



March 26, 2012
Clarion Hotel and Conference Center
Lexington, KY

2012 SPRING MEETING

presented by



PGA
Kentucky Section



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Kentucky PGA Section Fall General Membership Meeting Minutes Fern Valley Conference Center Louisville October 17, 2011

I. CALL TO ORDER

President Steve Shafer called the meeting to order at 8:00 a.m. There were 91 members, 13 apprentices and nine other guests present.

II. INVOCATION

Bill Coomer gave a brief invocation. President Shafer asked for a moment of silence in memory of KPGA Member Jim O'Hern.

III. TOYS FOR TOTS

Bob Cross from the United States Marine Corps Reserves thanked attendees for their continued support of the USMC's Toys for Tots Campaign.

IV. KENTUCKY GOLF ASSOCIATION REPORT

Kentucky Golf Association President Brandon Neal thanked the KPGA Board of Directors for the invitation to speak. He reviewed key events and activities from 2011, including the 100th Anniversary Dinner held in conjunction with the Kentucky State Amateur Championship at Kearney Hill Golf Links. He reported that at the dinner, the KGA Player of the Year Award was named in honor of Kentucky Golf Hall of Fame member John C. Owens. He reported the KGA had launched its five year plan in 2011, and as part of that plan, will add a new championship in 2012 - the KGA Match Play Championship.

V. E-Z-GO SPONSORSHIP

Mr. Shafer thanked E-Z-GO and representative Dave Macke for their support. He recognized Past KPGA Presidents, veterans, Master Professionals, Certified Professionals and ECU PGA PGM Program students.

VI. APPROVAL OF MINUTES

Craig Heibert made a motion to approve the March 21, 2011 Spring Meeting minutes as submitted. Jim Osborne seconded the motion. Motion carried (unanimous)

VII. FINANCIAL REPORT

Vice President Chris Osborne submitted the financial report as written, and asked for questions. Craig Heibert asked that if possible, the annual budget be distributed with the financial report. Mr. Heibert asked about the KPGA Tee Pass. Mr. Hill stated that the project would lose money in 2011, as reflected on the financial statement, and had produced over \$30,000 for the KPGA since inception, and that the marketing plan for 2012 would focus on the current customer base. Mr. Osborne noted that sponsorship revenue had increased over \$12,000 for 2011.

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VIII. PRESIDENT'S REPORT

Mr. Shafer submitted his report as written and mentioned several key events and activities in 2011, including the Senior PGA Championship at Valhalla, unveiling of the Kentucky Golf Economy Study at the Senior PGA Championship, and the launch of Golf 2.0. He thanked the staff for their dedication and service.

IX. DISTRICT 10 DIRECTOR'S REPORT

Mr. Ahrnsbrak thanked the Board for the invitation to speak. He stressed that the Golf 2.0 Initiative is not just another PGA of America program – it is an industry-wide effort to grow the game. He reviewed highlights from the most recent PGA of America Board of Director's meeting, including an allocation of over \$60 million in the 2011-2012 fiscal year budget toward member programs and services. He reported that the PGA of America had made a significant investment in improvements and renovations at Valhalla and looked forward to great years ahead for the facility and the Association.

X. PGA EMPLOYMENT SERVICES REPORT

Mr. Bradow gave an overview of the services offered through his position as PGA Employment Consultant. He reminded attendees that the 2012 PGA Compensation Survey would be made available in January. He encouraged attendees to update their Career Links profile. He gave a presentation, which included Powerpoint slides on the Golf 2.0 Initiative. He explained the reason he was giving the presentation, as the Employment Consultant, was that if Golf 2.0 is successful, it will mean more and better jobs for PGA Professionals. The presentation included key statistical data regarding the number of potential golfers in the U.S. He stated that the Golf 2.0 was an industry-wide effort, not just a PGA of America effort. The presentation included examples of various successful efforts from facilities and other sections. Following the presentation, Mr. Bradow and Mr. Ahrnsbrak answered a number of questions from attendees regarding Golf 2.0.

XI. EXECUTIVE DIRECTOR'S REPORT

Mr. Hill thanked the staff for their service and efforts. He thanked Dave Macke and E-Z-GO for their support. He noted the 2011 Senior PGA Championship was a success with over 60 members and apprentices volunteering. He noted the importance of the GHIN System, and reviewed plans for golf camps in 2012.

XII. KENTUCKY PGA FOUNDATION REPORT

Mr. Shafer reported that grant request forms were now available, and could be accessed online and applications were also available at the registration table in the lobby.

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XIII. COMMITTEE REPORTS

Assistants/Apprentices – Report submitted as written.

Communications/Marketing – Report submitted as written.

Education and Membership – Report submitted as written.

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Employment - Report submitted as written.

Junior Golf - Report submitted as written.

Membership - Mr. Williams recognized Chris Hunkler, retired member of PGA of America staff, who was in attendance. He recognized new apprentices Jeffrey Dawson, Michael Gervais, Kenny Goodykoontz, James Hanson, Matt Houser, Nick Johnston, Adam Ronniger, Chris Schuler, Kelly Violette and Ben Zapp. He recognized new PGA Members Charles Allen, Corey Krebs, Weston Loeser, Corey Stith and Cliff Wilson.

Growth of the Game - Report submitted as written.

Senior Report - Report submitted as written.

Special Awards/Scholarship - Report submitted as written. Mr. Nelson encouraged attendees to nominate their peers for Special Awards.

Sponsorship - Report submitted as written.

Tournaments - Report submitted as written. Mr. Shafer encouraged attendees to participate in the KPGA Tournament Survey.

2011 Senior PGA Championship - Mr. Shafer reported the Championship was a success with great participation from section members, and he thanked those who volunteered to serve for their time.

XIV. OLD BUSINESS

None.

XV. NEW BUSINESS

None.

