone

 PGA OF CANADA  
Ontario Zone

 PGA OF CANADA  
Quebec Zone

 PGA OF CANADA  
Atlantic Zone

 PGA OF CANADA  
Ottawa Zone

It is our mission to  
*develop, promote, and*  
support our members in  
living a better life and  
earning a better living while  
growing participation,  
excellence and passion for  
the sport of golf.





# APPLYING FOR MEMBERSHIP?

- ✓ 18-years-of-age
- ✓ High School diploma
- ✓ Working in the golf industry
- ✓ Pass Playing Ability Test (PAT)



APPLY TO BECOME A  
**MEMBER  
TODAY!**



NOT SURE WHERE YOU'LL  
BE NEXT WEEK, NEXT MONTH  
OR NEXT SEASON?

You can compete in ANY of  
our PATs across Canada!

*Already playing in a  
sanctioned tournament?*

If so, you may qualify for a PAT exemption.  
Contact our Membership Department at ext 224.

*Start Your  
Journey.*

VISIT [PGAOFCANADA.COM/EDUCATION](http://PGAOFCANADA.COM/EDUCATION)



# WHAT'S INCLUDED WITH YOUR MEMBERSHIP?

Using your **PGA MEMBERSHIP CARD** can get you  
**EXCLUSIVE MEMBER PERKS!**  
from our partners and complimentary access  
to golf events across the world!



## 1 PLAYING ABILITY TEST (PAT)

The **PAT** is a standardized test all applicants must pass in order to apply for membership. The **PAT** target score is based on 18 holes.

### PASS THE PAT TARGET SCORE

One 18-hole round of stroke play golf.

For Male:

<49 course rating + 9

>50 course rating +11

For Female:

<49 course rating +13

>50 course rating +15

### WHEN CAN I PLAY IN?

Your registration includes your first **PAT** attempt at \$325 + tax, [CLICK HERE](#) to register. The **PAT** schedule and registration is available online at [pgaofcanada.com](#) - [CLICK HERE](#).

## 2 ONLINE APPLICATION

Once you've passed your **PAT**, it's time to begin the application and submit proof of:

- 18-years-old or older
- High School diploma
- Working in the golf industry
- Sterling BackCheck with PGA of Canada
- Payment of Annual Dues

## 3 PAY MEMBERSHIP DUES

Annual dues are broken down into zone dues, national dues and contributions to your life insurance and liability insurance.

In 2019, 62% of our members had their dues paid for by their employer and 5% had their dues partially paid for. (PGA of Canada Compensation and Benefits Survey, 2019)







*Padraig Kelly*

PGA OF CANADA CLASS "A"  
HEAD PROFESSIONAL

2018 PGA OF CANADA  
PAT FLETCHER RETAILER OF THE YEAR  
AWARD WINNER

4

# WELCOME TO THE PGA OF CANADA

BEGIN YOUR JOURNEY AS A GOLF PROFESSIONAL  
IN THE PGA TRAINING ACADEMY PRESENTED BY  
TITLEIST AND FOOTJOY.

A promotional banner for the PGA of Canada Training Academy. The background is a lush green golf course under a clear blue sky. A white flag with the PGA of Canada logo is on a pole to the left. The text 'THE PGA OF' is in white, 'CANADA' is in large red letters, and 'TRAINING ACADEMY' is in white. Red horizontal lines are above and below the text.

# THE PGA OF CANADA TRAINING ACADEMY

PRESENTED BY TITLEIST AND FOOTJOY.





