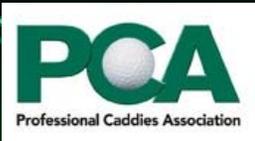




PCA Worldwide Inc. 2008

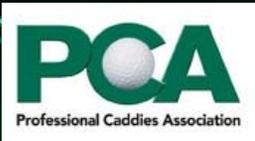
Professional Caddies Association
Worldwide, Inc.

www.pcaworldwide.com



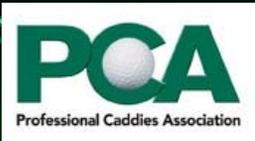
The PCA Mission

- PCA is the worldwide caddie association whose main mission is to become the umbrella for all caddie and golf related associations. Setting the standard for the industry, to promote other entities under the umbrella and to become an enabling voice for life and social skills learned through the profession of caddying and golf worldwide.



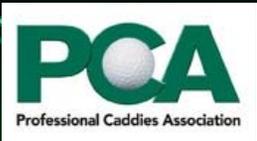
The Team

- ✔ Dennis M Cone - Founder and CEO of PCA
- ✔ Laura A Cone - VP and Secretary Past President
- ✔ Mike Hartman - Treasurer
- ✔ Advisory Board made up of 10 professionals across a wide variety of industries.
- ✔ The Cones have over 40 years of experience in the golf and financial industry.
- ✔ PCA founded in 1992 and incorporated in 1997.



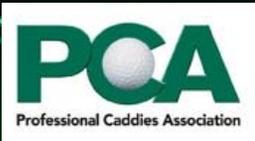
The Market: History

- ✔ Caddying is a 500 year old profession and similar to any industry, caddying has its cyclical cycles. PCA believes that the profession is prime for tremendous growth in the years to come.
- ✔ The day of cart only golf is diminishing, with the increase in fees, courses are having a need to cater to their clients not just the bottom line. Baby Boomers want to walk and Fore Caddie programs are on the rise. Ie: PGA is adding programs!



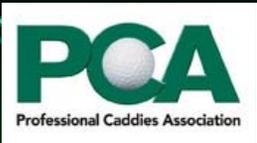
The New Market

- ✔ Resorts and high end clubs both private and semi private are looking to caddies to work with carts, to speed up play and enable players to walk, ride or do both when they choose.
- ✔ Caddie services and caddie management firms are on the rise across the USA and the World.
- ✔ Increase requests for information on caddying and programs to train caddies come across the PCA Website on a daily basis from all over the world.



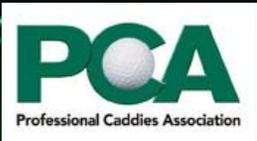
Opportunities

- ✔ Traditionally caddies are independent contractors who work for an organizations or at facilities.
- ✔ Over the past 10 years, PCA has acted as a third party vendor for education and training programs, provide benefits and membership to all caddies, working or retired, worldwide.
- ✔ Over the past ten years, PCA material has been used to train upwards of 10,000 caddies around the globe over the past 10 years.



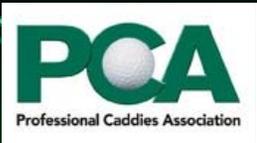
Opportunity for Expansion

- ✔ To promote and expand a recognized brand in the golf industry.
- ✔ To expand PCA membership to include all independent contractors working at facilities.
- ✔ To provide relevant training through educational programs, and information to wide range of members.
- ✔ To make available relevant products, services and benefits to all members of the PCA.



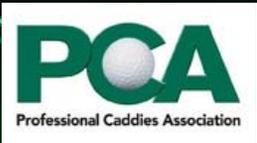
Business Concept

- ✓ PCA is primarily an internet based association. the PCA Brand is recognized in the industry as the only Worldwide Caddie Association that does not have regional or organizational boundaries.
- ✓ PCA is expansive and has the potential to encapsulate many aspects of the golf industry that depend on the independent contractor for its workforce.



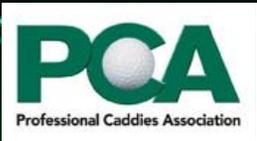
Business Concept Global Expansion

- ✔ PCA is multi-national and has a solid track record in the industry for educational and training programs. The program has set a standard in the world for caddie training.
- ✔ PCA worldwide has the potential for expanded growth acting as a third party vendor for other organizations and facilities to handle the needs of their independent contractors.
- ✔ PCA is flexible in the development and expansion of its programs to incorporate other aspects of training and certification for independent contractors in the industry.



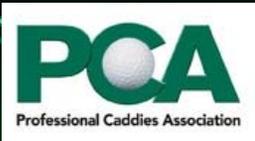
New Training Programs on the Horizon

- ✓ PCA is developing programs to train the caddie in us all.
- ✓ An interactive PCA-DVD Rom Phase I is due out this Summer. “Course Management as seen through the Eyes of a Caddie. Learn how lower your score and improve your game” is a compilation of information from top name instructors in the business. For Caddies and Golfers alike.
- ✓ Interactive PCA-DVD Rom Phase II interactive caddie training program with online testing for caddies. We are taking the manual to a new level. With funding we will make it available on the Web in 2008.



