



PGA
Employment Services

CAREER NOTES **November/December 2016**

By Dick Bradow, PGA
PGA Employment Consultant

Dear Fellow Kentucky PGA Professionals,

As I write final my chapter of "Career Notes" with my upcoming retirement at the end of 2016, I am filled with many emotions from my 40 years as a PGA of America member. It has been an honor being your Kentucky PGA Employment Consultant for the past 17 years and working with a wonderful group of colleagues on the PGA Employment team. My time serving KPGA Professionals, employers, and the Kentucky Section has been the most rewarding role of my career.

Having experienced the golf business on both the green grass side as a Head Professional for nearly 24 years, as well as from an administrative perspective, I am amazed at how our industry has evolved over the years. We have seen expanded career paths and increased facility management roles for PGA Professionals; an unprecedented growth in golfers and golf courses followed by a more recent decline due to the effects of the economy and oversupply in some areas; an increased emphasis on budget management and revenue generation in addition to our long held PGA focus on service; and the phenomenal impact of technology on all aspects of our industry. While some may long for the "good old days" there is no going back, and those PGA Professionals who have adapted and embraced these changes have been able to thrive.

Going forward, it will be incumbent on every PGA Professional to look for ways to improve their skills, provide more value to their employer, and do their part to grow participation in the game. Here are some ideas:

- Utilize the programs and resources provided by the PGA to help you grow the game, manage your business, and advance your career
- Develop better communication with your employer to continually promote your value – the "Employer Communication Plan" and Executive Summary sample on www.PGA.org/employment can help
- Take advantage of educational opportunities – PGA Certified Professional Program, Kentucky PGA education programs, industry education offerings, local college classes, etc.
- Seek a leadership opportunity by running for the KPGA Board or volunteering for a KPGA committee
- Get involved in your community with volunteer work, fund raising, speaking at service clubs, golf in schools, etc.
- Be a mentor and a resource to your fellow KPGA Professionals
- Work on your golf game, play more golf, and participate in more KPGA tournaments

If you are an established PGA Professional, avoid complacency and the tendency to do the same things year after year – look for creative ways to reinvent your operation, engage your customers, and increase excitement and participation in your golf program.

If you are newer to the industry, find ways to separate yourself to help advance your career – continuing education, PGA and community involvement, teaching and playing, broadening your network, and striving for excellence in everything you do.

In closing, I want to thank all Kentucky PGA Professionals for your support, your hospitality, and your friendship. It has been a privilege to work with you, as well as with current and past KPGA Professionals who have served in section leadership roles, and of course with Steve McMillen and our outstanding Golf House Kentucky staff.

Thank you for the opportunity to serve you, and I look forward to continuing to see you as a member of the Kentucky PGA Section.

Dick Bradow is an Employment Consultant for the PGA of America and a PGA Certified Professional. He can be contacted at (502) 458-2002 or by e-mail at dbradow@pgahq.com.