# OUR

## 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 operation

## 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 and delivery

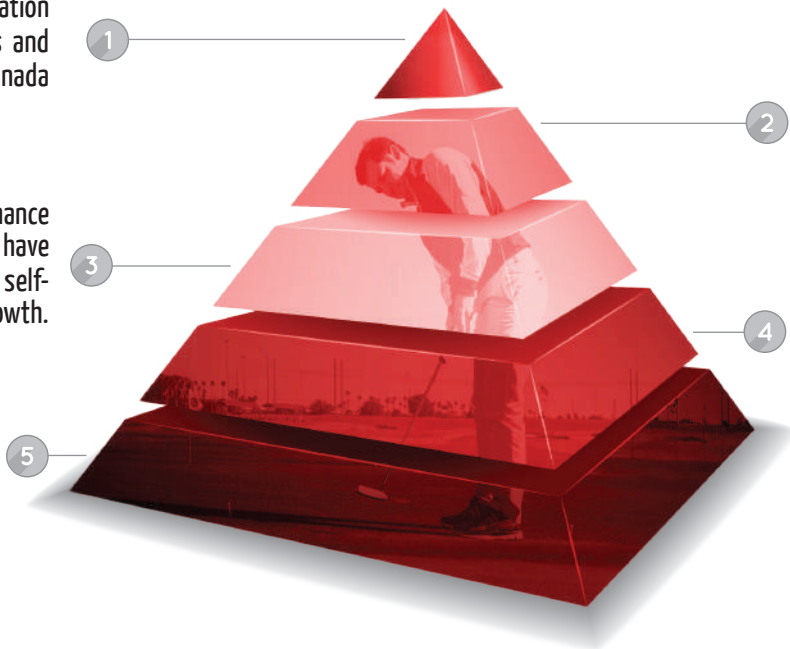
# PROGRAM LEVEL OUTCOMES

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 self-correction, 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



## A VARIETY OF DELIVERY PLATFORMS INCLUDING:

- Flexible e-learning delivery – learning when and where it suits you.
- Live instructed virtual classrooms with industry experts.
- Mentorship program.
- In-person training workshops.
- Best practices in adult learning developed by Ph.D.'s in education and curriculum design.



## WHY?

- Designed to provide the learner with the flexibility to determine their learning pathway.
- Based off world-leading industry research unique to the Canadian marketplace.
- Join one of the most recognizable brands in the world – PGA.



## WHO SHOULD JOIN?

- Aspiring golf professionals seeking a viable career in the golf industry.
- Existing professionals seeking career progression opportunities.
- Individuals committed to lifelong learning.



## WHAT IS THE COST?

- First year costs for the PGA Training Academy Presented by Titleist and FootJoy will be less than **\$800**.
- Fees range from **\$2800** to **\$4000** over a six year time-frame to achieve your Class “A” status.
- Formal education is not a mandatory requirement by the PGA of Canada but is recommended based on the individual’s career path as an outcome in the career literacy course.

*\*Annual dues are additional to Training Academy Presented by Titleist and FootJoy program fees.*



Presented by:

*Titleist®*



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 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 literacy  
Part 1: Map Your Career
  - History & Background of the PGA of Canada
- ✓ Complete five credits a year for the next six years (max.)
- ✓ 15 elective credits in any topic, any pathway
- ✓ 15 core credits address the majority of PGA roles in the industry.
- ✓ **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 FootJoy 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.

# TERMINOLOGY

## MEMBER SPOTLIGHT

## MARC-ÉTIENNE BUSSIÈRES

**JOINED  
THE PGA OF  
CANADA IN  
2014**



### PGA CATEGORY:

APPRENTICE PROFESSIONAL

### HIGHLIGHTS:

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.



CLASS "A"  
MEMBER?



**GAIN**  
SPECIALIZATIONS IN:

TEACHING, COACHING, GOLF OPERATIONS,  
MANAGEMENT AND LEADERSHIP!

specializations are  
achieved by obtaining a minimum of  
**10** TRAINING ACADEMY  
**CREDITS**  
in that respective specialization area.

*Connected.*  
TO THE **RIGHT FIT** TO  
INCREASE YOUR EMPLOYABILITY  
IN THE INDUSTRY.





## TRAINING ACADEMY COURSES, DELIVERY METHOD AND CREDIT ALLOCATION

### CORE COURSES

INSTRUCTOR OF BEGINNER GOLFERS WORKSHOP**	IN-PERSON WORKSHOP	3
RESPECT IN SPORT - ACTIVITY LEADER**	THROUGH RESPECTGROUP	0.5
HISTORY & BACKGROUND OF THE PGA OF CANADA**	ASYNCHRONOUS ONLINE COURSE	0.5
CAREER LITERACY PART 1: MAP YOUR CAREER PATH**	ASYNCHRONOUS ONLINE COURSE	1
INSTRUCTOR OF BEGINNER GOLFERS EVALUATION	ONLINE EVALUATION	1
RULES ACADEMY LEVEL I	THROUGH GOLF CANADA	1
MARKETING FUNDAMENTALS FOR GOLF PROFESSIONALS	LIVE INSTRUCTED ONLINE COURSE	3
BUSINESS FUNDAMENTALS AND COMMUNICATION	LIVE INSTRUCTED ONLINE COURSE	3
CAREER LITERACY PART 2: GET YOUR GOAL JOB	ASYNCHRONOUS ONLINE COURSE	1
NURTURE A GROWTH MINDSET	ASYNCHRONOUS ONLINE COURSE	1

