

# NJSGA Summit & United States Golf Association



Prepared by John M. Bodenhamer  
April 03, 2019

**USGA**

# Agenda



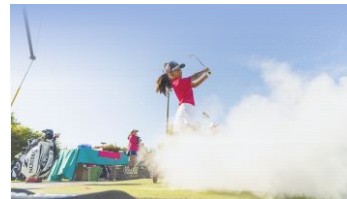
Who We Are



Our Work

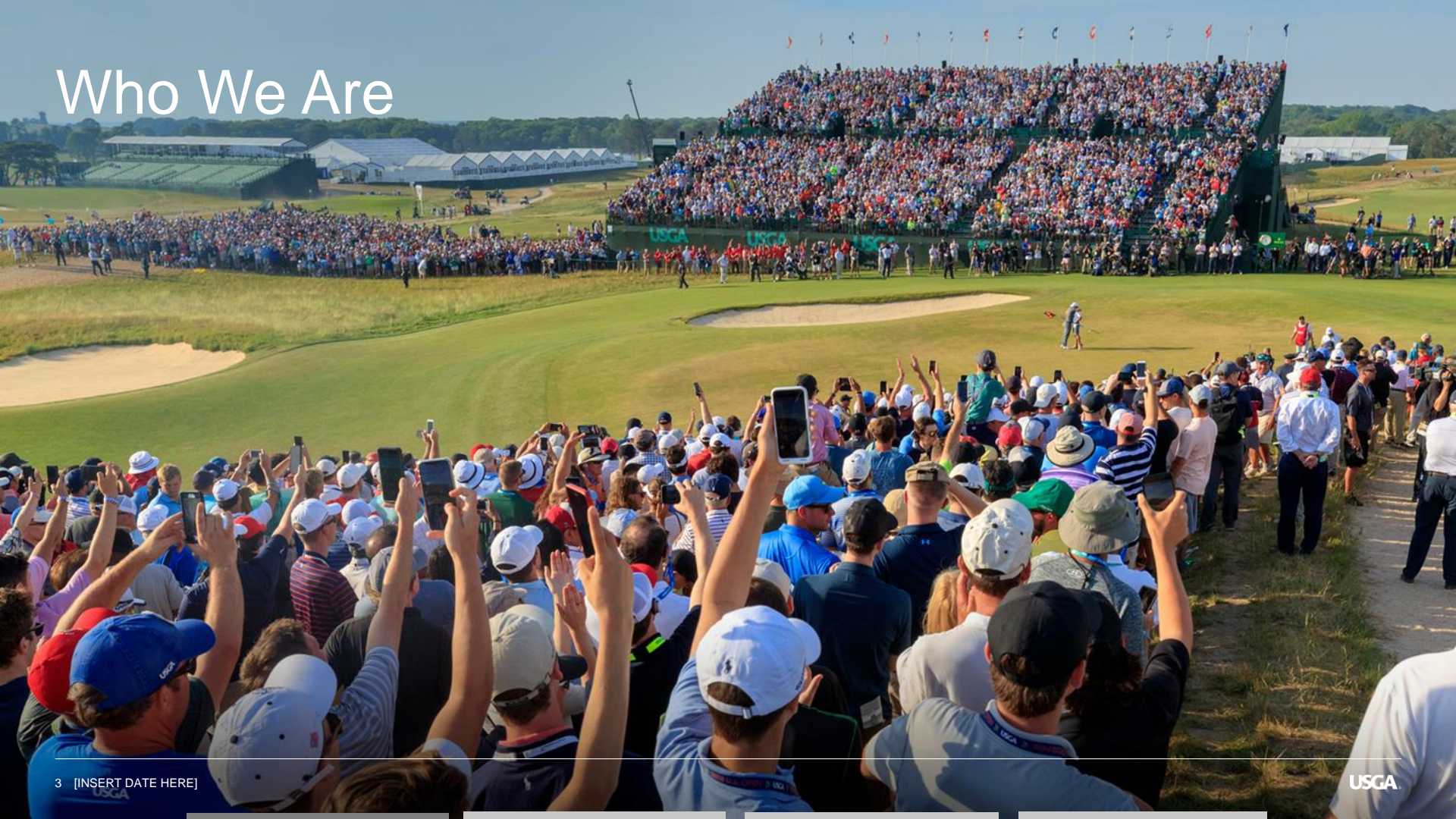


Key Programs



Our Impact

# Who We Are



WHO WE ARE

# Overview

For more than 120 years, the USGA has been committed to the best interests of golf, and all those who love and play it.

