



MEETING MINUTES

Association Kentucky PGA Section
Meeting Board of Directors
Date Sunday, March 25, 2012
Location Greenbrier Golf & Country Club, Lexington

DIRECTORS PRESENT

Chris Osborne, Chris Brown, Ralph Landrum, Brad Morrow, Garry Nelson, Steve Shafer, Kelly Williams, Chris Redle, Pete Garvey, Mike Thomas.

STAFF PRESENT

Steve McMillen, Bill Coomer, Patsy Fitzpatrick, Betsy Gladish and Barbara Peak.

GUESTS PRESENT

Mike Ahrensbrak - District 10 Director, Dick Bradow - PGA Employment Consultant, Blake Watts - Assistants/Apprentices, Suzy Whaley - District 01 Director.

CALL TO ORDER

Chris Osborne, President called the meeting to order at 5:00 pm (ET). Mr. Osborne opened the floor to Mr. Steve McMillen; new Executive Director of KGA-PGA, Inc. Mr. McMillen introduced himself and thanked the board members for welcoming him to the association.

MINUTES

The previously distributed minutes were reviewed by board members. Mr. Osborne called for any questions, changes or comments on the minutes. There were none.

Mr. Redle made a motion to approve the minutes as presented. Mr. Brown seconded the motion. Motion approved (unanimous).

FINANCIAL REPORT

Mr. Williams welcomed the Board of Directors to Greenbrier Golf & Country Club. He referred to the financial report that was submitted for the Spring Meeting packet. Mr. Williams highlighted the audit results and explained the delay in finalizing the audit. He noted that the audit results would be finished when all the information on the KPGA's investments is gathered. Mr. Williams spoke about the newly formed finance committee and their goal to determine future investment strategies for the KPGA. Mr. Williams asked for feedback on the three recommendations made by the finance committee. Discussion on the financial options followed. Mr. Williams noted from the board's comments that the account will be rebalanced immediately as Tim Shank suggested, and the finance committee will prepare a RFP and send to possible investment advisors.

Mr. Williams noted that in the March 2011 minutes, the board decided that \$100,000 from a KPGA checking account would be invested into the Vanguard account. Mr. Williams recommended that the funds be placed in a more liquid account, and will look into the options in the coming weeks. Mr. Williams talked about the PGA Annual Meeting expenses that have well exceeded the budget. He recommended that the board look at the upcoming fall PGA meeting and make some changes to be more

fiscally conservative. Mr. Williams also talked about several budget items that have been placed in the KPGA education budget in the past that are not directly related to education. He recommended that the board take a hard look at this budget and make sure all expenses are in the correct account. Mr. Landrum recommended that a quarterly report be submitted to committee chairs showing the items that have been billed to their area. Mr. Ahrnsbrak asked if the board had been contacted about the PGA of America's new Foundation Director. This staff person would assist sections in maximizing their foundation fundraising and leveraging relationships to gain more support. Mr. Morrow brought up the possibility of hiring a KPGA staff member to work under the ED to assist with the foundations.

Mr. Thomas made a motion to approve the financial report as submitted. Mr. Morrow seconded the motion. Motion approved (unanimous).

PRESIDENT REPORT

Mr. Osborne acknowledged the challenges in his first four months as President. He thanked the KGA-PGA, Inc staff for helping to make the ED transition smooth. Mr. Osborne reported on the search for an ED: forming a search committee, working hand-in-hand with the other Kentucky Associations, and the mutual benefit that each association will receive from their choice.

Mr. Osborne revisited the new committee structure and expressed his pleasure in the new process and the positive effect on the KPGA membership. He reported on the Fall Conference of Leaders and the presentation by Ms. Whaley and Ms. Orender. In January, the board travelled to Orlando for the PGA Show and the official kick off of Golf 2.0. Mr. Osborne called the initiative the "most important thing we've ever done." He stressed that this is not just a program, but a national initiative to grow the game of golf.

Mr. Osborne thanked District 10 Director Mike Ahrnsbrak for his work to keep the sections informed and equipped to complete their jobs.

