



PGA OF ALBERTA
MEMBERSHIP AWARDS PROGRAM
2019 - AWARD CRITERIA

NOTE: ONCE A MEMBER WINS NATIONALLY THEY ARE INELIGIBLE TO WIN AGAIN PROVINCIALY IN THE SAME CATEGORY

ASSISTANT PROFESSIONAL OF THE YEAR – Candidate for Membership

- Demonstrated leader and mentor amongst their peer group.
- Leader and role model as it relates to the promotion and growth of the game of golf.
- Candidates for Membership must be working in a pro shop at a golf course.
- Must be a Candidate for Membership at the start of the year.
- Demonstrated involvement within the Community and Association.
- Strong desire to develop as a Golf Professional through a variety of different channels.

ASSISTANT PROFESSIONAL OF THE YEAR – Class ‘A’ Professional

- Demonstrated leader and mentor amongst their peer group.
- Leader and role model as it relates to the promotion and growth of the game of golf.
- Demonstrated involvement within the Community and Association.
- Strong desire to develop as a Golf Professional through a variety of different channels.
- Class ‘A’ Professional working in a pro shop at golf course – must start year in category.
- Demonstrated outstanding customer service.

CLUB PROFESSIONAL OF THE YEAR

- Leader and mentor at their facility and within the golf industry as a whole.
- Leader and role model as it relates to the promotion and growth of the game of golf.
- Demonstrated involvement within the Community and Association.
- Maintain a substantial record of service to the Association and the game of golf.
- Business innovation and continuous improvement at their facility.

COACH OF THE YEAR

- Recognized as an outstanding coach of golf among the PGA of Alberta Membership.
- Initiation and/or implementation of unusual, innovative and/or special coaching programs.
- Publication of articles, books, magazines, etc.
- Nominees must be certified within Golf’s National Coach Certification Program Competition stream (Coach of New Competitors, Coach of Developing Competitors).
- Attendance or facilitation of a minimum of two PGA of Canada Teaching Workshops, Seminars, or PGA of America Teaching & Coaching Summits within the last five years.
- Demonstrated involvement in coaching programs at the facility, zone and national levels.



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EXECUTIVE PROFESSIONAL OF THE YEAR

- Demonstrated outstanding qualities of leadership at their facility and within the golf industry as a whole.
- Demonstrated outstanding management, business innovation and continuous improvement at their facility.
- Maintain a substantial record of service to the Association and the game of golf.
- Well-regarded as a role model to other PGA of Alberta Executive Professionals.

JUNIOR LEADER OF THE YEAR

- Recognized as a leader and mentor amongst junior golfers.
- Demonstrated involvement in the development, promotion and growth of junior golf at the club level.
- Contribution to Junior Programs and Events at the Community, Association and National level.
- Proven interest, concern and ability to provide opportunities and experience for junior to learn and play golf.
- Preference will be given to nominees certified in instruction and/or coaching contexts of the PGA of Canada National Coach Certification Program as well as those engaged in learning and certification through other bodies in the industry.

TEACHER OF THE YEAR

- Recognized as an outstanding teacher of golf among the PGA of Alberta Membership.
- Initiation and/or implementation of unusual, innovative and/or special teaching programs.
- Publication of articles, books, magazines, etc.
- Demonstrated teaching involvement at the Community, Association and National levels.
- Attendance at Provincial and National teaching workshops, seminars, and coaching summits.
- Nominees must be certified within Golf's National Coach Certification Program Instruction stream (Instructor of Beginner Golfers, Instructor of Intermediate Golfers, Instructor of Advanced Golfers).

RETAILER OF THE YEAR (Formally Merchandiser) – Private & Public

- Innovative merchandising philosophies and display techniques.
- Unique sales promotions.
- Effective buying plan and sell through strategies throughout the seasons.
- Demonstrated skill in planning and promotion of sales by presenting products to his/her market on a timely basis.

SALES REPRESENTATIVE OF THE YEAR

- Possess strong communication and organizational skills.
- Is a reliable liaison between accounts and the National Sales Manager and/or Company they represent.
- Promoter of the game of golf.
- Represents themselves and their company in the highest manner possible.