Not-for-Profit  
Organization  
(501c3)

334  
Full-time  
employees

15  
-Member  
volunteer  
Executive  
Committee

Headquarters  
Liberty Corner,  
New Jersey

450,00  
USGA  
Members

7,635  
Member  
Clubs

Founded in  
By the American  
golf clubs

1,10  
Volunteer  
Committee  
Members



WHO WE ARE

# Our Mission

The USGA promotes and conserves the true spirit of the game of golf as embodied in its ancient and honorable traditions. We act in the best interests of the game for the continued enjoyment of those who love and play it.



# Our Leadership

**Mark Newell**  
President



## Executive Committee

15-member  
volunteer  
Executive  
Committee and  
General  
Counsel



## Executive Leadership Team



**Mike Davis**  
Chief Executive  
Officer



**John Bodenhamer**  
Senior Managing  
Director,  
Open  
Championships  
& Association  
Championships



**Mike Butz**  
Senior Managing  
Director, Open  
Championships  
& Association  
Relations



**Emily von Doehren**  
Chief of Staff



**Rand Jerris**  
Senior Managing  
Director, Public  
Services



**Chris Fraser**  
Chief Legal  
Officer



**Thomas Pagel**  
Senior Managing  
Director of  
Governance



**Susan Pikitch**  
Chief Financial  
Officer

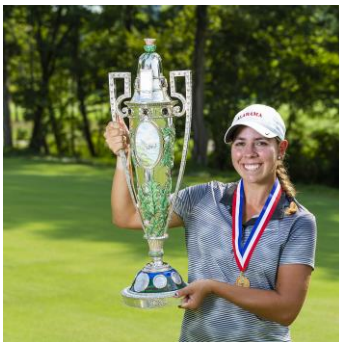


**Steven Schloss**  
Chief People  
Officer

# Our Work



# Our Core Strategies



## Championships

Provide the very best players in the world the opportunity to compete for a championship

## Governance

Clarify and define the Rules of the game worldwide



## Golf Facilities

Advance the long-term viability of golf

## Golfer Engagement

Serve golfers through programs that build engagement with the game





# Championships

# U.S. Open Championship

- 2019 marks the 119th championship
- First conducted in 1895
- Open to professionals, and amateurs with a Handicap Index® of 1.4 or better
- Champions include Bob Jones, Ben Hogan, Arnold Palmer, Jack Nicklaus, Tiger Woods, Jordan Spieth, Dustin Johnson, and Brooks Koepka



# U.S. Women's Open Championship



- 2019 marks the 74th championship
- First conducted in 1946
- Open to any female professional, and any amateur with a Handicap Index® of 2.4 or better
- Champions include Betsy Rawls, Babe Didrikson Zaharias, Mickey Wright, Annika Sorenstam, Michelle Wie, Brittany Lang, Sung Hyun Park and Ariya Jutanugarn

# U.S. Senior Open Championship



- 2019 marks the 40th championship
- First conducted in 1980
- Open to any golfer 50 and older who is a professional, or an amateur with a Handicap Index of 3.4 or better
- Champions include Arnold Palmer, Gary Player, Lee Trevino, Jack Nicklaus, Hale Irwin, Colin Montgomerie, Gene Sauers, Kenny Perry and David Toms

# U.S. Senior Women's Open Championship

- 2019 marks the second championship
- First conducted in 2018
- Open to any female professional or amateur who is 50 years of age on or before May 16 and whose Handicap Index® does not exceed 7.4
- Inaugural champion: Laura Davies



# Amateur and Team Competitions

We conduct 10 amateur championships and five international competitions to provide the world's best amateurs with the ultimate test of golf.

