



HIRE A PRO

HIRING AND KEEPING THE RIGHT PROFESSIONAL FOR YOUR CLUB

THE SINGLE MOST IMPORTANT INFLUENCE ON YOUR ENTIRE GOLF PROGRAM AND THE VOLUME OF TRAFFIC IN YOUR CLUB HOUSE, GOLF SHOP AND FACILITY IS YOUR CPGA PROFESSIONAL

Hiring the right individual to work at your facility is one of the most critical decisions you will make and has a very significant impact on your bottom line. Once the golf course is ready for play, your Golf Professional and their staff are the ones that project the image of your facility to each member and guest every time they visit your course.

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, and
- Knowledge

While some courses will prefer a golf professional who is able to deliver strong teaching programs, junior programs and who is able to devote a reasonable amount of time to playing with your Members, other courses will prefer a professional who places more emphasis on merchandising and raising revenue for the club, through the promotion of the facility for tournament play. In all cases, the PGA of Alberta has the right Professional for each and every club in the province.

If your facility plays host to 20,000 rounds per season, your Head Professional will cost you between \$3 and \$4 per round and will contribute to earning much more for your club. How can you afford not to have one working for you?

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

CUSTOMERS RESPECT THE ADVICE OF CPGA PROFESSIONALS

Customer Service and Image Enhancement are extremely important in today's competitive business environment. Our Members understand this and work hard to ensure your facility will succeed. Whether you are looking for a Golf Professional who will operate the Pro Shop, the Driving Range, the Food & Beverage operation or the entire facility, the PGA of Alberta is there to help you with this search. Many staffing services are offered at no cost to your facility.

OUR GOAL IS TO RIGHT-FIT EACH MEMBER TO EACH GOLF COURSE

Our resource of well-trained, highly educated, motivated and talented individuals is continually growing and changing to meet the demands of the golf industry. If you are looking for a Golf Professional with an emphasis on Club Management, Pro Shop Merchandising or Instruction, we have the right Golf Professional for you and will help you find them.

GET TO KNOW YOUR GOLF PROFESSIONAL - THE MOST TRUSTED RESOURCE IN GOLF



Our members are passionate about the business and Committed to the long term success of the golf industry

Today the PGA of Alberta is comprised of over 550 Golf Professionals who are Leaders in Golf. We are Teachers, Managers, Merchandisers, Mentors, Promoters, Players and Ambassadors. We provide Instruction to all golfers, Leadership for all golf environments and the Expertise necessary to handle any situation. Our livelihood is Golf. Whatever Golf means to you.



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