



February 2007

Dear xxx,

Each week at thousands of golf facilities nationwide, members of The PGA of America (PGA), the Golf Course Superintendents Association of America (GCSAA) and the Club Managers Association of America (CMAA) work together to deliver the high-quality golf experience that golfers and employers have come to expect.

Our three professional organizations have worked diligently to help grow the game of golf, enhance the quality of how the business of golf is administered and support the career development of our members. As the Chief Executive Officers of these respective associations, we'd like to share with you the accomplishments that have been made in calendar year 2006 and provide a glimpse of our key joint initiatives for 2007.

* The GCSAA led the introduction of the Golf Course Environmental Profile, a multi-year project to measure the environmental performance of golf courses. Never before has there been such a project of this scope or magnitude. Data on the physical characteristics of golf courses, the allocation of resources such as water, nutrients, energy, etc., and environmental stewardship practices is being collected and will be shared with our respective memberships. With more than 2,900 facilities reporting, it is the most comprehensive study of its kind and will provide exceptional information to elevate our members' awareness of best practices and provide important data to explain golf's positive environmental impact to key audiences. We encourage you to take time to discuss the Profile with your GCSAA Superintendent, to ensure your facility completes the Profile, and to learn more about the results at <http://www.eifg.org/programs/baselinesurvey.asp>.

* We began a coordinated Government Relations effort to communicate information on golf's positive economic impact to key people of influence at the federal, state and local level. Our respective Boards of Directors felt this was especially important in the aftermath of golf's exclusion from House Resolution 4440, the Katrina Relief Bill, which would have provided financial assistance to golf courses seeking to re-open after damage by Hurricane Katrina. At \$62 billion our annual golf "GNP" is larger than the motion picture business and our industry employs 342,000 people full-time and 517,000 on a part-time basis. We supported a number of state economic impact studies as well and are working through our regional sections and chapters to communicate this information at the local level. We are also collaborating on legislative efforts involving immigration, labor and tax issues which impact the cost of operating golf courses in America.

* The PGA of America, with the support of the GCSAA, CMAA, National Golf Course Owners Association and other allied golf groups, concluded its most successful Play Golf America campaign in the three years of this national player development program. Record participation numbers were reached across the board, with more than 935,000 golfers taking part in group lesson programs and more than 5.2 million participating in golf leagues and outings. This national initiative is generating incremental revenue streams at both public and private facilities throughout the country. Thank you for your support of your PGA Professional and we encourage you to host a Play Golf America Day event at your facility in 2007. You can learn more about programs that match your facility at www.PlayGolfAmerica.com. This year you will see a continued marketing focus on attracting women to play the game; with only 6% of all women playing golf, this is an important initiative.

* In 2007, we will develop case studies of varying facility types (public, private, municipal, resort, etc.) and their pace of play. We will be working with our members at each facility and encouraging them to adopt current best practices to maximize the efficiency of play and contribute new ideas. We'll then share the results of this study with all of our member facilities. While pace of play is not a new subject, the time it takes to play golf remains one of the constant concerns of amateur players. We know that good teamwork among the GCSAA Superintendent, the PGA Professional, and the CMAA Club Manager, with the support of their club or course ownership, can positively impact the pace of play and golfer satisfaction. This will be an ongoing educational endeavor for our organizations to share best practices for facilities.

We invite you to contact any of us to learn more about the support that The PGA of America, the Golf Course Superintendents Association of America and the Club Managers Association of America provide for those facilities which employ our members. Please visit www.clubcareers.org, www.gcsaa.org/solutions, and www.PGA.com/employment.

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Enclosures: Ballmarker set