



Vision. Mission. Pillars.


PGATM
OF AMERICA

1916
SOUTHERN TEXAS
SECTION

OUR DREAM

A one of a kind homesite that fully encapsulates the Vision and Mission of the Southern Texas PGA.





OUR VISION

A high-performance culture driven by individuals committed to making a meaningful impact on its Members, the Game of Golf, and the Association.



OUR MISSION

Serve Our Members

**Grow the Game through
STPGA Programs**

Elevate the Association



STRATEGIC PILLARS

These five pillars define the primary areas of focus that drive all annual planning and goal setting for the Southern Texas PGA.

1 Member and Associates Development

2 Championship and Competitive Opportunities

3 Growth of the Game and Community Impact

4 Organizational Health and Governance

5 Culture and Talent



1 MEMBER AND ASSOCIATES DEVELOPMENT

- **Implement a Member-first approach** centered around education, professional development, and retention for all PGA Members.
- **Connect with and engage** Associates to encourage program completion and actively support their journey to full Membership.
- **Promote the PGA Professional**, highlighting the value of our Members, and elevating their status within the industry and community.
- **Cultivate a strong working relationship** with the PGA of America to ensure Members and Associates have clear access to all national benefits, opportunities, and resources.



2 CHAMPIONSHIP AND COMPETITIVE OPPORTUNITIES

- **Administer a first-class Championship program** that provides engaging and high-quality competitive opportunities for all levels of play within the Membership.
- **Explore new ways to engage golfers** in event formats that support our Mission.



3

GROWTH OF THE GAME AND COMMUNITY IMPACT

- **Develop new strategies** to ensure a high level of engagement and positive impact through our junior golf program.
- **Create a long-term plan for PGA REACH Southern Texas** focusing on fundraising, program development, and innovative ideas that positively impact lives.



4 ORGANIZATIONAL HEALTH AND GOVERNANCE

- **Ensure sound financial health** by consistently seeking new revenue opportunities, diversifying the partnership base, and planning prudently for the future.
- **Maintain strong Governance and transparency**, promoting Member involvement in critical decisions and upholding ethical leadership.
- **Execute consistent and effective** marketing and communication of our identity, activities, and collective impact across Southern Texas.



5 CULTURE AND TALENT

- **Cultivate a fun, inviting, and enjoyable workplace** that fosters a high-performance culture.
- **Empower employees for professional development** to showcase their skills, ensuring the long-term strength of our team.
- **Recruit, retain, and support** top talent by promoting collaboration, recognition, and a shared commitment to excellence.