8

U.S. amateur championships of individual competition



5

International competitions and matches



2

Amateur championships for two-player teams



# Road to a National Champions hip

**USGA**®



# New Staff Capability

## Senior Director, Player Relations - Jason Gore

- Pepperdine University (2000 – Psychology); 1997 NCAA Division I team champions.
- Walker Cup Team 1997.
- U.S. Open 1998, 2005, 2008 & 2010; final pairing in 2005.
- U.S. Amateur 1992, 1993, 1995 & 1997.
- U.S. Junior Amateur 1990.
- 12 professional wins: One PGA TOUR win (84 Lumber Classic in 2005); Seven web.com Tour wins.
- Amateur wins: 1996 Sahalee Players Championship; 1997 Pacific Coast Amateur; 1997 California Amateur; 1997 California Open (as an amateur)
- Has served on the PGA TOUR's Player Advisory Council (PAC) nine times



## Director, Player Relations - Liz Fradkin

- Rutgers University (2012 – Business)
- USGA Rules staff 2012 – 2015 (Rules instructor currently)
- USGA Championships Staff – 2015 – present (Manager, Curtis Cup Team; U.S. Women's Amateur)

## Player Services Directors

- Robbie Zalzneck (U.S. Open & U.S. Senior Open)
- Ali Kicklighter (U.S. Women's Open & U.S. Senior Women's Open)



# Governance

# Rules Modernization

In 2018, after seven years of intensive work and a six-month feedback period, the USGA and The R&A released a new set of Rules. These extensively revised Rules of Golf will take effect on January 1, 2019.

More than 20,000 golfers from 102 countries participated in our global survey, with thousands of others engaging via social media or reaching out directly to USGA Rules Staff.

To modernize their delivery, we developed a suite of digital resources to help make the Rules easier to understand and apply.

