



PGA

Kentucky Section

December 3, 2012
Holiday Inn Louisville East
Louisville, KY

2012 FALL MEMBER CONFERENCE

Business Meeting Presented By



Education Program Presented By



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**Kentucky PGA
Spring Meeting Minutes
The Clarion Hotel Lexington
March 26, 2012**



I. CALL TO ORDER

President Chris Osborne called the meeting to order at 8:00 a.m.

II. MOMENT OF SILENCE & INVOCATION

Bill Coomer asked attendees to observe a moment of silence to honor the memories of recently passed KPGA Members Bill Brunsman (2/4/12) and Gene Sullivan (1/21/12). He then delivered the invocation.

III. BLESSINGS IN A BACKPACK

Beth Sedgwick, from the Blessings in a Backpack Organization, thanked attendees for their support and donations this morning.

IV. KGA REPORT

Brandon Neal, President of the KGA, updated the attendees on the most recent information dealing with the Kentucky Golf Association. The KGA was active in the hiring of KGA-PGA Executive Director, Steve McMillen and the Director of Junior & Senior Golf, Kelly Newland. The KGA is also excited to announce the return of the KGA Match Play event and mentioned bringing back and adding new events is a part of the five year plan of the KGA. Mr. Neal highlighted the 101st Kentucky Amateur event at Cardinal Club and defending champion – Patrick Newcomb. He finally thanked the Golf Professionals across the Section for their support and assistance with all that the KGA does.

V. E-Z-GO RECOGNITION

Mr. Osborne thanked E-Z-GO and representative Dave Macke for their support. He also recognized Past KPGA Presidents, Master Professionals, Certified Professionals, EKU PGA PGM Program students, KGA-PGA staff and military veterans.

VI. INTRODUCTION OF EXECUTIVE DIRECTOR, KGA-PGA, INC.

Mr. Osborne recognized new KGA-PGA, Inc. Executive Director, Steve McMillen.

VII. APPROVAL OF MINUTES

Craig Heibert moved to approve the October 17, 2011 Fall Meeting minutes as submitted. The motion was seconded by Jim Osborne. Motion carried (unanimous)

VIII. FINANCIAL REPORT

Vice President Kelly Williams submitted the financial report with a few highlights. He first thanked his new Finance Committee and the KGA-PGA staff. He said 2011 was a good year. Mr. Williams reported the Committee is looking to rebalance the funds by going to local brokers and collecting proposals. They will not be hiring an expert at this time.

He also reported there is currently \$200,000 cash on hand and it has been found only \$100,000 is needed, so this additional money will be moved appropriately. He answered a brief question about the cost of the audit that was conducted & reported after all was said and done, this line item would come in under budget.

Craig Heibert moved to approve the report as submitted. The motion was seconded by Jim Osborne. Motion carried (unanimous)

IX. PRESIDENT'S REPORT

Mr. Osborne thanked Mark Hill for his service to KPGA and spoke about the search for a new Executive Director. He is pleased with how the KGA and KPGA worked together to make an excellent hire in Mr. McMillen. He also outlined a busy meeting schedule with the Fall Conference in Port St. Lucie, FL, Louisville hosting the District 10 meeting and the search for a new Secretary of the PGA. He reported there was a change to the KPGA Board with Matt Kirchgessner leaving the Section for another position. Gary Bebelaar took Mr. Kirchgessner's position. Mr. Osborne highlighted the Golf 2.0 initiative – stressing that this is not another program, but a strategic initiative to grow the game of golf. He encouraged everyone to get involved, participate and think outside of the box to make Golf 2.0 work for them and their facility.

X. DISTRICT 10 DIRECTOR'S REPORT

Mr. Osborne recognized District 10 Director, Mike Ahrnsbrak. Mr. Ahrnsbrak reviewed Golf 2.0 & Player Development. He encouraged everyone to visit www.golf20.net and to make sure that Professionals “engage” in this worthy effort. He echoed Mr. Osborne's point this is a strategic initiative, not just another program. He reviewed that PGA Performance Track numbers in the Kentucky Section are lacking with only 37 of the 148 facilities participating and encouraged everyone to get involved in this opportunity to understand how their facility stacks up against others in their market. He reported 106 facilities are participating in Play Golf America programs but that only 15 are reporting on these events. He reviewed the unemployment rate across the country versus the state of Kentucky and how participating in these Play Golf America programs and the Golf 2.0 initiative will improve these numbers by bringing success to their facility. He reviewed some items from the PGA Annual Meeting in Orlando: membership being at an all time high of 22,832 (as of 2/1/12), a decrease in registered apprentices (a market driven stat), a new MSR cycle running 6/12-6/15 and credits will be aligned with the Golf 2.0 initiative. He also mentioned MSR credits must now also all be run through the PGA. Other items from the Annual Meeting included: an outline of the new CPP 2.0 program, a member can now make multiple section changes per year, a new category of Life Member Century status, new sponsor agreements with the PGA, the upcoming PGA Championship events, the Valhalla renovation, the Port St. Lucie facility upgrade, PGA Finances being at \$140 million in reserves and that PGA Employment Services Staff have been cross-trained in Golf 2.0 and player development initiatives. He suggested those needing assistance contact Dick Bradow.

XI. PGA EMPLOYMENT SERVICES REPORT

Dick Bradow presented a power point presentation about Golf 2.0, also stressing this is a strategic initiative. He mentioned this is an employment initiative as well, as growth

of the game ensures job security and that PGA Headquarters has grown and heavily trained their staff to make this initiative stick. He encouraged professionals to be proactive and be at the forefront of this movement. Mr. Bradow reviewed services available to the PGA Professional such as Validex reports, Wage & Hour information and the employment section of the website. He reported Kentucky had 68% participation in the Compensation Survey and those results would be available on April 16th. He reviewed how to obtain a Compensation Report Review from the website. He also reviewed the differences and benefits of the CareerLinks and JobFinder services on the website. He also briefly mentioned the CPP 2.0 curriculum.

XII. EXECUTIVE DIRECTOR'S REPORT

Mr. McMillen thanked everyone for their warm welcome into the Section. He strives to make the organization better each day and will not accept the status quo. His mantra is "to serve Kentucky Golf in extraordinary ways." He thanked and recognized the KGA-PGA staff. He outlined his three key initiatives: continuing to serve the Section in a manner with which it has always been accustomed, visiting with each facility and their staff and making sponsorship stronger. He made three challenges to the professionals in attendance: to make a commitment to get involved, to grow their handicap base by 10% (thereby increasing the bottom line and customer loyalty) and to support Golf 2.0.

XIII. KENTUCKY PGA FOUNDATION

Steve Shafer submitted his report as written. He and Mr. Williams presented the following Foundation Grants:

First Tee Pine Valley – Donnie Caldwell
City of Florence Golf in School – Ralph Landrum
Golf PE in Schools – Ron Roberts
Operation State Tournament – Todd Butts
Barren River State Park – Carmello Benassi

Mr. Williams made a presentation on PGA Golf Day. PGA Golf Day is a nationwide program where a professional plays 100 holes of golf in one day and raise money for not only the Kentucky Golf Foundation, but also for a charity of that professional's choosing. The program was created last year and generated \$500,000 in 18 months. A Professional can earn MSR hours for their participation and pgagolfdays.com makes joining easy by creating a personal website for the professional, tracking their donations and creating a leader board of top donations. Mr. Williams encouraged everyone to get involved and to think outside of the box to make the experience unique and noteworthy in each community. He mentioned several Professionals participating on the same day may have a greater impact and he looks forward to the success of the program.

BREAK

XIV. COMMITTEE REPORTS

Assistants/Apprentices – Blake Watts submitted his report as written.

Communications/Employment – Mr. Williams and Garry Nelson submitted their report as written.

Junior Golf – Mike Thomas submitted his report as written.

Education – Chris Brown submitted his report as written.

