



PGA ALBERTA AWARDS

APPRENTICE PROFESSIONAL OF THE YEAR

Apprentice Professional of the Year Guidelines:

- ✦ Demonstration of outstanding qualities of leadership.
- ✦ Well-regarded as a role model to other PGA of Alberta Apprentice Professionals.
- ✦ Must be an Apprentice Professional at the start of the year.
- ✦ Apprentice Professional must be working in a pro shop at a golf course.

Apprentice Professional of the Year Criteria:

- ✦ Overall performance as an Apprentice Professional.
- ✦ Leader and role model as it relates to the promotion and growth of the game of golf.
- ✦ Strong desire to develop as a golf professional through multiple avenues.
- ✦ Demonstrated involvement within the community and the Association.

Selection Process:

- ✦ Each nominee application is reviewed by an awards sub-committee.
 - The sub-committee for each award includes past winners of that award and members of the awards committee.
- ✦ The five (5) nominees whose applications rank the highest among the sub-committee members are presented to the selection committee as finalists.
- ✦ All members of the selection committee, also known as the awards committee, are past Club Professional of the Year award winners.
- ✦ The selection committee reviews all award finalists and submits confidential votes using a ranking system.
- ✦ Awards are presented to the finalist with the best overall ranking.

Eligibility:

All Apprentice Professionals in good standing are eligible.

The following are ineligible:

- ✦ Previous PGA of Canada Moe Norman Apprentice Professional of the Year Award winners
- ✦ PGA of Canada National Staff & PGA of Canada Zone Staff

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





PGA ALBERTA AWARDS

CLASS “A” PROFESSIONAL OF THE YEAR

Class “A” Professional of the Year Guidelines:

- ✦ Demonstration of outstanding qualities of leadership.
- ✦ Demonstration of outstanding customer service.
- ✦ Well-regarded as a role model to other PGA of Alberta Class “A” Professionals.
- ✦ Class “A” Professional working in a pro shop at the golf course – must start the year in the category.

Class “A” Professional of the Year Criteria:

- ✦ Overall performance as a Class “A” Professional
- ✦ Leader and role model as it relates to the promotion and growth of the game of golf.
- ✦ Strong desire to develop as a golf professional through multiple avenues.
- ✦ Demonstrated involvement within the community and the Association.

Selection Process:

- ✦ Each nominee application is reviewed by an awards sub-committee.
 - The sub-committee for each award includes past winners of that award and members of the awards committee.
- ✦ The five (5) nominees whose applications rank the highest among the sub-committee members are presented to the selection committee as finalists.
- ✦ All members of the selection committee, also known as the awards committee, are past Club Professional of the Year award winners.
- ✦ The selection committee reviews all award finalists and submits confidential votes using a ranking system.
- ✦ Awards are presented to the finalist with the best overall ranking.

Eligibility:

All Class “A” Professionals in good standing in the following membership categories are eligible for this award:
Assistant Professional and Associate Professional.

This award is intended to recognize a Class “A” Assistant or Associate Golf Professional working in a golf shop at a golf course or club.

The following are ineligible:

- ✦ Previous PGA of Canada Stan Leonard Class “A” Professional of the Year Award winners
- ✦ Apprentice Professionals, Executive Professionals, Head Professionals, Head Teaching Professionals, Master Professionals, and PGA of Canada Life Members
- ✦ PGA of Canada National Staff & PGA of Canada Zone Staff

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PGA ALBERTA AWARDS

CLUB PROFESSIONAL OF THE YEAR

Club Professional of the Year Guidelines:

- ✦ Demonstration of outstanding qualities of leadership.
- ✦ Demonstration of outstanding management.
- ✦ 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 Club Professionals.

Club Professional of the Year Criteria:

- ✦ Overall performance as a Club Professional.
- ✦ Business innovation and continuous improvement at their facility.
- ✦ Leader and role model as it relates to the promotion and growth of the game of golf.
- ✦ Demonstrated involvement within the community and the Association.

Selection Process:

- ✦ The nomination should be based on a nominee's entire past experience as a Club Professional.
- ✦ Achievements during the past 12 months should be emphasized.
- ✦ Each nominee application is reviewed by an awards sub-committee.
 - The sub-committee for each award includes past winners of that award and members of the awards committee.
- ✦ The five (5) nominees whose applications rank the highest among the sub-committee members are presented to the selection committee as finalists.
- ✦ All members of the selection committee, also known as the awards committee, are past Club Professional of the Year award winners.
- ✦ The selection committee reviews all award finalists and submits confidential votes using a ranking system.
- ✦ Awards are presented to the finalist with the best overall ranking.

