



PGA

Philadelphia Section

Roundtable Series

- 2023 -

2023 ROUNDTABLE PARTNER



Ron Stepanek, PGA
Business Development Executive
BrightView Golf Maintenance
(267) 804-5473
ron.stepanek@brightview.com
brightview.com



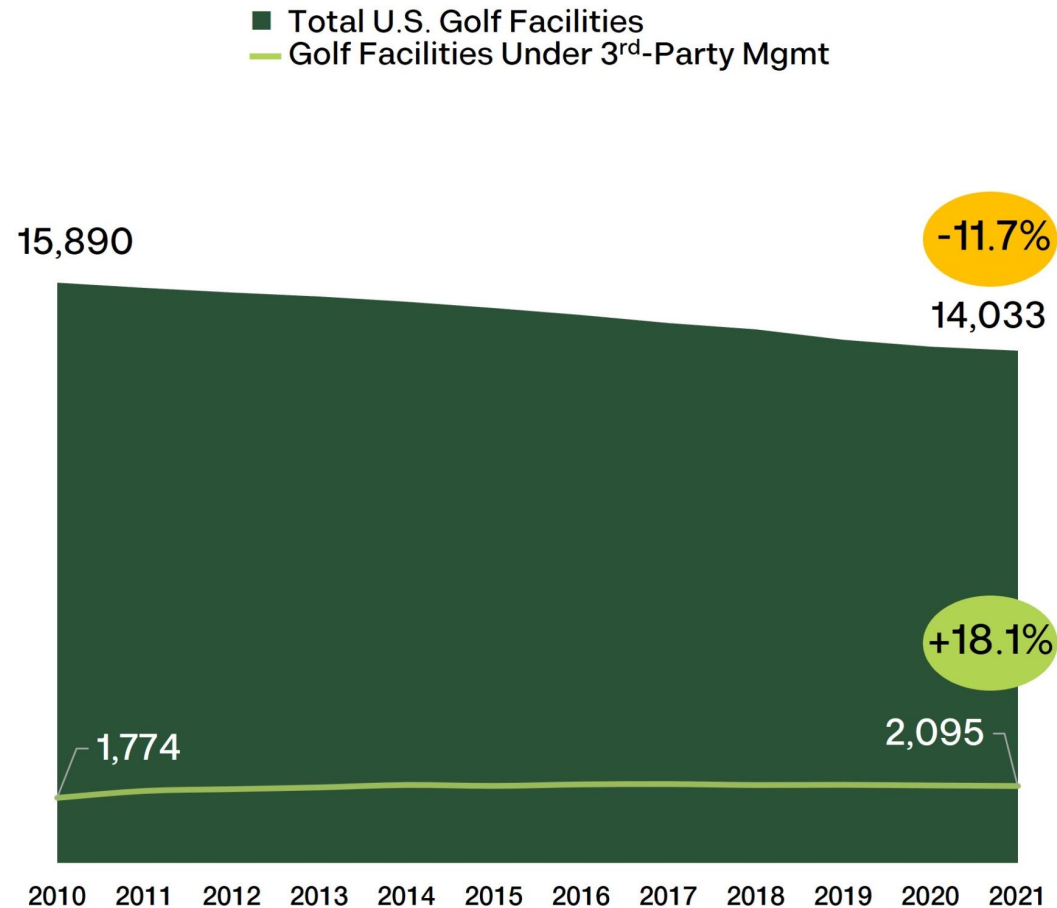


BETTER CONDITIONS, BETTER BOTTOM LINE

Philadelphia PGA District Round Tables
Winter 2023

BrightView 
Golf Maintenance

NGF: Trends in 3rd Party Management



NGF: Multi Course Operators



Source: National Golf Foundation facility database

* Indigo Golf Partners was acquired by Troon # Brown Golf and GreatLIFE are merging

Where's BVGM?



Source: National Golf Foundation facility database

* Indigo Golf Partners was acquired by Troon # Brown Golf and GreatLIFE are merging

Data herein is member-only and cannot be visually repurposed without permission from NGF.

