



PGA

Carolinas Section

SUPER SHOW

FEBRUARY 18, 2019

PGA Jr. League FORUM



PGA



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“Success is the result of perfection, hard work, learning from failure, loyalty, and persistence.”

Colin Powell

MY WHY?

(What Gets me Going in the Mornings)



I am committed to enriching lives
through experiences that **transcend golf**.

- **EMPOWER PGA Professionals to be Leaders in their Communities**

- ✓ Create welcoming environments through team competition
- ✓ Encourage and include players of all skill levels and demographic groups

- **PROVIDE leadership, support and awareness to PGA/LPGA members.**

WHY PGA JR. LEAGUE?



- Innovative approach to youth golf where kids play on teams with friends & wear numbered jerseys
- All teams coached by PGA/LPGA Professionals
- Scramble format and modified rules create a fun, social and inclusive environment
- Available to boys and girls ages 17 & under of all abilities



PROGRAM VALUE

- Breakdown your time
- National Average 2018: \$224
- Carolinas Average: \$205
- Two Payment Options
 - Collect Minimum \$75
 - Collect Total Program Fee
- Payment Breakdown
 - Team Kit \$75
 - Practices (4x\$25)
 - Matches (5x\$25)
 - Total \$300 + REACH Fee \$75 = \$375



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.

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				



LET'S CELEBRATE!!



- 20% Player growth - 2413 to 2900!
- 29% Team Growth from 201 to 260!
- Registration Revenue increase from \$214K to \$377K and Incremental Revenue increase from \$1.2MM to \$2.2MM!
- Net Promoter Scores of 81 & 76!
- More golfers & more smiles!



MISSION

We are committed to enriching lives through experiences that transcend golf.

CORE BELIEFS

- Every child can become a golfer.
- Every golf facility can be a hub of a community.



WHAT IS NEW IN 2019?



Redesigned Team Kit



WHAT'S NEW IN 2019?

Captain's & Coaches Jerseys!!!



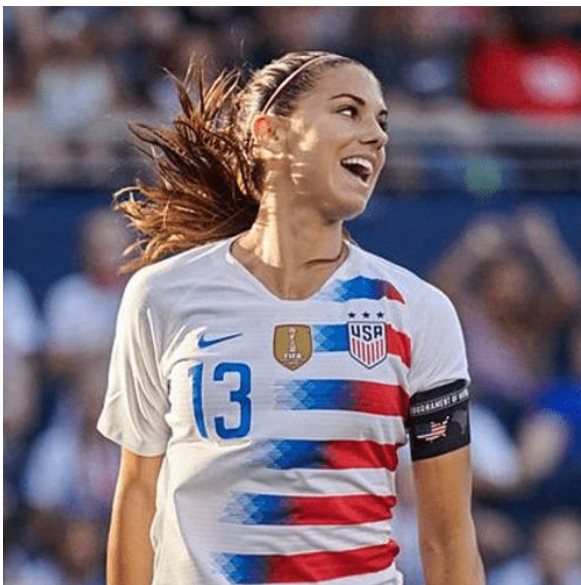
Will arrive in Promo Kit.
Coach Jerseys available for a fee

WHAT IS NEW IN 2019?



League Champion Medals

NEW AMBASSADORS



Alex Morgan

Olympic Gold Medalist and FIFA Women's World Cup Champion.

Instagram Followers

Current Ambassadors =
4M combined

Alex = 5.3M

Steph = 22.2M



Stephen Curry

6X NBA All-Star, named NBA MVP twice and won three NBA Championships with the Warriors.

2019 PROGRAM EXPANSION



17U Program

- Strategy = create an opportunity for recreational golfers ages 14-17 to play golf with friends.
- Target Customer = 14-17 year old recreational golfers who aren't playing competitively on Junior Tours or high school teams.
- Format = same as 13u / recommend two matches per game (team sizes of 4-6 players).
- Postseason = N/A due to target customer above.



2019 PROGRAM EXPANSION



March 2019						
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	29	30
31						

- 16U to 17U program
- Earlier start date of March 1st for league play.
- Formation of a Fall Rec League



JOTFORM (FULFILLMENT SUBMISSION)



- 20 business days to receive your team(s) kits.
- 8 business days to receive expedited team kits.
 - \$25 charge to expedite your team/players kit
 - Will be charged for shipping and handling.