PGA EMPLOYMENT SERVICES REPORT

Mr. Bradow stated that his report will focus on how Golf 2.0 impacts employment. He will convey to our members that getting involved with Golf 2.0 will help with compensation, revenue, growth of the game. Mr. Bradow mentioned that the PGA of America has hired nine Player Development Regional Managers who are being trained and going out into the sections to convey the Golf 2.0 message and assist PGA Members with implementing Golf 2.0 at their facility. Mr. Bradow confirmed that each member in attendance at the Spring Meeting would receive the Golf 2.0 playbook, which is also available on pgalinks.com.

Mr. Bradow mentioned that Kentucky was lacking behind in PGA Compensation Survey participation but after several reminders finished with 68%, higher than last year. He reported members are required to update CareerLinks profile every 18 months to remain active. Mr. Bradow said ten Kentucky jobs were filled on PGALinks last year. He reported current Kentucky unemployment figures – 4.8% members and 2.1% apprentices. He noted enhancements to CPP 2.0. Mr. Shafer said the Employment Committee is going to determine ways to assist Mr. Bradow.

DISTRICT 10 DIRECTOR REPORT

Mr. Ahrnsbrak reported on the three resolutions from the Annual Meeting – the resolution allowing apprentices to earn credit under a golf coach failed; the resolution allowing members to transfer sections numerous times in a year passed; and the creation of a Member for Life class passed. He said the board approved a new three year MSR program effective June 16, 2012. Points earned will carry through but now credit requirements consist of 54 total credits of which 36 must be from PGA Meeting/PGA Education and/or Golf 2.0 Player Development. Mr. Ahrnsbrak said the most important report he conveys from the recent National Planning Session is improved Golf 2.0 communication from National to Sections. He said CPP 2.0 is expected to be online soon.

KPGA FOUNDATION REPORT

Mr. Shafer reported that the Foundation awarded funding to five of the eight 2012 applications. \$1,000 to Drake Creek for scholarships to the Operation State Tournament Program; \$756.78 to City of Florence Golf School for equipment; up to \$1,500 expense reimbursement to Ron Roberts for the promotion of his Educational Golf Development Program K-12; \$2,000 to the First Tee of Pine Mountain; and \$750 to Barren River State Park for their Golf at the Park Program. He said the Foundation received applications from four girls and three boys for the Junior Ryder Cup Academy scholarships. Rachel Marlee Pingleton was awarded the girls and Jacob Edward Cook the boys. Mr. Shafer reported the Foundation discussed Kentucky Golf Day, a new online initiative for fundraising. Kelly Williams reported members and apprentices sign up for a 100 hole marathon, people make online pledges and the money is distributed to the charity of choice and the Kentucky Golf Foundation. He announced the goal is 100 players at \$25 per hole and challenged board members to participate.

COMMITTEE REPORTS

Assistants/Apprentices – Blake Watts announced Austin Meyer replaced Bobby Santerre as Secretary on their Executive Committee. He said the Match Play is without a sponsor. Mr. Watts reported Vice President David Curry is working with French Lick on the Assistants Championship prize. He said a bylaw change pertaining to verb age of education and playing privileges will be presented to Assistants/Apprentices at the meeting tomorrow. Mr. Watts thanked Garry Nelson for hosting a seminar.

Communications/Marketing – Mr. Williams thanked Betsy Gladish for her efforts with the Golf Professional of the Month. He said moving forward their plan is to post online videos and capitalize on events with enhancement of local coverage and social media. Ms. Gladish noted there is a Golf Professional of the Month form online under the professional login and then Communications.

Dinner break

Education – Mr. Brown welcomed Suzy Whaley, tomorrow's guest speaker. He reported there are 151 registered for the meeting and Callaway and French Lick are new spring education sponsors. He announced committee members are Brad Morrow, Pete Garvey, Craig Heibert, Tenney Ohr and himself. They have met once and had one conference call. Mr. Brown reported next on their agenda is to set the fall meeting.

Junior Golf – Mr. Thomas thanked Kelly Newland for his leadership. He noted the addition of the Advanced Series, on-line scoring and the mobile app. Mr. Landrum reported Pepsi has not fulfilled their 2011 sponsorship or 2012. Mr. McMillen announced he has a meeting scheduled with Pepsi and that there is not a written agreement in place. Mr. Ahrensbrak encouraged the Section to promote the PGA Sports Academy. He reported the PGA has signed a five year agreement with the Boys and Girls Club. Ms. Whaley spoke about the PGA League Play pilot program.

