



TALENT MANAGEMENT – HOW YOUR PGA TEAM SUPPORTS YOU

Topic Description

Category: Talent Management
Career Path: Personal Enrichment

Subject: TALENT MANAGEMENT – HOW YOUR PGA TEAM SUPPORTS YOU

Presenter: Dawes M. Marlatt, PGA, representing The PGA as Director of Education
Kathy Wilkes, representing The PGA as Director of Employment Services
Ron Stepanek, PGA, representing The PGA as Director of Player Development

- **Why You Are Taking This Course:**

The PGA of America offers PGA Professionals support programs and resources that help you to increase your value as a PGA Professional and communicate that value to your employer. "Your PGA Blueprint for the Changing World" is a multifaceted program that will assist you in career and professional enhancement, facility management, growing the game and customer base and more.

- **In attending this program, you will benefit from learning how your PGA Team supports you through:**

1. **CAREER MANAGEMENT**

Regardless of the economic conditions, it is important to always be prepared to respond quickly for either a professional opportunity or a professional challenge.

2. **PROFESSIONAL ENRICHMENT**

To remain competitive, professionals in any discipline must continue to grow through continuing education, making you more valuable to your facility and your employer.

3. **FACILITY PROMOTION/MANAGEMENT**

Facilities are looking for ways to reduce their costs for promotion. As a PGA member, you can bring promotional value to your facility through the branded programs of The PGA of America. After managing expenses, facilities will need to maintain and grow revenues to be successful. As the PGA Professional, you are uniquely positioned to be the driving force to generate revenues for your facility.

- **To transfer this newfound knowledge into bottom-line results, you the PGA Professional should plan to:**

1. Complete your PGA Professional Report, a free online tool which will produce a professional-looking document you can use to communicate your accomplishments to your employer.
2. Update your CareerLinks Member Profile
3. Attend the PGA Merchandise Show, PGA Fall Expo, PGA and Section Meetings and participate in the Education programs
4. Complete PGA ProFinder Facility Profile
5. Take advantage of PGA Partner Programs
6. Participate in PGA PerformanceTrak and utilize its reporting

- **Plan tomorrow to implement your action plans:**
 1. Complete your PGA Career Fitness Assessment
 2. Contact your PGA Employment Consultant to review your assessment and discuss your Career Goals
 3. Use the PGA Brand in your business
 4. Begin or make progress in the Certified Professional Program
 5. Register your facility programs with Play Golf America
 6. Explore the PGA Best Practices offered by your fellow PGA members

Who Should Attend

- PGA Members employed or interested in achieving their career goals, PGA Apprentices, University Students, and International PGA Members

Schedule

August 17, 2010 * PGA Fall Expo * Venetian Resort & Convention Center* Room # * 1:15P - 2:15P