

CANADIAN PROFESSIONAL  
GOLFER'S ASSOCIATION



ASSOCIATION CANADIENNE  
DES GOLFEURS PROFESSIONNELS

## Employment Opportunity

### **Position:**

#### **EXECUTIVE DIRECTOR**

Canadian Professional Golfers' Association  
Acton, Ontario

Reporting to the Canadian PGA Board of Directors, through the President, the Executive Director will assist in setting the vision for the future and ensure that the goals are realized for the betterment of the membership.

The successful candidate will be someone experienced and knowledgeable about the issues, challenges and opportunities facing the Canadian PGA and the Canadian golf industry. The individual will be familiar with the membership of the Canadian PGA and skilled in creating and delivering services and programs that will enhance the value to each member in advancing their careers.

### **About the Canadian PGA:**

Established in 1911 and the second oldest professional golf association in the world, the Canadian Professional Golfers' Association is a non-profit Association comprised of 3,600 golf professionals across the country. The Association's mandate is to develop, promote and support our members as experts in the game and business of golf and, in so doing, serve both its members' needs and those of the golfing public through the Association's varied programs and events.

The Association consists of the National Office located in Acton, Ontario and nine Zone Offices across the country.

In July, 2008 the National Board of Directors approved a Strategic Plan in order to identify the challenges and opportunities for the Association and its members. In the rapidly changing Canadian golf industry, we must ensure that the utmost value is provided to the members.

### **Mission Statement:**

“The Canadian PGA develops, promotes and supports professionals  
in the game and business of golf.”



**A bold and confident Vision will guide our path forward.**

Within the context of our mandate, we have highlighted a vision that speaks to the current challenges we face and the intended impact of the initiatives we undertake. In particular, this vision statement incorporates our commitment to: “*working together*” “*leadership*” “*benefit to members*” “*value in experience and education*” and “*respect.*”

*“To work effectively together to provide leadership  
in the game and business of golf for direct and measurable benefit to members.*

*Canadian PGA members are knowledgeable and competent and, as a result,  
their expertise is sought and well respected.”*

We recognize this Vision as more than a simple statement of goal: Rather, it will define how we make decisions, how we treat each other and how we support our members in their careers within a changing golf industry and profession.

**Our commitment to our members provides clarity of focus.**

Over the years, the Canadian PGA has evolved to meet the changing needs of its members and stakeholders. The Canadian PGA’s stakeholders include our Zone and National Boards, our Zone and National staff, employers, industry partners and sponsors. At every decision-point, our flexibility has been grounded in our fundamental commitment to our members and stakeholders. This unwavering commitment continues to define our current focus.

**Our commitment to our members and stakeholders**

*Collaborative leadership that advances our mission and vision*

*Integrity in decision-making*

*Accountability to provide value to members through excellence and innovation*



**Executive Director Job Description:**

The Executive Director of the Canadian PGA, will work effectively with the Board, the Zones, the Committees and the Members assisting the Association to achieve its mandate including:

- ✓ Lead the execution of the Strategic Plan making revisions and updating as necessary
- ✓ Ensure fiscal responsibility and Association asset growth
- ✓ As a competency based association, ensure that our Education Programs are current, meeting the needs of our membership and the golf industry
- ✓ Development and implementation of an Employment Strategy addressing job creation and enhancement
- ✓ Implementation of a new Canadian PGA Governance Model
- ✓ Lead a team of dedicated staff in the execution of the day to day operations of the Canadian PGA developing value for each of our members
- ✓ Achievement of high member satisfaction with respect to member services
- ✓ Develop Member Benefits Program that adds value to membership
- ✓ Actively promote the Canadian PGA and its Members at all industry and non-industry related functions including trade shows, meetings and other events in a professional manner.
- ✓ Build and strengthen the relationship of the Canadian PGA with other key golf industry partners including but not limited to the RCGA, NGCOA, CSCM, CGIA, CGSA and Canadian Tour.
- ✓ Develop relationships with international Professional Golfers' Associations and other international golf associations

**Preferred experience:**

- ✓ Substantial business leadership in golf
- ✓ A Canadian PGA Member for a minimum of five years  
and/or
- ✓ Management experience in the Canadian Golf or Golf Related Industry for a minimum of five years
- ✓ Note: Management experience outside of golf will be considered.

**Expertise required in the following areas:**

- ✓ **Administration** including Association Governance, By-Laws, Policies and Procedures
- ✓ **Financial Management** including Planning, Budget Preparation and Management, Expense Controls.

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- ✓ **Revenue Development** including Business Development, Sponsorships, Proposals, Presentations
- ✓ **Marketing and Promotion** including Employment Services, Brand and Image Enhancement
- ✓ **Human Resource Management** including Recruitment, Training and Development, Employment Regulations

**Qualities, additional skills, abilities or experience required or deemed an asset:**

- ✓ Effective time management skills
- ✓ Ability to build consensus among multiple constituents
- ✓ A passion for and understanding of golf
- ✓ Listening effectively and in a fair-minded manner
- ✓ Communicating in an articulate, open and sincere manner that easily engenders trust
- ✓ Managing and nurturing excellent relationships with the media
- ✓ Projecting a style characterized by openness, approachability and confidence
- ✓ Able to accept frequent travel
- ✓ Contacts with many key stakeholders in the Golf Industry
- ✓ Experience with Senior Corporate Relations
- ✓ Bilingual

**Remuneration:**

Salary will reflect qualifications and experience.

**Start Date:**

A suitable start date will be established with the successful candidate to begin no earlier than January, 2010

**Application Deadline:**

October 31, 2009

**Please forward Resume and Cover Letter to:**

Canadian PGA Board of Directors  
Selection Committee  
Attention: Mr. Lindon Garron, President  
PO Box 3919,  
St. Andrews, NB  
E5B 3S7

For further information please contact Lindon Garron at [lggolf@nb.sympatico.ca](mailto:lggolf@nb.sympatico.ca)  
Only those applicants selected for an interview will be contacted.