Membership – Ralph Landrum recognized the new apprentices: Clay Ballard, Nicholas Borowski, Greg Gibson, Jessica Smith and Adam Webb. He also presented membership badges to following new members:

Matthew Costello
Joseph DeFilipps
Michael Dutro
Robert Gates
Chris Kleinsasser
Alex Martin
Bryan Montgomery
Andrew Rosenbaum
Angela Schmelzer
Dylan Smith

Growth of the Game – Mr. Landrum submitted his report as written but highlighted the Get Golf Ready program and its many benefits. He encouraged everyone to visit playgolfamerica.com. Finally, he mentioned a Growth of the Game Committee had not yet been formed and anyone interesting in serving should please contact him.

Special Awards/Scholarship – Mr. Nelson submitted his report as written.

Sponsorship – Brad Morrow submitted his report as written and recognized all of the sponsors of the Kentucky PGA.

Tournaments – Mr. Shafer submitted his report as written but thanked the Tournament Committee and Sponsors. He highlighted the Tournament Calendar and entry forms passed out at the meeting.

XV. OLD BUSINESS

Carmello Benassi asked about an old discussion regarding moving the Spring & Fall Meetings outside of the Louisville and Lexington areas. Mr. Osborne said that this item had gotten lost in the search for a new Executive Director but that it would be brought about again in the future.

XVI. NEW BUSINESS

None.

XVII. FRENCH LICK CASINO

Dave Harner, PGA welcomed PGA Professionals and their guests to visit the Casino and Golf Course in French Lick, Indiana and also sponsored lunch for the day. He encouraged any groups who wish to hold meetings or events at the new & improved French Lick Resort are welcomed to do so.

XVIII. OPEN FORUM

Craig Hebert spoke about his frustration with the PGA's partnership with online tee times, such as Golfnow.com, which he believes negatively affects the PGA Professional and their facilities. Ron Roberts made a brief announcement about his successes with his In School Golf Program and encouraged other professionals to get involved with the schools in their area. He offered his assistance and the model he is using to help anyone who is interested. Brett Edminster encouraged those with Facebook to check out the group PGA GolfShops, to keep in contact on the latest information in the Section, trade clubs and other information to serve the KPGA membership. Bill Coomer announced the Derby Festival Pro Am Committee has created a Service Award for the Professional who has given a lot to their community through the game of golf. This award is named after Gene Sullivan, who was always a vital part of the Derby Festival Pro-Am. Mr. Coomer was happy to announce that the first recipient of this award was Kevin Greenwell of Seneca Golf Course.

XIX. ADJOURNMENT

There being no further business to come before the meeting,

*Craig Heibert moved to adjourn the meeting. The motion was seconded by Barry Bonifield.
Motion carried (unanimous)*

2012 Awards Ceremony
KPGA Foundation Grant Requests
Quarter and Half Century Awards
KPGA Section Awards
KPGA Special Awards

Respectfully submitted,

Ralph Landrum, PGA
Secretary

Kentucky PGA Fall Business Meeting PRESIDENT'S REPORT



Dear KPGA Members and Apprentices,

I hope everyone has had a good season in 2012. These have been tough economic times, but Mother Nature has cooperated to bring us a longer season. We started with the winter that wasn't and went right into the summer that wouldn't end. What a great combination for the bottom line, but very difficult on our staff. The fall proved to be normal and the early stages of this winter have been quite pleasant. As the seasons changed over the past year, so has our Association, on both the national and local levels.

We have a new Executive Director, Steve McMillen, PGA who is finishing up his first season at the helm of golf in Kentucky. Steve has done an incredible job in his first year and our Section is in good hands. We've also seen quite a few changes in our national leadership. CEO of the PGA, Joe Steranka, Honorary PGA retired this year at the 96th Annual Meeting of the PGA in Baltimore a few weeks ago. We thank Joe for over 25 years of tireless service to our Association. Peter Bevacqua has been named to replace Joe as CEO. He is a graduate of Notre Dame and Georgetown Law. Peter comes to us with years of experience with the USGA and will do a great job. His most recent duty included the title of Chief Business Officer of CAA sports, where he was responsible for all contracts and obligations for their National Championships. Darrell Crall was also promoted to COO in a move that should help with continuity inside the national office. Darrell has done a great job with Golf 2.0 and has work experience within section offices that should bring a better understanding to the national office. Darrell will be joining us at our upcoming meeting to share more information on Golf 2.0. This past Annual meeting also marked an end to the term of our good friend, Allen Wronowski, PGA as our President. Many of you got to know Allen when he was our District 10 Director (Middle Atlantic Section). He carried that same charm and good nature over to his tenure as President and was very successful in strengthening so many of our relationships with our Allied Partners. Allen's presidency will always be remembered as one that asked "what's best for the members?" Thank you Allen from all of your fellow PGA Members! The election this fall brought in our neighbor to the north, as Ted Bishop, PGA (Indiana Section) became the 38th President of the PGA. Derek Sprague, PGA (Northeast New York Section) was elected as Vice-President. Paul Levy, PGA (Southern California Section) outlasted six other candidates in an exciting election for Secretary. Our Association was the big winner, as we're all in good hands with these leaders.

We have undertaken many tasks in 2012, as a Section. Some were planned and others became apparent as Steve McMillen asked, "why do we do this, or why do we do that?" The Section has been very successful the last 10 years and we've all come to expect certain levels of accomplishment. When you bring in someone new, you are forced to rethink so many of the basics that you have come to expect and the results can be staggering. These are a few of the tasks that have been undertaken:

- Hired a new Executive Director
- Hired a new Director, Communications-Membership
- Completed our first financial audit in more than a decade
- Redesigned our financial reports
- Strategically examined and redistributed our investment funds
- Updated our bank account documents to be current with our new Officers and Executive Director
- Installed procedures to begin monthly reviews of our income and expense accounts
- Evaluated income and expense items to assure that all entries are being made to the proper line item
- Updated sections of our bylaws that had become outdated (pending final approval)
- Installed a clear and concise board reimbursement policy
- Developed a new board informational binder
- Posted all of our important Section documents on our web site
- Agreed to a new sponsor recruitment plan with our amateur partners
- Operated a successful Kentucky Open without a sponsor
- Attended two PGA Annual Meetings in one calendar year
- Hosted a District 10 Meeting with seven candidates for Secretary
- Began implementation of new digital platforms to deliver a new website with better technology, more social media interaction and app functions
- Reversed the trend of a shrinking foundation fund with a great new program in PGA Golf Day

All this was accomplished with a neutral cash flow!

The Section is definitely in a better place today as a result of our Executive Director and Board of Directors asking these tough questions of ourselves and our association.

Our relationship with the Kentucky Golf Association is as strong as ever and it's great to note that all of our associations work together on all aspects that deal with golf in Kentucky. It is truly a win-win situation!

Golf 2.0 has enjoyed a very successful inaugural year. Get Golf Ready has continued to see growth in new players and many of you have adopted the program. Thank you! When we get together at these national meetings, one of the key conversations that seems to occur every year is the old "how's business in your area?" It's refreshing to say that no matter whom you asked, the game of golf is a little healthier than the last few years. I'm not going to say that Golf 2.0 can claim all of the credit, but, when 27,000 PGA Members get behind something, we should be able to move the needle. Ultimately, it's up to us! As I've stated before, we are the difference makers. We have to protect the game and in return, protect our own job security. No other association can do what we can do to impact the bottom line in the game of golf. If you've already started a program or two, thank you and keep it going. If you haven't gotten involved yet, the time is now! There are so many opportunities within Golf 2.0 that everyone can find something that works for them or their facility.

Respectfully Submitted,

Chris Osborne, PGA
President

Kentucky PGA
Fall Business Meeting
VICE PRESIDENT'S REPORT



Dear KPGA Members and Apprentices,

The 2012 golf season has produced hope and a slight upswing for many of our KPGA facilities and golf professionals. For that, I am grateful. This season has also been a positive one for the future of our Section, despite many challenges along the way. In summary, we faced a difficult year, but all signs point to our Section posting a reasonable profit despite several very rare scheduling and expensive tests. In the paragraphs below, you will see a detailed explanation of the 2012 financials, including our accomplishments and a few challenges that still lie ahead.

