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SPECIAL AWARDS



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SPECIAL AWARDS Objectives, Policies, Processes and Timelines

In 2013 the Pacific Northwest Section Board of Directors approved a rigorous new process for the determination of Special Award recipients in both the Section and Chapters. At that time the process was less than ideal, varied widely among the chapters and was not viewed by the membership as identifying the most deserving candidates. The primary goal of the revision was to address and correct this final point...**have the membership of the Pacific Northwest Section recognize the Special Award recipients as deserving of the honor and truly representing the very best golf professionals in the Section and Chapters.** As you work through this document, keep this point in mind. It drives our processes and policies. If we achieve it, we will achieve all the other benefits of a strong Special Awards program.

Objectives:

Six objectives are key to achieving recognition that the award recipients are the best of the best.

1. Ensure deserving candidates are being considered for each award.
2. Ensure recipients are deserving of the award. This is not necessarily the same as #1.
3. Adopt a process that includes researching each candidate's qualifications.
4. Provide a consistent framework across the Chapters and Section.
5. Develop the opportunity to properly honor the recipients.
6. Develop a process that is viewed as open and transparent and very importantly without conflict of interest.

If we achieve all six of these objectives across all Chapters and at the Section level, the membership will respect the Award recipients and the process. Every time we fail to follow our process outlined in the following pages we undermine this objective and take a step back in achieving this important recognition.

Process:

The lessons learned over the past four years have helped us refine a process to achieve the objectives above. **The local nature of this process requires that the program is specifically designed where the Chapter process is the critical step.** Both process and performance at the Chapter level are critical to the success of the entire program. Development of a Chapter Committee committed to the process will yield the desired results. This is the one committee where performance and the knowledge of the process are essential to success. The Chapter Awards Committee will in some cases work harder than the Board of Directors. In selecting a chapter committee, making this commitment clear before adding a member to the committee is certainly a best practice.



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Step One: Ensure deserving candidates are being considered for Chapter awards. The Chapter Awards Committee needs to seek nominations, recommendations, suggestions, or just names to consider from ALL sources. Who is out there that is doing good work in each of the 11 areas of consideration? This process of identifying professionals for the Chapter awards should include the normal request for nominations from the membership and should also include:

- Self-nominations
- Vendor recommendations
- Chapter and Section Board recommendations
- Chapter and Section Staff recommendations
- Research and nomination by the Committee – all season long.

Related Policies:

1. Only Pacific Northwest Section PGA members are eligible for Chapter or Section awards. Apprentices, members of other Sections, and non-members are not eligible. This includes the Assistant Professional award.
2. **Chairperson Eligibility:** The enhance the view that the Awards process is free from any conflict of interest the five Chapter Awards Committee Chairperson and the Section Awards Committee Chairperson are ineligible to receive a Special Award at either the Chapter or Section level. Members of the Chapter Committees may receive an award provided they recuse themselves from any involvement in the evaluation of candidates for that award. (Board approved on 1-2016)
3. **Staff Eligibility:** National, Section and Chapter staffs are paid to do their jobs and should not be considered for an award at any of the levels. Only if there are no other deserving candidates available for an award may a staff member (who is a PGA Member) be considered for a Chapter award. If that staff member were to be given the Chapter award then that staff member will not be eligible for the Section award. Forms of recognition other than the Special Awards are usually more appropriate for outstanding staff performance. The “Presidents Award” may be presented at any time to a staff member at the discretion of the Section or Chapter President with consultation from the Section or Chapter Awards Committee. (Board Approved on 10-2014).

FAQ:

1. Why include the Section Board and Staff in Chapter nominations? A: The Section Board and Staff may be aware of outstanding performance by a Chapter member with a specifically Section or even National program that may not be common knowledge among Chapter members.

Step Two: Ensure recipients are deserving of the Award by requiring them to complete a bio outlining their qualifications and then the Committee should conduct additional research in addition to the bio to confirm the information presented and/or develop additional information relevant to the award. Completion of the bio is important to aid in the Committee’s work and the policy has been established that if a candidate does not submit a bio, they are required to be dropped from consideration for the award. If they don’t respect the award, they are not going to get the award. False modesty has no place here! Reflect back on our overall objective – as we achieve it, this barrier will be removed.



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- The bio can be completed at any time. Send it as soon as the person is nominated, recommended, identified or considered. The more time you provide for completion, the higher your return rate.
- Be prepared for a follow up email or phone call to remind professionals to return a bio.
- Completing the bio does not mean the person is a 'finalist'. It's what the Committee uses to determine their final candidates and combines with their research to eventually determine the recipients.