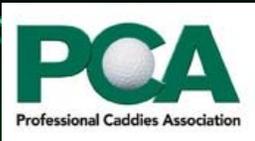
Programs on the Horizon

- ✓ PCA is developing interactive DVD - Rom programs that will facilitate the training of caddies and independent contactors that offer online testing and certification.
- ✓ Online and DVD programs include membership in the PCA as well as becoming a Friend of PCAF and access to the PGA of America Credit Union for benefits and official products of the PCA .
- ✓ PCA is committed and has become the source for independent contactors in the golf industry.



Competition

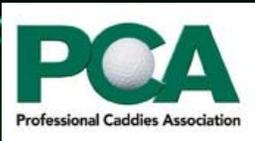
- ✔ We have not identified any direct competition in the industry but see the potential to expand our membership exposure through proper marketing and increased technology.
- ✔ A 500 year old proven profession. Longevity and brand recognition in the industry. We are an allied association of The First Tee, and recognized by all TOUR's. PCA has acted as a source of information for caddies and caddie programs worldwide. Now is the time to offer membership in this growing organization with active marketing and advertising.



Goals & Objectives

✓ Three-year goals

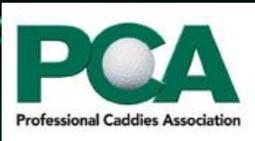
- Aggressive marketing and increase technology through Web based programs on our Website.
- Increase market share by targeting caddies worldwide.
- Increase revenue by over +500% by reducing costs and increasing Web enhanced benefits and programs.
- Enhance infrastructure of the association to enable us to handle and maintain rapid growth and distribution.



Goals & Objectives

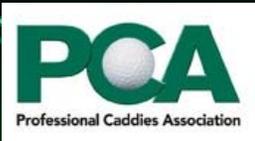
✓ Three-year goals

- Provide opportunities and the development of regional sections to enhance marketing of products and services that are relevant to an area
- Increase PCA Official Products to give value added services to membership and Friends of PCA.
- Provide information for employment opportunities that are available to independent contractors in the industry
- Provide our members with an individual page for posting a resume and experience for potential positions at facilities and within the PCA.



Where We Have Been

- Founded in 1992, PCA was incorporated in 1997 and focused its energy on the TOUR Caddies to improve working conditions, provide additional income opportunities and benefits.
- In 2000, we expanded our focus to include the club caddie and then all caddies worldwide, working or retired, but on a less political level.
- In 2001, the PCA like most of the world experienced a change. We went from a membership driven organization to an informational resource for caddies and training programs.
- Today the PCA is geared to do both, along with expanding our horizon in the golf industry, through our core revenue products and new products on the horizon.
- Goal: Bring you in and to maximize communication and increase membership in the industry. **Let's make history together!**

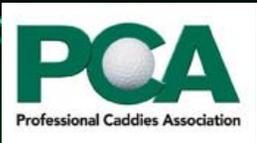


Core Revenue

▼ Core Revenue

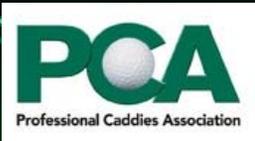
▼ Income Stream

– PCA Membership	\$ 50.00
– PCA Individual Education and Training	\$ 150.00
– PCA Club caddie programs	\$ 500.00
– PCA Club Caddie	\$ 75.00
– PCA Membership Renewal's	\$ 25.00
– PCA Worldwide Official Products	Various



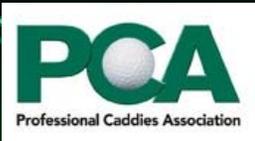
New Products Ready to Launch.

- ✓ New Program Revenue PCA-DVD \$ 50.00
1% of all golfers buy this 600,000 = \$ 3,000,000
- ✓ PCA-DVD Interactive Caddie Training Program \$100.00 and online testing.
- ✓ PCAworldwide.com the Website Projected minimum income +\$10,000/annually from affiliated programs
- ✓ PCA Official Products \$10,000 each
 $\$10,000 \times 25 = \$250,000$



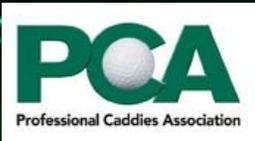
Expenses

- ✓ PCA believes that the expense ratio from its core business and new products will account for a maximum of 35% of the gross revenue.
- ✓ Salary, taxes, legal and R&D expenses will be the highest in the first year of the new market expansion but will level off in years to come in the core and new product business.
- ✓ R&D expense to increase Core Business and incorporate new products into the mix will be approximately 10-15% of gross revenue.



Resource Requirements

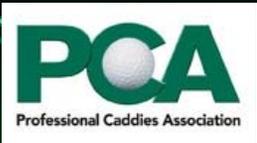
- ✔ We are looking for a strategic partner for the Association, who has strong leadership skills, knowledge of the industry, with a vision for the growth potential of the organization and willing take over management of the Association.
- ✔ Technology: Membership only section, Web based programming for testing services, and maximization of affiliate programs for official products and sponsors. Goal maximize communication and increase membership in the PCA over the internet.