XVI. OPEN FORUM

Mr. Nelson noted that the deadline for Special Awards was November 1. He encouraged members to promote themselves to their employers. Mike Kehoe gave an overview of a fundraising event at his club to support the facility which would include J.B. Holmes and Josh Teater, and requested assistance in promoting auction items. Mr. Heibert encouraged the Board to look for ways to increase member involvement and volunteerism. Mr. Mudd asked about the \$30 per day cart and range fee at the Kentucky Open. Mr. Shafer explained the fee covered access to the range and for carts, and for perspective, when his facility, Hurstbourne Country Club, hosted the event in 2007, the fee was \$25. Bill Coomer reminded attendees of the golf outing at Wildwood Country Club, which would take place on Tuesday. Mike Finney inquired about the benefits of hosting a PGA Championship at a certain facility. Mr. Ahrnsbrak stressed the importance of supporting Golf 2.0. Mr. Ward expressed his view that the KHSAA should be encouraged to restructure the competitive structure of high school golf in Kentucky. Jeff McGill gave some insight on the KHSAA structure and expressed his support for Golf 2.0. Mr. Griffiths expressed his concern with focus on new golfers in Golf 2.0.

XVII. FOLDS OF HONOR FOUNDATION PRESENTATION

Major Ed Pulido from the Folds of Honor Foundation made a presentation to Michaela Vaillant, the 2011 Folds of Honor Foundation scholarship recipient from Kentucky. On behalf of her daughter Sarah, Mrs. Vaillant thanked the PGA of America and the Kentucky Section for their support.

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XVIII. BOARD OF DIRECTORS RECOGNITIONS

President Shafer thanked outgoing Board members – Ralph Landrum, Chris Brown, Gary Bebelaar, Carmello Benassi and Chris Redle. He thanked Kelly Williams for service as Secretary, Chris Osborne for service as Vice President and Mike Riley for service as Honorary President. Mr. Osborne thanked Mr. Shafer for his service as President.

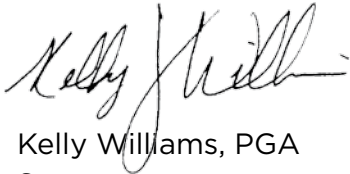
XIX. ELECTIONS

President Shafer asked Mr. Riley to come forward to conduct the election. Mr. Riley asked all apprentices and non-voting members to proceed to the back of the room. Mr. Riley noted that the office of President, Vice President, Secretary, District 1, District 3 and two At-Large positions, and read the rules regarding the election. Mr. Riley named Mr. Osborne as the sole candidate for President. There were no nominations from the floor and Chris Osborne was named President by acclamation. The sole candidate for Vice President was Kelly Williams. With no nominations from the floor, Mr. Williams was declared Vice President by acclamation. Ralph Landrum was the only candidate for Secretary. There were no nominations from the floor and Mr. Landrum was named Secretary by acclamation. District 1 Director had no candidates on the ballot. Pete Garvey was nominated from the floor and Mr. Garvey accepted. Being no other nominations, Pete Garvey was named District 1 Director. Carmello Benassi was on the ballot for District 3 Director. Chris Brown was nominated from the floor and accepted. Each candidate addressed the members. Paper ballots were distributed and counted, and Chris Brown was elected the District 3 Director. Three candidates were on the ballot for Director at Large, Gary Bebelaar, Matt Kirchgessner and Chris Redle. Carmello Benassi was nominated from the floor and declined the nomination. Paper ballots were distributed and counted, and Mr. Kirchgessner and Mr. Redle were elected Directors at Large. New members of the Board were sworn in by Steve Shafer.

XX. ADJOURNMENT

Craig Heibert made a motion to adjourn the meeting. Brent Edmister seconded the motion. Motion carried (unanimous) at 11:23 AM.

Respectfully submitted,



Kelly Williams, PGA
Secretary
kwilliams@pga.com





Kentucky PGA Section Spring General Membership Meeting FINANCE REPORT

Dear Members and Apprentices,

After just over one quarter in my newly elected position as KPGA Vice-President, I have spent countless hours trying to better understand the P&L, Balance Sheet and Investments held by the KPGA. The learning curve is steep and was made even more so with the resignation of former Executive Director Mark Hill. Despite the challenges, I am learning more every day and pleased to share that your Section is in excellent financial condition as we near the end of the first quarter of 2012.

Looking back, 2011 was an excellent year in which the KPGA showed a positive net cash flow of \$32,084.09. While outstanding, this can be a bit deceiving due to the fact that there was no National Annual Meeting scheduled during calendar year 2011. As a result, the FY2012 will show expenses and reimbursements for two National Annual Meetings, the first of which is already appearing on our books. Additional expenses that will challenge the financial performance of FY 2012 are due to an audit conducted prior to Mark Hill's exit, performed by Deming-Malone of Louisville. The KPGA budget allowed for \$12,000 for the audit and by all accounts should be completed under budget.

The final budget item of note is that the annual District 10 Meeting will be hosted by the Kentucky Section this year. This too will challenge our financial performance for FY 2012. With all of these challenges in mind our current goal is a breakeven year for cash flow. It should be noted that as of this report, audit results have not been finalized. All preliminary indications are that the Kentucky Section's finances are in good order.

An ongoing project for the KPGA Board of Directors is to address our current investment situation. As of this report, the Vanguard account reflects a value of \$412,000, but has not been analyzed or rebalanced with the help of an outside broker or advisor for several years. The Vanguard account has shown significant fluctuation due to market conditions over the past 48 months and at a minimum needs rebalancing of funds.

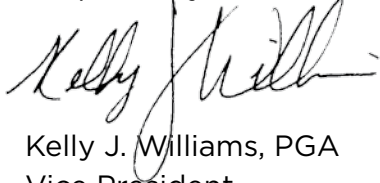
As Vice-President, I felt it necessary to form a Finance Committee to review the current investments, establish a well defined strategy and determine if continuing to hold our assets in the Vanguard account is the proper course of action. The committee of Gary Bebelaar, Craig Heibert, Mike Kehoe, Garry Nelson and I have started down the road of determining our strategy for the Section's investments. To date we have developed a Request For Proposal to help us understand the costs and benefits that may be associated with hiring a brokerage firm. We have also reached out to Tim Shank, Managing Director Finance for PGA National, to understand the role that he is willing to play in advising our investment strategy.