Reviewing candidate bios and doing additional research should be a team effort. Assign specific committee members to manage individual awards. They can follow up on bios that have not been returned, preview the returned bios and conduct additional research on the top candidates. They should also complete a draft of the Award Decision Report identifying their top candidates for the award they manage. (Ideally, a two person team is assigned for this process.)

- Not every bio will get the full analysis. Based on the information submitted in the candidate's bio you will have three groups – deserving, maybe, and not deserving.
- With a good pool in the deserving group, focus your additional research on these candidates. If you find your outstanding performer(s) proceed to determining the recipient.
- With a small pool of candidates, review the maybe group to confirm candidates are not there based on a weak bio and the committee is aware of outstanding performance by a professional that is not clear on the bio.

One key part of this process – sometimes we do not identify a deserving candidate for an award. This could be because of the lack of nominations, lack of bios submitted or the committee members themselves, despite their exhaustive search, could not identify an outstanding performer for a specific award. It's unfortunate but this can happen. Simply selecting a recipient because they were the only bio submitted and obviously not deserving of the award undermines that overall objective. Remember, their neighbor professionals know if they are deserving of the award. To avoid this, research by the Committee on potential candidates and an active process to ensure bios are returned should be part of each Chapter Awards Committee process.

Relevant Policies:

1. No bio from the candidate, no award at any level, Chapter or Section.
2. The Chapter Committee is tasked with researching and identifying potential candidates on their own and not waiting for others to nominate deserving professionals.

Determining the Chapter recipients is a two-step process. Based on the analysis conducted by committee members the Chapter Awards Committee discusses the relevant candidates for each award and votes on each award. The Committee then completes the final version of the Award Decision Report for each award. This document provides three important elements:

1. In conjunction with the candidate's bio it provides the important information that the Chapter Board of Directors will use to approve this candidate as the Chapter recipient. It should clearly state why a professional was chosen for the award and why they were selected over the other top candidates.



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2. Perhaps most importantly, it demonstrates to the Chapter Board of Directors the thorough and thoughtful process the Chapter Committee employed in determining each award recipient. Well done and it instills confidence in the part of the Board to rely on the Committee analysis leading to a relatively simple Chapter Board process. Poorly done and the Chapter Board will question every award recommendation!
3. In conjunction with the candidate's bio it is the starting point for the Section Awards Committee to begin their research and determination of the Section recipient. Selfishly, the better job the Chapter Committee does on these reports, the better their candidates chances at the Section level.

Step Three: The Section Awards Committee process mirrors the Chapter process except they have just five candidates for each award - the recipients of the Chapter award. They also have the luxury of the bio and the Chapter Award Decision Report that have already been compiled. The Section Committee is tasked with doing additional research on the candidates. This research should include talking to the respective Chapter Committee, the candidate, vendors, fellow professionals and when appropriate the candidate's co-workers. Two person teams are assigned to each award. These teams then complete a new Award Decision Report for each candidate and the entire Committee analyses the report and bios, discusses the candidates and formally votes on their recommendation. The Award Decision Report is then updated as appropriate for the Board of Directors and the Chair presents these reports to the Board of Directors for final approval. As before, the better job on the report, the more confidence the Board will have in the recommendations of the Committee.

In both the Chapter and Section Committee process it is critical that the Awards Committee analyses, discusses, revisits and thoroughly researches each award to bring forward a clear recommendation for each award. The Board of Directors is expecting a clear, properly vetted decision from the Committee. The Board is counting on the Committee to make the effort required to separate two very close candidates. Simply put, the Committee must make a decision and support it. It is not appropriate to lay a final decision between two candidates on a Board who is not prepared to make that determination. Doing this is asking the Board to complete in 10 minutes what the Committee could not do in weeks.

Relevant Policies:

1. The Section Committee is limited to the candidates submitted by the Chapter Awards Committee and may not add candidates to the Section process.

In the Chapter and Section Board Meetings: There is a fine line between the Board providing just a rubber stamp of the Committee's work and the Board taking over the Committee's work. The key to the Board process is the Committee not only thoroughly performing the required steps but also conveying that clearly in the Award Decision Reports. The Committee Chair should provide the Board of Directors with the Award Decision Reports and then present the important elements that lead to each recipient being determined. The Board should then vote on each award. This process provides:



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- Confidence in the Board of Directors that the Awards Committee has conducted a thorough and thoughtful process in determining their recommendations.
- Provides the Board of Directors with the appropriate background to answer members' questions why a certain professional received an award.
- Provides the Board of Directors with the appropriate background to answer members' questions in the event an award is not awarded.

