

WE BELIEVE IN THE PGA AND LPGA PROFESSIONAL

Our mission is to unlock the power of the Professional to benefit the golfer, the industry, and the Professional themselves. Whether they're a coach, a retailer, or a front-line operational Professional, they drive value and revenue.



The golfer is better off with a Professional leading them to the right solution for a better golfing experience.

It's more than the golfer's skill and improvement in technique, or equipment that improves their game.

A Professional creates CONNECTIONS to the club or facility and within the local golfing community. That creates valuable social experiences for the golfer and combats the disease of the 21st century: loneliness.

Golfers enjoying their playing and social experience don't leave the game. That reduces losses.

Golfers that are well connected to the community and the game will participate more frequently, and that grows activity and spend.

The future of the game depends on the creation of new golfers, whether they are juniors or adults. It also depends on those new golfers being managed on pathways to reach higher levels of connection and competence.

Quite simply, Professionals generate golfers and revenue.

The world is a better place with expert guides we can connect to and trust.

The world needs leaders who can assist the less skilled on pathways to be better.

We need PGA and LPGA Professionals to flourish.

And we want those Professionals to have a balanced life. Burnout helps no one. Success brings the rising tide to everyone.