The 2012 season kicked off with a \$12,000 budgeted audit expense. Findings from our audit report performed by DMLO confirmed that our section accounting practices are in good order, with very few suggestions for modifying our practices. We also lost a great leader in Executive Director Mark Hill to another position in the industry. With Steve McMillen's hiring in March, our financial reporting was totally revamped, clarified and made more transparent than ever before. A clear cut chart of accounts is now available and a more systematic financial reporting system is in place for the KPGA. We thank Mark for his many years of service and are very excited for the new direction that Executive Director McMillen is providing.

Executive Director McMillen's next immediate challenge was to adopt a very rough budget that was proposed by his predecessor in fall 2011. The task was to figure out how to subsidize two annual meetings and host the District 10 meeting all in one season, while concurrently planning a Kentucky Open without sponsorship- a feat never before endured by our Section! Despite the challenge, our board, along with the guidance of the new ED made some one-time adaptations to our annual meeting policy to cut expenses and effectively manage our budget.

As our season draws to a close, you'll find the consolidated financial report enclosed in this packet for the first three quarters of 2012 along with our estimated Q4 financial performance. Assuming estimates are accurate, the KPGA figures to make over \$30,000 profit in 2012; something we didn't think was possible when budgeting for FY 2012.

In summary, I am pleased to report that the KPGA Financials are in good condition and our reporting and transparency is now more clearly detailed than ever before thanks to the leadership of our current board, particularly Executive Director, Steve McMillen, PGA. In the event that you ever have a question or concern about the finances of OUR Association and Section, please don't hesitate to contact me.

Sincerely,

Kelly Williams, PGA
Vice President

Kentucky PGA									
Statement of Activities - Fiscal Year 2012									
January 1, 2012 - December 31, 2012									
Acc't	Category	Q1	Q2	Q3	Est. Q4	Year End	Budget	PY Actual	Var
INCOME									
4000	Member Dues	\$294	\$15,409	\$30,579	\$500	\$46,782	\$47,000	\$46,403	(218)
4100	Member Education Revenues	\$11,190	\$2,600	\$100	\$14,850	\$28,740	\$35,000	\$27,055	(6,260)
4300	Special Events Revenues	\$-	\$1,200	\$-	\$-	\$1,200	\$3,000	\$73,217	(1,800)
4400	Marketing Programs Revenues	\$9,015	\$1,700	\$1,890	\$-	\$12,605	\$24,000	\$5,500	(11,395)
4500	Investment Income/Dividends	\$1,537	\$2,913	\$2,429	\$2,000	\$8,878	\$5,500	\$9,545	3,378
4600	ADP Funding	\$-	\$-	\$45,000	\$45,000	\$90,000	\$90,000	\$90,000	-
4610	PGA Championships Funding	\$-	\$-	\$8,735	\$-	\$8,735	\$5,000	\$12,896	3,735
4620	PGA Meetings Reimbursement	\$633	\$8,550	\$24,038	\$7,850	\$41,071	\$15,100	\$6,026	25,971
4630	PAT Funding	\$-	\$350	\$375	\$1,050	\$1,775	\$2,000	\$1,250	(225)
4700	Partnership Revenues	\$-	\$4,870	\$-	\$4,000	\$8,870	\$-	\$139	8,870
4800	Tournament Revenues	\$15,425	\$143,144	\$139,391	\$10,500	\$308,459	\$324,500	\$303,760	(16,041)
Total Revenue		\$38,094	\$180,736	\$252,536	\$85,750	\$557,116	\$551,100	\$575,792	6,016
EXPENSES									
5000	Staffing Expenses	\$-	\$-	\$-	\$19,000	\$19,000	\$19,000	\$18,000	-
5100	Professional Fees	\$5,000	\$-	\$7,000	\$-	\$12,000	\$12,000	\$1,750	-
5200	Bank Services	\$102	\$(25)	\$22	\$25	\$124	\$400	\$431	(276)
5300	Licenses & Permits	\$196	\$15	\$10	\$-	\$221	\$250	\$184	(29)
5400	Office Supplies	\$353	\$343	\$64	\$1,750	\$2,510	\$2,500	\$1,961	10
5500	Printing & Reproduction	\$1,226	\$1,039	\$521	\$3,000	\$5,785	\$7,000	\$6,699	(1,215)
5600	Postage & Delivery	\$520	\$959	\$421	\$750	\$2,651	\$6,000	\$5,554	(3,349)
5700	Technology Expenses	\$132	\$132	\$107	\$7,500	\$7,872	\$7,500	\$5,996	372
5800	Insurance	\$2,872	\$1,156	\$-	\$-	\$4,028	\$4,900	\$4,813	(872)
5900	Automobile Expenses	\$1,230	\$1,237	\$1,110	\$2,250	\$5,827	\$6,000	\$5,814	(173)
6000	Dues & Subscriptions	\$350	\$707	\$-	\$-	\$1,057	\$750	\$716	307
6100	Uniforms	\$1,313	\$1,007	\$24	\$-	\$2,344	\$4,500	\$2,574	(2,156)
6200	Travel	\$1,962	\$1,466	\$1,367	\$-	\$4,795	\$4,500	\$3,885	295
6300	Contributions & Grants	\$423	\$250	\$-	\$20,000	\$20,673	\$20,000	\$24,083	673
6400	Committee & Meeting Expenses	\$2,966	\$3,452	\$115	\$5,840	\$12,373	\$23,000	\$15,445	(10,627)
6500	Member Education Expenses	\$354	\$10,572	\$-	\$11,698	\$22,624	\$35,600	\$28,787	(12,976)
6600	Special Events Expenses	\$705	\$3,895	\$1,160	\$1,000	\$6,759	\$9,500	\$1,550	(2,741)
6700	Marketing Programs Expenses	\$4,294	\$1,760	\$1	\$5,723	\$11,778	\$21,500	\$86,721	(9,722)
6800	PGA Championships Expenses	\$130	\$4,610	\$-	\$-	\$4,740	\$5,000	\$7,094	(260)
6900	PGA Meetings Expenses	\$20,538	\$30,319	\$1,832	\$12,725	\$65,414	\$23,000	\$59	42,414
6850	PAT Funding	\$-	\$-	\$-	\$-	\$-	\$-	\$-	-
7000	Partnership Expenses	\$200	\$402	\$-	\$3,500	\$4,102	\$9,600	\$10,000	(5,498)
7100	Tournament Expenses	\$1,526	\$87,926	\$185,355	\$26,500	\$301,307	\$319,000	\$298,283	(17,693)
Total Expense		\$46,392	\$151,223	\$199,108	\$121,261	\$517,984	\$541,500	\$530,399	(23,516)
Profit/Loss									
Profit/Loss		\$(8,299)	\$29,513	\$53,428	\$(35,511)	\$39,131	\$9,600	\$45,393	29,531

Kentucky PGA

Variance of Activities - Fiscal Year 2012

January 1, 2012 - December 31, 2012 (based on estimated Q4)

Income Accounts	\$ +/- Budget	Explanation for Variance
Member Education	\$(6,260)	Fewer registrants than forecasted
Marketing Programs	\$(11,395)	Tee Pass sales well below forecast
Investment Income/Dividends	\$3,378	Budgeting was very conservative
PGA Championships Funding	\$3,735	Sales from Ryder Cup tickets
PGA Meeting Reimbursement	\$25,971	District 10 and staff training reimbursements
Partnership Revenues	\$8,870	Royalties and business meeting sponsorship not budgeted
Tournament Revenues	\$(16,041)	Entries lower than forecast, but comparable with 2011
Other	\$(2,242)	