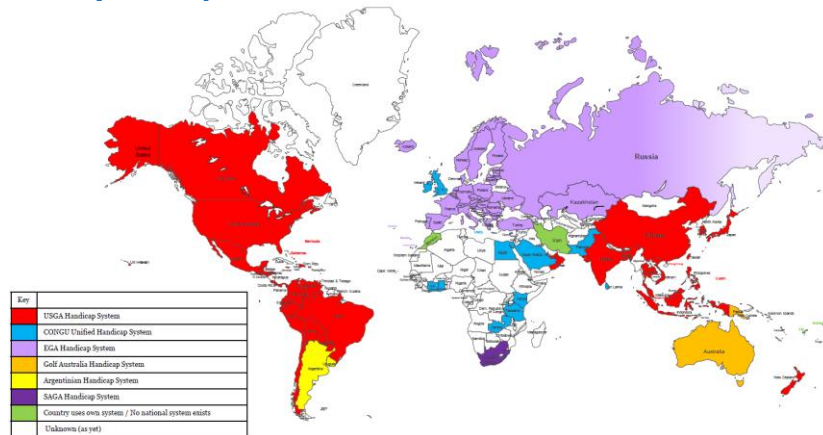


# World Handicap System (2020)

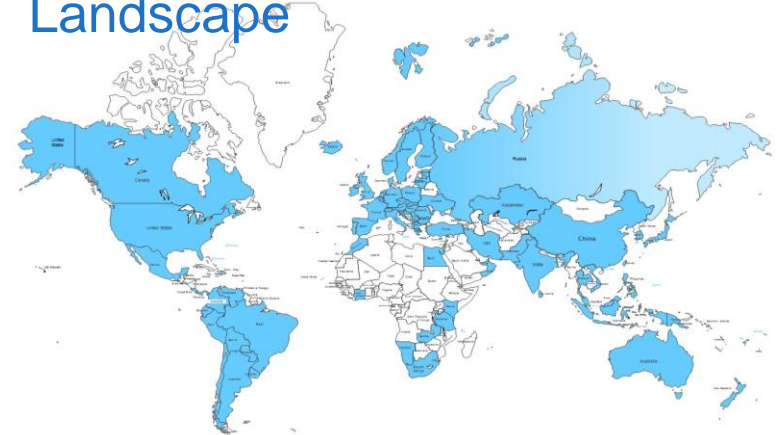


The USGA and The R&A are developing a World Handicap System with collaboration and support from each of the existing Handicap Authorities – Golf Australia, the Council of National Golf Unions in Great Britain and Ireland, the European Golf Association, the South African Golf Association, the Argentine Golf Association and the USGA. The WHS will be comprised of the Rules of Handicapping and the Course Rating System; together they will provide a single measure of playing ability worldwide, producing handicaps that are truly portable.

## Current Handicapping



## Future Handicapping Landscape



# Golf Facilities

A topographic map of a region, likely a golf course, is shown in a light gray color against a darker gray background. The map features contour lines and shaded areas representing elevation and terrain. The title 'Golf Facilities' is positioned in the upper left corner of the map area.

# Research

We believe that the best approach to studying golf's challenges is rigorous scientific research to ground innovative solutions in real data.

## \$40 million+

Since 1920, more than \$40 million in grants has been awarded to universities across North America.



## 126,750

Nearly 2,000 facilities across the United States responded to a joint USGA/GCSAA survey in 2015 about water use on golf courses. More than 126,750 individual data points were collected to provide insight into conservation methods and results.



## 15,604

In 2014-2015, the USGA used GPS devices to track more than 15,604 rounds of golf at 168 golf courses. More than 53.1 million data points are currently being analyzed across a range of golf course and golfer variables.



# Education

We believe that the thoughtful and open exchange of information is central to driving change across a network of golf facilities, comprised of more than 34,000 independent businesses.

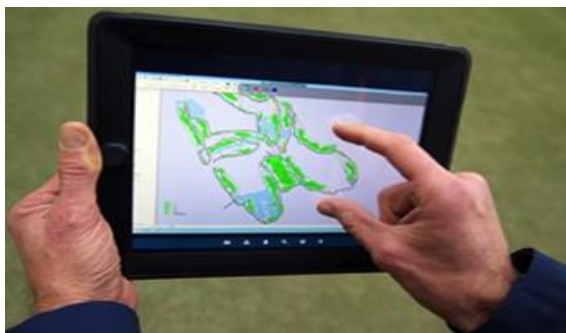
## 80,000+

The USGA's Course Consulting Service has completed more than 80,000 visits to golf courses in North America, providing expert analysis and evaluation to improve playing quality, environmental sustainability and budget efficiency.



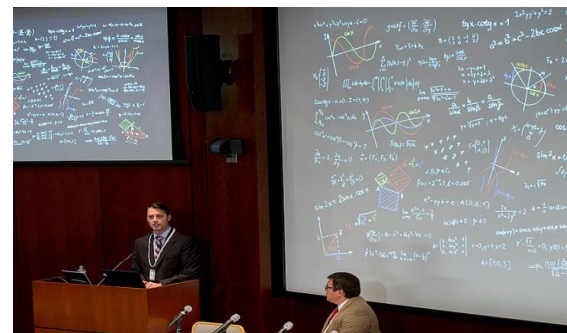
## 18,000+

The USGA's Green Section Record is published 24 times a year and distributed digitally to 18,000-plus subscribers in 159 countries. Collectively, the GSR's agronomic, research and course care content is viewed more than 1.5 million times annually.



## 245

Number of attendees at the 2019 Asia Pacific Golf Innovation Symposium, which since 2013 has brought together leaders from the world of golf to focus on solutions to key industry issues and opportunities, such as pace of play and the overall quality of the golfer experience.