**\*\*COURSE IS REQUIRED TO BE TAKEN IN YOUR FIRST YEAR OF MEMBERSHIP**

### ELECTIVE COURSES

#### ROLES OF A GOLF PROFESSIONAL (NON-SPECIALIZATION)

EFFECTIVE CUSTOMER SERVICE/EXPERIENCE	ASYNCHRONOUS FACILITATED COURSE	2
INTRODUCTION TO GOLF FINANCES	ASYNCHRONOUS ONLINE COURSE	2
SOCIAL MEDIA & PERSONAL BRANDING	ASYNCHRONOUS ONLINE COURSE	2
TURF MANAGEMENT	ASYNCHRONOUS ONLINE COURSE	2
FOOD AND BEVERAGE MANAGEMENT	ASYNCHRONOUS ONLINE COURSE	2
SELLING PRODUCTS AND SERVICES	ASYNCHRONOUS ONLINE COURSE	2
GOLF SHOP OPERATIONS	ASYNCHRONOUS ONLINE COURSE	2
INTRODUCTION TO RETAIL	ASYNCHRONOUS ONLINE COURSE	2
YEARLY TRENDS IN THE GOLF INDUSTRY	ASYNCHRONOUS ONLINE COURSE	0.5
POST SECONDARY EDUCATION	SEE PROGRAM POLICIES	3-5

### COACHING





COACH OF NEW COMPETITORS WORKSHOP	IN-PERSON WORKSHOP	3
COACH OF NEW COMPETITORS EVALUATION	ONLINE EVALUATION	1
COACH OF DEVELOPING COMPETITORS WORKSHOP	IN-PERSON WORKSHOP	4
COACH OF DEVELOPING COMPETITORS EVALUATION	ONLINE EVALUATION	2
COACHING MENTORSHIP	BLENDED LEARNING	3.5



TEACHING		
INSTRUCTOR OF INTERMEDIATE GOLFERS WORKSHOP	BLENDED LEARNING – ONLINE MODULE WITH IN-PERSON TRAINING	3
INSTRUCTOR OF INTERMEDIATE GOLFERS EVALUATION	ONLINE EVALUATION	1
INSTRUCTOR OF ADVANCED GOLFERS WORKSHOP	IN-PERSON WORKSHOP	2
INSTRUCTOR OF ADVANCED GOLFERS EVALUATION	ONLINE EVALUATION	1
TEACHING MENTORSHIP	BLENDED LEARNING	3.5
TEACHING & COACHING		
USING TECHNOLOGY IN TEACHING & SWING BIOMECHANICS	ASYNCHRONOUS ONLINE COURSE	1
EQUIPMENT FITTING WORKSHOP	IN-PERSON WORKSHOP	1
EQUIPMENT FITTING EVALUATION	ONLINE EVALUATION	1
SELLING & MARKETING SPORT PROGRAMS	ASYNCHRONOUS FACILITATED COURSE	2
BUILDING AND LEADING A SMALL BUSINESS	ONLINE LIVE INSTRUCTED COURSE	3
GOLF OPERATIONS		
HOSTING A GOLF EVENT	ASYNCHRONOUS ONLINE COURSE	2
RETAIL MANAGEMENT 201	LIVE INSTRUCTED ONLINE COURSE	3
GOLF SOFTWARE & MANAGING DAILY PLAY	ASYNCHRONOUS ONLINE COURSE	0.5
MARKETING THE GAME	LIVE INSTRUCTED ONLINE COURSE	3
RULES ACADEMY LEVEL II	THROUGH GOLF CANADA	2
HUMAN RELATIONS	CLICK-THROUGH QUIZ-BASED MODULE	2
HEAD PROFESSIONAL MENTORSHIP	BLENDED LEARNING	3.5
MANAGEMENT AND LEADERSHIP		
STRATEGIC BUSINESS PLANNING & MANAGING A PROJECT	ASYNCHRONOUS ONLINE COURSE	2
MANAGING PERSONNEL & BUILDING A HIGH-PERFORMANCE TEAM	LIVE INSTRUCTED ONLINE COURSE	3
MANAGING STAKEHOLDERS & MEETINGS	ASYNCHRONOUS FACILITATED COURSE	2
BUSINESS MANAGEMENT AND GROWTH	LIVE INSTRUCTED ONLINE COURSE	3
DIVERSITY & EQUALITY IN GOLF BUSINESS	ASYNCHRONOUS FACILITATED COURSE	1
GOLF BUSINESS MENTORSHIP	BLENDED LEARNING	3.5
BECOMING A MENTOR		
ONLY AVAILABLE TO CLASS "A" MEMBERS	ASYNCHRONOUS ONLINE COURSE	2