Case Study

Hillendale Country Club, Phoenix, MD



BVGM Partner – 2021

- ✓ Fixed cost
- ✓ Reduced maintenance budget
- ✓ Improved conditions
- ✓ Financing new equipment
- ✓ Access to trouble shooting

Case Study

Amsterdam Golf Course, Amsterdam, NY



BVGM Partner – 2021

- ✓ Reduced maintenance budget
- ✓ Improved conditions
- ✓ Reader's Choice #1

BrightView's #1 Value to PGA GM?

Just Consider

Your Golf Course, Philly PGA




Could you be more successful?

- ✓ Reduced Maintenance Budget
- ✓ Improved conditions
- ✓ Financing on new equipment
- ✓ Help with major projects
- ✓ Less involvement with your maintenance while retaining control

TODAY'S AGENDA

- Introductions / icebreaker
- Group discussion
- PGA of America updates
 - Employment / career services
 - Player engagement
- Philadelphia PGA Section update
- PGA REACH Philadelphia update





ICEBREAKER:
Name two challenges
your facility will face in 2023



DISCUSSION TOPICS

- Work-life balance
- Staffing
 - Recruiting
 - Hiring
 - Retention
 - Compensation
- Compensation
- Tournament / event operations
- Marketing / communications



PGA OF AMERICA UPDATES



Leila Mackie, PGA
Career Consultant /
Recruiting Specialist



Michael Smith, PGA
Player Engagement
Consultant



Career Services / Employment



PGATM



Updates

- Deferred Comp Plan - Roll Out
- Compensation Survey
- New PGA 3.1 Education Curriculum change

Hot Topics / Priorities

- Pulse Check - How we feeling?
- Work Life Balance
- Compensation
- Recruiting, staffing, hiring
- Retention

Work Life Balance

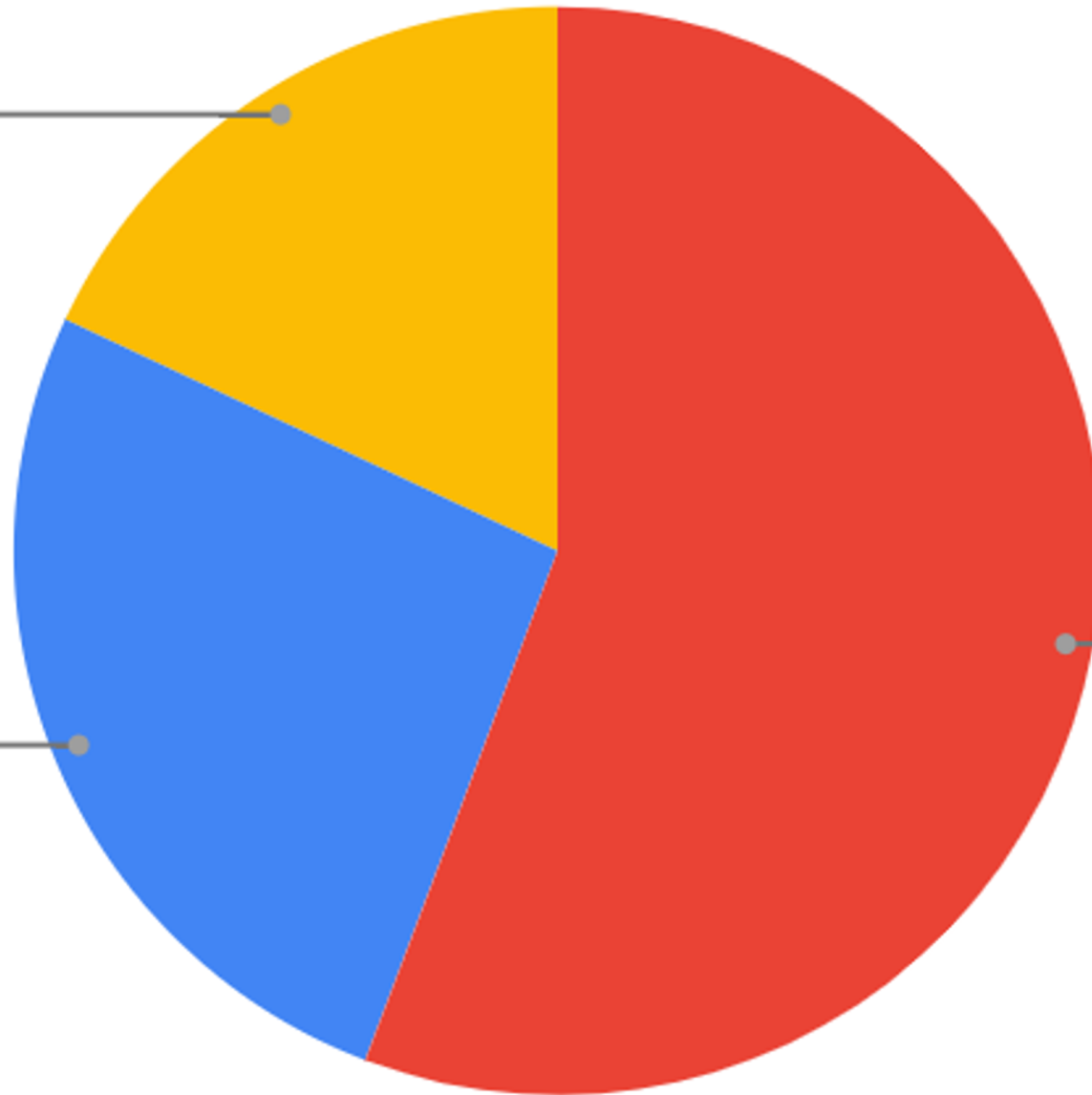
- Have you had this conversation with your club owner/leadership?
- Who is doing a good job with this? How do you staff at your club?
- Flexible scheduling, shortening hours the golf shop and/or clubhouse is open
- Incentives for working difficult shifts, schedule vacation time/PTO in advance to help your staff plan ahead