# Golfer Engagement

# Allied Golf Associations (AGAs)

To strengthen our collaboration with Allied Golf Associations, in 2018 we implemented a new partnership with 59 AGAs, each of which will service all golfers and golf clubs in a defined geographic territory. The reimagined partnership will simplify the oversight landscape and better serve golf facilities and golfers across the U.S.

## New Operating Model





# USGA GHIN Services

USGA GHIN Services offer critical reporting and game performance tracking services for golf administrations, clubs and golfers, including data analytics, tournament management and score posting.

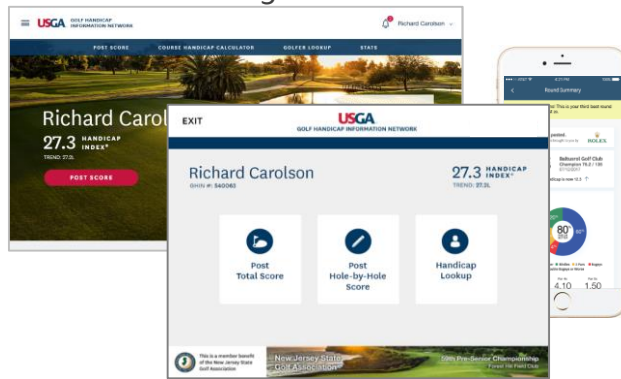
65

Golf associations currently license GHIN Services, including 53 AGAs and 12 international associations.



50 million+

Rounds annually posted through GHIN by 2.3 million golfers at more than 14,500 golf clubs.



154,000

Events managed on the USGA Tournament Management Club platform, an average of 61 events per golf club.



# Golfer-Engagement Programs

Appreciating the time constraints on today's golfer, starting in 2014 we introduced the PLAY9™ program to promote both nine-hole and alternative playing formats to ensure golf is able to fit into busier lifestyles and everyday lives.



With a dedicated content hub on [usga.org](https://www.usga.org), and an expansive promotional toolkit, the PLAY9 program encourages golfers to find opportunities to play nine holes when a traditional 18 will not fit in their schedules. Nine-hole scores posted to the USGA's Handicap Computation service – [ghin.com](https://www.ghin.com) – are up 11 percent since the launch of the program.

# Youth Development Programs

The USGA is proud to collaborate with national partners who serve the game at the grassroots level, supporting programs that make golf more welcoming and accessible for all those who wish to play the game.

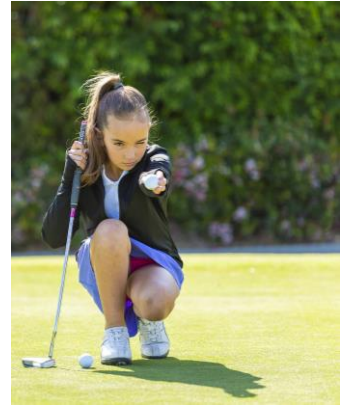
## LPGA-USGA Girls Golf and The First Tee

In partnership with allied associations, the USGA supports national junior programs in order to provide an introduction to the game and its inherent benefits and values.



## Drive, Chip & Putt

A joint initiative of the USGA, the Masters Tournament and The PGA of America, Drive, Chip & Putt is a free nationwide junior golf development competition aimed at growing the game by focusing on the three fundamental skills employed in golf.



# Our Impact



# The Impact of USGA Championships

Every community that hosts a USGA championship benefits from its presence in ways that extend beyond the celebration of golf and the excitement of on-course competition.

## Military appreciation

Observing Flag Day and honoring the local military community.



10,000+

Volunteers from the local community who actively assist in daily operations.



\$250 million

Collective economic impact to host communities of USGA championships.



# The Digital Community

USGA digital and social platforms produce content and conversation year round, while providing unique insight and engagement that enhance the online golf community's enjoyment of the game.

## 1.5 million+

Social media followers.



## 31 million+

Visits to USGA digital platforms, FY 17' (usga.org, usopen.com and U.S. Open apps).



