

Hello Professional Golf Association Members of Michigan,

You have taken the role of assisting others in enjoying the game you love. Your day begins with extracting carts from storage, putting on a junior program, running tournaments, organizing leagues, committee meetings, merchandising, training staff, a few lessons and a round of golf with a member or two, and much more before putting the carts to rest for the night. Soon after, you head home and find time to spend with family. Then you do it all again the next day. You are the superhero of your golf community and your family. You're the Michigan PGA, the expert that all look to when arriving at your facility.

I know this routine; I feel every man and woman that takes on this role ought to receive an award or at least recognition for what they do. As a body of Golf Professionals our reputation rests on how well we all represent the PGA. THE PGA IS WHAT IT IS TODAY BECAUSE OF THE EFFORT EACH AND EVERY ONE OF YOU TAKE ON IN YOUR DAY-TO-DAY OPERATIONS.

If elected, I will bring my expertise and wisdom based on 37 years of working in the business. I worked as an independent contractor for many years running operations, even taking over failing operations only to bring them back to life. I have lived the forementioned daily schedule and know the challenges the job brings. Along with the role of director of golf I have been a High School golf coach for 26 years, Director of a non-profit youth development program for 16 years and have managed 21 High school state championship tournaments for the MHSAA. My heart has always been in instruction, and I am currently the director of instruction for First Tee West Michigan. I run my private practice as a PGA coach at West Ottawa Golf Course.

My purpose of running for office is to support you in your efforts in being successful as a PGA Professional. Some of the things I most hope to pursue are the following:

- Continued clear and open communication to members- encouraging all to participate in membership activities and taking advantage of the resources available such as: PGA Junior Golf, PGA.Coach, Career Support, Marketing Resources, Educational Opportunities, etc. Also, communicating by way of a "care basket type welcome" to new members and those coming from other sections helping them integrate into our membership. How often do we have someone come in and never really get a chance to know them and how they want to be involved? Let's make sure we introduce them to opportunities that are available at the section and chapter levels. As an officer I would want to support all we already do with the wonderful staff we have but be available to assist in finding best practices for this type of communication.
- Secondly, growth of the game. As director of instruction of First Tee West Michigan I have seen some incredible movement in new junior and family golfers. PGA Junior league has been an incredible way to introduce golf to young golfers and their families. What a great resource for your club. This may be the best way to ensure the growth of the game. PGA.Coach is a phenomenal training program for anyone that wants to expand their teaching ability. As an officer for the Michigan PGA, I would work to further and support all that is being done, and along with your help, create new ways to reach potential golfers.
- Thirdly, we need to have good open communication with golf course owners. We need to let them know the benefits of hiring a Michigan PGA Member. As an officer I would pursue best practices and opportunities to sell our brand to Michigan Courses.
- Finally, we are a blessed organization and able to give back to others through our Reach Michigan Foundation. This is a great testimony of who we are as a body of golf professionals. It represents the character of who we are and what golf is all about. I know Bob Bales and Kevin McKinley have put great efforts into the foundation and I would hope to do the same.

In conclusion, if elected to this roll I know I will be more blessed by getting to know more of you. I will pursue to work on your behalf and desire to make a difference while in office. You are the PGA and each day you are the face of Michigan Golf and together we will make the Michigan PGA shine.

Randy White