

WHY YOU SHOULD HIRE A CANADIAN PGA MEMBER

The Canadian PGA's philosophy is to provide the Canadian golf industry with the highest quality professional administrators, teachers, players and promoters of the game, through superior training, education and member development.

The Canadian PGA believes it takes time and focus to develop the type of Professionals who are the best, most effective and productive in the golf industry. That is why it sometimes takes a Canadian PGA Apprentice many years to achieve their Canadian PGA Class 'A' status.

To become a full fledged member of the Canadian PGA, a professional must complete the Enhanced Learning and Innovative Training and Education program (ELITE). This program requires the completion of five steps, one of which is to complete a degree or diploma in business. They must also complete four levels of the Canadian PGA Teaching Certification Program. Other requirements include completion of a Playing Ability Test, completion of a minimum of 36 hours of seminars from a predetermined course guide, plus club fitting, club repair and rules of golf, and successful completion of the Class A Examination.

As a golf club, how can you afford not to have a Canadian PGA Member working for you?

A Canadian PGA Member provides your club with:

- Stability
- Confidence in your staff
- The Honesty and Trust that you expect from your Professional Staff
- The Best Business Practices in the industry at all times
- An open door to the strongest Network within the golfing community
- Buying power
- Education
- Knowledge

Canadian PGA Professionals have successfully managed golf operations and have been leaders in the game of golf in Canada since 1911. Here are a few reasons why you should employ a Canadian PGA Professional to lead your golf facility.

Canadian PGA Professionals:

- Dedicate their careers to managing, teaching and growing the game of golf.
- Complete a minimum of three years of professional training to achieve PGA membership.
- Possess the business and professional skills necessary to manage expenses, while providing programs and services that generate revenues.
- Have the skills and expertise to manage the entire facility including start-up operations, marketing and promotions, budget and fiscal management, food and beverage operations, and course maintenance.
- Have proven playing ability, and are the most qualified to teach the game and make it more enjoyable for all golfers.
- Possess the interpersonal and customer service skills to attract, retain and meet the needs of customers.
- Have a professional image that proudly represents your facility.

- Are skilled leaders who can attract and train a professional staff to manage your operations.
- Are required to maintain their business and professional expertise through participation or education.
- Can serve many roles at your facility.
 - Chief Operating Officer
 - General Manager
 - Director of Golf
 - Head Golf Professional
 - Director of Instruction
 - Teaching Professional

The Canadian PGA Professional is the logical choice to manage your facility. The Canadian PGA Professional knows the game, and has the business and professional skills necessary to successfully manage your business while making the game more enjoyable for your customers.