2021 Projected Payroll / Round

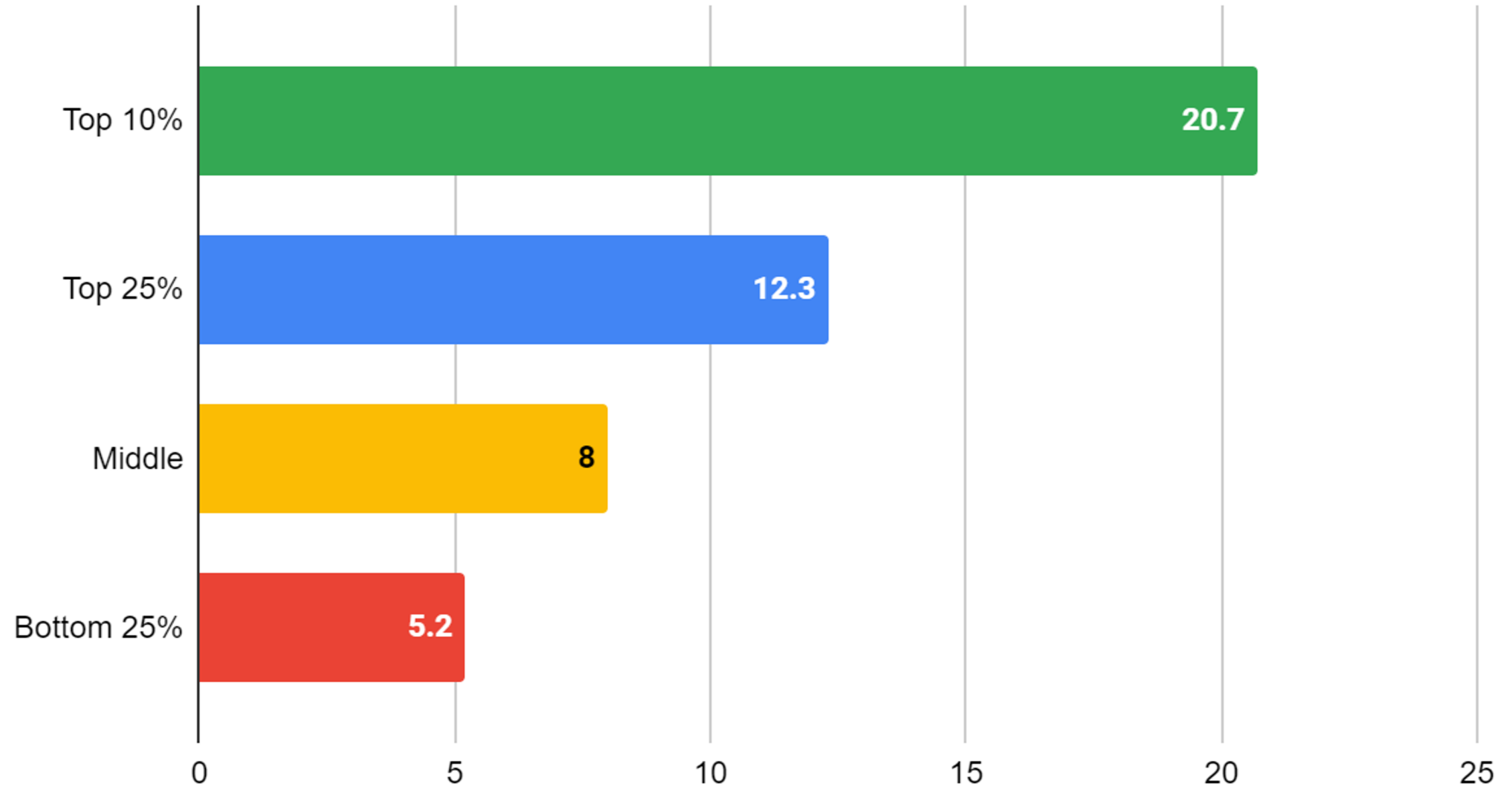
Same
18.0%

Projected +
26.2%

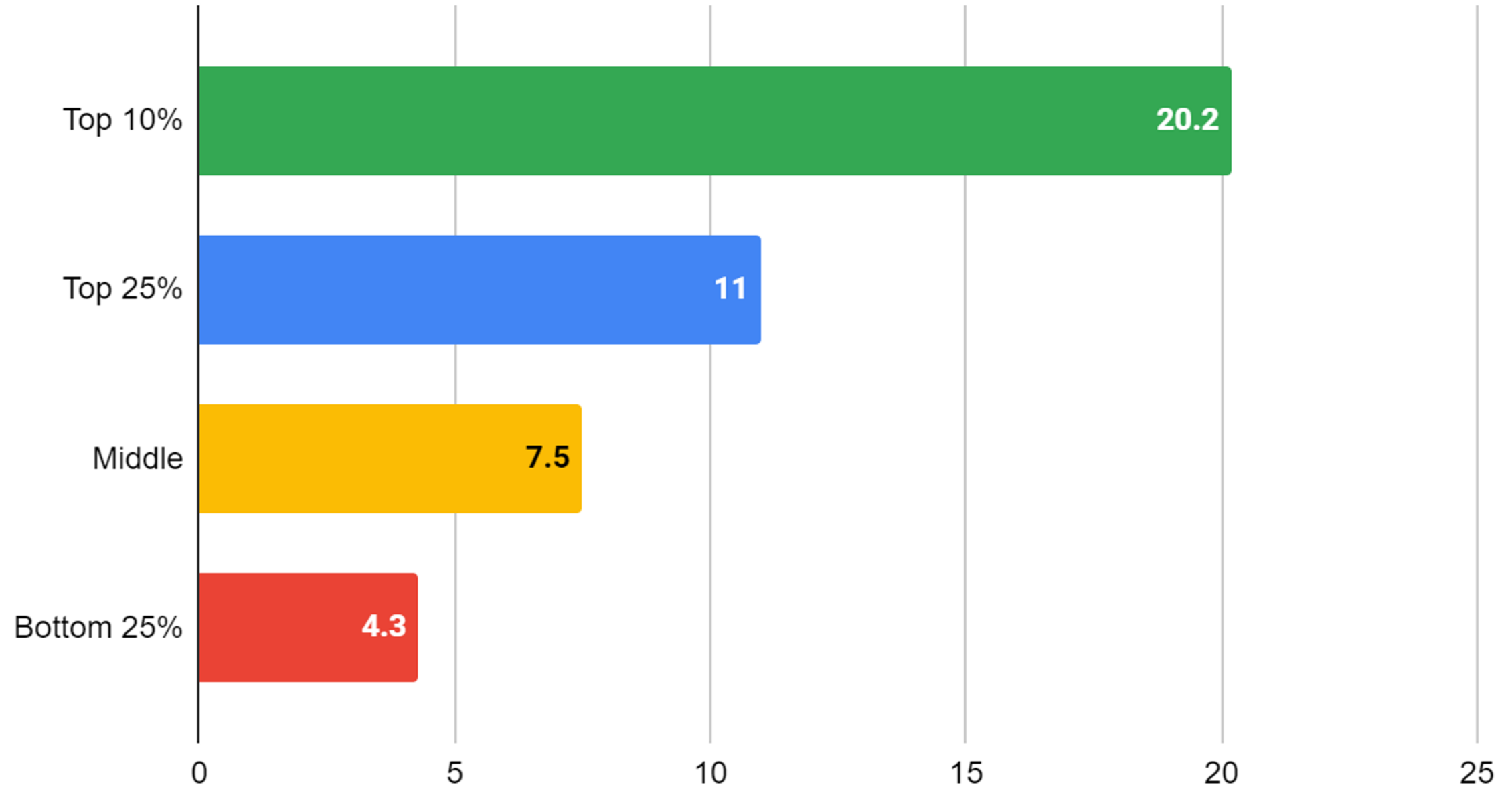
Projected -
55.8%



2019 Private Payroll / Round



2021 Private Payroll / Round (Projected)



| 2019 Payroll | 2020 Payroll | 2021 Payroll | 2020 vs 2019 | 2020 vs 2021 | 2019 vs 2021 | 2019 P/R | 2020 P/R | 2021 P/R |
|----------------|----------------|------------------|--------------|--------------|--------------|----------|----------|----------|
| Na | NA | nA | 0.00% | 0 | | | | |
| \$ 416,050.00 | \$ 454,000.00 | \$ 465,550.00 | 9.12% | 2.54% | 11.90% | 22.5 | 17.1 | 19.4 |
| \$ 212,258.00 | \$ 202,318.00 | \$ 215,000.00 | -4.68% | 6.27% | 1.29% | 15.7 | 15.4 | 16.5 |
| \$ 315,000.00 | \$ 324,000.00 | \$ 330,000.00 | 2.86% | 1.85% | 4.76% | 16.2 | 14.7 | 16.5 |
