

Regional Education Seminars to Position PGA Members for Success

Business expert and author Stuart R. Levine is the scheduled guest speaker

By Michael R. Abramowitz

The past few years have caused the business world to take a long look in the financial mirror, focusing on the strengths and weaknesses of their workforce. The golf industry has certainly followed suit, which is why it is critical for PGA members to position themselves for success in the workplace.

To enhance the tools that PGA members offer throughout their careers, the future of PGA Education will blend lifelong learning and face-to-face training with 21st century learning systems. The integration of these key elements is at the heart of the new PGA Knowledge Center, which is housed at PGALinks.com. They enable PGA Professionals to develop, record and track employment-specific educational resources designed to help you obtain new heights in your career. Focusing on talent development and improvement, PGA Professionals are able to access proprietary curriculum and industry data that provide advanced training throughout their careers.

In order to demonstrate this new cutting-edge approach in professional development, four regional sites will kickoff the first leg of a series of "Position Yourself for Success Seminars" beginning

in February 2011 (*see boxed item*). Featuring motivational speaker Stuart R. Levine — the founder, chairman and CEO of business consulting firm Stuart Levine & Associates, LLC; a former CEO of Dale Carnegie Institute; and best-selling author — these dynamic programs are designed to empower PGA Professionals as they discover and pursue their career goals and dreams.

Levine's seminars are backed by rave reviews from the Metropolitan PGA Section, which has utilized him to inspire personal growth and achievement among their members over the past few years.

"From the time we first started to explore an educational concept, the Metropolitan PGA Section realized we were going to forge a new approach to the business fundamentals for our Professionals," explains Charlie Robson, the Section's Executive Director. "During our engagement with Stuart R. Levine, we incorporated the use of surveys, data gathering, small individual meetings and workshops, plus several major educational programs all geared toward helping our PGA Professionals to become better managers of people; better listeners; better planners; and more effective leaders and communicators."

Adds Dawes Marlatt, The PGA of America's Director of Education: "The seminars will introduce a rich pool of talent-development resources that The PGA has created from the integration of the PGA Employment, Education, Player Development and Facility Promotion programs."

Each of the seminars will focus on three key areas:

- **Education:** PGA Education is more than just providing content. It is linking lifelong relationships that are developed through coaching and mentoring. This rich network enhances and supports innovation and elevates the skills and stature of PGA Professionals.
- **Leadership/Better Serving Your Customers:** The "new normal" for business leaders includes a keen focus on leadership and service issues that strengthen communications and increase your ability to serve your customers. As a result, PGA Professionals are able to provide greater value to their employers.
- **Employment:** A panel discussion by top golf-industry employers will focus on PGA Professionals' role as leaders at their facilities. While PGA members set the tone and establish strategies designed for success, it is their interaction with the customer that defines the brand as a whole, as consumers thrive on relationships and the unparalleled expertise of PGA members.

"You cannot get too much of the teaching of the importance of the *perception* of the golf professional and their staff by your members and customers," says Nelson Long Jr., the 2010 Bill Strausbaugh Award winner, and PGA head professional at Century C.C. in Purchase, N.Y.

The seminars will be posted for all PGA members to review on PGALinks. ■

2011 PGA Education Regional Seminars

Debuting in 2011 are four regional PGA Education Seminars that are personalized to each site and also feature speaker Stuart R. Levine, founder, chairman and CEO of Stuart Levine & Associates, LLC and author of "The 6 Fundamentals of Success." The programs are designed to strengthen your PGA Professional acumen and define new career and education paths for you to achieve within the industry.

Pacific Northwest PGA Section

Feb. 21, 2011

The Coeur d'Alene Resort
Coeur d'Alene, Idaho

Illinois PGA Section

March 7, 2011

Oak Brook Hills Marriott Resort
Oak Brook, Ill.

Middle Atlantic Section

March 10, 2011

Fredericksburg Expo & Conference Ctr.
Fredericksburg, Va.

Northern Texas Section

March 24, 2011

Bent Tree Country Club
Dallas, Texas

Each of the regional host PGA Sections and PGALinks.com will have further details on registration.