## PGA RECOGNIZED PARTNER PATHWAYS

 <b>HUMBER</b> Business Administration Professional Golf Management	 <b>Georgian</b>	 <b>McMaster University</b>   CONTINUING EDUCATION	 <b>LPGA TEACHING AND CLUB PROFESSIONALS</b>
<p>Humber Professional Golf Management graduates will achieve Class "A" status with the successful completion of Instructor of Beginner Golfers and evaluation.</p> <p><i>*Subject to 70% grade or higher in the identified courses outlined in the Policies and Procedures of the Training Academy.</i></p>	<p>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.</p> <p><i>*Subject to 70% grade or higher in the identified courses.</i></p>	<p>McMaster Business of Golf &amp; Resort Management Program</p> <p>Full graduate = 23 PGA Training Academy credits <b>OR</b> Equivalency credits per complete McMaster online course.</p> <p><i>*Subject to 70% grade or higher.</i></p>	<p>More information coming soon.</p>

**FOR A FULL BREAKDOWN OF THESE PATHWAYS, VISIT THE TRAINING ACADEMY POLICIES AND PROCEDURES AT [PGAOFCANADA.COM/EDUCATION](http://PGAOFCANADA.COM/EDUCATION)**

## MEMBER SPOTLIGHT

## KERI MOFFAT

**JOINED  
THE PGA OF  
CANADA IN  
1997**



### 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.

GALVIN GREEN

eCCO®

MR. LUBE®

EARTH  
NETWORKS®

FORESIGHT  
SPORTS CANADA

BIOSTEEL

NEW  
ERA™

SkyCaddie®

THE LINCOLN  
MOTOR COMPANY

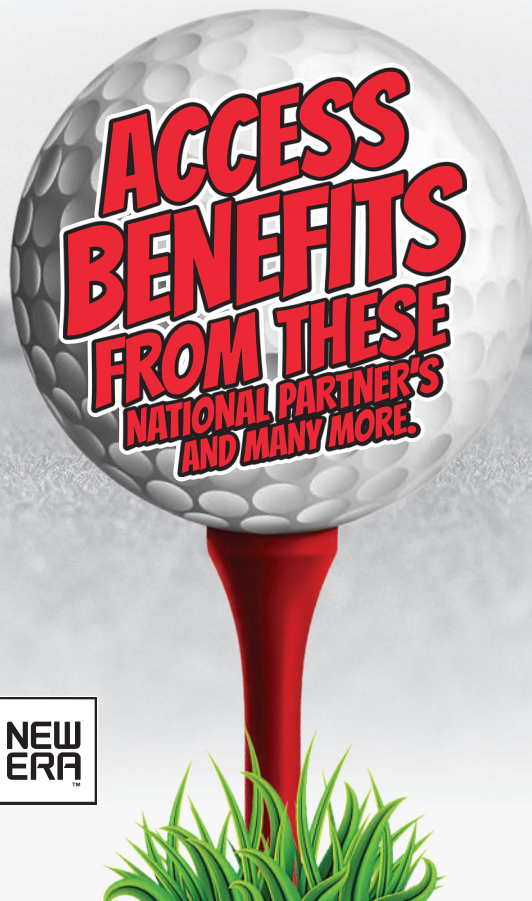
YasTech  
GOLF

Moneris  
SOLUTIONS

PARK'N FLY.

CUTTER & BUCK

GoodLife  
FITNESS





# free MEMBER

## ASSISTANCE PROGRAM



CONFIDENTIAL  
COUNSELING  
SERVICES



FACE TO FACE,  
E-MAIL OR  
PHONE SUPPORT



COACHING &  
CONSULTING  
SERVICES



ONLINE  
WELLNESS  
RESOURCES



ACCESS TO FSEAP  
"SOLUTIONS"  
NEWSLETTER

### MEMBER SPOTLIGHT

## SALIMAH MUSSANI

JOINED  
THE PGA OF  
CANADA IN  
**2013**



#### PGA CATEGORY:

APPRENTICE PROFESSIONAL

#### HIGHLIGHTS:

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!





*foundation*

# AWARDS

**\$2,000**

SCHOLARSHIPS ANNUALLY  
TO OUR MEMBERS,  
THEIR CHILDREN AND  
GRANDCHILDREN.

**\$500**

UP TO \$500 PER YEAR  
FOR PROFESSIONAL  
DEVELOPMENT THROUGH  
OUR BURSARY PROGRAM.





# \$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.

## LIFE INSURANCE

\$15,000 TO YOUR BENEFICIARY.

## USE OF LOGO

USE OF ONE OF THE MOST POWERFUL BRANDS IN SPORT AND MOST RECOGNIZED ACRONYMS IN NORTH AMERICA.