| \$ 265,931.00 | \$ 225,900.00 | To Be Determined | -15.05% | 0.00% | 0.00% | 17.5 | | |
| \$1,277,000.00 | \$1,060,000.00 | \$1,200,000.00 | -16.99% | 13.21% | -6.03% | 30.5 | 22.1 | 26.1 |
| \$ 133,000.00 | \$ 137,000.00 | \$ 141,000.00 | 3.01% | 2.92% | 6.02% | 7.8 | 7.0 | 7.2 |
| \$ 645,000.00 | \$ 678,000.00 | \$ 698,000.00 | 5.12% | 2.95% | 8.22% | 40.2 | 26.9 | 31.7 |
| \$ 280,000.00 | \$ 300,000.00 | N/A | 7.14% | 0.00% | 0.00% | 20.0 | 13.9 | |
| \$ 270,000.00 | \$ 241,000.00 | \$ 278,000.00 | -10.74% | 15.35% | 2.96% | 16.9 | 12.7 | 15.9 |
| \$ 240,000.00 | \$ 250,000.00 | \$ 260,000.00 | 4.17% | 4.00% | 8.33% | 14.0 | 9.3 | 10.4 |
| \$ 450,000.00 | \$ 500,000.00 | \$ 500,000.00 | 11.11% | 0.00% | 11.11% | 48.4 | 40.0 | 50.0 |
| \$ 250,000.00 | \$ 220,000.00 | \$ 270,000.00 | -12.00% | 22.73% | 8.00% | 16.1 | 9.4 | 12.3 |
