



# CAROLINAS SECTION PGA BIG WEEK

FEBRUARY 18-20, 2018  
GREENSBORO, NC

INFORMAL EDUCATION

PGA JR. LEAGUE FORUM



PGA



# DARYL BATEY, PGA

REGIONAL LEAGUE MANAGER (RLM)  
REGION 4 - SERVING GEORGIA / CAROLINAS

AND



# JESSICA ASBURY

PGA WORKS ASSISTANT

# WHO AM I?

DARYL BATEY



- Born and reared in Raleigh, NC
- BA in English / Minor in Business from South Carolina State University; 4 year golf team member
- PGA member for 21 years; Certified Professional in Player Development; Head Golf Professional at Charlie Yates GC @ East Lake for 12 years
- PGA Player Development Regional Manager for 4 years in the GA Section
- Two term Board Member for the Georgia PGA Section
- Georgia Section Award Winner (Horton Smith, Growth of the Game. Merchandiser of the Year)
- Head Golf Coach at Spelman College; Education Advisor for Emory University and Agnes Scott College golf programs
- Married to Melba with two “millennials” Jamie and Cameron



PGA™

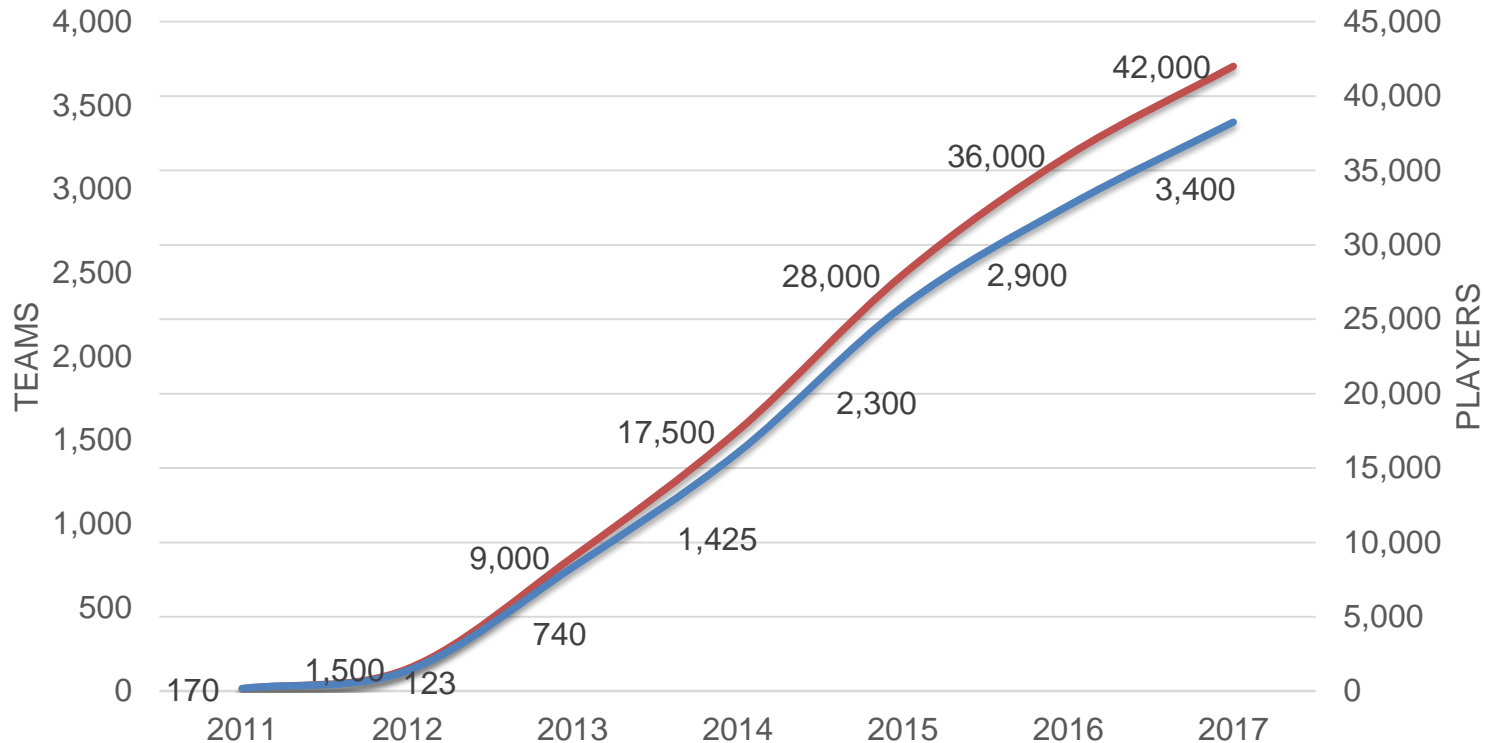
21 year member

# Agenda

- 2017 Year In Review
- Why PGA Jr. League?
- PGA Jr. League Benefits
- Match Format/13-U & 16U
- Testimonials
- Program Value
- Best Practices for Growth
- 2018 Priorities
- 2018 Calendar
- Q&A



