

CANDIDATE PROFILE

The Position: Executive Director - Southwestern Golf Association

Reports to: Southwestern Golf Association Board and Executive Committee

Part-time position: 500-700 hours per year

No relocation required. Candidate can work remotely with limited travel.

www.swga.net

Video Profile Feature



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Southwestern Amateur
Since 1915

Organization

The Southwestern Golf Association was established in 1915 in Douglas, Arizona. It is a 501 (C)(3) non-profit and is governed by a Board of Directors, all of whom are volunteers. This position reports to the Board through an Executive Committee comprised of the President, Vice President, Secretary, Treasurer, and Past President.

The Tournament players were initially a competition between clubs in the Southwest but evolved over the years to become a prestigious amateur tournament for men. It was played at different golf courses throughout the southwest.

Originally, it was match play, but it was changed to stroke play many years ago. Over the years, numerous champions and players have gone on to have illustrative careers as professionals. The event attracts players from all over the United States and many foreign countries.

In 2012, the Board decided to move the tournament to, arguably, the finest golf facility in the Southwest, The Desert Mountain Club in Scottsdale, Arizona. This 8,000-acre Club and Community have six Jack Nicklaus Signature Championship courses. Over the last ten years, the tournament has been played on four of them. The intent is to remain at Desert Mountain into the future.

Four years ago, we launched a women's division. The first year was lost to COVID, however, we have had very strong fields since introducing the women's division. The World Amateur Golf Rankings (WAGR) has ranked the tournament in the top 7 out of 116, open to all ages in the United States. The men's division is ranked 16th out of 237. Because of the high women's ranking, the event is invited into a newly formed ELITE Series for women's tournaments.

The budget is nearly \$100,000 annually. Revenue is from the players' entry fees and contributions from sponsors and donors. The Executive Director will be responsible for raising the sponsorship revenues.

Position Overview

Except for the functions of Treasurer and Secretary, this position is responsible for all other activities. These include obtaining a course, hopefully, Desert Mountain, sponsor solicitation, player recruitment, administration of registration, overseeing maintenance of the SWGA website, planning the Executive Committee and Board meetings, and either organizing the tournament week or ensuring there is someone to do so.

The ideal candidate is someone who has had a successful career in the golf industry and wants to slow down but stay involved in golf on a limited basis. Since the position requires many administrative duties, the candidate should have excellent computer skills or have access to someone with them. Since the position will be working with all volunteers, the ability to communicate and persuade is needed.

The Candidate for this position may be based anywhere in the US and work remotely as the Executive Director, with the exception of the Tournament week and other planning Board or Executive Meetings which will require travel to Scottsdale, Arizona. Meetings are generally planned 3-4 times yearly.

Candidates must have a minimum of 7-10 years of Golf PGA and or Club Management experience. Candidates must be a golf player with a reasonable mid index/handicap and have knowledge of tournament play, scoring, and set-up. This is a perfect job for a retired PGA Head Golf Professional or Club Manager.

[Please control click here for a short video.](#)

Attributes and Responsibilities

The main attribute is the desire to stay involved with golf and give back to the game. The Executive Director needs to have the ambition to advance the tournament and make it better as measured by the increase in prestige, revenues, and sponsorship with strong WAGR power ratings. The ultimate goal is to eventually be recognized as one of the top events in the world.

Soliciting sponsors is a big part of the job. There is currently a committee of three Directors who assist with this activity. Experience in fundraising would be very beneficial.

Recruiting the players is very important. Currently, we use invitations to the top WAGR-rated men and women, either sent directly to the individuals if we have their email addresses or sent to their respective college coaches to distribute. There are exemption criteria, also. We also use the men's and women's golf coaches' associations to distribute our flyers to their coaches. From December through April, there is considerable contact with coaches to encourage them to support the tournament with their top players.

The website opens for entries from January 1 until April 30. During that time, entries are received and must be acknowledged and reviewed. The volume will pick up 30 days prior to the Tournament. If the entry is exempt or invited, they are accepted immediately. Otherwise, a Selection Committee will decide who gets into the Tournament based on their resumes. This Executive Director does not need to be on the Selection Committee. The entry fees are collected when the player is accepted.

Attributes and Responsibilities (cont.)

Once the final field is announced on the website, there often are more withdrawals and replacements will need to be contacted.

The final major work will be in managing the tournament week. If the Executive Director has the interest and experience, this would be included. If not, one of the other Directors would assume course setup, make notices to competitors, rules officials, Golf Genius, etc., and interface with the host course's head professional.

Before and during the week, public relations is part of the Executive Director's role. Generally, we hire an Arizona State University (ASU) intern to conduct daily interviews with successful players, and final champions, and to prepare and distribute public relations notices to the media. The position requires supervision by the Executive Director.

The primary responsibility of the Executive Director after the tournament is to thank all the sponsors, players, and coaches.

The Executive Director is responsible for organizing Board meetings and Executive Committee meetings. There are now two Board meetings a year and three Executive Committee meetings each year. One Board and Executive Committee is held during tournament week. In addition, there are 3 tournament coordinating meetings 90 days before the event.

Competitive Compensation and Benefits

This is not the type of position whereby anyone can "make a living." The compensation is merely to give some recognition for the time and effort. The amount that can be afforded would be from \$17,000 - \$20,000 per year. It could be paid in one lump sum or monthly on an hourly basis.

The position is a 1099 independent contractor (not an employee), and there is an Independent Contractor Agreement that details all fees, expenses, and other legal issues.


Interested and qualified candidates should forward a cover letter, resume, and bio/profile to:



Robert Jones, CCM, CCE, ECM

PRESIDENT, PRINCIPAL

 RJones@ethosclubandleisure.com

 602-309-3031

GSI Executive Search has been serving the private club industry for over twenty-five years, providing a wide range of executive search and placement services. In addition to GM searches that have been performed recently, GSI consultants have done over 70 GM searches around the US in the last two years.