| \$ 401,000.00 | \$ 352,000.00 | \$ 420,000.00 | -12.22% | 19.32% | 4.74% | 26.9 | 13.8 | 18.3 |
| \$ 193,437.00 | \$ 139,308.00 | \$ 157,976.00 | -27.98% | 13.40% | -18.33% | 18.7 | | |
| \$ 200,000.00 | \$ 200,000.00 | \$ 200,000.00 | 0.00% | 0.00% | 0.00% | 11.1 | 8.9 | 9.1 |
| \$ 275,000.00 | \$ 275,000.00 | \$ 290,000.00 | 0.00% | 5.45% | 5.45% | 32.4 | 30.6 | 32.2 |
| \$ 400,000.00 | \$ 340,000.00 | \$ 409,000.00 | -15.00% | 20.29% | 2.25% | 19.0 | 14.2 | 17.0 |
| \$ 250,000.00 | \$ 250,000.00 | \$ 250,000.00 | 0.00% | 0.00% | 0.00% | 19.2 | 15.6 | 14.7 |
| \$ 228,900.00 | \$ 272,400.00 | \$ 298,500.00 | 19.00% | 9.58% | 30.41% | 15.8 | 13.6 | 16.1 |
| \$ 250,000.00 | \$ 220,000.00 | \$ 250,000.00 | -12.00% | 12.73% | 8.00% | 16.1 | 9.4 | 12.3 |