# 2011-2017 COUNTRYWIDE RECORD GROWTH



# 2017 BY THE NUMBERS

<u>KPI</u>	<u>2015</u>	<u>2016</u>	<u>15-16 % CHANGE</u>	<u>2017</u>	<u>16-17 %CHANGE</u>
PARTICIPANTS	28,000	36,535	30%	42,195	15%
CAPTAINS (REGISTERED)	2,102	2,589	23%	2,871	11%
CAPTAINS (W/TEAMS)	1,623	2,068	27%	2,298	11%
TEAMS	2,298	2,952	28%	3,415	16%
TEAMS/CAPTAIN	1.42	1.43	1%	1.49	4%

# 2017 Numbers continued...

- Facility type:
  - 51% public-access
  - 49% private
- Player Experience:
  - 44% beginner
  - 36% recreational
  - 20% competitive





# 2017 Numbers continued...

- Gender – 25% (10,558) are female
- Age
  - 43% are 10 & under
  - 54% are 11-13
  - 3% are 14-16
- Retention from 2016 = 73% of eligible players



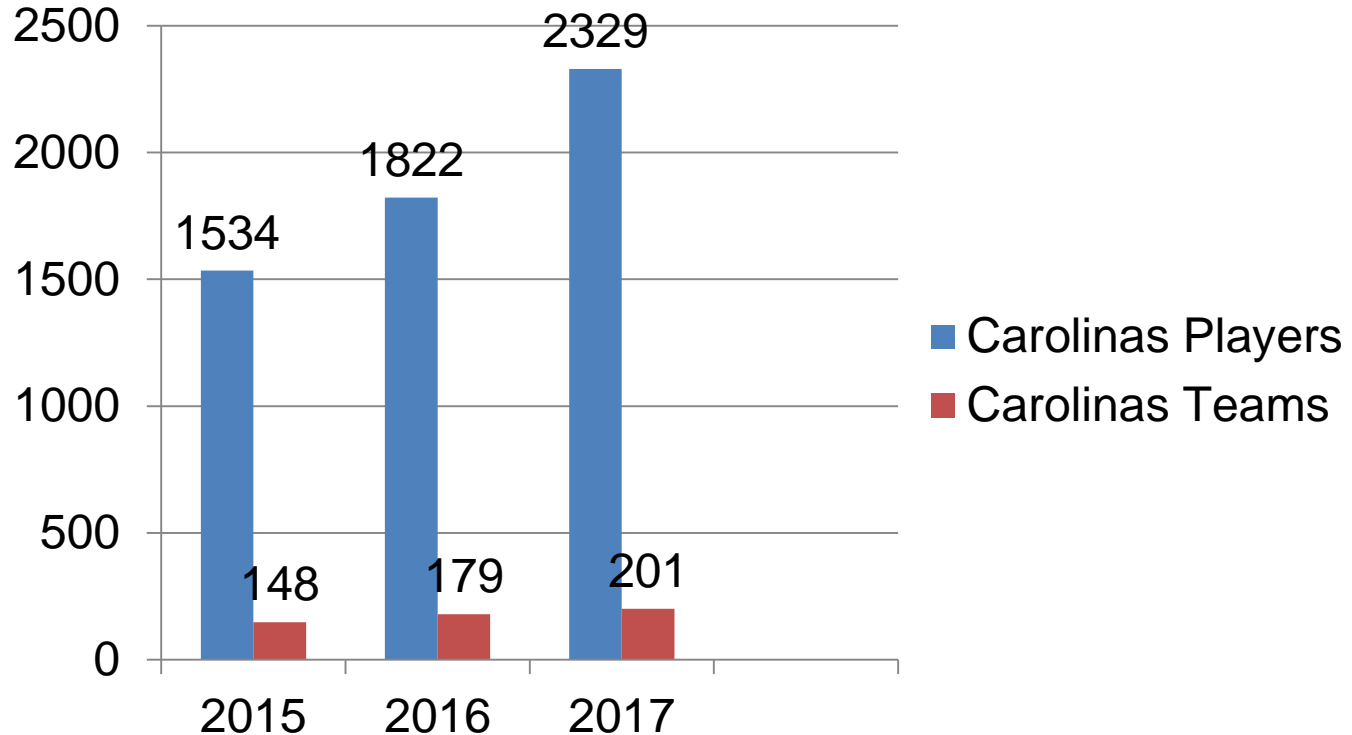


# 2017 Numbers continued...

- Average Total Program Fee= \$207
- Registration Revenue to PGA Pros= \$5.6 Million
- Average Revenue Per Captain= \$2,437



# Carolinas PGA/JLG Participation



# WHY PGA JR LEAGUE?

- Innovative approach to youth golf where kids play on teams with friends & wear numbered jerseys
- All teams coached by PGA Professionals
- Scramble format and modified rules create a fun, social and inclusive environment
- Available to boys and girls ages 13 & under of all abilities



# PGA JR LEAGUE BENEFITS

- Designed to generate multiple benefits for PGA/LPGA professionals and facilities:
- Efficient and innovative ways to **boost revenue**
- Generates profits for golf courses and creates **new and incremental revenue streams**
- Provides participants and families an unmatched **family** golf experience



# MATCH FORMAT

## 13-U DIVISION

- Ages 13 and Under
- 9 Hole Scramble
- Match Play
  - Team vs. Team is a Game
- League 4-7 Teams
- 4 Flags, 3 Points per Match
- 12 Point Total
- 8 players per Team
  - Recommended 10-12 players
  - Substitutes



# MATCH FORMAT

## 16-U DIVISION

- Recommend same format as 13U (not mandatory)
- Team is 4-6 players
- Capability to recruit past players
- No official post season





# TESTIMONIALS

AT&T 1:03 PM MOST RECENT #pgajlg



8 likes

[zach\\_newsome\\_golf](#) Flashback to summer 2016 [#pgajlg](#) . I love this program and this format of golf for my juniors! Great way to grow your own program and establish something new and exciting at your club that can be allied about by the kids for years to come! [#growthegame](#) [#golf](#) [#pgajlg](#)

NOVEMBER 19



AT&T 1:04 PM MOST RECENT #pgajlg



road2lpga



28 likes

[cariniwomensgolf](#) [#Repost @road2lpga \(@get\\_repost... more](#)

NOVEMBER 7

[road2lpga](#) · Follow  
Grayhawk Golf Club



169 likes