Resource Requirements

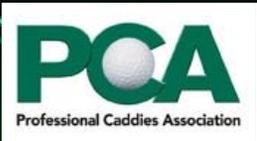
✓ Resource requirements

- The partner will have financial recourses or availability to implement projects and goals.
- Knowledge of the technology needed to create a cost effective distribution system for PCA Members, products, programs and vendors.
- Promotion of Association in the industry and world establishment of positive benefits for all participants under the PCA umbrella
- To give back to other organizations through the PCA Worldwide Foundation Inc. a registered 501(C)(3).



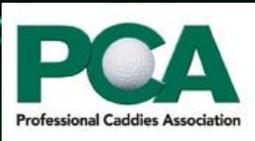
Resource Requirements

- ✔ To effectively communicate the goals and benefits of membership in the PCA and how it directly affects the lives of so many in the industry and the growth of the game of golf.
- ✔ External requirements liaisons between media, organizations, and facilities to bring PCA to the fore-front of the industry.



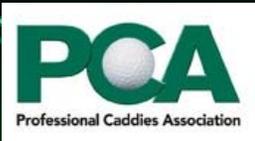
Resource Requirements

- ✔ Coordinate resources with potential outside vendors in order to meet and achieve PCA's goals. Analyze risk and rewards of chosen vendors and cost effectiveness in meeting goals for membership.
- ✔ Review new product ideas, revenue channels, profit and loss, and proper fit in the association if implemented into product mix.
- ✔ Coordinate resources for expansion and division of association into regional sections, demographics or both to enhance membership benefits.



Resource Requirements

- PCA Brand Name
- PCA Education and Training program
- PCA Membership, Member only site and Tracking
- PCA Certification Program interactive DVD
- Online Testing for Certification
- Official PCA Products and Services
- PCA World Caddie Academy's
- PCA publications
- PCA Benefits for independent contractor
- PCA Communication
- PCA Employment Site for independent contractors



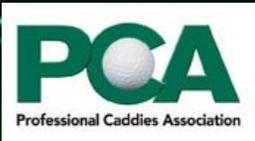
Risks

✓ Risk

- The biggest risk is not getting involved. This industry is in the process of a new phase of expansion, that if handled correctly, will ensure the growth of the game of golf in years to come.

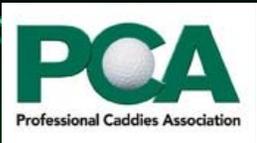
✓ Risk

- By not acting now the game of golf and the recourses that are available for the workforce will diminish and the quality of the workforce will remain stagnant which will ultimately reduce the golfers in the United States.



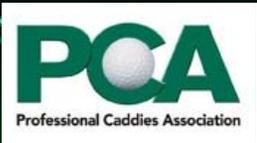
Reward

- ✓ As a strategic partner, you will not be alone or starting from scratch. Our 20 years of contacts and resources will be available to you at all times. Our advisory team lead by Dennis and Laura Cone, will be available to assist you whenever you request it. We are, and will remain, committed to this project for years to come.



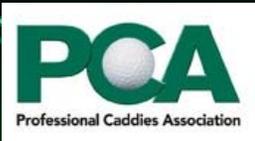
Reward

- ✓ PCA Worldwide Foundation, who's main force has been Dennis Cone, our Board of Trustees and Advisors will be at your service. You will also have an active part on the foundations board to assure that both organizations are working in conjunction with each other to benefit others.



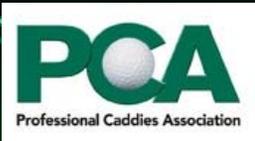
Reward

- ✔ You will have the opportunity to ensure the longevity of the Association into the future.
- ✔ You will make a difference in the lives of many people worldwide
- ✔ You will stand as a driving force with other organizations in the industry and work hand in hand to ensure the strength and continuation of this fine profession.
- ✔ You will be able to determine, along with the Board of Directors the path of the association, and its role in the game of golf and the growth of the industry.



Key Issues

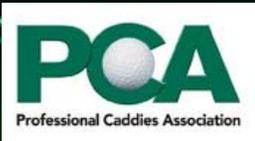
- As a strategic partner with the financial capabilities to bring the PCA Worldwide to the next level, how would you make a difference in the industry and see a reward for your investment?
- What enhancements in technology would you introduce to the Website?
- How would you create a management team and hire personal to handle daily activities and expansion of the PCA?
- Review programs and determine validity and pricing structures
- Communication with other organizations in the industry to enhance presence and communicate associations goals and values.



Key Issues

- ✓ Funding
- ✓ Compensation for partner and board
- ✓ Technology enhancement
- ✓ Daily management of Association and associated costs
- ✓ Marketing and promotion
- ✓ Publications
- ✓ Membership
- ✓ Web enhanced programs and growth

The opportunity is here and the time is now to make a difference if interested contact.....



Contact the PCA

Request the Financials. A win for ALL involved.

- ✓ PCA Worldwide Inc.
 - 23 Malacompra Road
 - Palm Coast FL 32137 USA
 - Phone 386-446-8721
 - Fax 775-599-3134
 - PCA@PCAWorldwide.com