Compensation

Moving UP....

Since Fall Meeting - 10.31.22

Announced in bottom 3 out of 41 Sections

Compensation

Moving UP....

Since Fall Meeting

Great Push over last 60 days

Compensation

Moving UP....

Great Push over last 60 days

Ended 2022 - 46% - Ranked 31st

Compensation

Moving UP....

Ended 2022 - 46% - Ranking 31st

Up EIGHT SPOTS,

Now ONLY

8% shy of national average, 13% short of top 15

COMPLETE THE COMPENSATION SURVEY!!!

- The most important thing you can do to help yourself and other PGA Members. This information it's vital to our Members when it comes to salary negotiations and increasing compensation.



Compensation

1. ***Thank you!***
2. ***Keep it up***
3. ***Why These REPORTS MATTER***

Compensation

1. Data for Fellow Professionals

1. Educate Facilities.....

Hiring and Posting

Compensation

MOSELEM SPRINGS GOLF CLUB

COMPENSATION REPORT



JANUARY 2023



Prepared by Caleb D. Blodgett, PGA

BACKGROUND

This information was compiled using the responses from PGA Members to the PGA Compensation Survey as well as through information shared by professionals within the context of executive searches, career planning, and consultative services.

For the purposes of this report, and in consideration of the private nature of compensation information, the information will be presented in aggregate with the peer group, as identified by Club representatives, as context for the information. The Peer Club Set, as provided, includes:

- Applebrook Golf Club
- Aronimink Golf Club
- Blue Bell Country Club
- Green Valley Country Club
- Gulph Mills Golf Club
- Huntingdon Valley Country Club
- Overbrook Golf Club
- Philadelphia Country Club
- Rolling Green Golf Club
- St. Davids Golf Club
- Sunnybrook Golf Club
- Whitemarsh Valley Country Club

The compensation ranges reflect the compensation for the Head Golf Professional (A-1) & Assistant Professionals (A-8) of the golf operations staff - with ten of the twelve Clubs listed included in the data below, having contributed to the Compensation Profile.

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MOSELEM SPRINGS GOLF CLUB

Comparative Compensation Within Peer Set.

