



Mr. Ricky Lyons, PGA
Secretary, Southern Texas PGA

Dear Ricky,

I am writing to formally express my intention to run for an At-Large position on the South Texas PGA Board of Directors.

Having had the opportunity to serve and grow within the South Texas PGA, I have developed an even greater appreciation for the role our Section plays in advancing the profession, supporting its members, and creating opportunities for golf professionals throughout South Texas. I would be honored to have the opportunity to continue to contribute at the Board level and help build upon the strong foundation our Section has established.

My vision for the STPGA is centered around four key areas:

Continued Elevated Events

I believe our Section should continue to set the standard for professional events and member experiences. Our tournaments and programs are an important reflection of the quality of our membership and the value of belonging to the STPGA. I would like to help explore opportunities to continue elevating the overall experience, while ensuring our events remain inclusive, competitive, and meaningful for professionals at every level.

Member Education

The golf industry continues to evolve, and our members must have access to education that helps them grow as professionals and leaders. I believe the STPGA can continue expanding opportunities for education in areas beyond traditional golf operations, including leadership, business management, technology, staff development, and member relations. Investing in our professionals ultimately strengthens the clubs and organizations they serve.

Associate Mentoring and Development

Developing the next generation of golf professionals is extremely important to me. I believe our Section has an opportunity to create stronger connections between experienced professionals and Associates who are beginning their careers. Mentorship, networking, and exposure to different areas of the industry can provide Associates with the knowledge and relationships necessary to build successful careers and become future leaders of our Section.

Financial Strength and Sustainability

A financially strong Section gives us the ability to invest in our members, programs, education, and future. I would like to contribute to conversations surrounding responsible financial management, sustainable growth, and creating long-term value for our membership. Maintaining a strong financial position allows the STPGA to continue providing exceptional opportunities while preparing for the needs of future generations.

I believe my experience as a Head Professional, department leader, and mentor has given me a perspective that would be valuable to the Board. I have seen firsthand the importance of strong leadership, financial responsibility, staff development, member service, and creating an environment where people can succeed.

Most importantly, I would approach an At-Large position with a commitment to listening to our membership and representing the diverse needs of professionals across the Section. I believe the STPGA is at its best when its members are engaged, supported, and given opportunities to grow both personally and professionally.

I appreciate your consideration of my intention to run for the At-Large position. I would be proud to serve the South Texas PGA and contribute my time, experience, and perspective to the continued success of our Section.

Sincerely,

A handwritten signature in black ink, appearing to read 'M Frost', written in a cursive style.

Michael Frost
Head Professional
Briggs Ranch Golf Club