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We hope to review the RFP submittals and all other options on the table during the month of April to make an informed decision on the best course of action and make a recommendation to the Board of Directors.

In closing, I want to thank the members of the Finance Committee for answering the call to serve the Section. Please note that I am always available to answer your questions in regards to the financial aspects of your Section. I sincerely hope that when my term as Vice-President comes to a close in the fall of 2013 that we have improved on our already outstanding financial position established by the fine leaders who served before.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "Kelly J. Williams". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Kelly J. Williams, PGA
Vice President
kwilliams@pga.com



KY Section PGA of America
Balance Sheet Prev Year Comparison
As of December 31, 2011

	Dec 31, 11	Dec 31, 10	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
Fifth Third Bank	79,100.33	68,965.36	10,134.97	14.7%
Money Market-Fifth Third Bank	130,806.45	105,735.28	25,071.17	23.7%
PGA Credit Union Account	1,519.45	1,519.03	0.42	0.0%
Total Checking/Savings	211,426.23	176,219.67	35,206.56	20.0%
Accounts Receivable				
Accounts Receivable	-2.50	3,395.00	-3,397.50	-100.1%
Due From Sponsors	8,750.00	8,000.00	750.00	9.4%
Total Accounts Receivable	8,747.50	11,395.00	-2,647.50	-23.2%
Other Current Assets				
Prepaid-2012 Ryder Cup Expense	4,610.00	0.00	4,610.00	100.0%
Prepaid Insurance	1,156.00	0.00	1,156.00	100.0%
Prepaid PGA Merchandise Show	690.40	0.00	690.40	100.0%
Prepaid Printing Expenses	0.00	400.00	-400.00	-100.0%
Prepaid Tee Pass Expenses	1,727.66	6,589.74	-4,862.08	-73.8%
Prepaid Website/Computer Maint.	0.00	150.00	-150.00	-100.0%
Total Other Current Assets	8,184.06	7,139.74	1,044.32	14.6%
Total Current Assets	228,357.79	194,754.41	33,603.38	17.3%
Fixed Assets				
Accumulated Depreciation	-50,577.00	-50,422.00	-155.00	-0.3%
Equipment and Office Furniture	50,654.01	50,654.01	0.00	0.0%
Total Fixed Assets	77.01	232.01	-155.00	-66.8%
Other Assets				
Vanguard	380,670.46	384,744.75	-4,074.29	-1.1%
Total Other Assets	380,670.46	384,744.75	-4,074.29	-1.1%
TOTAL ASSETS	609,105.26	579,731.17	29,374.09	5.1%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Other Current Liabilities				
Overpayment Suspense	0.00	120.00	-120.00	-100.0%
Unearned Tee Pass Income	1,890.00	4,480.00	-2,590.00	-57.8%
Total Other Current Liabilities	1,890.00	4,600.00	-2,710.00	-58.9%
Total Current Liabilities	1,890.00	4,600.00	-2,710.00	-58.9%
Total Liabilities	1,890.00	4,600.00	-2,710.00	-58.9%
Equity				
Fund Balance	575,131.17	475,768.08	99,363.09	20.9%
Net Income	32,084.09	99,363.09	-67,279.00	-67.7%
Total Equity	607,215.26	575,131.17	32,084.09	5.6%
TOTAL LIABILITIES & EQUITY	609,105.26	579,731.17	29,374.09	5.1%

KY Section PGA of America
Profit & Loss Prev Year Comparison
January through December 2011

