
ASSOCIATION MEETING MINUTES

Association	Kentucky PGA
Meeting	Board of Directors Meeting
Date	March 13, 2017
Location	Marriott Griffin Gate Resort

Call to Order

President, Ralph Landrum called the meeting to order at 8:01 a.m.

Opening Ceremonies

All Military Veterans were recognized. Zack Morris delivered the National Anthem. Moment of silence recognized for those PGA members who have passed away. Mr. Baldwin delivered an invocation.

Approval of Minutes

The minutes from the December 2016 Fall Member Conference were reviewed.

Chris Osborne made a motion to approve the minutes as written. Barry Bonifield seconded the motion. Motion carried (unanimous).

Mr. Landrum called meeting to order at 8:01 am.

Dave Macke from Dever Inc. | E-Z-GO took the stage to thank everyone for their support and their business.

Kentucky Golf Association Report: Phil Armbruster – KGA President

Mr. Armbruster thanked the KPGA for being great partners of the KGA. He discussed the rotation of the KGA Board and the details and demands of the Board. He expressed his excitement about new initiatives the KGA has in place for this year. Initiatives Mr. Armbruster discussed were:

- A new initiative called the Players Action Councils. This initiative gave the Board the chance to interact with customers throughout course of the year. The Board received feedback on things customers liked, disliked, and things they would like to see. Customers gave them a B+ rating for the year. KGA is striving for an A rating. From these discussions, the KGA then took suggestions and broke down into buckets of what can be done immediately, what can be saved for a later date, and what suggestions to continue discussing.
- The KGA started a volunteer committee with the help of KGA Board member, John Boyd, who has experience putting volunteer groups together. The KGA put together protocols on instruction, training, and recruiting volunteers.
- Starting marketing and public relation initiatives to help raise the awareness of the KGA. The goal is to address and advertise who the KGA is and the scope of what the KGA does.
- USGA chose the KGA in the first group selected to be partners in a new initiative to help begin engaging golfers.

Mr. Armbruster discussed the State Tournament of KY Open. KGA made many changes to the event. This event is now the Best Ball event. Mr. Armbruster thanked members who participated and helped shaped the success. He also shared some information on this year's event.

President Report: Ralph Landrum, PGA

Mr. Landrum had four new Board members stand and thanked them; Barry Bonifield, Sara Stephens, Robert Costello, and Kevin Main. He thanked Connie Saner and Sidney Overman who are new to the GHK staff. Mr.

Landrum thanked Paul Levy for contributing to Board Meeting Sunday, as well as, all the committee members and Board members.

Mr. Landrum shared how the Special Awards lunch will work this year. He congratulated all who won an award and all who were nominated for an award.

Mr. Landrum discussed the importance of donating to the Kentucky Golf Foundation (KGF) and encouraged everyone to make a donation.

The KPGA Fund fulfilled Player Development Grants. The KPGA could not provide grants to everyone who applied due to limited funds.

Mr. Landrum asked everyone to introduce golf to one new person each week, host one new event each month, attend one additional educational opportunity the KPGA provides, and play in one extra golf tournament each year.

Vice President Report: Pete Garvey, PGA

Mr. Garvey submitted report as written.

Mr. Garvey discussed briefly the funds in the KPGA account and stated the KPGA Board is communicating on how the funds should and should not be used. If any member has a suggestion or feedback, please reach out to Mr. Garvey.

Secretary: Craig Heibert, PGA

Mr. Heibert called new members to the stage to collect badges. New members included: Austin Davenport, Whitney Deaton, and Jeremy Decaminada.

Mr. Heibert recognized Quarter Century members. All Quarter Century members were called to podium for plaque and got picture taken with Mr. Landrum. Quarter Century Members included: Stuart Behler, Pete Garvey, James Jones, Stephen Lutz, Gary Manes, James Masters, Kelly Maxwell, Daniel Mullen, and Todd Trimble. He congratulated Quarter Century members.

Mr. Heibert recognized the new apprentices since December 1, 2016. Clifton Miller and David Tooley stood for recognition.

Mr. Heibert recognized New Section Transfers, which included: Ryan Burnett, Jon Gilcrest, James Kelly, Jordan Koeller, Chad Martin, and Michael Vanderveer.

Mr. Heibert recognized New Certified Professionals: Josh Griffin, Matt Herman, Chris Schuler, and Colby Wallace.

Mr. Heibert had all Master Professionals in room stand. Master Professionals included, Ralph Landrum, Mike Thomas, and Matthew O'Keefe.

Mr. Heibert had all certified professionals stand to be recognized.

Executive Director: Steve McMillen, PGA

Mr. McMillen thanked guests for coming today. Mr. McMillen thanked the staff for all their hard work. He also thanked Erin Horn for all her hard work over the years and wished Erin success in her new opportunity.

Mr. McMillen shared the KPGA is one part of 32 Sections that are part of the new accounting system. Mr. McMillen explained how this would affect the members of the Section. Mr. McMillen informed members that checks received from the Section can now be directly deposited if the members fill out the direct deposit form on the table. Direct Deposit is strongly encouraged as the checks come from a processing center in Washington State and will take longer to receive.