The Board process is not designed to overturn the properly conducted process of an effective Awards Committee but rather to certify to the membership that the Committee did function as designed. In only the rarest of circumstances should the Board be overturning a Committee recommendation, including their determination that no award be presented. The Board does not have the authority to designate an award to a professional who did not submit a bio to the Committee or at the Section level designate an award to a professional who did not receive their Chapter Award.

Specifics:

Award Criteria Weighting: In analyzing a professional's performance it is often important to differentiate between the current year's performance and outstanding performance over an extended period of time. The concept is that some awards are more appropriately awarded to candidates with a long history of excellence (Body of Work), others are awarded based on an single outstanding year or couple of years, and still others are more of a balanced approach where Body of Work or an outstanding Current Year are viewed more equally. The Committee and Board of Directors have adopted this framework to guide Committees in employing this concept in their analysis of candidates.

Award	Emphasis on Body of Work	Balanced approach	Emphasis on Current Year.
Golf Professional of the Year	X		
Assistant Golf Professional of the Year		X	
Bill Strausbaugh Award	X		
Horton Smith Award			X
Merchandiser of the Year			X
Patriot Award		X	
Player Development			X
Youth Player Development			X
Teacher of the Year		X	

Golf Professional of the Year – this award is focused on “working club professional whose total contributions to the game best exemplify the complete PGA Professional”. This would indicate most likely a Head Professional/Director of Golf/General Manager who has a history (total contributions) of excellence in many areas (complete). This is a Body of Work concept.



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Bill Strausbaugh – this award is presented to professionals who “distinguished themselves by mentoring their fellow PGA Professionals in improving their employment situations and through service to the community”. Mentoring, employment, and service to community all are concepts that involve a history of excellence. A long track record of serving fellow professionals is the idea here. Service to the community vs. service to fellow professionals (mentoring-employment) is an interesting discussion. Could you have excellent service to your community, without serving your fellow professional and still win this award?

Assistant Golf Professional – similar to the GPOY, but since a long history may be unlikely (and hopefully is) a more balance approach where excellence over just a few years is sufficient for this award.

Patriot Award – a balanced approach is appropriate here as a ‘one and done’ is not really a ‘patriot’. Patriotism is a state of mind and a way of conducting oneself so a little history should be part of this discussion. A professional who has been hosting military support events for five years starts out ahead of the professional hosting his first military event....even if it’s pretty special. Keep it up and the committee will be calling, drop the event after two years and the committee made the right decision on passing them by!

The other five events we focus on excellence in the current year with a history of excellent performance being a bonus in the deliberations and often used to separate candidates with similar current year records. (Awards Committee – 12-2014)

Section/Chapter Only: In analyzing new members to the Section or transfers between Chapters the Committee may be confronted with members who are doing outstanding work but their relationship with the Chapter has a time element. This is an even more difficult concept than determining Body of Work vs. Current Year. The possibilities include:

- Transfer into or out of the Chapter during the season from/to another Chapter in the Section.
- Transfer into or out of the Chapter during the season from/to another Section.
- Seasonal professionals –
 - Excellence is primarily outside the Chapter/Section.
 - Excellence in the Chapter/Section is very short term.

We have no set policy on this and we the Section and Chapter Committee input on this concept is important to the development of an effective strategy.

A few concepts we need to consider:

1. Are Body of Work and Current Year awards looked at differently in these situations?
2. For seasonal professionals is the length of time working in the Chapter relevant?
3. Where is the performance outstanding – within the Chapter or elsewhere?



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National Eligibility: The eligibility for a National award is important to the process. There are outstanding professionals in the Section who deserve recognition on the National level. As we work through this process, they will rise to the top of our process simply because they are outstanding professionals. Consequently, eligibility for the National Award should not be a disqualifier for an outstanding professional at the Chapter level. Chapters and the Section should select the most deserving candidate for each award and if they are eligible Nationally, they will enter the National process. Once a professional receives a National award, they are not eligible for that award again. If recognized again by our Section, that person cannot not be included in the submissions for the National award.

Repeat Winner: Another tough judgement call. Particularly in our smaller chapters, the same professional may be the clear recipient of a specific award every year. If they are, they are. If there are other deserving recipients and the separation is very close, the selection of the other candidate may become appropriate. The complication here is that repeat Chapter recipients draw some attention at the Section level and repeat Section recipients are almost a requirement at the National level. Each situation is different and should be discussed among the Committee. However, not presenting an award because a deserving candidate has been recognized for many years does not seem appropriate.

The Committee: The Section Awards Committee is comprised of the Section Secretary and the Chairpersons of the five Chapter Awards Committees.

