



PGA
Employment Services

CAREER NOTES
January/February 2016

By Dick Bradow, PGA
PGA Employment Consultant

I hope you enjoyed the holidays with your family and are looking forward to a successful 2016 season. As we begin a new year, here are some updates and reminders about PGA Employment Services activities and resources:

PGA.org Employment Resources

I hope you have had the opportunity to explore the new PGA of America website www.PGA.org. The website has been designed with a contemporary interactive format to allow PGA Professionals to customize the content and information to best suit their needs. I would encourage you to visit the Employment area of PGA.org, where you will find information about the employment and career resources available to you as a PGA Professional, including CareerLinks, PGA Jobfinder, PGA Compensation Report Tool, Job Hunter's Tool Kit, Career Fitness Manual, Employer Communication Plan, resume tips and samples, sample job descriptions, and more. If you have any questions or need assistance using PGA.org, please contact me, or email membership@pgahq.com.

PGA Compensation Survey

The annual PGA Compensation Survey will be available on PGA.org beginning January 8, 2016. This survey is arguably the PGA's most important research initiative and is conducted for your benefit as a PGA Professional. To make sure the survey provides you and your fellow Kentucky PGA Professionals with the most accurate compensation statistics, the KPGA needs every active member and apprentice to complete the survey, from assistants to our members in the highest profile positions. In addition to providing you with meaningful Kentucky PGA data when you need it for negotiations, job searches, and hiring, the Compensation Survey also provides valuable information when we work with employers on your behalf to upgrade KPGA compensation.

Please take a few minutes to complete this very important survey, and if you are the lead PGA Professional at your facility, make sure all PGA members and apprentices on your staff do so as well. Your participation will also help the KPGA maintain its position as a leading section in supporting the Compensation Survey. All individual responses are completely confidential. Nobody sees your personal information, so don't let concerns about confidentiality be a deterrent to participating. PGA members who complete the survey by March 31 will earn 2 MSR credits (maximum 8 survey credits per MSR cycle year).

Employer Communication Plan

Being in a golf operations management position dictates the need for ongoing communication to keep your employer up to date on operational activities, financial information, and successes or "wins" for you and your staff. The Employer Communication Plan and Executive Summary sample found on the Employment area of PGA.org can give you a good start on how, what and when to communicate. I would also recommend utilizing the new Revenue Scorecard, a business tool designed to help you quantify the total incremental revenue driven to your facility through your player development programming. It's also a good idea to keep these communications for a year-end review and for keeping track of your accomplishments for future resume revisions.

PGA PerformanceTrak

If you are responsible for departmental performance at your facility and are not a PerformanceTrak participant, you are missing out on a valuable tool provided to you by the PGA. Sign up today on PGA.org and incorporate this complimentary industry data resource into your monthly routine and your regular communications with your employer. PerformanceTrak data for your facility can also be helpful when listing your operational accomplishments on your resume.

CareerLinks Reminder

To help CareerLinks work for you, the off-season is the perfect time to review and update your CareerLinks ProFile, located on the Employment area of PGA.org. This is especially important if you have recently changed jobs or PGA classifications, gained additional experience, or would like to modify your future preferences. In particular, make sure your PGA employment history is correct and all current and previous facility information is complete. Please contact me if you have any questions about CareerLinks or if you would like me to review your ProFile.

Best wishes for the New Year, and please don't hesitate to contact me for assistance with any PGA employment programs or services.

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.