[uskidsgolffdn](#) Make it fun to learn and you'll make it a game for life. [#Repost @cooperkgolf \(@get\\_repost... more](#)



52 likes

[drgolfmom](#) My sons have been playing golf for a while but they are having a blast being teammates and playing partners for the first time thanks to [@pgajrleaguegolf](#) - Go Brookhaven!! 🇺🇸 🇩🇪



# PROGRAM VALUE

- Breakdown your time
- National Average 2017: \$207
- Two Payment Options
  - Collect Minimum \$75
  - Collect Total Program Fee
- Payment Breakdown
  - Team Kit \$75
  - Practices (4x\$25)
  - Matches (5x\$25)
    - Total \$300



# PROGRAM VALUE continued...

- Parents spend on average of \$671 per year for kids to play youth sports.
- 20% of parents spend more than \$1,000 or more on sports every year...for each child.



# FINANCIAL MODELS

## Financial Models – Examples

Gary Cressend, PGA: Augusta Country Club	Josh Tremblay, PGA: Springfield Golf & Country Club
<ul style="list-style-type: none"> <li>Players = 91</li> </ul>	<ul style="list-style-type: none"> <li>Players = 26</li> </ul>
<ul style="list-style-type: none"> <li>Registration Fee = \$240 (\$165 to the Captain after the \$75 PGA REACH fee)                             <ul style="list-style-type: none"> <li>Registration Income = \$15,015</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Registration Fee = \$175 (\$100 to the Captain after the \$75 PGA REACH fee)                             <ul style="list-style-type: none"> <li>Registration Income = \$2,600</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>Cart Revenue (\$10 per cart) = \$1,170</li> </ul>	<ul style="list-style-type: none"> <li>Average increase in monthly spend by family of \$105 (<math>26 \times \\$105 \times 12</math>) = \$32,760</li> </ul>
<ul style="list-style-type: none"> <li>F&amp;B Revenue (average of \$24 per spectator/player per match) = \$22,745</li> </ul>	<ul style="list-style-type: none"> <li>Two social families converting to golf membership:                             <ul style="list-style-type: none"> <li>2 x \$18,000 upgrade initiation = \$36,000</li> <li>2 x \$3,600 dues increase = \$7,200</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>Merchandise (average of \$5 per player per match) = \$2,730</li> </ul>	<ul style="list-style-type: none"> <li>One family joined as social member to play in PGA Jr. League:                             <ul style="list-style-type: none"> <li>Initiation = \$6,000</li> <li>Annual Dues = \$3,600</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>Local Sponsorship = \$5,000</li> </ul>	
<b>TOTAL REVENUE = \$46,660</b>	<b>TOTAL REVENUE = \$88,160</b>