Each Chapter Awards Committee should have at least five PGA Members selected jointly by the Chapter President and the Chapter Awards Committee Chair. The key to the entire process is that the members of the Chapter Committees be engaged in the process, actively investigate potential nominees and be prepared to review those eventually nominated. The recruitment and selection of Committee members should be limited to those who are committed to participating at a high level. It is important for the Committee to be diverse and represent as much of the Chapter as possible, both geographically and professionally. Chapters may include up to two Sales Representatives on their Committees in an advisory role being careful not to select representatives inclined to promote their staff members. Chapter Chairs should coordinate their sales representative selections with the other Chapter Chairs as no sales representative should advise more than one Chapter.

Conflict of Interest: Conflict of Interest is unavoidable in this process, particularly in our smaller Chapters. Board Members and Awards Committee members are very often deserving candidates for an award. At both the Chapter and Section level, if an Awards Committee member or Board member is nominated for an award, the committee/board member will excuse themselves from any discussion on that award during Committee or Board deliberations. Board policy specifically excludes the Section and Chapter Committee Chairs from receiving awards. No such restriction is placed on Chapter Committee members. When constructing the Chapter Committee consider avoiding members likely to receive awards. Past presidents and still active Life Members are



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likely selections. If every member of the Chapter Awards Committee receives an award we will definitely injure our primary objective laid out at the beginning of this document.

Awards Timeline:

The timeline is developed as a series of DEADLINES. Committees are encouraged to develop a process that completes each required process earlier than the final deadlines to provide ample time to complete each task and manage unforeseen circumstances.

September 1 – Nominations open for the Chapter Awards

- *Chapter Committee research may begin at any time and is encourage all year long.*
- *The Chapter Committee should have a list for each award by this time and have already sent bios to these candidates.*
- *Bios should be sent on an ongoing basis as nominations are received.*

September 30 – Nominations close for the Chapter Awards

- *Chapter Committee deliberations begin in a formal way.*
- *Chapter Committee research can begin before this time if appropriate.*

October 30 – Chapter Awards Committee makes recommendations to the Chapter Board of Directors.

- *Chapter Committee provides the details Award Decision Report for each award along with the appropriate bios to the Board.*

November 15 – Chapter Board of Directors vote on the Chapter winners and forward THE FULL INFORMATION ON THEIR CANDIDATES to the Section Awards Committee. Chapter may release names of winners following this vote.

- *Section Committee deliberations and additional research begin.*
- *With our tight time lines there is NO flexibility in this date. If a Chapter a fails to provide the FULL INFORMATION by this time, their members will likely be left out of the process.*

November 30 – Section Awards Committee makes recommendations to the Section Board of Directors.

- *Section Committee provides the details Award Decision Report for each award along with the appropriate bios to the Board.*

December Board Meeting (Dec 5) – Section Board of Directors votes on Section Award winner. Section Award winners announced. Section winners nominated for National Awards.

Chapter Meeting/Ceremony –Chapter Awards may be presented any time after determination but must be announced any time before the Section Awards are announced.

Section Spring Meeting/Ceremony – presentation of Section Awards.



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APPENDIX A

AWARD DECISION REPORT



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AWARD DECISION REPORT

Award: *Name of award*

Committee Member: *Your name*

Nominees: *(Ranked in Order)*

1st: *Spencer Johnson, PGA Assistant Professional at Canyons Resort*

2nd: *Amy Schecter, PGA Assistant Professional at Oaks CC*

3rd: *Lauchlan Moore, PGA Assistant Professional at The Gorge Golf Course*

4th:

5th:

Describe your winning candidate's qualifications for this award.

In this space, feel free to copy and paste from your winner's nomination form. Fill this whole page if you wish. The board will have the nomination forms too, but this space should be used as a summary of the winner's accomplishments.

Name some outstanding qualities of other candidates (be specific):

Don't get too in depth. Say things like: "Jeff Smith had an unbelievable turn out for his junior golf forum in August. 230 juniors received lessons and played over the month."

If you are required a top 5, have comments on at most three others. If you are required a Top 3 or 2, comments on one other candidate will do.

What were the deciding factors for the winner you chose?

This is where you make your case. This is the most important step.

- "Jeff blew the other guys out of the water by..."*
- "Molly made this decision a no-brainer because..."*
- "Unlike the other candidates, Matt's innovations in (blah, blah) made him a clear choice."*

Doesn't have to be too involved; just state your case and back it up.

Persons you contacted regarding candidates:

Nominee: *Spencer Johnson*

Contacted: *Jane Huling, GM Canyons Resort*

Nominee: *Spencer Johnson*

Contacted: *Fred Barr, Rep for Cobra/Puma*

Nominee: *Amy Schecter*

Contacted: *Joshua Bollinger, PGA Head Professional Oaks CC*

Nominee:

Contacted:

Please fill this out if you discuss a candidate with anyone so it lends credence to our decision.