	Jan - Dec 11	Jan - Dec 10	\$ Change	% Change
Ordinary Income/Expense				
Income				
Non-Tournament Income				
2011 Senior PGA Income	12,896.45	0.00	12,896.45	100.0%
ADP Funding	90,000.00	90,000.00	0.00	0.0%
Bulk Program Income	0.00	4,200.00	-4,200.00	-100.0%
Business Meeting Income	6,025.86	5,392.61	633.25	11.7%
Dividends	9,079.94	8,224.16	855.78	10.4%
Education Seminars Income	300.00	380.00	-80.00	-21.1%
Fall Meeting Income	12,715.00	16,375.00	-3,660.00	-22.4%
Interest Income/Main Account	465.54	489.38	-23.84	-4.9%
KGVA Income	5,500.00	8,000.00	-2,500.00	-31.3%
Membership Dues	46,403.40	47,972.40	-1,569.00	-3.3%
Miscellaneous Income	0.00	0.90	-0.90	-100.0%
PAT Income	1,250.00	1,692.73	-442.73	-26.2%
Patron Sponsorship Income	138.81	1,157.20	-1,018.39	-88.0%
PGA Annual Meeting Income	0.00	2,314.82	-2,314.82	-100.0%
Special Projects	73,216.50	87,117.71	-13,901.21	-16.0%
Spring Meeting	14,040.00	14,455.00	-415.00	-2.9%
Total Non-Tournament Income	272,031.50	287,771.91	-15,740.41	-5.5%
Tournament Income				
Entry Fees	196,000.44	191,143.65	4,856.79	2.5%
Players Card Fee	9,464.56	10,421.35	-956.79	-9.2%
Sponsorship	96,295.23	89,494.34	6,800.89	7.6%
Tournament Directory	2,000.00	2,000.00	0.00	0.0%
Total Tournament Income	303,760.23	293,059.34	10,700.89	3.7%
Total Income	575,791.73	580,831.25	-5,039.52	-0.9%
Expense				
Non-Tournament Expenses				
2011 Senior PGA Expense	7,093.80	0.00	7,093.80	100.0%
Accounting Fees	1,750.00	1,720.00	30.00	1.7%
Assistants/Apprentice Workshops	19.48	240.00	-220.52	-91.9%
Auto Expense	5,813.96	5,489.58	324.38	5.9%
Bank Service Fees	431.25	313.27	117.98	37.7%
Business Meetings Expense	15,444.70	14,578.36	866.34	5.9%
Charitable Donations	20,000.00	20,200.00	-200.00	-1.0%
Computer Equipment (Transfer)	3,000.00	2,985.00	15.00	0.5%
Credit Card Processing	996.88	1,173.29	-176.41	-15.0%
Depreciation	155.00	955.00	-800.00	-83.8%
Dues & Subscriptions	716.00	616.00	100.00	16.2%
Economic Impact Study	3,275.00	3,125.00	150.00	4.8%
Education Seminars Expense	212.59	366.07	-153.48	-41.9%
Fall Meeting Expense	13,218.79	17,333.20	-4,114.41	-23.7%
Hall of Fame Expense	1,550.00	1,000.00	550.00	55.0%
Insurance	4,813.29	4,490.00	323.29	7.2%
Intern/Staffing Fees	18,000.00	14,000.00	4,000.00	28.6%
KGVA Expense	5,250.82	6,892.63	-1,641.81	-23.8%
KPGA Board Uniforms/Supplies	2,574.32	2,735.74	-161.42	-5.9%
Licenses/Permits/Taxes	183.60	225.94	-42.34	-18.7%
Miscellaneous Expense	807.74	436.46	371.28	85.1%
Office Supplies	1,961.49	1,907.36	54.13	2.8%
PAT Expense	0.00	127.03	-127.03	-100.0%
PGA Annual Meeting Expense	59.37	10,398.60	-10,339.23	-99.4%
PGA Merchandise Show	1,917.07	1,356.86	560.21	41.3%
Postage/Shipping	5,554.38	6,300.37	-745.99	-11.8%
Printing	6,898.60	6,600.22	298.38	4.5%
Promotions/Advertising Expense	9,425.12	8,991.17	433.95	4.8%
Special Projects	81,470.36	84,956.01	-3,485.65	-4.1%
Sponsorship Expense	575.00	575.00	0.00	0.0%
Spring Meeting Expense	14,339.48	13,616.87	722.61	5.3%
Telephone	1,089.42	856.32	233.10	27.2%
Travel	1,967.47	2,633.96	-666.49	-25.3%
Web Services and Maintenance	1,906.14	1,630.40	275.74	16.9%
Total Non-Tournament Expenses	232,271.12	238,825.71	-6,554.59	-2.7%
Tournament Expenses				
Credit Card Processing Fees	7,207.11	6,659.04	548.07	8.2%
Entry Fee Charge	13,935.00	14,445.00	-510.00	-3.5%
Gift Certificates/Merchandise	31,121.23	34,067.06	-2,945.83	-8.7%
Golf Carts	29,906.87	30,998.00	-1,091.13	-3.5%
Golf Pro Service Fee	600.00	400.00	200.00	50.0%
Lodging	1,006.88	1,483.66	-476.78	-32.1%
Meals	15,634.59	12,391.07	3,243.52	26.2%
Mileage	990.80	2,252.37	-1,261.57	-56.0%
Paint/Stakes	1,242.50	818.25	424.25	51.9%
Perdiem/Officials/Scoring	16,005.00	14,190.00	1,815.00	12.8%
Photography	642.36	1,017.60	-375.24	-36.9%
Plaques/Prizes/Awards	7,413.94	7,846.85	-432.91	-5.5%
Postage	309.80	289.77	20.13	7.0%
Printing	1,345.48	1,720.48	-375.00	-21.8%
Prize Money	157,762.51	149,605.00	8,157.51	6.2%
Range	2,615.00	2,400.00	215.00	9.0%
Supplies	5,642.95	5,278.61	364.34	6.9%
Tee Gifts/Bag Tags	4,900.59	4,833.32	67.27	1.4%

KY Section PGA of America
Profit & Loss Prev Year Comparison
January through December 2011

	Jan - Dec 11	Jan - Dec 10	\$ Change	% Change
Total Tournament Expenses	298,282.71	289,666.08	8,596.63	3.0%
Total Expense	530,553.83	528,521.79	2,032.04	0.4%
Net Ordinary Income	45,237.90	52,309.46	-7,071.56	-13.5%
Other Income/Expense				
Other Income				
Gain(Loss) on Sale of Investmnt				
Vanguard				
Long Term Capital Gain	301.12	288.00	13.12	4.6%
Short Term Capital Loss	0.00	104.12	-104.12	-100.0%
Short Term Gain	56.49	0.00	56.49	100.0%
Total Vanguard	357.61	392.12	-34.51	-8.8%
Total Gain(Loss) on Sale of Investmnt	357.61	392.12	-34.51	-8.8%
Unrealized Gain (Loss) on Inv.	-13,511.42	46,661.51	-60,172.93	-129.0%
Total Other Income	-13,153.81	47,053.63	-60,207.44	-128.0%
Net Other Income	-13,153.81	47,053.63	-60,207.44	-128.0%
Net Income	32,084.09	99,363.09	-67,279.00	-67.7%

KY Section PGA of America 2012 Budget

Income

<u>Non-Tournament Income</u>	<u>2011</u>	<u>2012</u>
2012 Ryder Cup	\$0	\$5,000
ADP Funding	\$90,000	\$90,000
Business Meeting Income	\$7,000	\$7,000
Dividends	\$5,000	\$5,000
Education Seminars Income	\$1,000	\$1,000
Fall Meeting Income	\$17,000	\$17,000
Interest Income/Main Account	\$500	\$500
KGVA Income	\$7,000	\$6,000
Membership Dues	\$48,000	\$47,000
Miscellaneous Income	\$100	\$100
PAT Income	\$2,000	\$2,000
PGA Annual Meeting Income	\$0	\$8,000
Senior PGA Championship	\$12,000	\$0
Special Projects	\$95,500	\$91,000
<i>Challenge Cup</i>	<i>\$1,000</i>	<i>\$1,000</i>
<i>Kaiser Cup</i>	<i>\$2,000</i>	<i>\$2,000</i>
<i>Travel Event</i>	<i>\$70,000</i>	<i>\$70,000</i>
<i>Growth of Game</i>	<i>\$5,000</i>	<i>\$4,000</i>
<i>Tee Pass</i>	<i>\$17,500</i>	<i>\$14,000</i>
Spring Meeting Income	\$17,000	\$17,000
	\$302,100	\$296,600

Notes:

2012 Ryder Cup – Income from the KPGA Foundation for 2012 Ryder Cup tickets, which will be purchased on behalf of the KPGA Foundation by the section. The tickets are intended for fundraising use by the KPGA Foundation.