Eligibility:

All Class "A" Professionals in good standing in the following membership categories are eligible for this award: Head Professional, Director of Golf**, Manager of Golf Operations**, Pro-Manager**, and Director of Operations**.

**To be eligible for the Club Professional of the Year Award, one must be responsible for the golf operations at a golf course. If the nominee is responsible for and oversees the entire operation including areas like food & beverage, course maintenance, and administration in addition to golf operations, they should be nominated for the Executive Professional of the Year Award.

The following are ineligible:

- ✦ Previous PGA of Canada Murray Tucker Club Professional of the Year Award winners
- ✦ Apprentice Professionals and PGA of Canada Life Members
- ✦ PGA of Canada National Staff & PGA of Canada Zone Staff

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PGA
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COACH OF THE YEAR

Coach of the Year Guidelines:

- ✦ Recognized as an outstanding coach of golf among the PGA of Alberta membership.
- ✦ Initiation/implementation of innovative, unconventional, and/or special coaching programs.
- ✦ Publication of articles, books, magazines, etc.

Coach of the Year Criteria:

- ✦ Nominees **must** be certified by the PGA of Canada's National Coaching Certification Program (NCCP) developed in partnership with the Coaching Association of Canada (CAC) & Golf Canada in the Competition Stream (Coach of New Competitors or Coach of Developing Competitors)
- ✦ Attendance or facilitation of a minimum of two (2) PGA of Canada teaching workshops, seminars, or PGA of America teaching and coaching summits within the last five (5) years.
- ✦ Overall performance in coaching at the facility, zone, and national levels.

Selection Process:

- ✦ The nomination should be based on a nominee's entire past experience.
- ✦ Achievements during the past 12 months should be emphasized.
- ✦ Each nominee application is reviewed by an awards sub-committee.
 - The sub-committee for each award includes past winners of that award and members of the awards committee.
- ✦ The five (5) nominees whose applications rank the highest among the sub-committee members are presented to the selection committee as finalists.
- ✦ All members of the selection committee, also known as the awards committee, are past Club Professional of the Year award winners.
- ✦ The selection committee reviews all award finalists and submits confidential votes using a ranking system.
- ✦ Awards are presented to the finalist with the best overall ranking.

Eligibility:

All Class "A" Professionals and Apprentice Professionals in good standing are eligible for this award.

The following are ineligible:

- ✦ Previous PGA of Canada Ben Kern Coach of the Year Award winners
- ✦ PGA of Canada Life Members
- ✦ PGA of Canada National Staff & PGA of Canada Zone Staff

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





The logo features a red maple leaf above the text "PGA ALBERTA" in a bold, black, sans-serif font. Below this, the word "AWARDS" is written in a large, bold, black, serif font.

EXECUTIVE PROFESSIONAL OF THE YEAR

Executive Professional of the Year Guidelines:

- ✦ Demonstration of outstanding qualities of leadership at their facility and within the golf industry.
- ✦ Demonstration of 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.

Executive Professional of the Year Criteria:

- ✦ Overall performance as an Executive Professional.
- ✦ Leader and role model as it relates to the promotion and growth of the game of golf.
- ✦ Demonstrated involvement with the Association.

Selection Process:

- ✦ The nomination should be based on a nominee's entire past experience as an Executive Professional.
- ✦ Achievements during the past 12 months should be emphasized.
- ✦ Each nominee application is reviewed by an awards sub-committee.
 - The sub-committee for each award includes past winners of that award and members of the awards committee.
- ✦ The five (5) nominees whose applications rank the highest among the sub-committee members are presented to the selection committee as finalists.
- ✦ All members of the selection committee, also known as the awards committee, are past Club Professional of the Year award winners.
- ✦ The selection committee reviews all award finalists and submits confidential votes using a ranking system.
- ✦ Awards are presented to the finalist with the best overall ranking.

Eligibility:

All Class "A" Executive Professionals in good standing in the following membership categories are eligible: General Manager, Chief Executive Officer, Chief Operating Officer, Director of Golf**, Manager of Golf Operations**, Pro-Manager**, and Director of Operations**.

**To be eligible for the Club Professional of the Year Award, one must be responsible for the golf operations at a golf course. If the nominee is responsible for and oversees the entire operation including areas like food & beverage, course maintenance, and administration in addition to golf operations, they should be nominated for the Executive Professional of the Year Award.

