

October 5, 2016

Fellow Pro-Duffers:

Your vote of confidence and support in my ability to shoulder the leadership of this organization and advance its vision to promote the game of golf locally, nationally and on a professional level is accepted with humility and humbleness.

I thank the National Body for your acclamation in confirming the election slate presented by the National Election Committee and bestowing this honor.

I thank the National Executive Leadership past and present who have called me out of the shadows and challenged me to a leadership role in Pro-Duffers USA.

I am grateful for all the friendships I have been able to form with fellow members across the United States as we meet annually to hack away at some of the greatest resorts and facilities in the nation.

Finally, I thank the members of Pro-Duffers South, my local chapter in Memphis, TN for your unqualified acceptance and comradeship. I need your support and welcome your constructive criticism to keep me focused and on course.

Over the past few days, I have taken the time to reflect on my journey with Pro-Duffers USA beginning in 1990, when I first experienced the unique combination of camaraderie and professionalism displayed by the Memphis chapter members as they blended having fun playing golf and performing charitable deeds for the community. The experience of my first National Convention that year in Myrtle Beach with the all night poker games and Dan Mask hosting the Calcutta with his inescapable "he got a road game" validated that this was the place for me.

Notwithstanding the fun and excitement, there was an undertow imparted by the founders and prior leaders that tugged and pulled the organization like a rip tide in the realization that we were bigger and better than just friends and comrades getting together nationally for fun and frolic once a year or doing good in our separate communities, but ordained and commanded to channel and focus our efforts on a national level and bring the name Pro-Duffers before the world.

From past leadership of Milton Bernard, Foster Kidd, Dan Evans, Leon Griffin, Lem Osbourne, William Cochran, Larry Brown, and Mel Blackburn the architectural plan was drafted. Thomas Sweeney and Chuck Stradford took on the construction management and detailed our national focus and goals. Jerry Woodard has marshalled the organization to national prominence and recognition in the golf world with the formation of synergistic relationships with the Bill Dickey Scholarship Foundation, the Legacy Golf Performance Center and the PGA of America.

My pledge and commitment is to continue the progress, momentum and vision of our Founders and prior National Officers in the areas of continued development of the Pro-Duffers legacy, the vitality and the longevity of the organization, and increased communication; both internally and externally.

Thus, the goals of this tenure are threefold:

**Fulfillment of the Pro-Duffers legacy through the growth of the Foundation.** We shall set and achieve a goal of 85% participation from our members to commit and fulfill personal pledges of \$100.00 for 5 years. The success of the Professional Golfer Development, LLC is directly related to our ability to achieve this target and pledge commitment. We, as an organization, cannot go to corporate sponsors chomping at the bits to donate money and resources to our cause when we can't show them we have a committed base.

**Increase membership at the chapter level with emphasis in identifying, and recruiting young professionals to our aging organization and challenging them to utilize their skills and expertise for the benefit of the organization.** On this note, I challenge each of you to call upon your sons, grandsons, nephews, mentees, and professional affiliates to take a look at Pro-Duffers and share in this upstream bound journey.

Finally, I shall work toward **increased communication, both internally and externally and within and outside of the organization.** Through the leadership of Chuck and Jerry we have become very proficient in conducting the business of the organization through the National Executive Council, comprised of the National Officers and the Chapter Presidents via conference calls and other forms of communication. It is intended that the Chapter Presidents will share the works and decisions of the National Executive Council with its local membership; however, we are dropping the ball in this area.

We shall complete the email contact list to promote instant communication to every member and enhance the website for a better experience. We shall promote the name of Pro-Duffers USA with other local, state, regional and national golf organizations and encourage partnerships and strategic alliances consistent with our goals and mandates.

I am fortunate to be preceded by leaders that have dug the footing and laid the foundation for a successful and thriving organization. It is my task and challenge to complete the framing and fortify the structure for our future.

I ask for your support and promise you my best.

I will end with this salute:

Although all cognacs are brandies, all brandies are not cognac ...  
all Pro-Duffers are golfers BUT all golfers are not Pro-Duffers.

Yours in GOLF,

Kelvin A. Massey, National President