Travel Event – In the past, known as the Las Vegas Pro-Am. The KPGA may wish to evaluate other destinations for 2012 as in recent years attendance has declined to the point that a change is necessary. Also, at this point, based on the tepid response to the Ireland Pro-Am, it is likely the event will be canceled.

PGA Annual Meeting – Two annual meetings will take place in 2012 (January and November).

Tee Pass – Income based on sales of 400 units.

Expense

<u>Non-Tournament Expense</u>	<u>2011</u>	<u>2012</u>
2012 Ryder Cup	\$0	\$5,000
Accounting Fees	\$1,800	\$12,000
Assistants/Apprentice Workshops	\$500	\$100
Bank Service Fees	\$300	\$400
Buick Program Expense	\$6,000	\$6,000
Business Meeting Expense	\$17,000	\$23,000
Charitable Donations	\$20,000	\$20,000
Computer Equipment	\$3,000	\$3,000
Credit Card Processing	\$2,000	\$1,500
Dues & Subscriptions	\$750	\$750
Economic Impact Study	\$3,250	\$0
Education Seminars Expense	\$1,000	\$1,000
Fall Meeting Expense	\$17,000	\$16,500
Hall of Fame Expense	\$1,200	\$1,500
Insurance	\$4,700	\$4,900
Intern/Staffing Fees	\$19,000	\$19,000
KGVA Expense	\$6,500	\$5,500
KPGA Uniforms	\$2,000	\$4,500
Licenses/Permits/Taxes	\$200	\$250
Miscellaneous Expense	\$500	\$500
Office Supplies	\$2,000	\$2,000
PGA Annual Meeting Expense	\$0	\$23,000
PGA Merchandise Show	\$2,000	\$2,000
Postage/Shipping	\$6,500	\$6,000
Printing	\$7,000	\$7,000
Promotions/Advertising	\$9,000	\$9,000
Senior PGA Championship	\$12,000	\$0
Special Projects	\$91,000	\$89,000
<i>Challenge Cup</i>	<i>\$3,000</i>	<i>\$3,000</i>
<i>Kaiser Cup</i>	<i>\$5,000</i>	<i>\$5,000</i>
<i>Travel Event</i>	<i>\$63,000</i>	<i>\$65,000</i>
<i>Growth of Game</i>	<i>\$7,000</i>	<i>\$6,000</i>
<i>Tee Pass</i>	<i>\$13,000</i>	<i>\$10,000</i>
Sponsorship Expense	\$600	\$600
Spring Meeting Expense	\$16,000	\$16,500
Telephone	\$1,000	\$1,000
Travel	\$2,500	\$2,500
Web Services/Maintenance	\$1,600	\$3,500
	\$257,900	\$287,500

Notes:

Accounting Fees – Includes fee for review, audit and tax form preparation.

Business Meetings – Includes additional expenses KPGA will incur as host section for the District 10 Meeting.

KPGA Uniforms – Includes expenses for new jackets and ties, along with stationery and business cards for officers.

PGA Annual Meeting Expense – Two annual meetings will take place in 2012 (January and November).

Web Services/Maintenance – Includes costs for TPP Online.



Kentucky PGA Section Spring General Membership Meeting PRESIDENT'S REPORT

Dear KPGA Members and Apprentices,

It has been a very busy time since coming on board as President back in November. Kentucky Golf lost a great leader when Mark Hill decided to leave us for the opportunity of a lifetime with the USGA. Mark did a fantastic job while he was here with us and we will be eternally grateful for guiding us down a path to prosperity. Thank you, Mark!

The KGA-PGA, Inc. formed a search committee to find Mark's replacement and after an extensive search and interview process the committee decided to offer the position to Steve McMillen, PGA. Steve accepted the position and made the extra effort to join us this winter for the PGA Annual Meeting in Orlando. Steve was formerly the Executive Director of the Kansas City Golf Association where he held that position for 10 years. We are very excited to have Steve on board and look forward to his leadership. He will be a great asset to Kentucky Golf.

The relationship between the Kentucky Golf Association and the Kentucky PGA Section remains strong. The search process for a new Executive Director proved that our two associations truly understand the importance of working together for the good of golf in Kentucky. The KGA-PGA, Inc. elected new officers effective January 2012. Brandon Neal was elected President, Chris Osborne, PGA was elected Vice-President and Tom Cooksey was elected Secretary. The KPGA Foundation also elected new officers this winter. Steve Shafer, PGA was elected President, Chris Osborne, PGA was elected Vice President and Kelly Williams, PGA was elected Secretary.

The Kentucky PGA has reintroduced an in-depth committee structure to assist the Board of Directors. This will be yet another avenue for KPGA members to have a voice and to share their talents with their fellow members. The plan is working nicely and there are already a substantial number of committees that have been formed, but there's still room for more. If you have any interest in serving on a committee please let us know. We would love to get everyone involved!

The PGA Annual Meeting was held in Orlando just before the PGA Merchandise Show. It was a great week that included the formal launch of Golf 2.0. Golf 2.0 is the single most important project that our Association has ever embarked upon. It is a strategic initiative that has the support of all of our Allied Associations.

Remember, Golf 2.0 IS NOT A PROGRAM. That may be the most important thing to understand about Golf 2.0. It is a series of initiatives that will be led by PGA professionals to help grow the game of golf. You've heard the overview of the project: strengthen the core, engage the lapsed, and drive new players to the game.