# BEST PRACTICES FOR GROWTH

- Start recruiting early!!! Call to invite players to be a part of your team.
- Email your players and their families a “Special Invite” to be a part of the team.
- Promote and display the program in your golf shop, locker rooms, etc.
  - Captain Promotional Kits





# BEST PRACTICES FOR GROWTH

- Plan a Registration Party! Player Registration opens February 1<sup>st</sup>
- Bring a friend to PGA Jr. League Day
- Reach out to your local schools, church youth groups, Girl Scout/Boy Scout troops, neighbors, etc.
- Reach out to your “Grandparent” golfers.
- Post Season Party! Time to celebrate!



# IN HOUSE LEAGUES

- Recruit 32 players
- You control the entire schedule of matches.
- Full financial benefits of the incremental revenue from Food & Beverage and spectator cart fees for each match.
- Manage your own All-Star team at the end of the season.

February 2017						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				



# 2018 PRIORITIES

- RLM support and empowerment
- Improved team kits
- Online store
  - Additional Source of Revenue
- Improved website functionality
- Greater program awareness via national partners
- Significant expansion of Scholarship program
- Potential sub-regional modification
- Rebrand to “PGA Jr. League”





## PGA JR. LEAGUE REGIONAL MAP



**Eastern National League Manager: Angela Schmelzer, PGA**

**Region 1:** New England, NE New York, Central New York, Connecticut Sections  
**Brian Bain, PGA**

**Region 2:** Metropolitan, New Jersey, Philadelphia Sections  
**Michael Smith, PGA**

**Region 3:** Western New York, Tri-State, Mid-Atlantic Sections  
**Doug Wert, PGA**

**Region 4:** Carolinas, Georgia Sections  
**Daryl Batey, PGA**

**Region 5:** North Florida, South Florida Sections  
**Lauren Court**

**Region 6:** Michigan, Indiana, Northern Ohio, Southern Ohio Sections  
**Kim Shafer, PGA**

**Western National League Manager: Chuck Higgins, PGA**

**Region 7:** Gateway, Kentucky, Tennessee, Gulf States, Alabama-NW Florida Sections  
**Kristi Egnot**

**Region 8:** Illinois, Wisconsin, Minnesota, Nebraska, Iowa Sections  
**Frank Chieppa, PGA**

**Region 9:** Midwest, South Central, Northern Texas, Southern Texas Sections  
**Vince Bove, PGA**

**Region 10:** Colorado, Utah, Southwest, Sun Country Sections  
**Anthony Vitale, PGA**

**Region 11:** Pacific Northwest, Rocky Mountain Sections  
**Branden Thompson, PGA**

**Region 12:** Northern California, Southern California, Aloha Sections  
**Nikki Gatch, PGA**

# Regional League Manager Support

- Captain Registration
- Rostering Players
- Best Practices
- Establishing League Standards
- PGA Jr. League Rules
- Determining All-Star Teams
- Beginning your first team
- Sharing Ideas & Concerns
- \* Player Recruitment
- \* Ordering Team Kits
- \* Forming a League
- \* Scheduling Matches
- \* Communications with Parents
- \* Standards for Hosting Matches
- \* Creating 16U Teams
- \* Growing to Multiple Teams

# Boys & Girls Fit, Home & Away Uniforms



INTRODUCING THE NEW PGA JR. LEAGUE UNIFORM LINEUP DEVELOPED WITH GARB APPAREL. UNIFORMS FEATURE CURRENT DESIGN TRENDS IN THE HIGHEST QUALITY PERFORMANCE FABRICS TO KEEP GOLFERS FASHIONABLE AND OFFER HIGH FUNCTIONALITY.

