



Impact Report



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To our partners in the golf community,

Whether you're a seasoned pro or a newcomer to the game, you've experienced that feeling – the feeling when you hit a golf ball just right, and the confidence that follows. It's what keeps us coming back for more.

That same feeling inspires us at the USGA to impact the golf community every day. It motivates us and drives us to celebrate, serve, honor and advance the game we love. In the pages that follow, we've highlighted some of the ways in which we've led with impact.

From providing playing opportunities to every golfer around the world, working to advance golf and secure its future, serving golfers by modernizing the Rules and honoring the game through the USGA Golf Museum, our mission is to ensure the continued enjoyment for all who love and play the game.

Golf has a vibrant and active community of passionate volunteers and leaders who share these values. With the support of so many committed individuals and organizations, our impact can be exponentially greater when we work together. Thank you to everyone for your dedication to this great game. We are excited to work with you in the year ahead.

A handwritten signature in black ink that reads "Mike Davis". The signature is written in a cursive, flowing style.

Mike Davis

Playing the Game

We support all those who love and play golf, as well as those who are just getting started in the game. We create aspirational championships that determine the world's best players and help inspire the next generation, develop participation-based initiatives that turn our values into action and provide technology platforms that allow players of all skill levels to better enjoy the game.



40,890 players

from **101 countries** entered a USGA championship in 2017, with qualifiers conducted at 11 international sites, in all 50 states and Puerto Rico.

\$250 million in local economic impact was generated for host communities across the country through our championships.

Our championships inspired golf fans in more than **190 countries** with an audience of **32 million** measured viewers, broadening our reach and ability to grow the game.



Our Golf Handicap and Information Network (GHIN) delivered playing data to more than **2 million golfers** in 2017, recording more than **50 million rounds.**



5 million junior golfers

were supported by the USGA through programs such as LPGA-USGA Girls Golf; Drive, Chip & Putt; and The First Tee.



LPGA-USGA Girls Golf made the game fun for me and provided competition at a young age. It helped me learn that hard work would take me places that I never thought I could go. I found a desire to keep improving on and off the course.”

– SOPHIA SCHUBERT

2017 U.S. Women’s Amateur champion and one of six past USGA champions who participated in LPGA-USGA Girls Golf

Serving the Game

We serve the game through governance to ensure it is played and enjoyed fairly and equitably for every golfer everywhere. In tandem with The R&A, we are modernizing golf's Rules. We provide Course Rating™ services for golf courses around the world and provide Handicapping services to create a level playing field for any form of competition.

More than **75,000 golfers** and **300 golf administrators** in more than **100 countries** participated in global surveys and focus groups led by the USGA and The R&A. This valuable feedback helped shape the new Rules and the World Handicap System, which will be adopted in 2019 and 2020, respectively.



In support of a future World Handicap System, more than **700 courses** throughout Argentina, the People's Republic of China, England and the Republic of South Africa were rated using the USGA Course Rating System™.

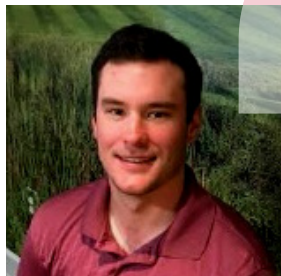


Forming an alliance of **59 allied golf associations** representing more than **2 million individual golfers**, we established a new framework to support grassroots golf programs and share knowledge.

We tested more than

**2,000 pieces of equipment
+1,000 brands of golf balls**

at our Research & Test Center, encouraging innovation while ensuring worldwide standards were met.



My Boatwright internship was an amazing experience. The team I worked with at the Connecticut State Golf Association was extremely helpful and I learned a lot about our industry. The orientation the USGA held in New Jersey for all the interns was the best work experience I've ever had. I was impressed with

all the speakers and how interested they were in improving and growing the game. The experience helped continue my realization that the golf industry is the career path I want to pursue.”

— JASON MICHAEL, 2017 P.J. Boatwright Jr. Intern

Empowered **200
young people**

with hands-on work experience through our P.J. Boatwright Jr. internship program.

Honoring the Game

We honor the game's rich legacy – its iconic venues, its legendary champions and its signature moments. The USGA Golf Museum celebrates the storied history of the game and brings it to life. Our annual awards and recognitions bring attention to the game's values and identify individuals who carry those ideals forward.

We entered into a long-term agreement with The PGA of America to house and care for the Probst Library, which includes

6,000 books,
making our collection
the **largest and most
comprehensive golf
library** open to the public.



