

Spring 2015 KPGA Special Award Descriptions

The **Bill Strausbaugh Award** is designed to recognize PGA Professionals who by their day-to-day efforts have distinguished themselves by mentoring their fellow PGA Professionals in improving their employment situations and through service to the community.

Bill Strausbaugh Award Guidelines:

- Demonstration of record of service to the Section and the Association
- Proven leadership ability
- Involvement in civic activities and local charitable causes within the community
- Recognized as someone of outstanding character

Bill Strausbaugh Award Criteria:

- Level of service to the Section and Association
- Leadership ability
- Contributions to building and growing the image of the game of golf, the PGA Professional and the Association
- Involvement and contribution toward improving the skills of other PGA Professionals
- Involvement in civic activities within the community
- Involvement with local charitable causes
- Overall integrity and recognition as a person of outstanding character

The **PGA Golf Professional of the Year Award** is one of the highest honors the Association can bestow on a working club professional whose total contributions to the game best exemplify the complete PGA Professional. This award embraces a wide range of services executed by the club professional.

PGA Golf Professional of the Year Guidelines:

- Demonstration of outstanding qualities of leadership
- Demonstration of strong moral character
- Maintain a substantial record of service to the Association and the game of golf
- Well-regarded as a model PGA Golf Professional

PGA Golf Professional of the Year Criteria:

- Overall performance as a Golf Professional
- Service to the Section and the Association
- Leadership ability
- Image and ability to inspire fellow Golf Professionals
- Promotion and growth of the game of golf

The **PGA Horton Smith Award** recognizes the PGA Professional who is the model educator of PGA Golf Professionals. This award is designed to give special recognition to an individual PGA Professional for outstanding and continuing contributions to professional education.

Horton Smith Award Guidelines:

- Demonstration of outstanding qualities of leadership
- Demonstration of strong moral character
- Maintain a substantial record of service to the Association and the game of golf
- Well-regarded as a model educator of PGA Golf Professionals
- Continuing education records will serve as a resource for verification of programs taught by the nominee

Horton Smith Award Criteria:

- Contributions to education programs and seminars in PGA Sections
- Contributions and development of articles related to and benefiting education

- Contributions to building the image of both the PGA Golf Professional and the Association

The **PGA Youth Player Development Award** (formerly Junior Golf Leader) recognizes the PGA Professional who is a leader in youth player development and who reflects the ideals of those who work with youth.

Youth Player Development Award Guidelines:

- Demonstration of involvement in the promotion and development of youth golf activities at the club level
- Support of youth golf programs
- Proven interest, concern and ability to provide opportunities and experience for junior to learn and play golf
- Recognized as someone of outstanding character

Youth Player Development Award Criteria:

- Contributions to youth programs and events in the Section
- Involvement in the promotion and development of youth golf at the club level and within the community
- Support of PGA Youth Golf Programs including PGA Junior League, School Golf, Clubs for Kids, etc
- Overall image, service and leadership in the junior golf arena
- Overall integrity as an individual and acceptance by junior golfers as a person of outstanding character

The **Merchandiser of the Year Award** is designed to recognize those PGA Professionals who have excelled as business persons / merchandisers in the promotion of golf. The PGA honors PGA Professionals in three categories: Private, Public and Resort facilities.

Merchandiser of the Year Guidelines:

- PGA member in good standing
- Overall credit rating
- Credit rating within the industry
- Community involvement

Merchandiser of the Year Criteria:

- Demonstration of skill in planning and promotion of sales by presenting products to his/her market on a timely basis, and through the use of specialized merchandising techniques that include display and advertising

The **Teacher of the Year Award** is designed to recognize a PGA Professional who is an outstanding teacher of golf among the ranks of PGA membership. 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.

Teacher of the Year Award Guidelines:

- Recognized as an outstanding teacher of golf among the ranks of PGA membership
- Initiation and/or implementation of unusual, innovative and/or special teaching programs
- Publication of articles, books, magazines, etc
- Instruction of outstanding golfers

Teacher of the Year Award Criteria:

- Overall performance in teaching at the facility, Chapter, Section and National levels

The **Player Development Award (Formerly President's Plaque)** is designed to recognize a PGA Professional for extraordinary and exemplary contributions and achievements in the area of player development. This award considers the PGA Professional's growth of the game leadership commitment at the Section and National levels and the impact made at the facility.

The Player Development Award Guidelines:

- Contributions to Section and National Player Development initiatives
- Quantity, quality and diversity of player development programs
- Use of Play Golf America tools and resources in the area of Player Development
- Quality of best practices, including uniqueness of ideas, increase in rounds / revenues, retention and customer satisfaction
- Inspiration of fellow PGA Professionals in the area of player development

The Player Development Award Criteria:

- Leadership of Section and National in the area of player development
- Use of PGA of America Player Development and Golf2.0 Resources
- Number of programs conducted, number of consumers / members attending events, diversity in types of programs and target customers
- Some form of measuring impact of program on player retention, increase in rounds played / sold, increase in member / customer satisfaction, impact on growing revenues or decreasing expenses
- Quality, practicality of Best Practice ideas

The Kentucky Section also presents the following awards:

Kentucky Section Assistant Professional of the Year – Awarded for overall excellence as an assistant professional. Service, promotion of the game, image, and overall performance at his/her facility will be considered for this award. A reference/recommendation letter from the A-13, A-4, or A-1 at the facility will also be considered.

Media Representative of the Year

Sales Representative of the Year