Based on the Peer Set provided, the compensation ranges for the PGA Head Golf Professionals & Assistant Golf Professionals (A-8) in the golf operations department are listed below.

Note that total compensation includes all sources of income including lessons, bonuses, commissions, and golf shop ownership (if applicable).

| Head Golf Pro. | Base Pay | Total Comp. |
|----------------|-----------|-------------|
| Average | \$134,000 | \$186,000 |
| Median | \$118,000 | \$210,000 |
| Top 10% | \$171,000 | \$302,000 |
| Top 25% | \$157,000 | \$261,000 |

| Asst. Professional | Base Pay | Total Comp. |
|--------------------|----------|-------------|
| Average | \$50,000 | \$71,000 |
| Median | \$50,000 | \$68,000 |
| Top 10% | \$60,000 | \$79,000 |
| Top 25% | \$56,000 | \$73,000 |

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Time Management

Could be the most important skill to improve in 2023

**Becoming More Efficient
makes space for more of what you want to do.....**

Both Personally and Professionally!

Time Management

Three Take Home - Tips

2 Minute Drill

Small WINS Count!

Time Management

Three Take Home - Tips

2 Minute Drill - Small WINS

File It / 3 Things to Get Done Tomorrow

Time Management

Could be the most important skill to improve in 2023

Three Quick Tips

2 Minute Drill - Small WINS

File It / 3 Things to Get Done Tomorrow

Wait, Wait, Wait.....Then Email

Time Management

Could be the most important skill to improve in 2023

Time You Save - Can Be Utilized How You NEED

2 Minute Drill - Small WINS

File It, Don't Carry It / 3 Things to Get Done Tomorrow

Wait, Wait, Wait.....Then Email

Recruiting Objectives

- Fill the funnel of entry level applicants for green grass opportunities with a focus on a younger demographic
- Retention of current talent and students
- Support PGM University enrollments
- Educate PGA Professionals and Employers on challenges and how best to recruit talent in today's climate
- Lead the effort to diversify the workforce of the game

**MAKE
GOLF
YOUR
CAREER**



See what's possible
at pga.org/journeys



2022 Highlights

- FY - 37,427 impressions
- FY - 4,036 leads
- Creation of Career Exploration Days Expansion of Partnerships & Marketing Successes
- Greater appetite for Industry Collaboration
- Section Collaboration
 - 30 hosted recruiting events to earn Strategic Funding



Event Activation

The Recruitment Team is actively seeking opportunities to spread awareness about all the career paths within the golf industry. Please see a few examples of major events where we've had a presence below. If you would like a member of the team to support/attend an event in your Section, please reach out to recruiting@pga.com

PGA Show



PGA Championship



KPMG Women's
Championship



Collegiate WORKS
Championship



Recruiting - Best Practices

- Understanding what potential employees' are looking for in a job. Gen Z is different than previous generations.
- Look at compensation, culture, and benefits (outside of monetary pay)
- How is the job being advertised? What sets you apart?

What can we learn from leaders in fast food?



- Better than competitive pay
- Generous PTO policy
- Healthcare
- Mentorship/leadership training
- Scholarships for education
- 401K with matching
- Opportunity for advancement
- Options on PTO
- More pay for difficult to fill shifts (Target has just announced they are doing this for the holidays)

Recruiting - Best Practices

- Where are you recruiting people?
 - Jr. League, high schools, colleges, PGA HOPE, Philly Jr. Tour, etc.
- Training and developing staff - Mentoring
- Cross training employees
- Engagement is **KEY** to retaining people

Open Discussion

- We want to hear from you...what's working?