Through more than
100,000 artifacts,
the **USGA Golf Museum**
brings history to life.



**Nearly 1 million
golf fans**
engaged with USGA Golf
Museum programs.

More than **7 million individuals**

tuned into “2017 U.S. Open: Golf’s Newest Star” on FOX, a film honoring Brooks Koepka conquering golf’s ultimate test.

“

I felt I had a responsibility to do it – I really feel that I opened that field up for women, and I’m very proud of that.”



– ALICE DYE,
honored in the USGA’s 2017
“Breaking New Ground:
Women and Golf Course Architecture”
exhibit at the USGA Golf Museum

AWARDS

The USGA bestows its highest honors on individuals who demonstrate exceptional service to the game. The **Bob Jones Award** brings attention to someone who exhibits extraordinary spirit, personal character and respect for golf. The **Joe Dey Award** recognizes an individual’s service to the game as a volunteer. The **USGA Green Section Award** honors persons deserving special recognition for work with turfgrass. The **Herbert Warren Wind Book Award** recognizes and honors outstanding contributions to golf literature.

2017 Bob Jones Award recipient Bob Ford with
USGA Past President Diana Murphy



Advancing the Game

We advance the game through research, science and innovation. Our nearly 100-year commitment to turfgrass research and the development of agronomic best management practices provide critically important expertise to ensure golf courses are both economically and environmentally sustainable. We are committed to developing scalable solutions to benefit golf facilities and golfers around the world.



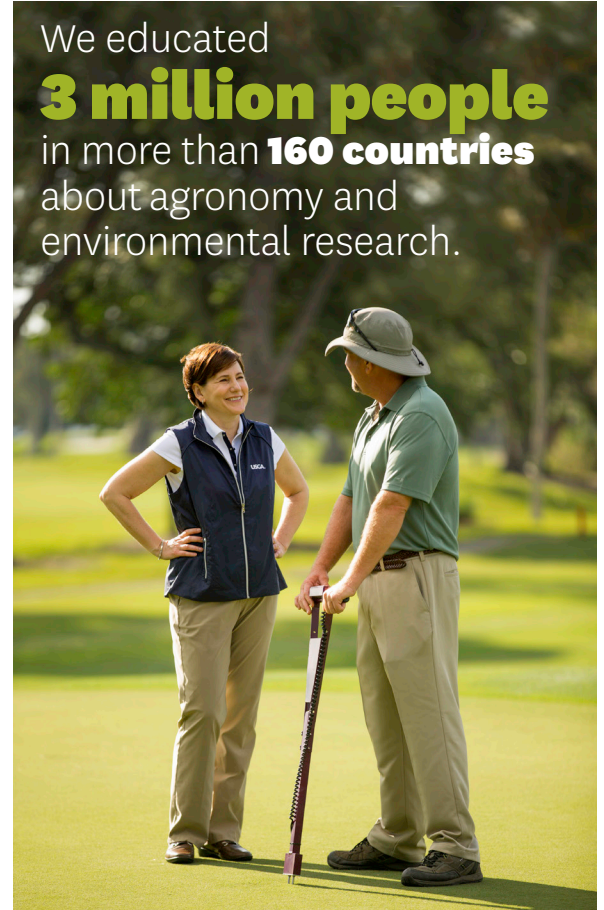
The **North American Golf Innovation Symposium** brought together nearly **200 industry professionals** to spark innovative thinking and collaboration in three key areas: enhancing the golfer experience, advancing facility productivity and serving the game.



The **USGA Resource Management** tool was used at more than **100 golf courses** to improve the golfer experience and to conserve water and other critical resources.



We educated **3 million people** in more than **160 countries** about agronomy and environmental research.





Students spent more than
600 hours at the
USGA campus engaging with a
STEM curriculum at the
**Learning Science Through
Golf Academy.**

The USGA is making some smart changes to help the industry, particularly when it comes to water conservation, labor and chemical costs, which affects all of us. They introduced a new app [USGA Resource Management] that is designed to help superintendents with their budgeting for maintenance costs. I love their forward-thinking approach.”

– ALLISON GEORGE,
Toad Valley
Golf Course;
Pleasant Hill,
Iowa



LOOKING FORWARD

- Inaugural U.S. Senior Women's Open (2018)
- Publication of Modernized Rules of Golf (2019)
- Golf Innovation Symposium (2019)
- World Handicap System (2020)