# Boys & Girls Fit T-Shirts



POLYESTER/SPANDEX BLEND. EASY CARE, NO SHRINKING, NO WRINKLES.  
YOUTH AND ADULT SIZES OFFERED.

# Hat, Drawstring Bag, and Redesigned Bag Tag



UNISEX PERFORMANCE MESH BACK HAT. FEATURES ORANGE AND BLUE BACK STRIPES TO COMPLIMENT POLO COLORS. YOUTH AND ADULT SIZE OFFERED

# ONLINE STORE

## Online Store

New in 2018, a custom PGA Jr. League online store will be built for each Captain where you will receive the net proceeds of all sales.

There will be a soft goods section with a variety of product offerings with the PGA Jr. League logo on apparel, headwear, and accessories.

There will also be a hard goods section where you can choose which brand(s) is represented. By selecting an equipment company below, participants on your team will be able to view special product offerings by that particular brand. If you are not affiliated with any of these brands or would like all of them to appear in the hard goods section, please select "Not listed or not on staff" below. If you are registering as a PGA Jr. League Captain and you are not the top-ranking PGA Professional at your facility, we recommend consulting with the top-ranking PGA Professional as to which equipment company staff affiliation you should choose for the team/league at your facility.

I am a Captain & Brand Ambassador with: \*

Make Selection

Callaway

Cobra Puma

TaylorMade

Titleist

Not listed or Not on staff

[www.pgajrleague.com](http://www.pgajrleague.com)





# PLAYER REGISTRATION OPEN NOW!

- Register as a Captain
  - Use the Checklist
  - Captain Promotional Kit
  - League Formation
- Player Registration – February 1<sup>st</sup>
- Regular Season April 1<sup>st</sup>- July 31<sup>st</sup>
- Post Season - August



# PGA JR. LEAGUE OPEN ENROLLMENT

**PGA of America's ongoing commitment to maximize value to PGA Professionals and Sections, the Association has invested in significant local and national promotion of PGA Jr. League in select markets - otherwise known as "Open Enrollment."**

## **Promotion**

- National broadcast promotion,
- National digital promotion
- Local Public Relations promotion in select markets – with a goal to drive new customers to our Members and grow the game.

## **Markets**

- Dallas/Fort Worth, Charlotte, Chicago, San Diego, Washington D.C., Indianapolis, Louisville, Seattle, New York City, Denver and Boston
- Target markets have been selected based upon its current success with PGA Jr. League and its open enrollment program inventory in the respective market.

## **Goal of Open Enrollment Program**

- The goal is to work together to increase the number of captains, teams and open enrollment facilities in the market by generating interest through local public relations in addition to national broadcast and digital promotion.
- Alday Communications (ACI), the PR firm who has worked with the PGA of America for the last 13 years, will provide public relations and communications support for the initiative, promoting all programs in the market that offer open enrollment

# 2018 SEASON CALENDAR

- Captain Registration – opened in mid-November
- Player Registration – opened Feb 1
- Regular Season – April 1 – July 31
- Post-Season – August – November
- 2018 National Championship – November 16-19

## 2017

January	February	March
Su Mo Tu We Th Fr Sa Su 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	Su Mo Tu We Th Fr Sa Su 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	Su Mo Tu We Th Fr Sa Su 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
April	May	June
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July	August	September
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October	November	December
Su Mo Tu We Th Fr Sa Su 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	Su Mo Tu We Th Fr Sa Su 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	Su Mo Tu We Th Fr Sa Su 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

Federal Holidays 2017

Day	Month	Holiday
Jan 1	January	New Year's Day
Feb 20	February	Presidents' Day
Mar 16	March	Good Friday
May 1	May	Memorial Day
Jun 19	June	Juneteenth
Jul 4	July	Independence Day
Aug 14	August	Labour Day
Nov 11	November	Veterans Day
Dec 25	December	Christmas Day

## 2018

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Su Mo Tu We Th Fr Sa Su 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	Su Mo Tu We Th Fr Sa Su 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29	Su Mo Tu We Th Fr Sa Su 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
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July	August	September
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# CALL TO ACTION

PLAYER REGISTRATION  
OPENED ON  
**FEBRUARY 1, 2018**  
RECRUIT YOUR  
PLAYERS AND GET  
THEM REGISTERED!!



Q&A

# THANK YOU

Have a great golf day, and  
play more golf!!



**PGA**™







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