The following are ineligible:

- ✦ Previous PGA of Canada Dick Munn Executive Professional of the Year Award winners
- ✦ Apprentice Professionals and PGA of Canada Life Members
- ✦ PGA of Canada National Staff & PGA of Canada Zone Staff

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PGA ALBERTA AWARDS

JUNIOR LEADER OF THE YEAR

Junior Leader of the Year Guidelines:

- ✦ Recognized as a leader and mentor amongst junior golfers.
- ✦ Contribution to junior programs/events at the community, Association, and national levels.
- ✦ Proven interest and ability to provide opportunities/experiences for juniors to learn and play golf.

Junior Leader of the Year Criteria:

- ✦ Involvement in the promotion, development, and growth of junior golf at the club level and within in the community.
- ✦ Nominees **must** be certified in instruction and/or coaching through the PGA of Canada's National Coaching Certification Program (NCCP).
- ✦ Preference will be given to those engaged in further learning and certification through other bodies in the industry.
- ✦ Overall image, service, and leadership in the junior golf arena.

Selection Process:

- ✦ Each nominee application is reviewed by an awards sub-committee.
 - The sub-committee for each award includes past winners of that award and members of the awards committee.
- ✦ The five (5) nominees whose applications rank the highest among the sub-committee members are presented to the selection committee as finalists.
- ✦ All members of the selection committee, also known as the awards committee, are past Club Professional of the Year award winners.
- ✦ The selection committee reviews all award finalists and submits confidential votes using a ranking system.
- ✦ Awards are presented to the finalist with the best overall ranking.

Eligibility:

All Class "A" Professionals and Apprentice Professionals in good standing are eligible for this award.

The following are ineligible:

- ✦ Previous PGA of Canada Jack McLaughlin of the Year Award winners
- ✦ PGA of Canada Life Members
- ✦ PGA of Canada National Staff & PGA of Canada Zone Staff

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





PGA ALBERTA AWARDS

RETAILER OF THE YEAR **ANNUAL GROSS MERCHANDISE SALES UP TO \$500,000**

NOTE: PROFESSIONALS MAY SELF-NOMINATE THEIR FACILITY FOR THIS AWARD.

Retailer of the Year Criteria:

- ✦ Annual gross merchandise sales up to \$500,000
- ✦ Innovative merchandising philosophies and display techniques.
- ✦ Unique sales promotions.
- ✦ Effective buying plan and sell-through strategies throughout the season.
- ✦ Demonstrated skill in planning and promotion of sales by presenting products to market on a timely basis.

Selection Process:

- ✦ Each nominee application is reviewed by an awards sub-committee.
 - The sub-committee for each award includes past winners of that award and members of the awards committee.
- ✦ The five (5) nominees whose applications rank the highest among the sub-committee members are presented to the selection committee as finalists.
- ✦ All members of the selection committee, also known as the awards committee, are past Club Professional of the Year award winners.
- ✦ The selection committee reviews all award finalists and submits confidential votes using a ranking system.
- ✦ Awards are presented to the finalist with the best overall ranking.

Eligibility:

All PGA of Canada facilities in good standing, with a PGA of Canada Class “A” Professional or Apprentice Professional in good standing, within the Alberta zone are eligible for this award.

The following are ineligible:

- ✦ PGA of Canada Life Members

NOTE: ONCE A FACILITY WINS NATIONALLY THEY ARE ELIGIBLE TO WIN AGAIN PROVINCIALY IN THE SAME CATEGORY AS LONG AS THERE IS A DIFFERENT INDIVIDUAL IN THE ROLE OF HEAD PROFESSIONAL.

ONCE AN AN INDIVIDUAL WINS NATIONALLY THEY ARE ELIGIBLE TO WIN AGAIN PROVINCIALY IN THE SAME CATEGORY AS LONG AS THEY ARE AT A DIFFERENT FACILITY. THEY ARE INELIGIBLE TO WIN PROVINCIALY AT THE SAME FACILITY MORE THAN ONCE.





PGA ALBERTA AWARDS

RETAILER OF THE YEAR **ANNUAL GROSS MERCHANDISE SALES OVER \$500,000**

NOTE: PROFESSIONALS MAY SELF-NOMINATE THEIR FACILITY FOR THIS AWARD.

Retailer of the Year Criteria:

- ✦ Annual gross merchandise sales over \$500,000
- ✦ Innovative merchandising philosophies and display techniques.
- ✦ Unique sales promotions.
- ✦ Effective buying plan and sell-through strategies throughout the season.
- ✦ Demonstrated skill in planning and promotion of sales by presenting products to market on a timely basis.