Now there is a plan of attack. The action plan for Golf 2.0 is:

- Focus to make the game more relevant, friendly, fun and welcoming to all,
- Reshape the perception, image and environment of the game,
- Redefine how to grow golf participation,
- Adapt to changing consumer profiles and preferences,
- Create meaningful experiences which resonate on an emotional level.

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continued

The Golf 2.0 vision is to go from 26.1 million golfers and \$33 billion in consumer spending in 2011 to 32 million golfers and \$35 billion in consumer spending by 2016. The 2020 vision is 40-plus million golfers and \$40 billion in consumer spending. It's no secret that golf has been losing players faster than we are developing new players, each of us see this every day at our own facilities. It is time to stop the trend and it will take every one of us to do our part. Our Allied Partners have identified the PGA Professional as the Most Valuable Player in the success of this initiative. We must not let them down and we must not let ourselves down. It is truly our time to shine and let's go out and grow this game that we all love so very much.

The Kentucky PGA Section and District 10 Director Mike Ahrnsbrak, PGA have the distinct privilege to host the District 10 PGA Meetings in Louisville April 1-3. This is an especially exciting time as we will play host to the seven candidates running for the office of Secretary of the PGA. This meeting is always a great opportunity to discuss matters and ideas with our fellow professionals from the Middle Atlantic PGA and the Carolinas PGA. The elections will take place in Baltimore this November when President Wronowski leaves office.

This Spring Meeting will be an exciting and informative meeting. Donna Orender and Suzy Whaley, PGA will be giving a presentation that we saw at the Fall Conference of Leaders about "Speaking Female." Women represent an astonishing amount of growth potential for our game but only if we know how to make the game enjoyable and welcoming. It's a great presentation and we thank Donna and Suzy for taking the time to be with us. We will also be joined by PGA Vice-President Ted Bishop. He will give you a more in-depth look at Golf 2.0 and share some more of his success with Get Golf Ready. We will also be presenting our Special Awards at this meeting. Congratulations to all the winners for their great achievements. It should be an exciting day and I look forward to seeing you there.

I would be remiss if I didn't say a special thank you to the wonderful staff at the Golf House. As you can imagine, the last few months have been very different without Mark leading the charge but I have to say, we are all in good hands. The staff picked right up and took over everything across the board and I couldn't be any prouder. Thank you to Betsy, Patsy, Barbara, Bill, Andy and Kelly for running the show and thank you for the wonderful job you do for Kentucky Golf each and every day!

I'll leave you with a quote from PGA President Allen Wronowski, "For if not the PGA professional, then who? And if not now, then when?" Let's not let this opportunity pass us by!

Respectfully submitted,



Christopher J. Osborne, PGA
President
cj Osborne@pga.com





Kentucky PGA Section Spring General Membership Meeting DISTRICT 10 DIRECTOR'S REPORT

Dear Fellow PGA Professionals,

New beginnings, a new year! Most PGA Professionals I know are eternal optimists – you know, the glass is always half full. As we begin a new year, I look forward to another golf season and am thankful for the opportunity this great game offers to those who pursue their passion and love of the game. We must, however, not let our love of the game cloud our judgment.

Our business, like many businesses, is struggling with an oversupply of golf courses with a continued decline in golfers, golf rounds and revenues. You must ask yourself this simple question – on which side of the ledger does my boss/owner view me? In this day and age, if you are viewed as an expense, you may be looking for a new job soon. If you are viewed as an income producer, you have a chance to protect your job and increase your compensation. That is the unfortunate reality that confronts us, but there is some light at the end of the tunnel. Our association is leading the charge in player development through an industry-wide initiative called Golf 2.0. If you haven't heard about it, shame on us. If you have heard about it, but haven't done anything about it, you owe it to yourself to spend some time learning about it.

As one door closes, another one opens. Many thanks go to former KGA/KPGA Executive Director Mark Hill for his many years of service. For new Executive Director Steve McMillen, welcome. You will do a fantastic job.

I'd like to thank the KPGA Officers Chris Osborne, Kelly Williams and Ralph Landrum for their passion, leadership and commitment to the Kentucky Section and the PGA of America. They work very hard for you and don't receive enough thanks for what is sometimes a thankless job. Also, make sure you thank honorary KPGA President Steve Shafer for his years of service to our association. I'm making two visits to your great section as the District 10 delegation will gather in Louisville the week after your spring annual meeting, and I'm looking forward to enjoying some wonderful Kentucky hospitality.

PGA Annual Meeting

Delegates debated three Resolutions put before them at the 95th PGA Annual Meeting in Orlando, on January 24, 2012. One Resolution passed, one Resolution passed as amended, and the other Resolution failed.

Resolution 1, proposed by the Connecticut PGA Section, would have allowed college/university golf coaches to be eligible for registration into the PGA Professional Golf Management Program and earn credits with or without a PGA member supervisor. This Resolution failed.

Resolution 2, proposed by the Southern Ohio Section, passed as amended. The amended Resolution removes the one Section transfer per fiscal year restriction for all member classifications.

Finally, the passage of Resolution 3 that the Northern California PGA Section proposed, allows members the ability to remain affiliated with the Association in name only, to "wear the crest" until they are deceased, provided they qualify for Life Member "Century" status based on the following qualifications:

- Member must have 25 years as a PGA member and a minimum of 75 years old (100=Century)
- Member cannot be working in any capacity eligible to retain an “Active” status
- One-time transfer only -- Member or power of attorney to sign agreement as such
- Limit the amount of dues: National \$25; Life Insurance, \$26; Section, \$25 (Maximum, per the Bylaws)

The Board passed a new Member Service Requirement, which will take effect on June 16, 2012 and move the recertification date to June 15, 2015. Here are some details:

PGA Member Service Requirement Policy

Credit requirements will consist of two categories: (a) 54 Total Credits, (b) 36 of which must be from PGA Meeting/Education and/or Golf 2.0/Player Development.

