



WESTERN NEW YORK

New WNYPGA Section Partnership *2nd Swing*

EAST AMHERST, NY (May 20, 2024) – The Western New York PGA Section is proud to announce that 2nd Swing has become a new partner.



2nd Swing – In 2006, a small team of individuals set out to buy, sell, and trade golf clubs. During Masters week of 2007, that became a reality when 2nd Swing opened its doors for business. As a company, their mission is to provide golfers with the best possible experience and, ultimately, help them play better golf through excellent customer service, the largest selection of new and pre-swung golf clubs, award winning custom fitting services, and the highest trade-in values in golf. With total inventory exceeding over 150,000 new and pre-swung golf clubs, every club manufacturer imaginable, past and present, is available ensuring that customers will find what they are looking for. We are excited to announce a new partnership between the PGA of America and 2nd Swing Golf.

As the official equipment trade-in partner of the PGA of America, 2nd Swing and the [PGA Value Guide](#) are pleased to offer multiple new benefits for our members. Learn about these new initiatives below and take a look at the updated UI for yourself!

PGA of America Member Benefits:

- GRP (Golf Retirement Plus): The more you trade, the more you earn. Learn more [HERE](#)
- Rental Sets: High-quality sets on demand. Reserve Yours [HERE](#)
- Pro-Login: Single Sign-on capabilities using PGA OneLogin System
- Marketing Materials: Personalized marketing materials free of charge to help get the word out about trade-ins around your club

If you have any questions, please do not hesitate to reach out to the PGA Value Guide and 2nd Swing team at the below.

Email: service@valueguide.pga.com

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“WNYPGA is excited to welcome 2nd Swing to our Section Partnership Family. From 2nd Swing’s collaboration with the PGA of America at a national level, specifically powering the PGA Value Guide to their offering of GRP (Global Retirement Plus) for WNYPGA’s Members, this is a partnership laden with value for our 275 Members,” said John Osberg, Director of Development for WNYPGA. “This is yet another new partnership that’s been formalized in service of both our PGA Professional Members and the WNY golfing community at large!”

About WNYPGA

The mission of the Western New York Section of the Professional Golfers’ Association of America is to establish the Section as a viable, valuable, and visible organization in promoting the growth of golf and the advancement of the golfing profession. The WNY Section shall be the leader in the promotion of golf, a provider of job opportunities for its PGA Members and Associates, a professional force for PGA Members to maintain and upgrade their skill level to allow them to compete in today’s business world, a leader in teaching and tournament operations, and finally, a trainer of future Golf Professionals and other career positions.

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