Captain's Name *

Facility Name *

Email *

Date of First Game * 
Date

Are you Ordering New Kits or Replacements? * ☐ I am requesting new team kits for my initial order
☐ I am requesting new team kit(s) for players added to my team(s)
☐ I am requesting replacement items for an individual

Submit

CAPTAIN FEEDBACK & ENHANCEMENTS

Captain Resource Center

BECOMING A CAPTAIN



PRE-REGISTRATION CHECKLIST



MAXIMIZING PGA JR. LEAGUE



SCHEDULING ASSISTANT



CAPTAIN REGISTRATION

RUNNING YOUR SEASON



GAME DAY CHECKLIST



GAME MATERIALS



COACHES



SCHOLARSHIPS



CAPTAIN FEEDBACK & ENHANCEMENTS

- New Promotional Materials
- Videos that highlight the program, format and rules
- Parent & Player Videos for Kick-Off Events

FINDING KIDS & FAMILIES



CAPTAIN FEEDBACK & ENHANCEMENTS

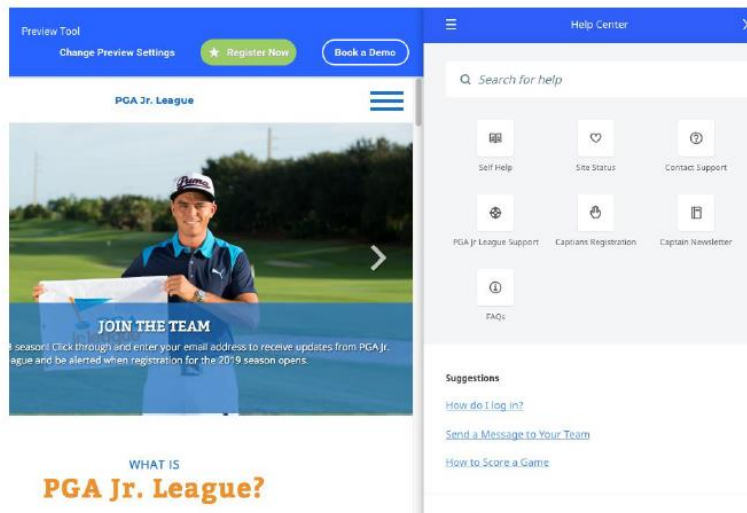


Intercom – Chat Feature Customized Support Experience

Intercom lives directly on
PGAjrleague.com

Immediate Access to PGA Specific:

- Help Articles (PGA Branded)
- FAQs (PGA Branded)
- Live Chat
- Reporting



Improved Mobile App



CAPTAIN FEEDBACK & ENHANCEMENTS



Safe. Simple. Secure.

**Direct Deposit into your Bank Account for Registration Funds –
No More “The Check is in the Mail!”**

SAFE SPORT ACT COMPLIANCE



- Enacted in February of 2017 by Congress
- New Federal Requirement
- Requires awareness training for all youth sports organizations.
- This law was enacted for the safety of all youth sport participants.

*****PLEASE NOTE: All Captains and Coaches whether they are staff or parents will be required to view the training sessions and pass the subsequent tests. MSRs awarded for the completion of the training.*****

REGISTRATION BEGINS!!!



- Captain Registration opened after the 2018 National Championship.
- Player Registration started during the PGA Show in January.
- Be sure to finalize your Safe Sport Act Compliance Videos and Testing.



DATES TO REMEMBER



- **November 26, 2018 - Captain Registration opened**
- **December 31, 2018 - Safe Sports Act Training (ongoing)**
- **January 30, 2019 - Player Registration opens**
- **March 1, 2019 - Regular Season starts**
- **July 19, 2019- Regular Season Ends**
- **July 23, 2019 - All-Star Rosters Required**
- **July 31, 2019 - Post Season starts**
- **August 8, 2019 - Section Championship**

POST-SEASON



Carolinas PGA Jr. League Section Qualifiers

- **Wednesday, July 31** at Maple Chase Golf & Country Club in Winston Salem, NC
- **Thursday, August 1** at Lonnie Poole Golf Course in Raleigh, NC
- **Monday, August 5** (two qualifiers) at Columbia Country Club in Columbia, SC

Carolinas PGA Jr. League Section Championship

- **Thursday, August 8** at Mid-Pines Inn & Golf Club in Southern Pines, NC

*****PLEASE NOTE: The Regional League Manager and the Carolinas PGA Section Lead will decide which qualifier your All-Star team will attend at the middle of June. There will be NO switching!**

CALL TO ACTION

It's as easy as 1, 2, & 3!

1. Complete Safe Sports Act Training (Prerequisite for Player Registration)
2. Complete Player Registration by 2/28/19
3. Contact Daryl Batey or Jessica Asbury for next steps



Thank You!

Have a great day and play more golf!



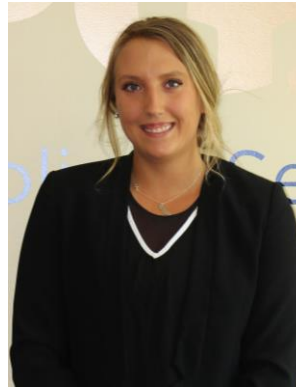


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WHAT IS EPEC?