Selection Process:

- ✦ Each nominee application is reviewed by an awards sub-committee.
 - The sub-committee for each award includes past winners of that award and members of the awards committee.
- ✦ The five (5) nominees whose applications rank the highest among the sub-committee members are presented to the selection committee as finalists.
- ✦ All members of the selection committee, also known as the awards committee, are past Club Professional of the Year award winners.
- ✦ The selection committee reviews all award finalists and submits confidential votes using a ranking system.
- ✦ Awards are presented to the finalist with the best overall ranking.

Eligibility:

All PGA of Canada facilities in good standing, with a PGA of Canada Class “A” Professional or Apprentice Professional in good standing, within the Alberta zone are eligible for this award.

The following are ineligible:

- ✦ PGA of Canada Life Members

NOTE: ONCE A FACILITY WINS NATIONALLY THEY ARE ELIGIBLE TO WIN AGAIN PROVINCIALY IN THE SAME CATEGORY AS LONG AS THERE IS A DIFFERENT INDIVIDUAL IN THE ROLE OF HEAD PROFESSIONAL.

ONCE AN AN INDIVIDUAL WINS NATIONALLY THEY ARE ELIGIBLE TO WIN AGAIN PROVINCIALY IN THE SAME CATEGORY AS LONG AS THEY ARE AT A DIFFERENT FACILITY. THEY ARE INELIGIBLE TO WIN PROVINCIALY AT THE SAME FACILITY MORE THAN ONCE.



The logo features a red maple leaf inside a black swoosh that forms an oval. To the right of the swoosh, the text "PGA" is written in a large, bold, black sans-serif font, with "ALBERTA" in a smaller, black sans-serif font directly below it. Underneath the swoosh and text, the word "AWARDS" is written in a very large, bold, black serif font.

PGA ALBERTA AWARDS

SALES REPRESENTATIVE OF THE YEAR

Sales Representative of the Year Criteria:

- ✦ Possesses strong communication and organizational skills.
- ✦ 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.

Selection Process:

- ✦ Each nominee application is reviewed by an awards sub-committee.
 - The sub-committee for each award includes past winners of that award and members of the awards committee.
- ✦ The five (5) nominees whose applications rank the highest among the sub-committee members are presented to the selection committee as finalists.
- ✦ All members of the selection committee, also known as the awards committee, are past Club Professional of the Year award winners.
- ✦ The selection committee reviews all award finalists and submits confidential votes using a ranking system.
- ✦ Awards are presented to the finalist with the best overall ranking.

Eligibility:

All sales representatives with direct affiliation to the golf industry are eligible to win this award.



The logo features a red maple leaf inside a black swoosh that forms the letters 'PGA'. Below this, the word 'ALBERTA' is written in a smaller, black, sans-serif font. Underneath 'ALBERTA', the word 'AWARDS' is written in a large, bold, black, serif font.

TEACHER OF THE YEAR

Teacher of the Year Guidelines:

- ✦ Recognized as an outstanding teacher of golf among the PGA of Alberta membership.
- ✦ Initiation/implementation of innovative, unconventional, and special coaching programs.
- ✦ Publication of articles, books, magazines, etc.

Teacher of the Year Criteria:

- ✦ Nominees **must** have achieved certification through the PGA of Canada's National Coaching Certification Program (NCCP) developed in partnership with the Coaching Association of Canada (CAC) & Golf Canada in at least one pathway of the Instruction Stream (Instructor of Beginner Golfers, Instructor of Intermediate Golfers or Instructor of Advanced Golfers)
- ✦ Participation in provincial and national teaching workshops, seminars, and coaching summits.

Selection Process:

- ✦ Each nominee application is reviewed by an awards sub-committee.
 - The sub-committee for each award includes past winners of that award and members of the awards committee.
- ✦ The five (5) nominees whose applications rank the highest among the sub-committee members are presented to the selection committee as finalists.
- ✦ All members of the selection committee, also known as the awards committee, are past Club Professional of the Year award winners.
- ✦ The selection committee reviews all award finalists and submits confidential votes using a ranking system.
- ✦ Awards are presented to the finalist with the best overall ranking.

Eligibility:

All Class "A" Professionals and Apprentice Professionals in good standing are eligible for this award.

The following are ineligible:

- ✦ Previous PGA of Canada George Knudson Teacher of the Year Award winners
- ✦ PGA of Canada Life Members
- ✦ PGA of Canada National Staff & PGA of Canada Zone Staff

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