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APPENDIX B

AWARD DESCRIPTIONS

PGA Golf Professional of the Year

Description:

The “PGA Golf Professional of the Year Award” bestows special recognition on a PGA Golf Professional who has performed outstanding services as an overall PGA Professional. As one of the highest honors The PGA can bestow, candidates must possess outstanding qualities of leadership, strong moral character, and a substantial record of service to the Association and the game of golf. Individuals honored with the PGA Golf Professional of the Year Award will be held as a model PGA Golf Professional.

Requirements:

- Candidate must be a PGA member in good standing.
- Candidate must be well regarded as a model PGA member.
- Demonstration and acknowledgement as an individual of outstanding leadership and strong moral character.

Criteria and Guidelines to Measure for the Chapter or Section Award:

- The **entire** PGA career that will include all of their work as a PGA Professional including teaching and coaching experience, mentoring, education, and training, player development, as well as service and commitment to the Game of Golf, their Association, and their Chapter or Section
- Overall performance as a Golf Professional.
- Service to the Chapter, Section and the Association in the effort to assist the PGA of America in its effort to meet its mission to promote the enjoyment of the game of golf, enhance the skill of PGA Professionals, elevate the standards of the professional golfers’ vocation, and promote the overall vitality of the game.
- Leadership ability.
- The overall image as a PGA Professional and how the individual reflects the values of the PGA of America and the game of golf.
- Promotion toward the **Growth of the Game of Golf**.

Eligibility for Chapter and Section Award:

The following are ineligible: PGA Chapter, Section or National Staff.

Criteria for the National Award:

- Candidate must have been a Class A PGA member in good standing for a **minimum total of 10 years**.
- Candidate has developed the image, reputation, and ability to inspire fellow PGA members as a PGA Professional.
- Candidate must have maintained a substantial record of service to the Association and game of Golf, as well as helping to further educate and train their fellow PGA Professionals.
- Candidate must have maintained a substantial record of service and promotion toward the **Growth of the Game of Golf**.

Eligibility for the National Award:

The Following persons are ineligible:

- Previous National PGA Golf Professional of the Year Award winners.
- Past Presidents of the Association.
- Current members of the Association Board of Directors
- Nominees for National Office.
- Class “F” or “Inactive” members.
- Apprentices.
- PGA section staff.

PGA Teacher of the Year

Description:

The “PGA Teacher of the Year Award” bestows special recognition on a PGA Golf Professional who has performed outstanding services as a golf teacher and coach. This award is based on a professional’s overall performance in teaching; unusual, innovative and special teaching programs initiated or implemented; articles published; as well as outstanding golfers the professional has instructed.

Requirements:

- Candidate must be a PGA member in good standing.
- Candidate must be well regarded as a model PGA member.
- Demonstration and acknowledgement as an individual of outstanding leadership and strong moral character.

Criteria and Guidelines to Measure for the Chapter or Section Award:

- The Performance in teaching at their facility, Chapter, Section, and National levels.
- The Impact made on fellow teachers, as well as the contributions made through their efforts to educate their fellow PGA professionals.
- Outstanding amateur, junior, and/or professional golfers the candidate has instructed.
- Teaching awards and recognitions that the teacher has received;
- The written or video-graphic contributions through national and local media such as books, magazines, newspaper, internet, teaching products, teaching aids, etc.;
- Unusual, innovative and/or special teaching programs the golf professional has initiated or played a key role in implementing.

Eligibility for Chapter and Section Award:

The following are ineligible: PGA Chapter, Section or National Staff.

Criteria for the National Award:

- Candidate must have been a Class A PGA member in good standing for a **minimum total of 10 years**.
- Candidate has developed the image, reputation, and ability to inspire fellow PGA members with an emphasis on Teaching and Coaching.
- Candidate must have maintained a substantial record of service to the game of golf, as well as helping to further educate their fellow PGA professionals with an emphasis on Teaching and Coaching.
- Candidate must have maintained a substantial record of service and promotion toward the growth of the game.
- Candidate must be a Master Professional or Certified Professional in Teaching or, must have attended or conducted a minimum combined total of **TEN (10)** national teaching workshops, teaching /coaching summits or sectional teaching workshops or teaching/coaching summits within the last **FIFTEEN (15) years**.

Eligibility for the National Award:

The Following persons are ineligible:

- Previous National PGA Teacher of the Year Award winners.
- Past Presidents of the Association.
- Current members of the Association Board of Directors
- Nominees for National Office.
- Class “F” or “Inactive” members.
- Apprentices.
- PGA section staff.