Total	\$6,016
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Expense Accounts	+/- Budget	Explanation for Variance
Postage & Delivery	\$(3,349)	Less mailings due to digital practices
Uniforms	\$(2,156)	Board uniforms not purchased
Committee & Meeting Expenses	\$(10,627)	Change over in accounting practice
Member Education Expenses	\$(12,976)	Spring Education paid by National, change over in acct
Marketing Programs Expenses	\$(9,722)	Lower cost on tee pass materials
PGA Meetings Expenses	\$42,414	Annual Meeting 1 and District Meeting
Partnership Expenses	\$(5,498)	fewer expenses than forecasted
Tournament Expenses	\$(17,693)	Porporational expense related to lower entries, comparable with 2011
Other	\$(3,909)	

Total	\$(23,516)
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Net to budget	\$29,532
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Kentucky PGA

Statement of Financial Position

December 31, 2012 (estimated) and December 31, 2011

	December 31, 2012	December 31, 2011	\$ Change	Notes
Assets				
Operations Acct	\$105,079	\$79,100	\$25,978	Business Checking - Fifth Third Bank
Savings Acct	\$130,885	\$132,325	\$(1,440)	Money Market -- Fifth Third Bank
Inventment Acct	\$415,886	\$380,670	\$35,216	Mutal Funds -- Vanguard
Account Receivable	\$4,000	\$8,748	\$(4,748)	
Fixed Assets	\$77	\$77	\$-	
Current Assets	\$-	\$8,184	\$(8,184)	
Total Assets	\$655,927	\$609,105	\$46,822	
Liabilities & Equity				
Liabilities	-	1,890	\$(1,890)	
Equity	\$655,927	\$607,215	\$48,712	
Total Liabilities & Equity	\$655,927	\$609,105	\$46,822	

Kentucky PGA
Fall Business Meeting
SECRETARY'S REPORT



Dear KPGA Members and Apprentices,

Currently there are 259 PGA Members in the KY Section of The PGA of America.
Currently there are 44 Apprentices registered in the KY Section of The PGA of America.

We welcome the following new members since the spring meeting:

John M. Bachman, PGA	Big Spring C.C.
Seth H. Christian, PGA	Idle Hour C.C.
James DeKeuster, PGA	GlenOaks C.C.
Derek M. Hougland, PGA	Big Spring, C.C.
Jordan E. Layne, PGA	Summit Hills C.C.
Austin D. Meyer, PGA	Lake Forest C.C.
William E. Schneider, PGA	Harmony Landing C.C.

We welcome the following new apprentices since the spring meeting:

Arthur A Ashby	Heritage Golf Course
Steven I Conley	Cherry Blossom Golf and C.C.
Michael B. Dowell	Drake Creek G.C.
Kyle N Evans	Danville C.C.
Sean W Hennessy	Cherokee G. C.
Grover A Justice	Keene Run G.C.
Zachary M Meadows	Paintsville G.C.
Joshua A Mers	Champion Trace G. C.
Matthew T Miller	Lakeside G.C.
Matthew A Neal	Highland C.C.
James A Patton	Mountain Pub-Links
Michael C. Pulliam	Man O'War Golf
William M Renn	Wildwood C.C.
Joseph W Sachs	Lexington C.C.

Master Professionals

Mike Thomas	Golf Operations
Ralph Landrum	Instruction

Certified Professionals

Danny Baron

Dick Bradow

Lizzy Freemantle

Chris Hamburger

Ralph Landrum

Dennis Nash

Matthew O'Keefe

John Piascik

Keith Reese

Scott Sedgwick

Steve Shafer

Josh Snider

General Management

Golf Operations

Executive Management, General Management, Golf Operations, Instruction, Ownership/Leasing and Retail

Golf Operations

Instruction

Instruction

Executive Management, General Management, Golf Operations, Instruction, Ownership/Leasing, and Retail

Golf Operations

Executive Management, General Management, and Golf Operations

Executive Management, Golf Operations, Instruction and Retail

Golf Operations

Executive Management, Golf Operations, Instruction and Retail

Be good,

Ralph Landrum, PGA Master Professional
Secretary

Kentucky PGA
Fall Business Meeting
EXECUTIVE DIRECTOR'S REPORT



Dear KPGA Members and Apprentices,

A little over eight months ago, I began my duties as your Executive Director. A special thanks to everyone who has welcomed me to Kentucky. I have been able to travel to every region of the Commonwealth and I have enjoyed getting to know a number of you. I am pulled in many directions and there are a number of you I have not gotten to meet. Please do not be afraid to tap me on the shoulder at the meeting and introduce yourself.

Transitions are never easy and a key goal is to maintain programs and services at an acceptable level. Thanks to the support and dedication of staff and Board of Directors, I believe we accomplished this key goal. With every challenge, an opportunity is presented! As the year has progressed, there have been some challenges and I want to share with you how we turned these into opportunities.

On May 16, the death of team member Betsy Gladish hit our family of organizations hard. Betsy was a fire-plug we all enjoyed and was a great asset. Together, we persevered and made it through that dark time. Two months later, we welcomed Erin Bell to our family. Erin like Betsy is a great asset and we have been able to take advantage of her unique skill set to begin doing new things related to membership and communications.

Financial transparency is always a concern to members regardless of what Section you belong. Our chart of accounts and reports made understanding of our financials a challenge for our directors and members. In July, we transitioned to a traditional chart of accounts and adopted new reports, which will allow the Board to monitor the Section's financial condition in an efficient and effective manner. Published reports are a consolidated overview and do not show every transaction. This is the information most members want to see and additional detail can be confusing. However, as a member, you have the right to gain a deeper understanding of the Section's financial conditions and reporting. Thus, if you would like to see more detail, you are encouraged to engage the Vice President or myself at any time.

As I did my due diligence before accepting my position, it was clear Kentucky's Family of Golf Organizations had a sponsorship problem. The junior tour, state amateur and state open all had lost their title sponsorships. This presented a great challenge and opportunity to take a deep look at why we lost three major sponsors. As a result, we developed and launched a corporate partners program combining all the sellable assets of each organization. With these assets, we can provide non-endemic corporations a value-oriented sponsorship. At present, we are in negotiations with several Kentucky based corporations. This new process is not a slam-dunk approach and will require a lot of work. However, over the next 18 months, I hope to introduce you to our corporate partners as we welcome their partnership. Your support and recognition of these corporate partners will be critical to the success of this program, so I thank you in advance for your support.

In a recent survey, 86.3% of the membership said they read KPGA Weekly each week. Digital communications are important and expected in today's age. Whether you are someone who likes traditional communication or social media, I think you agree an effective message has to be communicated in multiple ways to reach all audiences. Upon review, we identified compartmentalization in our communications. The amateurs do not know what the PGA Professional is doing and the PGA Professional does not know what the amateurs are doing. As a result, we developed a communications strategy by cross-marketing each of the organizations. Launched earlier this fall were the new Facebook page and Twitter account. Make sure to "like" and "follow" us. In January, we are launching a new website, mobile app and e-newsletter (sent to those with an active Handicap Index). The new website format is magazine style, much like pga.com and pgatour.com, with news and results from all our organizations. Stay tuned for updates about these new digital properties in KPGA Weekly.

In concluding, I want to say a special thanks to the staff; Erin Bell, Bill Coomer, Patsy Fitzpatrick, Kelly Newland, Barbara Peak, and Andy Ziegler. Without this group of dedicated people, we could not accomplish what we did in this challenging year. It is our vision to serve Kentucky golf in extraordinary ways. Never hesitate to call on us.