Mr. McMillen shared information regarding the Youth on Course program. This program was created by Northern California because the NC Section determined golf was declining mostly due to cost barrier. The NC Section developed the program to remove green fees, or reduce fees to no more than \$5 for youth in an attempt to strengthen the game of golf as these youth grow. Mr. McMillen discussed different phases of the program. The golf courses participating in this program would be subsidized by the foundation; the golf courses receive the full green fee, but the fee will be paid from the foundation. April 1st is the soft launch for the pilot program for Youth on Course in Northern Kentucky, Louisville, and Lexington areas.

Mr. McMillen discussed member engagement opportunities. Mr. McMillen encouraged members to get involved in the following:

- Kentucky Best Ball. The KGA needs 36 golf courses to be qualifier sites. This will be a revenue generator for a golf course.
- PGA REACH Kentucky program. Save the date for July 31 when ProAm will be held. This event takes four (4) members and one (1) professional to play. The KPGA anticipates this to be a sellout event. Information regarding this information at the end of the month.
- The KGF is bringing back the Las Vegas Pro Am held on 11/12-16. Approximately 20 to 25 teams will participate in this event. Team is made up of four (4) individuals and one (1) golf pro. Accommodations are at the MGM Resort. Cocktail reception held at Top Golf. Golf Pro is guaranteed \$750 minimum depending on number of teams you are taking. Complete details will be sent out about the Las Vegas Pro Am.

Mr. McMillen would like to deliver the message of engagement. Be involved. Participate in a PGA golf day.

Committee Reports:

Assistants-Apprentice Report: Charles Whelan

Mr. Whelan submitted the report as written.

Mr. Whelan thanked all the assistants and apprentices who came today. Mr. Whelan stated elections will be held today after the lunch in The Paddock.

Education: Danny Baron, PGA

Mr. Baron submitted report as written.

Mr. Baron stated that the afternoon would be busy with education sessions and he discussed the speakers for the sessions. Tomorrow is the Teaching Summit at Top Golf. Mr. Baron discussed the Teaching Summit's day's events as well.

Employment – Pete Garvey, PGA

Mr. Garvey submitted report as written.

Mr. Garvey stated there is a wealth of knowledge in the room and this is what the Spring Meeting is all about. The Employment Committee serves to cater to the member's convenience, to make the member better, and to make

members more marketable. He encouraged all members to strive to be the best they can be. Mission of committee is to help Golf Professionals get the next big job in the country.

Player Development – Craig Heibert, PGA

Mr. Heibert submitted report as written.

Mr. Heibert highlighted a few items for the members:

- Kim Shafer has set up small group meetings all across the state on Player Development. Please reach out to Kim if you haven't had the opportunity to be in the small group meeting.
- Mr. Heibert shared information about the Lesson Hub. A way for PGA members to promote their programs on our website to the general public.
- Take advantage of the resources at Golf House in the library of golf equipment that is loaned out.
- Discussed Launch, Pitch, and Roll (Adult version of Drive, Chip, and Putt) – 24 facilities have already signed up to host. Asking Golf Pros to send their golfers to a host site to make this event a success.
- Mr. Landrum came up with an idea of Get Golf Ready Day – grass roots initiative event held May 13. Everyone is welcome and encouraged to participate.

Marketing Report – Brad Hicks, PGA

Mr. Hicks submitted report as written.

Mr. Hicks announced the KPGA is working on a new website design. Pointed out registration button on website. Mobile app will be coming out soon and newsletter for KPGA weekly will be redesigned.

Tournament Committee Report – Barry Payne, PGA

Mr. Payne submitted report as written.

Mr. Payne highlighted a few items in the report.

- New event May 30: Two by Two Pro Am. Teams comprised of two (2) professionals with two (2) amateurs.
- KY Open qualifiers has moved from 6 qualifiers to 4 qualifiers. Kevin Main has volunteered to coordinate the qualifiers. Mr. Main will help the host by attending all of these events.
- Mr. Payne recognized the committee and encouraged members to address one of these committee members with any questions they have.
- Mr. Payne encouraged Golf Pros to make time for Assistants to play in events and engage in Tournaments.

A 25 minute break was taken.

Town Hall meeting followed break and was dismissed at 10:50 am for Awards Lunch.

Meeting resumed at 1:49 pm.

Mr. Landrum recognized past presidents by asking all to stand.

Employment Services – Keith Fisher, PGA

Mr. Fisher introduced himself and gave his professional background.

Mr. Fisher discussed importance of educational opportunities and new ideas and hopes Golf Pros open themselves up to these new opportunities and ideas.

The employment department has hired Tim Marks who will be covering the West and Don Sweeney who will be covering the East as Directors. The PGA is hiring 8 new consultants, bringing team total to 18 consultants now.

Mr. Fisher discussed global initiative and the idea of moving PGA to a global organization; grow the brand internationally.