## 21 million+

Holes played in the 2018 Virtual U.S. Open Championship.



# Supporting Future Generations

Recognizing that the best way to honor the game's great past is to lead it into the future, we create programs that inspire the next generation of the game's leaders and invest in the communities around us.

## \$26 million

Since 1991, the P.J. Boatwright Jr. Internship Program has offered hands-on experience in golf administration, with the USGA facilitating access to grassroots positions at Allied Golf Associations.



## \$80 million

Charitable funding allocated since 1997 to ensure everyone has access to the game we all love.



# USGA Foundation

The USGA Foundation is dedicated to securing philanthropic support for the mission and priorities of the USGA. Providing donors with an opportunity to express their passion for the game in a meaningful way, the USGA Foundation is open to many types of giving, but focuses on four key areas:

**Innovation: Enhancing Golfer Experience, Reducing Resource Consumption**



**Participation: Encouraging People of All Ages and Abilities**



**Preparing Golf's Next Generation of Leaders**



**Preserving and Celebrating Golf's History**

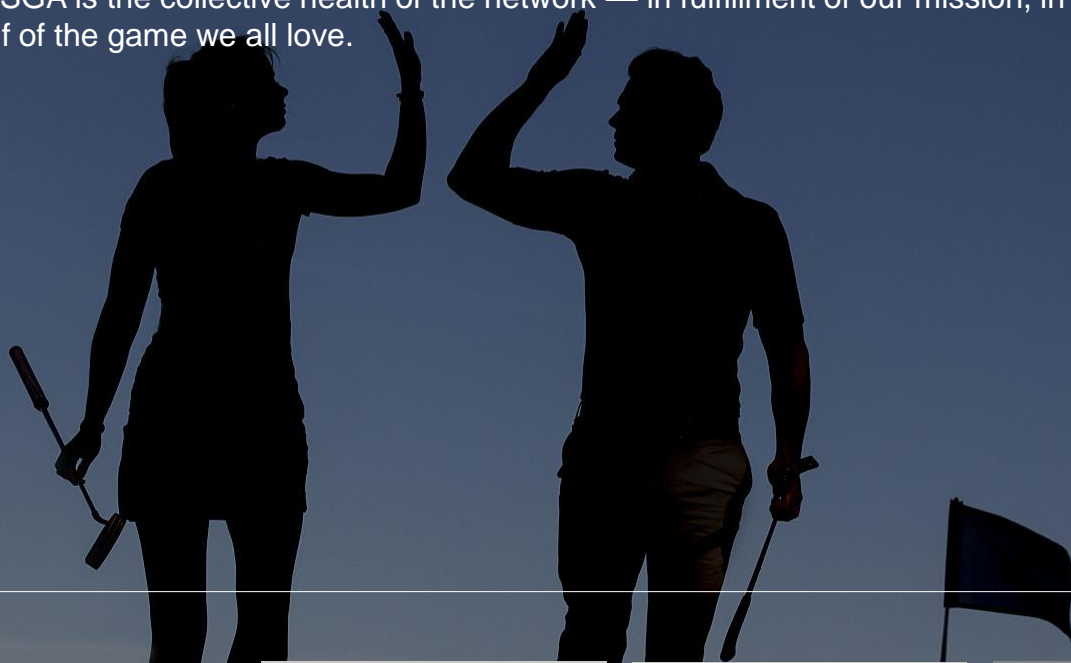




# When It All Comes Together

From the more than 20 million global broadcast viewers and 2.2 million global handicaps issued; to the 650,000 USGA members, nearly 40,000 annual championship entries and 8,000 Member Clubs; to the 59 Allied Golf Associations and more than 10,000 annual volunteers, the USGA touches — and is touched by — a wide and influential network.

Paramount to the USGA is the collective health of the network — in fulfillment of our mission, in satisfying our organizational goals, and on behalf of the game we all love.



# Major Changes



# 119<sup>th</sup> U.S. Open

## Pebble Beach Golf Links



# Thank You!