Bill Strausbaugh Award

Description:

The “PGA Bill Strausbaugh Award” bestows special recognition on a PGA Golf Professional, who personally displays outstanding integrity, character, and leadership through a commitment to mentoring and making significant impacts on the careers of PGA Professionals. In the spirit of the award, “mentoring” shall be defined as follows:

“Mentoring is supporting professionals to manage their own development so they can maximize their PGA career potential. The PGA mentor empowers, enables, advises, challenges, and encourages professionals to enhance their professional skills, strengthen their level of service, improve their work performance, and become the PGA Member that they aspire to be.”

Requirements:

- Candidate must be a PGA member in good standing.
- Candidate must be well regarded as a model PGA member.
- Demonstration and acknowledgement as an individual of outstanding leadership and strong moral character.

Criteria and Guidelines to Measure for the Chapter or Section Award:

- Their **entire** PGA career with the primary emphasis on the service and commitment for mentoring fellow PGA Professionals as defined in the mentoring statement;
- Their performance and service to the Chapter, Section, and Association to include contributions to building and growing the image of the PGA Professional, the Association and game of golf through mentoring, as well as within the area of employment and club relations;
- The significant impacts made on fellow Golf Professionals resulting in the advancement of skills, knowledge, work performance, and ultimately career advancement;
- The significant influence made on PGA Professionals, facilities, and employers within employment and club relations resulting in the advancement of the PGA’s mission;
- Overall integrity and recognition as a person of outstanding character by PGA Professionals and leaders within the community.

Eligibility for Chapter and Section Award:

The following are ineligible: PGA Chapter, Section or National Staff.

Criteria for the National Award:

- Candidate must have been a Class A PGA member in good standing for a **minimum total of 10 years**.
- Candidate must have maintained a substantial record of service to the PGA of America in the effort to further the careers of fellow PGA Professionals as a mentor, counselor, teacher and advisor.
- Candidate has developed the image, reputation, and ability to inspire fellow PGA members with an emphasis in the area of leadership and service to the Association, individual PGA Professionals and the community at-large.

Eligibility for the National Award:

The Following persons are ineligible:

- Previous National Bill Strausbaugh Award winners.
- Past Presidents of the Association.
- Current members of the Association Board of Directors
- Nominees for National Office.
- Class “F” or “Inactive” members.
- Apprentices.
- PGA section staff.

Horton Smith Award

Description:

The “PGA Horton Smith Award” bestows special recognition on a PGA Golf Professional, who is the model educator of PGA Golf Professionals to include outstanding and continuing contributions to professional education.

Requirements:

- Candidate must be a PGA member in good standing.
- Candidate must be well regarded as a model PGA member.
- Demonstration and acknowledgement as an individual of outstanding leadership and strong moral character.

Criteria and Guidelines to Measure for the Chapter or Section Award:

- Their **entire** PGA career not just sitting in the education chair at either the chapter or section level. The commitment for lifelong education and training, as well as all of their education and training experience, skill sets, service, and commitment to the Game of Golf, their Association, Section and Chapter;
- Their performance and service in the area of education and training Golf Professionals at the National, Section, Chapter, and facility levels.
- The impacts made on fellow Golf Professionals through their service and efforts in the area of education and training.
- Contributions provided to The PGA, or other organizations, as a subject matter expert and/or educator.
- The written or video contributions in the effort to educate and train Golf Professionals through National, Section, or Chapter to include books, articles, manuals, best practices, etc.;
- Unusual, innovative and/or special education programs or delivery methods of programs which the individual has initiated or played a key role in implementing.

Eligibility for Chapter and Section Award:

The following are ineligible: PGA Chapter, Section or National Staff.

Criteria for the National Award:

- Candidate must have been a Class A Member in good standing for a **minimum of total of 10 years**.
- Candidate has developed the image, reputation, and ability to inspire fellow PGA members with an emphasis in the area of education and training of PGA Professionals.
- Candidate must have maintained a substantial record of service to the PGA of America and the game of golf to further educate and train fellow PGA members, apprentices, and industry stakeholders.
- Candidate must have maintained a substantial record of service and promotion toward the growth of the game.
- Candidate must have served as an Association Subject Expert (SME), adjunct PGA faculty member, OR have conducted and/or taught at a **minimum combined total of TEN (10) national programs workshops within the last TEN (10) years**.

Eligibility for the National Award:

The Following persons are ineligible:

- Previous National Horton Smith Award winners.
- Past Presidents of the Association.
- Current members of the Association Board of Directors
- Nominees for National Office.
- Class “F” or “Inactive” members.
- Apprentices.
- PGA section staff.