The Seven Stages of American Development Model for the PGA

We've broken down physical and physiological development into 7 stages. Using this strategy, the right skills, exercises, and instruction can be delivered at the right time, leading to success for your students and your coaching program.

| | | |
|--------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| STAGE 1 |  | Active Start GIRLS: 0-6 BOYS: 0-6 Gets kids moving and eventually linking those smaller movements together in play. |
| STAGE 2 |  | FUNDamentals GIRLS: 6-8 BOYS: 6-9 Develops movement skills for play focused on fun, inclusive, multisport, and developmentally appropriate activities. |
| STAGE 3 |  | Learning to Play GIRLS: 8-11 BOYS: 9-12 Further develops all fundamental movement skills and teaching of general golf skills. |
| STAGE 4 |  | Play to Improve GIRLS: 11-15 BOYS: 12-16 Introduces training to further develop golf specific skills based around puberty and growth spurts. |
| STAGE 5 |  | Play to Compete GIRLS: 15-21 BOYS: 16-23 Teaches golfers to perform under a variety of conditions during training encouraging the athlete's competitive spirit |
| STAGE 6 |  | Play to Win GIRLS: 18+ BOYS: 19+ Reinforces, refines and optimizes technical, tactical and ancillary skills with an end goal of winning. |
| STAGE 7 |    | Play Golf for Life ALL AGES Reinforces, refines and optimizes technical, tactical and ancillary skills with an end goal of winning. |

Player Engagement Suite of Products



Accompanied by PGA Section & PGA Coach Programming



Product Development - meet the golfer's needs

SOCIALIZE ■ **ESCAPE** ■ **COMPETE**



Programming Pathway Expanded



Opportunities for PGA Professionals

Learn



Coach



Host



PHILADELPHIA PGA SECTION UPDATE

- Tournaments
- Jennings Scholarship
- Philadelphia PGA Junior Tour
- Education
 - PGA Lifelong Learning
- Communications



SECTION TOURNAMENTS

- Season-long Match Play with semifinals and final to be held at Aronimink G.C.
- Pros 70+ Eligible to Play Super Sr. tee in pro-ams and team events (pro-pro) – all pros will compete for the same purse when playing from the Super Sr. tee (89-92% of the regular tee).
- Model Local Rule L-1 – reduces the penalty for failing to sign a scorecard at the end of a round from disqualification to two strokes assessed on the last hole.



PHILADELPHIA PGA JUNIOR TOUR

- Staff changes
- 2023 scheduling: hard goal is 90 regular PJT events, FUNdamental Tour events, and 9-Hole Series events
- FUNdamental Tour: Partnering with Operation 36
- New Partnership: Valley Forge Tourism & Convention Board / MontCo Golf
- Member engagement
- Girls-only events
- Offseason events: FitGolf, Skramble House, Fairways & Dreams
- College recruitment webinars, women PGA members for youth girls
- Common Rules situation videos



PGA REACH PHILADELPHIA UPDATE

- PGA HOPE Philadelphia
- Golf Marathons
- Golf in Schools
- Philadelphia PGA Junior Tour Diversity Scholarships
 - *2023 Application opens Feb. 1*
- PGA REACH Philadelphia Pro-Am
 - October 16th at Galloway National
- Equipment Rental Program
- Cornhole Tournament: Feb. 10 at Blue Bell C.C.



SECTION COMMUNICATIONS

OBJECTIVES:

- Keep PGA Professionals informed
- Increase engagement
- Activate and renew partner agreements
- Monetize department
- Leveraging existing partnerships (VFTCB and “Inside Golf”)
- Web series
- New partner events

- Section / REACH / PJT updates
- Employment opportunities / data
 - National programming
 - Partner offerings



- Differentiate Section from AGAs / SRGAs
 - Storytelling / soft news
- Connect to national brands, including PGA of America

- Education events
- Tournaments
- Networking events
- Community outreach / growth of the game
- Traditional and social media



SECTION COMMUNICATIONS CONTINUED

Digital

E-blasts
1921 e-pub
Newsletters
Social media
Video
Press releases
Partner advertisements
Championship e-pub
Testimonials

Relationship and Events

Education seminars
Networking events
Employment / industry promotion
Partner events
REACH initiatives
National events

Traditional Mediums

“Inside Golf”
REACH annual report
Regional newspapers
Regional TV
Regional golf websites
PGA of America broadcasts
Mailers
Signage