(a) Total Credits (54): A total of 54 credits must be earned, with at least 36 credits earned from the required category (PGA Meeting/PGA Education/Golf 2.0/Player Development), while the other means of obtaining credits toward the total requirement remain per the prior program. All credits for any category must be earned via activities that allow for automated crediting through PGA systems to streamline the administration of the Professional Development Program.

(b) PGA Meeting/Education: The credit category for Meetings and PGA delivered education (Chapter, Section, National) are now combined and all will be awarded one (1) credit per hour of participation. Other education provided by sources outside of the PGA will apply to the Total. This means that any gathering of Members organized by a Section/Chapter or National, whether for governance, education, or both will be treated the same way. Therefore, a Section meeting that had three hours of business meeting and two hours of education that would have been credited six Meeting credits and two Education credits in the previous cycle will now be worth 5 Meeting/Education credits in the current proposal.

(b) Golf 2.0/Player Development: The credits for Golf 2.0/Player Development will be earned via reporting actual creation, activation and engagement of golfers into the programming that supports Golf 2.0 Initiatives and/or education and training on the strategic plan, its initiatives, and related program administration. Thus both green grass and non-green grass or executive level PGA Members can meet the requirement by becoming knowledgeable about Golf 2.0, its strategic initiatives, and its programs.

Rules and Regulations for the Member Service Requirement, (MSR), as defined by the Membership Committee:

1. One credit per hour of service or participation as defined by the chart below.
2. A Section may require that all Section and Chapter activities be approved in advance.
3. Based on previously approved activities, established guidelines and Section recommendations, the National Office will approve the credits to be awarded for a certain activity. The Board of Control will determine the number of credits in all disputes and the Board of Directors reserves the right to make modifications to the requirements.
4. A participant may receive compensation for an activity.
5. Fifty-four (54) credits are required for a three-year cycle.

continued

Activity	Credits Earned
#1 (a): PGA MEETING and PGA EDUCATION Attending or serving as an instructor or speaker at a National, Section, Chapter or National Allied Association Meeting or Education program. Any online Education through PGALinks. (Includes Section committees and Board meetings) Example – Any Meeting/Education gathering of PGA Members conducted by the National, Section or Chapter.	1 credit per hour of attendance
#1 (b): GOLF 2.0/PLAYER DEVELOPMENT Promoting, conducting and reporting Golf 2.0 Programs in order to engage and create golfers. Completing Golf 2.0 online tutorials and webinars. Example – Reporting, creation and activation of new golfers and completing online tutorials and training via PGALinks Entered via registration list or survey completion	Credits based on the promotion, conducting and reporting Golf 2.0 Program results. 1 credit for completion of Golf 2.0/Player Development tutorials and training via PGALinks.
REQUIRED 36 CREDITS IN A 3 YEAR CYCLE **MAY BE EARNED EXCLUSIVELY FROM EITHER CATEGORY OR ANY COMBINATION OF 1 (a) or 1 (b)**	
#2: Service to the PGA Industry – applies to the TOTAL CATEGORY Serving the Section, Chapter, National PGA or Allied Association. Participating in advancement of the game activities such as radio shows, TV shows, speeches, golf promotional non-playing events, golf clinics and other volunteer activities, such as non-playing tournament official. Entered via Member online input	1 credit per hour of participation with a maximum of 8 credits per day
#3: Golf Coach – applies to the TOTAL CATEGORY Serving as a golf coach or assistant golf coach of a high school or college golf team in a capacity not considered the Member's primary employment. (See Rule #4) Entered via Member online input	Maximum of 6 credits per MSR cycle year
#4: Survey Respondent – applies to the TOTAL CATEGORY Completing a MSR-designated National or Section survey. The Board of Control must approve Section surveys. Entered by PGA upon survey completion	1 credit per Section survey 2 credits per National survey 1 credit per six consecutive mos. Performance Trak Maximum of 5 credits per MSR cycle year
#5: PGA Tournament Participation – applies to the TOTAL CATEGORY Participation in Section sanctioned golf tournaments or tournaments conducted by the PGA of America National Office. Entered via registration list	2 credits per Section event 4 credits per National event Maximum of 8 credits per MSR cycle year
#6: Merchandise Show Attendee – applies to the TOTAL CATEGORY Attending a National, Section or Allied Association Merchandise Show. Entered via registration list	2 credits per show Maximum of 4 credits per MSR cycle year
#7: Media Related Articles – applies to the TOTAL CATEGORY PGA approved news, media, magazine articles or published book. Entered via Member online input	1 credit per article Maximum of 6 credits per MSR cycle year
#8 Other Education – applies to the TOTAL CATEGORY Attending non-PGA conducted Education or Seminars, completing online education not offered by the National, Section or Chapter. Example – College course, CPR, non-PGA conducted Education. Entered via list or by the Member online	1 credit per hour of attendance with a maximum of eight (8) credits for any one online course.

Total MSR requirement per cycle = 54.

Required Meeting/Education/Golf 2.0/Player Development Category = 36.

Section sanctioned = Approved by the Section Office/Section Board

Nationally sanctioned = Approved by the PGA of America Membership Department, with counsel from the Board of Control as needed.

PGA Member Benefits

Golf 2.0 could prove to be the very best member benefit that our association has provided its members. This is a game-changer. I encourage you to visit www.golf20.net and become familiar with the new player development initiatives available to you. Do this before your employer asks what you are doing to promote the game at your facility.

PerformanceTrak is a rounds/revenue tracking tool that EVERY FACILITY should participate in to ensure a collaborative approach to this “re-set” of the golf experience for future generations of customers. It takes about 20 minutes to set up and five minutes a month to enter the data, but the information available is the best in the industry.

PGA Financial Assistance Fund Scholarship Program. Children and grandchildren of PGA members who are planning to attend college in the fall of 2012 are encouraged to apply for financial assistance through the PGA Financial Assistance Fund Scholarship Program. Applications can only be submitted online. The deadline to submit an application was 5:00 p.m. (EDT), March 15, 2012.

