



# PGA

Southern California Section

PGA EMPLOYMENT/ CAREER SERVICES COMMITTEE  
CONFERENCE CALL  
May 8, 2009  
8:00 A.M. to 9:15 A.M.

## NOTES

### Attendees:

Jeff Johnson	Ric Moore	Jason Taylor	Paul Devine
Renny Brown	Bill Hulbert	Meredith Johnson	Ed Winiecki
Jerry Elwell			

### Staff:

Tom Addis    Sharon Curfman

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

### **Employment –Facility Information**

Mr. Johnson referenced the following information garnered from a facility list, provided by Jeff Woolson and Morgan Abbott: There are 526 golf courses in Southern California, with 382 having PGA representation, 44 International owned courses and 12 facilities have closed their doors. A copy of this information will be forwarded to the committee members. This committee's goal is to target these International owners to establish relationships.

Mr. Johnson has offered his driving range, at no charge, to displaced golf professionals. They would be allowed to bring clients and give lessons as a temporary solution to their unemployed status. The committee would like to earmark at least two facilities in each chapter that could offer like accommodations to PGA Professionals in need.

Mr. Moore suggested that the Section offer re-education for some of the seasoned golf professional to make them more current in today's market.

### **Update on Career Services Consultant**

The new Member Service Specialist and new Career Services Consultant were discussed. Mr. Addis informed the committee that the status of these positions have been delayed until the entire program and real needs of the district and sections within the districts have been reviewed by the PGA. The budget for the Career Services will remain the same. They may realign the districts to have Southern California Section and Aloha

Section may have their own Career Consultant and Northern California Section included with the Pacific Northwest.

Mr. Johnson noted, in absence of these two positions being filled, the Employment Committee should be poised to offer specific assistance to the displaced PGA professionals. Develop policy to assist employment.

Mr. Taylor recommended a task force to aid in the creation of the position description for the Career Consultant. Also, speaking with those who are currently doing the job of Career Consultant be asked for their input.

Mr. Moore suggested that everyone access Golf Quest Executive Recruiting and Golf Surfing. Both are offering golf positions. They will keep your resume on file and forward your resume if a position becomes available. They also offer tips on how to get through in a tough economy.

### **Recap**

Mr. Johnson recapped, going forward, we need to be notified on a monthly basis of all those who have lost their job. The committee needs to call them and let them know what can be done on an interim basis, perhaps have lunch or just a conversation about options and support. The Section needs to have a symposium with all of the International owners letting them know the value of the PGA Professional. In addition to putting together a meeting with International Owners, we should also target and make relationships with all the cities in the Southern California area. If the committee members could identify city officials in their areas they could then be approached to start a dialogue and build a relationship. Additionally, approach the facilities without PGA presence, to illustrate the benefits of hiring PGA Professionals. Re-establish the Employment Committee on a chapter level. At the next meeting the committee needs to put together a definitive plan of action to define who will do what.

### **Committee's Objectives:**

- Influence the description and hire of the next Career Services
- Develop a support system for the unemployed professionals
- Maintaining 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
- Teaching professionals - develop statistical data relative to cost of facility use and lessons

### **Open Discussion**

Jerry Elwell noted that the golf professionals need to do something fresh. They need to be more creative. Innovation gives more fuel and strengthens the jobs we have.

National just signed a \$49 million deal with Mercedes Benz. They have earmarked one million dollars for growth of the game and 1.4 million to the Sections for tournament purses. Mr. Taylor feels that those amounts should be reversed.

Publish 100 ways to make the golf professional more valuable to their owners and create more rounds of golf. In order to collectively share ideas with other golf professionals, Mr. Addis ask the committee to collect Best Practice ideas and forward to him to be included in the Program and on the website.

Send a blast email to all of the membership the bullet points of the meeting,

The next meeting will be held in June soon after the Summer Meeting

**Adjournment**

The meeting was adjourned at 9:15 a.m.