Mr. Fisher addressed the Compensation Survey and the importance of the survey for a financial benefit of golf professionals. The PGA utilizes the results of this survey on a daily basis through employment consultations with employers. The Employment Services of the PGA are fighting for higher pay structures for golf professionals. Mr. Fisher encouraged everyone to take the survey.

Mr. Fisher says the PGA Business simulation is some of the best educational pieces that have come from the organization. He encouraged the members to take a look at these pieces.

Mr. Fisher encouraged members to look at the revenue scorecard. This is a tool to utilize when communicating to employers. The worth that Golf Pros bring to golf facilities is so much more than members give it credit for. The revenue scorecard allows Golf Pros to take what they're doing in Player Development and put a dollar and cents to it. Mr. Fisher encourages all Golf Pros to create a communication plan and also to reach out to him for help with communication plan.

Mr. Heibert asked Mr. Fisher if there was a plan to bring a wage an hour expert in at this time. Mr. Fisher responded no and he highly recommends Golf Pros to reach out to local experts who could provide a picture of wages in the state of Kentucky.

Bill Coomer curious if Mr. Fisher sees the consultants expanding larger than the 18 consultants. Mr. Fisher does not. PGA partnered with a consulting firm to help decide the correct number of consultants.

KPGA Grant Fund – Kim Shafer, PGA

Mrs. Shafer said every grant was thoroughly reviewed and four (4) were chosen. The KPGA needs more funds to be able to fulfill more grant requests. Awards given were:

- Mr. Whelan at The Owensboro Junior Golf Foundation - the KPGA is contributing to this program by purchasing nets and mats to create a learning center for the juniors. The equipment will be owned by KGH Foundation but will be Mr. Whelan's to use.
- Kirk Schooley at Juniper Hill Golf Club. Mr. Schooley's program is called Instructing, Educating, and Associating the Hill - the KPGA fund is contributing to this program by purchasing easy to read rules & etiquette booklets to give to beginning golfers in the women's, men's and junior programs.
- Bobby Baldwin – Mr. Baldwin's program called Game on! – The grant is providing \$750 to this program to assist with the purchase of golf clubs for kids. A Snag set will also be reserved for the duration of this program as it will reach into the schools and other groups.
- GHK Player Development - All KPGA Professionals will be able to use. THE KPGA fund is providing monies for the purchase of left handed snag clubs, a snag suit, snag tees, balls and bags and a new mini golf putting set. 13,000 kids were exposed to game of golf last year through this equipment that can be borrowed.

Mr. Landrum thanked Mrs. Shafer for all her enthusiasm and professionalism.

Junior Update - Chris Redle, PGA

Mr. Redle said his theme for year is "Next Top Golfer". Mr. Redle is a proud PGA member and proud the junior tour represents the KPGA. The Junior Tour proudly holds the name of the KPGA. While the Junior Tour does get financial support from the Board, the Junior Tour also gives back financial support back to the golf facilities and

Golf Professionals. Mr. Redle said almost \$12,000 went back to host staff honorariums, and also raised over \$75,000 in food and beverages for facilities thru the Junior Golf Tour.

Mr. Redle introduced Chris Treadwell, this year's Boatwright Intern. Mr. Treadwell's position will act as an Assistant Manager on the Junior Tour.

Mr. Redle needs the members help in selling the Junior Tour programs. New program this year is called The Golden Ticket. Mr. Redle explained the Golden Ticket to the members. By playing in the tour, players will have the opportunity to win a ticket based on the lowest score at tournaments.

Mr. Redle is excited to re-announce the continued partnership with Valhalla. Three kids from the Tour will have the opportunity to play at Valhalla with Mr. Redle.

Mr. Redle highlighted a few new events on the Junior Tour this year. Those events included:

- Champion Shoot Out
- Adult/Child tournament
- KPGA Junior ProAm

Mr. Redle shared a new referral program for 2017. For every junior golfer a Golf Professional refers, a bonus of \$25 credit will be posted to their account and can be used for Tournament entries.

New Business Open Forum:

A member asked how it would be possible to make Kentucky a Section that doesn't charge for meetings. Mr. Landrum said members need to keep in mind; Kentucky has the lowest dues in the country and KPGA meetings are combined with educational meeting, while that is not always the case with other Sections. Mr. Landrum will however, discuss the cost with the Board.

Josh Spot asked question regarding high prices of the PGA show and one day conference pass, especially pointing out the high cost when a Golf Pro has to cover cost out of his/her own pocket . Mr. Williams assumes the cost of the show and pass helps to offset cost of facility rental fees and other hidden fees, but promised to get a specific answer back to Mr. Spot. Mr. Spot also recommended fees be waived for apprentices and/or assistants.

Mr. Landrum ends meeting by thanking everyone for coming. He also thanked the Golf House Kentucky team for all of their hard work.

Barry Bonifield made a motion to adjourn the meeting. Charles Whelan seconded the motion. Motion carried (unanimous).