Respectfully Submitted,

Steve McMillen, PGA
Executive Director

Kentucky PGA Fall Business Meeting DISTRICT 10 DIRECTOR'S REPORT



Dear KPGA Members and Apprentices,

Starting with the mild winter, many facilities have seen their business increase year over year and some think we may be turning the corner. Now the question is; what are you doing to prepare yourself and your facility for the future? In previous meetings, I have asked this question – on which side of the ledger does your boss/owner view you? Very few professionals have the luxury of doing the same thing year after year: the same tournaments, the same lesson program, the same junior golf program. In this age of technology, our patrons are more informed, more involved, expect more and if they aren't getting it from You, they will move somewhere else or find someone who will provide the programs they are looking for. Fortunately, our association has the resources, the desire and the ability to assist you. One of the key resources we offer is Golf 2.0, which provides the opportunity to help you plan for the future, capture more 'market-share', increase revenue to your facility, prove your value to your facility and eventually increase your compensation.

GOLF 2.0 - One of the most significant achievements to date is the support Golf 2.0 has received from all aspects of the golf industry - Allied Associations, Manufacturers, Multi-Course Operators (MCOs) and the Media all have shown a willingness to support Golf 2.0 and its initiatives. The USGA has made a significant financial investment, Golf 20/20 transferred Get Golf Ready to the PGA in January, the First Tee endorsed the PGA Junior League, Multi-Course Operators are hiring player development executives and managers and Golf 2.0 received an important endorsement from the NGCOA. Employers are beginning to see the value Golf 2.0 brings to their facilities. They understand that PGA Professionals are key to player growth and revenue development.

Consider these facts:

- There are now over 3,000 facilities that offer Get Golf Ready programs compared to just under 1,900 in 2011. These facilities posted over 5,100 events compared to 2,900 in 2011.
- Retaining new golfers has always been a challenge, but Get Golf Ready graduates continue to play and practice in their first year at a rate of nearly two times that of a golfer who learns the game through the traditional pathways to golf.
- The Get Golf Ready customer spends an average of \$985 annually and after 3 years plays 30 rounds per year.

Other key initiatives underneath the Golf 2.0 banner are:

Tee it Forward with 2,644 facilities participating in 2012.

PGA Junior Golf League now has 123 teams nationwide with 1,900 kids participating.

PGA Sports Academy boasts 1,581 registered facilities, an increase of over 1,200 from 2011.

Golf 2.0 Playbooks Player Development, Know Your Customer and Connecting with Her are now available in either hard copy or digitally at www.golf20.net.

Now that I've sold you on the need to be proactive, you need to take the next step. There are a number of resources the PGA offers: PGA Best Practices, CPP 2.0 and new Playbooks (Player Development, Know Your Customer and Connecting With Her – aka Understanding the Purple People). I encourage you to make www.pgalinks.com your homepage. Visit it often and take time this winter to improve your knowledge and skill sets so you may become more valuable to your employer.

PGA Education – Our PGA member education offerings are the envy of PGA's worldwide. We offer state of the art delivery at an affordable price and a quantifiable return on your investment in implementing Best Practices. The content is considered world-class compared to Fortune 500 Corporate Universities worldwide. We have invested \$8.5 million to assist our members in developing the skills and competencies identified as key by employers.

PGA Golf Properties - Golf Properties have been the subject of much debate and discussion over the years. PGA Vice President Ted Bishop is leading a Task Force to help us identify the priorities at our facilities in Port St. Lucie, Florida. We are developing a new business plan, which will include a \$5 million clubhouse expansion that the Board of Directors has approved. At Valhalla Golf Club in Louisville, Kentucky, renovations are now complete and the course has reopened to very positive remarks from members and media alike. The upgrades included installation of 18 heat-tolerant bentgrass greens and modernization of the 25-year old drainage system. As you know, the Kentucky Section will host the 2014 PGA Championship at Valhalla and we're excited about the condition of the course as we look ahead to that major championship.

PGA Annual Meeting – What an exciting and energizing meeting as we elected new officers, said farewell to Joe Steranka, thanked Allen Wronowski for his leadership and said hello to the new CEO and COO. Ted Bishop and Derek Sprague were elected President and Vice-President and Paul Levy of the Southern California Section won a hotly contested battle for PGA Secretary on the 4th ballot. There were six resolutions presented. Two resolutions passed: Resolution #1 (housekeeping) and #6 (institute a minimum grace period for apprentices who become ineligibly employed through no fault of their own). Two resolutions failed: Resolution #2 would have allowed individuals to register and earn credits as a B-6 under the supervision of an A-14 PGA member at PGA-recognized Golf Facilities and Resolution #4 would have re-instituted a meeting requirement as part of MSR. Two resolutions were withdrawn: Resolution #3 would have allowed individuals to register as apprentices and earn credits as a B-12 College/University Golf Coach with or without the supervision of a PGA Member and Resolution #5 would have allowed apprentices to retroactively be awarded work experience credits that were denied while under suspension.

There is a new staff team in place at PGA HQ and we couldn't be more excited. The new PGA Chief Executive Officer is Peter Bevacqua. Pete brings a strong knowledge of the golf industry to his new role. Pete joined the USGA in 2000 as an attorney, was managing director of the U.S. Open from the fall of 2003 through 2007 and later became the USGA's chief business officer. He left the USGA last year to lead the golf division at CAA Sports. Darrell Crall, longtime ED with the North Texas Section, has been named the Chief Operating Officer. This dynamic duo understands the game and business of golf and are going to bring new energy, a fresh perspective and can-do attitude to make certain that our association is doing the very best it can for the benefit of our members and those who play this wonderful game.

As we approach the Centennial of The PGA in 2016, your association continues to stand by the two pillars that the PGA founders established: To elevate the standards of the golf professional ... and grow the game.

Thank you again for the opportunity to serve. Please call or email if I can ever be of assistance!

Very Truly Yours,

Mike Ahrnsbrak, PGA
District 10 Director, PGA of America

Kentucky PGA Fall Business Meeting EMPLOYMENT SERVICES REPORT



Dear KPGA Members and Apprentices,

I hope you have had a successful season in 2012. I want to remind you that I am available to assist with your career and employment needs, or if you would like assistance utilizing PGA resources and services. Below is an update on Golf 2.0 and current PGA Employment Services activities.

Golf 2.0 Update

The Golf 2.0 strategic initiative continues to gain momentum, with more success stories of PGA Professionals and their facilities focusing on new and creative ways to implement player development programs. The Golf 2.0 team has recently introduced two new resources:

Know Your Customer Tactics – the primary resource to help you execute the Know Your Customer action steps using simple techniques to activate Golf 2.0 at your facility and enhance your Customer Relationship Management (CRM) programs.

Connecting With Her Playbook – the newest Golf 2.0 publication designed to provide ideas and tactics to help you and your facility understand the women's perspective and take advantage of the power of the women's golf market.

All Golf 2.0 information and publications are available at www.golf20.net. During the off-season, I would encourage you and your staff to explore the Golf 2.0 website, review the Playbooks and other resources and develop a plan for 2013 to incorporate some of the ideas and tactics that will work at your facility. It's also important to communicate your plans with your employer, so they know you are being proactive to promote the success of the facility. PGA Professionals can login using their PGALinks username and password. Employers, facility officials and non-PGA staff can login using the username golf2.0 and the password growgolf.

New CareerLinks Member Profile Survey

Recently, you should have received an email from PGA CareerLinks asking you to complete a new CareerLinks Profile survey to stay active in the CareerLinks service. This is being done to update the CareerLinks Profile information for all PGA Professionals participating in CareerLinks. The Profile survey has been enhanced with new questions based on the priorities of today's golf industry and the needs of employers, including player development and higher management level positions. The last full CareerLinks Profile survey was conducted in January, 2009.

When you update your CareerLinks Profile, make sure to check that your PGA employment history is correct and all facility information is complete. You must complete the Profile survey by December 25, 2012 to remain active in CareerLinks. Please contact me if you have any questions or would like assistance with your Profile.

PGA Data Resources for YOU!

