



Ricky Lyons, PGA

Candidate for Secretary of the Southern Texas PGA

Dear Fellow STPGA Members,

I hope you are enjoying the 2025 STPGA Education Summit and Annual Meeting and thank you for taking time to review this letter. The Education Summit and Annual Meeting are a great opportunity to learn, grow and network and I always look forward to it. I hope to have a chance to connect with you over the next two days.

I am excited to be a candidate for Secretary of the Section and look forward to continuing my involvement with Section governance. Being a part of the Board of Directors over the past 6 years, it has been great to witness the growth and progression of the Southern Texas PGA and I want to help ensure we continue this path. While we are in a great position currently, opportunities and threats will always exist, and we need the right kind of leaders on our Board to deal with these challenges over the coming years.

Not indifferent to many that will be onsite this week, my goal is to continue to support and strengthen the mission of the Southern Texas PGA to **Serve the Member, Grow the Game** and **Elevate the Association**. **In order to do that we must:**

- Increase attention and focus on staff/leadership recruitment and retention. We must continue to provide Thomas with the proper resources to hire the best of the best to work within our organization and assist in identifying and recruiting the next generation of PGA members to serve the organization through the Board of Directors and Committees.
- Continue to drive support for our Junior Golf Programs, which, in my opinion, are the best in the country.
- Continue to grow education opportunities for PGA members that enable them to better themselves and their careers.
- Continue to support our Section staff in the sponsorship space to further enhance our Section and Foundation.

From a national perspective, I look forward to becoming more educated on the innerworkings of the Section/National relationship to gain a better understanding of why communication seems to be lacking and find opportunities where I can foster improvement.

I feel that my experience in the boardroom and relationships I have built over my 28 years of involvement with the Southern Texas PGA will serve me well as a part of Section leadership group. Thank you for considering me as the candidate for Secretary and I am thankful for your support.

Sincerely,

Ricky Lyons, PGA

Big Easy Ranch