



PGA

Southern California Section

PGA EMPLOYMENT/ CAREER SERVICES COMMITTEE

CONFERENCE CALL

May 27, 2010

2:05 P.M. to 3:30 P.M.

NOTES

Attendees:

Ric Moore

Jeff Johnson

Greg Prudham

Richard Chavez

Ed Winiacki

Craig Cliver

Ken Ferrell

Absent:

Bill Hulbert

Jason Taylor

Shawn Cox

Dan Hoddap

Buck Page

Scott Wilson

John Birchard

Robin Shelton

Tom Addis

Mr. Moore called for introductions and explained his objective was to establish talking points for the committee.

Update from Career Services Consultant

Mr. Ferrell reported he has attended a leadership meeting. Subjects covered: education and employment. Some alarming facts; 6 billion dollars in revenue were lost, based on 2009 figures, which impacts employment, also 140 golf courses closed and 50 new golf courses opened last year, a net loss of 90 golf courses. This is a trend that industry experts expect to continue.

We may have to change our outlook on employment opportunities. Employment ads indicate there are jobs available but, most are non-traditional golf positions. Here are the positions being offered: general manager, golf course superintendent, turf grass, banquet sales, event sales, membership sales, marketing, and tournament sales.

Education programs need to be tailored to these new employment opportunities to prepare our professionals for these types of opportunities.

A focus group with industry experts is scheduled in June.

Open Forum

Mr. Cliver started conversation on the subject of the lack of quality education offered by our association as compared to the CMAA. Mr. Winiacki shared his insight in the CMAA education program and the differences between the PGA's program. Mr. Ferrell indicated that the PGA education program is being improved and will include a level system. Mr. Cliver also questioned how we can become as creditable as other industry

professionals are from the GCOA and CMAA. The committee is in agreement that we can become a well respected authority, as the programs offered to our association are improved, and our members become more passionate about their careers.

Mr. Moore asked the committee to think about what the employment task force might look and feel like. We need to form it, inform members, and develop ideas to provide fellow golf professional in need.

Mr. Winiacki and the Communications Committee will be constructing a survey to send the members of our section, in June. Mr. Winiacki offered to include questions to this survey in support of the task force.

When the survey results are completed, the Employment Committee will take steps to build the task force.

2010 Compensation Survey

The Committee discussed the 2010 Compensation Survey and the lack of participation from our section members. We discussed some possible reasons, such as embarrassment, privacy, etc., as to why someone would not complete the survey.

Mr. Ferrell indicated the Profile Survey has been updated with work relocation preferences that had 8 choices now have 41.

Committee's Objectives:

- Develop a support system for the unemployed professionals
- Maintain jobs
- Develop relationships with course owners and managers with emphasis on International owners
- Create Best Practices for growing rounds so we are seen as the solution
- Develop Job specific seminars and training programs

Next Meeting

The next meeting will be held in July.

Adjournment

The meeting was adjourned at 3:30 p.m.