The PGA of America provides a number of valuable information and data resources to PGA Professionals. Here are three of the most important resources to you and your facility:

- PerformanceTrak – is the largest single source of data in the industry and provides information on rounds played and Key Performance Indicators (KPI) including golf fee revenue, merchandise revenue, food and beverage revenue, and total facility revenue. PGA Professionals (or their authorized proxy) have password protected confidential data submission and access to various monthly and yearly reports.
- Annual Operations Survey – provides PGA Professionals with comparative reporting on their top-line revenues and expenses against other "like" facilities. Available data includes green fees, golf car fees, membership dues, payroll, and a variety of facility operational areas.
- PGA Compensation Survey – known as the industry standard for providing data on PGA Professional compensation, the 2012 version drew a record-breaking response of more than 15,000 PGA Professionals completing the survey. The Compensation Survey provides key information to assist with performance evaluations, contract negotiations, staff budgeting, and other employer/employee interactions. Data is available through an interactive report tool on the PGALinks Employment homepage.

The PGA has developed these resources for you, the PGA Professional, to help you with your career development and facility management. However, for you and your fellow Kentucky PGA Professionals to get the maximum benefit and most accurate information from these resources, it's important that everyone participate in reporting data to PerformanceTrak and completing the surveys. Kentucky PGA Professionals have traditionally provided strong support of the Compensation Survey, but have lagged behind other PGA Sections with PerformanceTrak (35th out of 41 PGA Sections) and the Annual Operations Survey (40th out of 41). Please do your part in supporting the Kentucky PGA's efforts with these valuable resources. You can also earn MSR credits for participating in each of the above initiatives.

PGA Employment Services – Resources and Publications

Below is a reminder of many of the employment resources available to PGA Professionals. For more information and to take advantage of these resources, go to the PGALinks Employment homepage.

- PGA CareerLinks
- PGA Jobfinder
- Employment Consultants
- Career counseling/planning
- Job search assistance
- Resume samples/critiquing
- Interview tips/questions
- Negotiating techniques
- Sample job descriptions
- Performance review forms
- PGA Compensation Survey
- PGA Professional Report
- Employer Hiring Guidebook
- Career Fitness Manual
- Job Hunter's Tool Kit
- Wage & Hour information
- Wage & Hour Consultant
- Background checks

Please don't hesitate to contact me by phone or e-mail if you have any questions or would like assistance.

Respectfully Submitted,

Dick Bradow, PGA Certified Professional
PGA of America Employment Consultant

Kentucky PGA
Fall Business Meeting
ASSISTANTS/APPRENTICES REPORT



Dear KPGA Members and Apprentices,

As Assistants/Apprentices Division Board President, I'm honored to conclude a term in office at the 2012 Fall Meeting. As we prepare to elect a new board, it presents the opportunity to reflect upon the past year. Our success is based on a team effort that includes the assistance of Vice President David Curry, Secretary Austin Meyer, PGA and Board of Directors Assistants/ Apprentices liaison Chris Redle, PGA. Along with the dedicated and professional help from the Golf House Kentucky staff, our year consisted of successful education programs, tournaments and representation.

The tournament season started with the 2012 KPGA Assistants Match Play, which attracted 25 participants. We would like to thank Lake Forest Country Club and Matt Taylor, PGA for hosting the Final Four on September 6th. Blake Watts, PGA edged out runner-up Grant Sturgeon, PGA in 20 holes to capture the title. Austin Meyer, PGA, defeated Colby Wollitz, PGA in the consolation match.

In early August, Champion Trace Golf Club, Josh Mers and Brad Bachand, PGA, served as hosts for the 2012 National Rental Car/PUMA Golf KPGA Assistants Championship. Congratulations to Blake Watts who outlasted 31 players to capture the Championship this year and qualified to represent the Kentucky Section in the PGA National Assistant Championship. Runner-up John Bachman, PGA, also earned a spot to compete on the national level. Blake Watts needed a good showing at the 2012 National Rental Car PGA Assistant Championship to secure his Player of the Year award. He finished tied for 31st and ahead of John Bachman for the honor.

We would like to thank this year's sponsors of the 2012 National Rental Car/PUMA Golf KPGA Assistants Championship for their outstanding support. We would like to extend a special thanks to PUMA Golf representative, Tim Schrand for providing extra incentive for raffle ticket sales, French Lick Springs Resort for providing grand prizes and to Admiral Printing in Louisville for donating raffle chances for this year's championship.

Thank you for allowing me to develop as a Golf Professional, while serving with many of Kentucky's leading professionals, during my term as the President of the Assistants/Apprentices Division. The experience of attending Kentucky Section Board meetings over the past year has been a truly rewarding experience. The opportunity to be involved in several new ideas that have taken place has provided avenues of professional growth. The Tournament Committee has also welcomed membership from assistant and apprentice representatives on their committee. Any feedback that may help the future Assistants/Apprentices Board is welcomed.

The board has responded to several ideas that affect Assistants and Apprentices in the KPGA now and in the coming years. For example, the raffle program continued to contribute a significant increase in prize money for the Assistants Championship. Increased focus was also placed on maintaining good standing as Apprentices to participate in Section events.

As a new Assistants/Apprentices Division Board will be elected at the 2012 Fall Meeting, I encourage any Assistant that is interested in becoming more involved in Section events to consider running for one of the three offices up for bid.

Respectfully submitted,

Blake Watts, PGA
President, Assistants/Apprentices Division

Kentucky PGA Fall Business Meeting EDUCATION REPORT



Dear KPGA Members and Apprentices,

It is my pleasure to submit the Kentucky Section's PGA Fall General Membership Meeting Education Report. Today's education program is sponsored by Callaway Golf. I would like to thank Callaway sales representatives Doug Schoerke and John McKenry for their continued support of the Kentucky Section. Because of support from companies like Callaway Golf, we are able to present more pertinent education topics that will benefit all members and apprentices of our Section.

I was appointed Chairman to this committee early this past summer when former chairman, Chris Brown, had to vacate the position due to circumstances beyond his control. I want to thank Chris for his leadership while he served in this capacity. For good reason, the committee he formed to guide our Section's education has remained the same since his departure. I'm very fortunate to have the dedication from Craig Heibert, Tennyne Ohr and Brad Morrow as we execute the Education mission:

The mission of the Education Committee is to work with the Section Office to offer members diverse educational programs on a yearly basis. These programs will offer current valuable information to help the section members become more informed golf professionals. The Committee, along with the Section Office, will also be a source of information so the members can access the most current educational requirements and other information regarding the PGA of America's national education programs.

To this end, I can assure you that your Education Committee believes that the greatest service to you, some 299 members and apprentices, is to provide you with the necessary tools to be effective on your job and to be a "value" to your employer.

As we continue to navigate through the difficult economic times that challenge us, it becomes too easy to lose sight of what defines our greatness as PGA Members and apprentices. It's exactly this greatness that makes up our core as golf professionals. The standard that we hold for ourselves and our association defines our value not only to the golf industry but to our employers. We must never lose sight that we are the leaders of our industry and that the other allied associations look to us for this leadership. Golf 2.0 is not only for our benefit as PGA Members and apprentices but it's the engine that will pull the entire industry out of this downturn.

Understanding that we are the leaders of the golf industry; our topic today, "Showcasing Your Value as a PGA Professional," is designed to reinforce the standard that we must maintain in our association. We look forward to the round table discussion between three leaders of our association. We are pleased to have Darrell Crall, newly appointed Chief Operating Officer of the PGA of America, Ken Morton, Sr., PGA Master Professional and CEO of Morton Golf and Jack Barber, PGA Head Golf Professional at Meridian Hills Country Club and 2009 PGA Golf Professional of the Year. What a great opportunity to have these three men join us today, as they discuss the golf business as seen through their experienced eyes and more importantly,

how each and every one of us can “Showcase our Value” to our employers, directors and/or owners. I encourage your participation today.