Player Development Award

Description:

The “PGA Player Development Award” bestows special recognition on a PGA Golf Professional, who has displayed extraordinary and exemplary contribution and achievement in the area of player development. The award considers the PGA Professional’s growth of the game leadership, commitment at the Chapter, Section and National levels in the player development arena, and the meaningful impact made at the facility.

Requirements:

- Candidate must be a PGA member in good standing.
- Candidate must be well regarded as a model PGA member.
- Demonstration and acknowledgement as an individual of outstanding leadership and strong moral character.

Criteria and Guidelines to Measure for the Chapter or Section Award:

- The overall impact of Player Development programs implemented at the facility. This impact will include assessments of successful programming to include player introduction and retention, customer satisfaction, rounds produced and revenue generated at the facility;
- The overall quality and variety of the Player Development programming to include the broad range of opportunities for players of all skill levels, the uniqueness of ideas, and the number of best practices utilized.
- Their use and implementation of PGA of America tools and resources such as, but not limited to Performance Track, Get Golf Ready, PGA Junior League, PGA Sports Academy, PGA Operations Survey, etc.;
- Any significant influence made on Golf Professionals, facilities, and employers within the area of Player Development.
- Their performance and service to the Association as well as their Chapter and Section to include contributions to building and growing the image of the PGA Professional and The PGA through the promotion of golf and the golf industry;
- Overall integrity and recognition as a person of outstanding character by PGA Professionals and leaders within the community;

Eligibility for Chapter and Section Award:

The following are ineligible: PGA Chapter, Section or National Staff.

Criteria for the National Award:

- Candidate must be a Class A PGA member in good standing and involved in player development as either a Member or Apprentice for a **minimum total of 10 years**.
- Candidate must have maintained a substantial record of service to the PGA of America, Section, facility, and golf industry in the area of Player Development.
- Candidate has developed the image, reputation, and ability to inspire fellow PGA members with an emphasis in the area of Player Development.
- Candidate must have maintained a continual record of service and promotion of the game of golf and golf industry in the effort to grow meaningful participation in the game.

Eligibility for the National Award:

The Following persons are ineligible:

- Previous National PGA Player Development Award winners.
- Past Presidents of the Association.
- Current members of the Association Board of Directors
- Nominees for National Office.
- Class “F” or “Inactive” members.
- Apprentices.
- PGA section staff.

Youth Player Development Award

Description:

The “PGA Youth Player Development Award” bestows special recognition on a PGA Golf Professional, who has displayed extraordinary and exemplary contribution and achievement in the area of youth player development. The award considers the PGA Professional’s focus on Youth through their growth of the game leadership, commitment at the Chapter, Section and National levels in the youth player development area, and the meaningful impact made upon youth through the introduction and participation in the game.

Requirements:

- Candidate must be a PGA member in good standing.
- Candidate must be well regarded as a model PGA member.
- Demonstration and acknowledgement as an individual of outstanding leadership and strong moral character.

Criteria and Guidelines to Measure for the Chapter or Section Award:

- The overall impact of Youth Player Development programs implemented at the facility and within the community. This impact will include assessments of successful programming to include player introduction, customer satisfaction, development of individual character and values, and retention into adulthood;
- The overall quality and mixture of the Youth Player Development programming to include the broad range of opportunities for players of all skills levels, the uniqueness of ideas, and the number of best practices utilized;
- The use and implementation of PGA of America Youth golf programming such as PGA Junior League, PGA Sports Academy, as well as Chapter and Section provided programming;
- Any significant influence made on Golf Professionals, participants, the community, facilities, and employers within the area of Youth Player Development;

Eligibility for Chapter and Section Award:

The following are ineligible: PGA Chapter, Section or National Staff.

Criteria for the National Award:

- Candidate must be a Class A PGA member in good standing and involved in youth player development efforts as either a PGA Apprentice or Member for a **minimum of 10 years**.
- Candidate must have maintained a substantial record of service to the PGA of America, Section, facility, and golf industry in the area of Youth Player Development.
- Candidate has developed the image, reputation, and ability to inspire fellow PGA members with an emphasis in the area of Youth Player Development.
- Candidate must have maintained a continual record of service, promotion of the game of golf, as well as proven interest and ability to provide opportunities and experiences for youth to learn, play, and participate in the game.

Eligibility for the National Award:

The Following persons are ineligible:

- Previous National PGA Youth Player Development Award winners.
- Past Presidents of the Association.
- Current members of the Association Board of Directors
- Nominees for National Office.
- Class “F” or “Inactive” members.
- Apprentices.
- PGA section staff.

The Patriot Award

Description:

The “PGA Patriot Award” bestows special recognition on a PGA Golf Professional, who personifies patriotism through the game of golf and demonstrates unwavering commitment and dedication to the men and women who have valiantly served and protected the United States of America.