**EPEC is premium fit by height
upgradeable junior golf equipment**



Irons with Interchangeable Weights



3 Sizes of Metal Woods



2 Bag Colors + 6 Interchangeable Panel Colors

Aftermarket Shaft Upgrade Program



HOW DOES EPEC COMPARE TO COMPETITION?

EPEC is premium **fit by height** equipment
and not inferior **fit by age**.

Only one other company makes
fit by height clubs – US KIDS GOLF

PRICE COMPARISON WITH US KIDS

DO THE MATH!

	EPEC	THEM
YR 1	\$229	\$179
YR 2	\$75	\$189
YR 3	\$85	\$199
YR 4	\$75	\$209
	\$464*	\$776*

A 40%+ SAVINGS!

* Compares 4 years of EPEC purchased at MAP v. each year cost on average for premium competitive set products. Assumes child enters EPEC system at 48" tall. Clubs include Driver, Hybrid, 7 Iron, 9 Iron + Putter. Year 2 + 4 represent shaft upgrades only while Year 3 includes an iron weight upgrade.

What a parent would spend on US Kids versus EPEC over four (4) replacement/upgrade cycles

HOW EPEC IS SOLD @ RETAIL

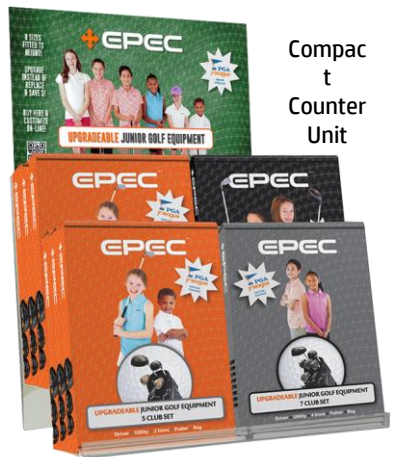
THROUGH OUR PATENT-PENDING
OFF-PREMISE **I**NVENTORY PROGRAM
(OPI)

WHAT IS OPI?

OPI is a retail sales model that lets you sell
premium junior equipment with
zero investment in physical inventory.

And OPI is not a consignment scheme!

HOW DOES OPI WORK?



Compact
Counter
Unit



Instead of selling assembled sets of clubs, you sell iPad sized boxes representing 5, 7 and 9 club sets



Serial Number



Inside each box is a proof of purchase card that identifies the product and the shop that sold it

HOW DOES OPI WORK?

- Pro recommends EPEC to their customers
- Consumer buys an OPI box at full retail (plus \$15 freight)
- At home or with the pro, go on-line to EPECGOLF.com; create an account and enter serial # from proof of purchase card
- Enter height of the child, choose bag color, panel color and if they want their child's name silk screened on one panel
- We ship the set in 1-2 days and invoice the shop
- We even auto-ship new OPI box(es) to fill your display



WHAT DO I GET IF I SIGN UP?



A nifty counter unit and 12 OPI boxes
with brochures + holder

(~\$3500 in sellable product in <1 sq ft of counter space!)



A demo set with a Driver, Utility and 2 irons;
each club has a different shaft length.

WHAT DOES EPEC COST?

	5 CLUB	7 CLUB	9 CLUB
RETAIL PRICE	\$229.99	\$279.99	\$359.99
YOUR COST	\$160.00	\$195.00	\$250.00
YOUR MARGIN	\$70.00	\$85.00	\$110.00
MARGIN RATE	30%	30%	30%

A ONE TIME \$250 SET-UP FEE WILL BE CHARGED WHEN THE ACCOUNT IS OPENED.

In return, the first set of EPEC you sell is FREE!

AFTERWARDS, YOU'LL NEVER PAY ANOTHER CENT TO SELL EPEC!

HOW DO UPGRADES WORK?

- We prompt parents periodically about their young golfers height
- When kids outgrow clubs, parents indicate this on our website and pay for the upgrade (\$15-20 per club)
- Parents box the clubs up and drop them at a UPS or FedEx store location
- We reshaft and regrip all clubs and return in a few days

WHY IS EPEC DOING THIS?

- Kids should play with clubs fitted to their height but two issues have made that difficult in the past
 1. Cost to parents of replacing sets multiple times is very expensive.
 2. The variety of sizes a shop needs to carry of a fitted range severely limits the number of shops willing to hold that inventory.
- We addressed #1 by making EPEC upgradeable but we needed OPI to overcome #2.

NOW ALL WE NEED IS YOU!