Darrell Crall is the newly appointed Chief Operating Officer of the PGA of America. He most recently served as Senior Director for Golf 2.0, PGA of America's major Grow the Game initiative. He was introduced to golf at age 13 by a PGA Professional, George Valentine and was immediately inspired. Crall attended Greensboro (N.C.) College for one year, earning NCAA Division III All-America honors. He transferred to Duke University and competed on the Blue Devils golf team, serving as Captain and graduating in 1989 with a degree in history. He began his professional career as a consultant to the National Golf Foundation. He then served as a golf school instructor and operations manager for Duke University. From 1990-95, Crall became one of the most active administrators of the Carolinas PGA Section, with positions as Junior Golf/Tournament Manager; Director of Education and Employment and from 1993-95 as Director of Tournament Operations. Prior to being named Senior Director for Golf 2.0, Darrell served as Executive Director for the Northern Texas PGA Section for 15 years. His signature accomplishment as ED was guiding the growth of one of the nation's most dynamic junior golf programs. His extensive experience is an asset to our association.

Ken Morton, Sr. is a PGA Master Professional in his 48th year as a member of our association. He is serving his 54th year at Haggin Oaks Golf Complex in Sacramento, California. He is currently the CEO of Morton Golf, a management company that has a new 25 year lease to manage and operate all aspects of 4 municipal golf facilities that includes 90 holes of golf for the city of Sacramento. In his years with the PGA, he has served in various education capacities for over 35 years. Ken is a two time National PGA Merchandiser of the Year, National Horton Smith Award recipient, National Junior Award recipient, National PGA Professional of the Year recipient and was inducted in the PGA Hall of Fame in 2005. His Retail Golf Shop has been voted One of America's 100 Best Golf Shops every year since the awards have been given. His Player Development Programs (PDP) have been at the leading edge for over 30 years. Ken is a true leader in our industry.

Jack Barber began his professional career as an assistant professional at the Ironton Country Club in south east Ohio. After spending two years as the Assistant Professional at Highland Golf and Country Club in Indianapolis, he was hired by the Lexington Country Club at age 27 to be the Head Golf Professional. He was the 1981 Kentucky PGA Horton Smith Award recipient, the 1985 Kentucky PGA Golf Professional of the Year, served on the Kentucky PGA Board and was President from 1984-85. He was named the PGA Head Professional at Meridian Hills Country Club in Indianapolis in 1986 where he has served since. He served as the President of the Indiana PGA Section from 2008-10. While at MHCC, he has mentored over 20 assistant professionals. To date, nine of his former assistants are currently PGA Head Professionals throughout the country. Jack has served on multiple Indiana Section committees, including the 1985 Education Committee. He is a three time recipient of the Indiana Section Merchandiser of the Year Award, the 1993 Teacher of the Year Award and was the 2003 Bill Strausbaugh Award recipient.

His playing accomplishments include winning the 1978 Kentucky State Open, Runner Up in 1979, he competed in eight straight PGA Professional National Championships and captured the 1983 Kentucky PGA Match Play Championship. More recently, he won the 2002 Indiana Senior PGA Championship. His greatest recognition came in 2009 when he was awarded the National PGA Golf Professional of the Year. Jack is the epitome of a PGA Professional.

Thank you for attending today's program. Your Education Committee looks forward to working diligently to enhance future education programs. Please feel free to contact either myself or any of the committee members with your input on future topics.

In closing, let me address the young men and women of our Section, especially the new apprentices. There is one simple question that you need to ask yourself regularly, "are you an expert, not only in the game of golf, but also in the business of golf?" You need to be proactive and take the necessary steps to challenge yourself to be the best you can be. The PGA has available to you the tools that will help you reach this end. Visit the Education link on PGALinks.com to learn more about Continuing Education opportunities, the Certified Professional Program 2.0, the Master Professional Program 2.0 and future USGA/PGA Rules Workshops. Take advantage of the networking opportunities by regularly attending and contributing to our Section's Business Meetings and Education Programs. Finally, play in Section events regularly to broaden your net of familiarity with your fellow Section Professionals. With a little bit of extra effort you truly can realize your goals.

"The achievements of an organization are the results of the combined effort of each individual." Vince Lombardi

Respectfully submitted,

Peter Garvey, PGA
District 1 Director / Education Chair

The current MSR period ends June 15, 2015

Members can log into their account at www.pgalinks.com and review requirements for education and meetings. Upon signing on, click on the MSR tab at the top of the page. Credit requirements will consist of two categories: (a) 54 Total Credits, (b) 36 of which must be from PGA Meeting/PGA Education and/or Golf 2.0/Player Development.

Kentucky PGA
Fall Business Meeting
JUNIOR GOLF REPORT



Dear KPGA Members and Apprentices,

The 2012 Pepsi Junior Golf Tour finished up the season the second weekend of October at the Gay Brewer Jr. Golf Course at Picadome. We had a successful 20th season on the tour with close to 600 members, who competed throughout the state. Membership totals were up 10% overall; however, tournament signup declined from last year by the same percentage. We are revamping our tour schedule and brand for the 2013 Season.

Kentucky PGA Junior Tour

From this point on, The Pepsi Junior Golf Tour will be known as the Kentucky PGA Junior Tour. This name change gives us much to be excited about moving forward. From a customer perspective, the PGA brand gives us recognition as being the leaders and experts in the game of golf. Juniors and parents throughout the Commonwealth are familiar with the PGA logo and will have a much easier time associating our tour with the Kentucky Family of Golf Organizations and the Kentucky PGA Section. The Kentucky PGA Junior Tour has always belonged to the men and women members of our associations. Our hope is to leverage our PGA Members in the Section and encourage you to be more involved with your tour. Your involvement will allow each of you to reach more golfers across the state. My goal is to have the local PGA Professional on the starting tee at each and every junior event, next season. We want to encourage you to interact with the players upon arriving onsite and help better the overall experience they have when participating in a Kentucky PGA Junior Tournament. We want all of our junior players and parents to identify with the local PGA Professional responsible for making their tour a success and also give each of you a chance to interact and further our relationship building with our customer base. This is an exciting time for junior golf in the Commonwealth. With your support, we can continue to affect change through the game of golf and make a difference in our youth throughout the state.

2013 Schedule

This coming season we have recommitted ourselves to running quality events and have paid particular attention to location to ensure we are effectively reaching our junior membership. Our season will continue to be highlighted by our Kentucky Junior Amateur Championship the first week of July and the Kentucky PGA Championship Qualifier in late June. The summer series will consist of 18 single day events culminating in a two-day Tournament of Champions conducted at the end of the summer. We are excited to rollout the complete 2013 schedule and provide further information on how you can get involved as we approach the New Year.

Respectfully Submitted,

Kelly Newland, PGA
Director, Junior & Senior Competitions

Kentucky PGA Fall Business Meeting GROWTH OF THE GAME REPORT



Dear KPGA Members and Apprentices,

The Growth of the Game Committee is pleased to have Darrell Crall, the new COO for the PGA of America, available at our Fall Member Conference. He will speak on the growth of the game efforts being made by The PGA of America and will be available for questions.

Please, consider participating in the PGA Junior Golf League. The PGA Junior Golf League is an exciting new program designed to better socialize the game for boys and girls ages 13 and under. PGA JLG features team vs. team competitions in structured leagues that provide a popular, less stressful scramble format, as opposed to stroke-play competition. This is a great way to get kids involved in the game! Leagues are now being formed throughout the state. Please contact Kelly Williams if your facility is interested in participating.

Get Golf Ready was developed to teach new golfers in five lessons and prepare them to get onto the golf course with confidence. Offering "play" experiences is what makes this program unique. Each lesson is designed to include on-course activities and transition students to structured Get Golf Ready Outings, as ongoing retention opportunities. Hosting a GGR event is flexible and can be integrated into your existing programs. It has proven to generate golfers and revenues - 78% of students retained spend \$984 annually on golf. Reaching 40 GGR students can generate \$34,000 for golf in your area. With eight students in a class, instructors make more than \$100 per hour.

The PGA of America has entered into a new agreement with Active.com. Using Active.com will make it easier to post your events, record the information of the golfers who participated in your events and will make it easier for your participants to register.