Requirements:

- Candidate must be a PGA member in good standing.
- Candidate must be well regarded as a model PGA member.
- Demonstration and acknowledgement as an individual of outstanding leadership and strong moral character.

Criteria and Guidelines to Measure for the Chapter or Section Award:

- The overall contribution to programs and events including, but not limited to, Patriot Golf Day, which supports the Armed Forces and veterans, and such programs impact;
- The overall involvement in the promotion and development of targeted golf programs at the club, Chapter, Section, and National levels, as well as within the community for military personal and veterans;
- The active support and contributions of the Armed Forces and veterans through community activities at-large;
- Overall integrity and recognition as a person of outstanding character by PGA Professionals and leaders within the community;

Eligibility for Chapter and Section Award:

The following are ineligible: PGA Chapter, Section or National Staff.

Criteria for the National Award:

- Candidate must be a Class A PGA member in good standing and involved in military programming efforts as either a PGA Apprentice or Member for a **minimum total of 10 years**.
- Candidate must have maintained a substantial record of contributions and support to the United States Armed Forces and its Active Duty and Reserved personnel and veterans.
- Candidate must have displayed proven interest, concern, and ability to provide opportunities and experience for active duty, reservist, and veterans to learn and play golf.
- Candidate must have shown an ability to inspire fellow PGA members with an emphasis in the area of service to the military.
- Candidate must have maintained a continual record of service, promotion of the game of golf and proven interest and ability to provide opportunities and experiences for military personnel to learn, play and participate in the game.

Eligibility for the National Award:

The Following persons are ineligible:

- Previous National Patriot Award winners.
- Past Presidents of the Association.
- Current members of the Association Board of Directors
- Nominees for National Office.
- Class “F” or “Inactive” members.
- Apprentices.
- PGA section staff.

Assistant Golf Professional of the Year Award

Description:

The “Assistant Golf Professional of the Year Award” bestows special recognition on a PGA Golf Professional, who total contributions to the game of golf and his facility best exemplify the complete Assistant Golf Professional. This award embraces a wide range of services executed by the working club professional.

Requirements:

- Candidate must be a PGA member in good standing.
- Candidate must be well regarded as a model PGA member.
- Demonstration and acknowledgement as an individual of outstanding leadership and strong moral character.

Criteria and Guidelines to Measure for the Chapter or Section Award:

There is no National Award.

- The overall performance as a PGA Assistant Golf Professional;
- The overall service to the Chapter, Section, and Association and the game of golf;
- The impacts made on fellow PGA Professionals in the effort to lead and inspire them through contributions made to the Association and the game of golf;
- The significant impacts made on fellow Golf Professionals resulting in advancement of skills, knowledge, and work performance;

Eligibility for Chapter and Section Award:

The following are ineligible: PGA Chapter, Section or National Staff.

Pacific Northwest Section

Merchandiser of the Year Award

Private, Public and Resort

Description:

The “PGA Merchandiser of the Year Award” bestows special recognition on a PGA Golf Professional performed outstanding services as a Merchandiser. This award is based on a professional’s overall performance in merchandising; unusual, innovative and promotion of sales. The award considers the skill of planning and presenting of merchandise in a timely basis, and through the use of specialized merchandising techniques that include display and advertising.

Requirements:

- Candidate must be a PGA member in good standing.
- Candidate must be well regarded as a model PGA member.
- Demonstration and acknowledgement as an individual of outstanding leadership and strong moral character.

Criteria and Guidelines to Measure for the Chapter or Section Award:

- The Performance in merchandising at their facility.
- Unusual, innovative and/ or special merchandising programs the golf professional has initiated or played a key role in implementing.
- The impact made on their shop through creativity in displaying and rotating merchandise throughout the year.
- The Gross margin / COS on merchandise throughout the year, and also the dollars per round.
- The written or video-graphic contributions through national and local media such as books or best practices on merchandising.
- The ability to inspire fellow PGA Professionals with an emphasis in the area of merchandising.
- Overall integrity and recognition as a person of outstanding character by PGA Professionals and leaders within the community.
- Overall vendor relations and the ability to maintain and grow relationships with local, regional and nation vendors to benefit the growth in the business at your club.

Eligibility for the National Award:

The Following persons are ineligible:

- Previous National PGA Merchandiser of the Year Award winners.
- Past Presidents of the Association.
- Current members of the Association Board of Directors
- Nominees for National Office.
- Class “F” or “Inactive” members.
- Apprentices.
- PGA section staff.

Eligibility for Chapter and Section Award:

The following are ineligible: PGA Chapter, Section or National Staff.