Membership – Mr. Landrum thanked Betsy Gladish for her work on the board binders.

PGA/Growth of the Game – Mr. Landrum reported he will communicate responsibilities to his committee members in the near future. He would like to send members and apprentices an attachment of the PGA PowerPoint presentation about the value of programs.

Special Awards/Scholarships – Mr. Nelson reported Ms. Gladish has prepared him for the awards presentation tomorrow.

Sponsorship – Mr. Morrow reported Cobra Puma Golf and National Car Rental are new National sponsors for the Section this year. He commented EP Pro is a good fit for the Pro-Lady. Mr. Morrow said securing a Kentucky Open sponsors is pressing and with that said maybe it is time to look outside of the golf business for sponsors. He would like to see stronger sponsor package and a bid process for long term sponsors.

Tournaments – Mr. Shafer said the committee has met a couple times and brings the following recommendations to the KPGA Board of Directors. He reported the committee agreed to change the Tournament Rules and Regulations to allow any Class A member, excluding an A-8, to participate in the Kaiser Cup on the member team. Also, to allow any registered apprentice or A-8 to participate in the Kaiser Cup on the assistant team. They also agreed to change the Kaiser Cup format to 4-Ball and 4-Somes on the first day. Mr. Shafer announced the Kentucky Open site schedule – 2012 Traditions Golf Club, 2013 The Club at Olde Stone, and 2014 Hunting Creek. Committee decided to limit the field to a maximum of 28 teams for a shotgun start, with adjustments if necessary (carts, course challenges, etc.) He reported they discussed adding lunch to the Senior Open. Mr. Shafer said for the Pro-Junior it was agreed to provide plaques and gift certificates for the juniors and 8x10 photos for the professionals. Photos will be posted online and sent digital. The committee discussed and rejected the idea of assistants playing with multiple supervisors in the Pro-Assistant. The committee approved the addition of the Pro Scratch Scramble back to the calendar (to be held Monday, April 9, 2013). Mr. Shafer said the committee researched and cleaned up the points list for Senior Assistants and also for the Assistant Match Play, when there is not a full field of 32. He reported there is a new guideline in place for the Kentucky Open host facility.

Mr. Shafer made a motion to approve the Tournament Committee recommendations as presented. Mr. Landrum seconded the motion. Motion approved (unanimous).

EXECUTIVE DIRECTOR REPORT

Mr. McMillen discussed his goals and initiatives including getting acquainted, the sponsorship program, governance, finances, and digital platforms. He thanked Betsy Gladish for her event planning.

OLD BUSINESS

Planning Session and New Member Orientation

Mr. Osborne said both items under Old Business will be scheduled as soon as feasible.

NEW BUSINESS

Vacant 2012-13 Director at Large Position - The board discussed at length the procedure to fill board vacancies.

Mr. Redle nominated Gary Bebelaar to fill the 2012-13 Director at Large unexpired term of Matt Kirchgessner. Garry Nelson seconded the motion. Mr. Thomas noted the President had appointed vacancies in the past. President Osborne presented the appointment of Mr. Bebelaar to the board for approval. Mr. Osborne entertained comments and a vote. Appointment passed, Mr. Bebelaar shall serve as 2012-13 Director at Large.

Kentucky Open – Mr. Shafer presented a plan to increase the initial Kentucky Open entry fee \$20 as a result of no sponsorship.

Mr. Shafer made a motion to increase the Kentucky Open initial entry fee \$20 and entrust Bill Coomer to run the event at breakeven based on entry fee increase and number of entries. Kelly Williams seconded the motion. Motion approved (unanimous).

Larry Gilbert Foundation Sponsorship – Mr. Osborne presented the \$375 team entry and \$200 hole sponsorship (\$575 total) for the 2012 Larry Gilbert Foundation fundraiser. The board discussed placing this item on the budget as an annual sponsorship. Mr. Shafer said past presidents had been unable to participate but the President should take a team or allow someone else to take a team.

Mr. Shafer made a motion to approve the \$575 Larry Gilbert team and sponsorship. Kelly Williams seconded the motion. Motion approved (unanimous)

ADJOURNMENT

The meeting adjourned at 9:36 p.m.

Mr. Thomas made a motion to adjourn. Mr. Nelson seconded the motion. Motion approved (unanimous).