The PGA Sports Academy is a fun, interactive approach to growing junior participation in golf, with PGA Professionals at the forefront of the experience. The objective is to develop core golfers who will continue to play socially or competitively, based on an individual's desires. The progressive curriculum introduces golf while developing long-term athletic development. The PGA Sports Academy curriculum includes:

Sportsmanship, Rules and Etiquette

Golf Skills

Fitness and Nutrition

Golf and Physical Assessments

Please visit www.Playgolfamerica.com to learn more about the various efforts the PGA is making to grow the number of golfers and increase rounds of golf. While all the programs may not work at your facility, you can find something to improve your bottom line. The amount of money being spent by the participants who participate in each of these programs should entice each of us to participate in the different programs.

Be Good,

Ralph Landrum, PGA Master Professional
Secretary

Kentucky PGA
Fall Business Meeting
SPECIAL AWARDS REPORT



Dear KPGA Members and Apprentices,

It is my honor and rewarding duty to inform you that we have a great selection of people to choose from this year for our KPGA Special Awards. Last year, we had 53 people nominated for our awards. This year, I am excited to announce we had a great response to our early campaign and 94 different people nominated for our awards. We would like to congratulate those individuals on their nomination; it shows that your hard work has made an impression on your colleagues. After the December 17th nomination information deadline, the Special Awards Committee will have the daunting task determining who most deserves each honor. The winners will be recognized at the 2013 Spring Meeting.

I would like to thank the Professionals who took the time to nominate those who deserve to be recognized for their contributions to the game of golf. This shows in our Section, there is respect for the game, as well as, for the Professionals that carry the torch to make our game better each and every day with their efforts. My committee and I will not have an easy task, nor will take this task lightly. Thanks again for helping make a statement about your fellow Professionals. We look forward to celebrating those who have gone above and beyond in our Section at our next meeting.

To assist the committee in making the best decision possible, we are asking those that are nominated to please send us your information by the December 17th deadline. Congratulations again to those nominees and thank you to those who have taken part in the process.

Respectfully Submitted,

Garry W. Nelson, PGA
Director At Large

Kentucky PGA Fall Business Meeting SPONSORSHIP REPORT



Dear KPGA Members and Apprentices,

On behalf of Kentucky PGA Members and Apprentices, our sincere gratitude goes to our Section sponsors for their generosity and support at various sponsorship levels. These partnerships allow the KPGA to conduct quality events and crown hard working, deserving champions. Their support is not something we take lightly and is very much appreciated by everyone connected with the KPGA.

Total sponsorship dollars (\$94,800) have decreased for the 2012 season. This is due to the loss of Powerbilt as the Kentucky Open sponsor in the 2011 season. Three golf-related companies were unsuccessfully approached to fill the spot for this event. With the guidance of Executive Director, Steve McMillen, a new approach has been taken to contact several non-golf companies and groups to become sponsors under the Golf House Kentucky Corporate Partners Program. This unique approach to sponsorship addresses the challenge of corporate partners for each individual Golf House Kentucky organization, including the KPGA. The concept is to develop relationships with a limited number of corporations by leveraging the Kentucky's Family of Golf Organizations assets as a group, rather than as individual organizations. The program calls for two tiers. The first tier "Official Patron" (\$15,000) will have 3-5 partners and the second tier "Official Supporter" (\$7,500) will have 5-8 partners. Included in the assets will be marketing rights to the five major events of Kentucky's Family of Organizations, which include: Kentucky State Amateur, Kentucky Open, Kentucky Junior Amateur, Kentucky Senior Amateur and the Junior Golf Tour. All partnerships will be formalized with a sponsorship agreement for the term of three years. Revenues developed from the program would be split proportionally among all GHK organizations. As an option, an Official Patron can upgrade to be a title tournament sponsor for an additional \$5,000. The upgrade revenues would not be split among the organizations, but go to the applicable organization associated with that tournament. Promotional materials and the proposal template have all been completed. Network meetings are being held to determine synergies with prospective corporations. To date, two companies (PNC and Pepsi) are at the proposal stage. The process is not easy and there are no "home runs", but this is the right approach.

During this challenging economic time, we would like to thank the hard work and determination of Steve McMillen to not only secure past relationships, but to establish new partnerships from outside of the traditional golf related arenas.

New Sponsors for 2012

- Callaway Golf – Title Sponsor
- Cobra Puma Golf – Title Sponsor
- National Car Rental – Title Sponsor
- E P Pro – Patron Sponsor
- PGA Authentic – Patron Sponsor

Please note the list below of the sponsorship levels. Please focus your attention on who is supporting the KPGA with extra incentives towards our playing and educational opportunities. It is the goal of the Sponsorship Committee to begin to examine the ways in which the companies receive value for their sponsorship dollars. If we are to continue to grow our sponsorship opportunities, we will ask everyone for their support in this new effort. We will work closely with the Tournament Committee and the Golf House Kentucky staff to continue to provide the KPGA members and apprentices with the best playing opportunities and educational resources available to our Section.

A special thank you to Bill Coomer for his exceptional efforts in pursuing any and all sponsorship opportunities, as well as Steve McMillen for taking an active role and providing a new roadmap with the Golf House Kentucky Corporate Partner's Program.

Title Sponsors

Amazon.com, Callaway Golf, Cleveland Golf, Cunningham Golf Car, E P Pro, E-Z-GO, FootJoy, Larry Gilbert Foundation, Lexmark, Mobile Pro Shop, Monterey Club, Powerbilt, Prudential, TaylorMade, Titleist and Winner's Award Group.

Patron Sponsors

Ahead, Bionic, Bushnell, Club Glove, Heritage Creations, Imperial Headwear, LaserLink, Mizuno, Nike Golf, Page & Tuttle, PGA Authentic, SkyCaddie, Sun Mountain and Under Armour.

I hope that everyone has a productive offseason and look forward to seeing my fellow PGA Members and apprentices at the upcoming Spring Meeting.

Respectfully Submitted,

Brad Morrow, PGA
District 2 Director

Kentucky PGA
Fall Business Meeting
TOURNAMENT REPORT



Dear KPGA Members and Apprentices,

The Tournament Committee would like to offer congratulations to all of our tournament winners and thank all of the participants and sponsors of our events. Without you we would not be able to have quality events! All in all, we have had a successful tournament season with great weather for playing golf.

We will have our 2013 Tournament Calendar ready to present to you at our Fall Meeting on Monday December 3rd, 2012 and we are excited to announce that we will once again be playing our Major Events at three excellent venues for 2013. The Section Championship will be played at Valhalla in July, the Kentucky Open will return to Olde Stone in August and the Members Match Play Championship will be held at Hurstbourne in September. Thank you to the PGA Professionals at these and all of the fine courses on our Tournament Schedule who have agreed to play host to our events in 2013.

Before we get into the 2013 season the Tournament Committee will have several items to evaluate. We have begun this process and during the offseason will continue an effort to make improvements to our events. One of the biggest undertakings will be rearranging our 2014 Tournament Calendar. We are working towards spreading out our major events throughout the season. Another goal is setting our calendar earlier, so that we can disseminate the dates to you before you finalize your own facility calendars. Hopefully, this will allow all of us to set our calendars at our clubs so that we may participate in more Kentucky PGA Section tournaments.

Special thanks to the Tournament Committee for their time and efforts on behalf of the section: Aaron McDowell, Pat Stephens, Blake Watts, Keith Ohr, John Bachman, Chris Redle, Mike Thomas, Chad Douglas and Jason Stilley. Thanks, as well to our Executive Director, Steve McMillen for his active participation on this Committee, our Tournament Director, Bill Coomer and all of our officials for their efforts toward making our tournaments run professionally.

Please feel free to contact us with your comments and suggestions to make our tournaments better. We hope you have a terrific offseason and best wishes for a fabulous 2013!

Respectfully submitted,

Steve Shafer, PGA
Honorary President

Gary Bebelaar, PGA
Director at Large