



MISSION

The Iowa PGA Section is established as an association of PGA golf professionals dedicated to positively impacting lives through promoting and growing the game of golf, while offering services opportunities to the profession of golf professionals, enhancing the opportunities for amateurs, employers, manufacturers, employees and the general public.



VISION

The Iowa PGA Section shall exist for:

Creating enjoyment for the game of golf

Inspiring leadership, collaboration and innovation

Empowering diversity and inclusion



VALUES

IAPGA

I - Integrity

A - Accountability

P - Philanthropic

G - Growing the Game

A - Achieving Excellence



Communications / Public Awareness

MARKETING PLAN TO
PROMOTE THE IOWA PGA
SECTION, IOWA PGA
FOUNDATION AND IOWA PGA
PROFESSIONALS

TOURISM

GOLF ACROSS IOWA TOUR

MEDIA DAY



Iowa PGA Foundation

FOUNDATION REVENUE DRIVER

COMPREHENSIVE FOUNDATION
MARKETING PLAN

GROW THE JUNIOR TOUR BY 8-
10%

NEXT STEPS FOR SWINGS WITH
KIDS

SECTION DONATION TO THE
FOUNDATION

GROWTH OF GOLF IN SCHOOLS
PROGRAMS



Professional Development / Education

SECTION EMPLOYMENT
COMMITTEE

PLAYER DEVELOPMENT
MANAGER

MENTORSHIP PROGRAM

ACHIEVE A 20% INCREASE IN
IOWA PGA MEMBERS
REACHING A
CERTIFICATION

SECTION EDUCATION



Staff Administration / Section Operations

HOME OFFICES OF THE IOWA
PGA

FINANCIAL PLAN

ORGANIZATIONAL CHART AND
STAFFING MODEL

CREATE FULL ON-BOARDING
PROCESS FOR BOARD OF
DIRECTORS & STAFF



Tournaments

OVERVIEW OF SECTION
TOURNAMENT REGULATIONS
AND BY-LAWS

STANDARDS FOR HOSTING
SECTION EVENTS

SECURE LONG-TERM SPONSOR &
SITE FOR IOWA OPEN

ELEVATED MARKETING PLAN FOR
IOWA OPEN AND IOWA PGA
PROFESSIONAL CHAMPIONSHIPS