## PROMOTION FROM PGA OF CANADA

ONLINE MEMBER PROFILE PROMOTED TO THE PUBLIC HIGHLIGHTING LESSONS/CLINICS YOU OFFER.



## MEMBER SPOTLIGHT

## TAHLON SWEENIE

**JOINED  
THE PGA OF  
CANADA IN  
2005**



### **PGA CATEGORY:**

CLASS "A" PROFESSIONAL

### **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.

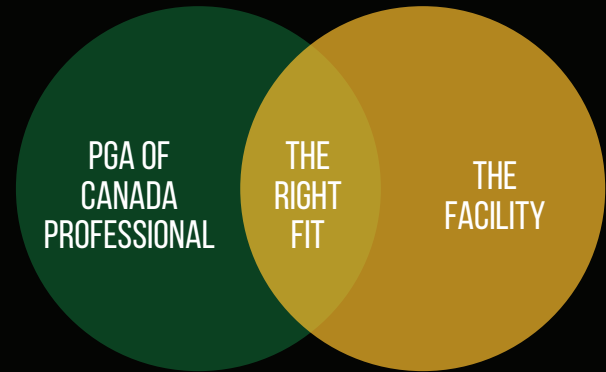


PGA of Canada Golf Professionals take on a variety of career paths within the golf industry. Whether you're interested in the business of golf, teaching, coaching and **EVERYTHING IN BETWEEN.**



# THE RIGHT FIT

The Right Fit is a **NEW** employment initiative by the PGA to target facilities without a PGA Professional, match the facility's needs with the right professional and helping facilities understand benefits of a professional.



**ULTIMATELY** – 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**.



# JOB HIGHLIGHT

## ASSISTANT PROFESSIONAL

An Assistant Professional typically reports to a Head Professional and in some cases to a GM or Director of Golf. This role requires an individual to perform day to day operations and provides pros an opportunity to learn and grow as a professional.

**83%** HAVE AT LEAST A COLLEGE DIPLOMA.



AN AVERAGE OF 8 YEARS YOUNGER THAN OTHER INDUSTRY ROLES.

YEARLY AVERAGE SALARY OF

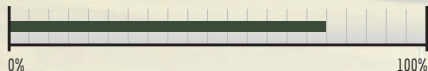
**\$39,150**

# JOB HIGHLIGHT

## HEAD PROFESSIONAL

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 Tournaments/Events.

**80%** HAVE AT LEAST A  
COLLEGE DIPLOMA.



**75%** HAVE AT LEAST 10  
YEARS OF EXPERIENCE.

YEARLY AVERAGE SALARY OF

**\$70,600**





# JOB HIGHLIGHT

## TEACHING 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.

**68%** HAVE AT LEAST A COLLEGE DIPLOMA.



**84%** HAVE AT LEAST 10 YEARS OF EXPERIENCE.

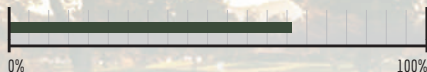
YEARLY AVERAGE SALARY OF

**\$54,830**

# JOB HIGHLIGHT

## DIRECTOR OF GOLF

**72%** HAVE AT LEAST A  
COLLEGE DIPLOMA.



The position of Director of Golf is the most diverse position at a golf facility in respect to roles and responsibilities. This individual is often responsible for the total golf operations at a golf facility.



AN AVERAGE OF ALMOST  
21 YEARS AS A GOLF PRO.

YEARLY AVERAGE SALARY OF

**\$82,370**

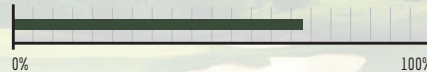


# JOB HIGHLIGHT

## GENERAL MANAGER

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 personnel as well as the customer experience.

**77%** HAVE AT LEAST A  
COLLEGE DIPLOMA.



AN AVERAGE OF ALMOST  
21 YEARS AS A GOLF PRO.

YEARLY AVERAGE SALARY OF

**\$97,440**





THE PGA OF CANADA'S EXTENSIVE, INTERACTIVE, AND FLEXIBLE **PROFESSIONAL DEVELOPMENT PLATFORM.**

We do **NOT** require continuing education points to maintain your status. Instead, we believe the responsibility is on the individual members to participate, network, and learn in the pathway best suited to their needs and interests.

**TEE TALKS OFFERS OUR MEMBERS MORE THAN** **500**

O N L I N E   R E S O U R C E S

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



**#TEETALKSLIVE**

## **NATIONAL CONFERENCES**

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



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