Finally, I encourage you to make either Golf20.net or PGALinks.com your homepage. There are so many opportunities that we have as members of the PGA of America. Considering your national dues are only \$100, I believe you will get a tremendous return on your investment. Thank you again for the opportunity to serve. Please call or email if I can ever be of assistance!

Very truly yours,

Mike Ahrensbrak

Mike Ahrensbrak, PGA
District 10 Director, PGA of America
mbmas@pga.com



Kentucky PGA Section Spring General Membership Meeting PGA EMPLOYMENT SERVICES REPORT

Members and Apprentices,

With the beginning of a new golf season in Kentucky, I want to remind you that I am available to assist with your career and employment needs, along with helping you utilize the PGA of America's employment services available to PGA Professionals. Here are some important reminders...

2012 PGA Compensation Survey

On behalf of the PGA of America and the Kentucky PGA, thanks to all KPGA Professionals who completed the recent 2012 PGA Compensation Survey. The results of the survey will be available to PGA Professionals approximately April 1 through the interactive compensation report tool on the PGA Employment home page of PGALinks.com. The report tool allows you to create a variety of custom compensation reports using a combination of filters, including PGA Section or state, job title, facility type and fee structure, job tenure, etc. Please contact me if you would like assistance using the Compensation Survey report tool.

New CareerLinks Email Notifications

You may have noticed that CareerLinks email job notifications have been streamlined. The email notice now contains the job title, facility name, and location. With one click on the link within the email, you can view facility information, job description, experience and skills requirements, facility operational statistics, compensation components and projections, and benefits. You also have an option to print all information with one command. If you delete the email, you will still be able to access all the information through the PGALinks Employment home page. As in the past, if you plan to apply for the position, you can obtain resume delivery instructions by selecting "Yes, I will be sending my resume" from the drop down list at the bottom of the job information page.

Update Your CareerLinks ProFile

There is no better time than the beginning of the year to review and update your personal CareerLinks ProFile, located on the PGALinks Employment home page. This is especially important if you have recently changed jobs or PGA classifications, gained additional experience, or would like to modify your future preferences. In particular, make sure your PGA employment history is correct and all facility information is complete. If you have not updated your ProFile within the past 18 months, you will receive an e-mail from the PGA asking you to do so to remain active in CareerLinks.

New PGA Certified Professional Program 2.0 (CPP 2.0)

The PGA Certified Professional Program 2.0 is now available, with a new state-of-the-art curriculum relevant to PGA Professionals' business and the demands of today's consumer and employer. The new program features an interesting easy-to-use library of more than 3,000 course offerings in a flexible digital platform that aligns with the goals of Golf 2.0. Career path options are available now for Golf Operations and General Management, with Player Development and Instruction coming soon. For information, visit the PGALinks Education homepage.

Golf 2.0 Update

Golf 2.0 is a targeted, focused, long-range strategic plan for the golf industry to increase the

number of golfers, rounds, and revenues generated from golf over the next decade among current and potential consumers. Golf 2.0 was the focus of the recent PGA Annual Meeting and Merchandise Show, including the introduction of the Player Development Playbook and GamePlan.

The Playbook and GamePlan have been developed to help PGA Professionals activate Golf 2.0 at their facilities and are designed to provide detailed action-steps to make the game more fun and welcoming to new golfers through structured Player Development. The Playbook is organized into easy-to-use chapters which you can download and personalize for your use. It contains input from industry experts and examples of innovative ways that leading PGA Professionals are growing their business and delivering to the bottom line at their facilities.

The Golf 2.0 team will continue to update this Playbook and add new Playbooks in the future. To access the Playbook and GamePlan and to obtain information on Golf 2.0, visit www.golf20.net.

Best wishes for a successful 2012 season, and please don't hesitate to contact me for assistance with any PGA employment programs or services.

Sincerely,

A handwritten signature in black ink that reads "Dick Bradow". The signature is fluid and cursive, with the first name "Dick" and last name "Bradow" clearly legible.

Dick Bradow, PGA Certified Professional
PGA of America Employment Consultant
dbradow@pgahq.com





Kentucky PGA Section Spring General Membership Meeting EXECUTIVE DIRECTOR'S REPORT

Dear Members and Apprentices,

Let me begin by saying I am pleased to be your new Executive Director. Kentucky is a great golf state and I look forward to making it my home. One of the key features that attracted me to Kentucky's family of golf organizations is the spirit of collaboration. The cooperation of the Kentucky PGA Section with the KGA, seniors, juniors and all other components is a rare and admirable endeavor in the golf business.

Over the last ten years Mark Hill has provided great leadership to the Section and I am sure you join me in wishing Mark the best in his new role with the USGA. In addition to Mark, the Section leaders have done a great job moving the KPGA into a solid position. I am grateful to have a firm foundation from which to build upon and move forward.

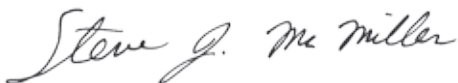
It is my goal to use this momentum to ensure our Section has exceptional programs/services, effective communication, diverse revenue streams and sound fiscal management. A key to this is having a highly professional staff. Our staff members Bill Coomer, Betsy Gladish, Patsy Fitzpatrick, Kelly Newland, Barbara Peak, and Andy Ziegler are dedicated professionals who share my passion to make this happen.

2012 is going to be an interesting year in the golf industry. As a PGA Professional you have two choices: sit back and accept the status quo or get involved and help make things happen. I challenge you to do the latter, and more importantly, focus on these specific challenges:

- Make a commitment to attend all Section meetings
- Grow the Handicap accounts at your course by 10%
- Support Golf 2.0

I look forward to getting to know the members of our great Section. Please remember the KGA-PGA Inc. staff is here to serve. Do not hesitate to call on us if we can be of help.

Best Regards,



Steve J. McMillen, PGA
Executive Director
smcmillen@pgahq.com





Kentucky PGA Section Spring General Membership Meeting KPGA FOUNDATION REPORT

Dear Members and Apprentices,

The Kentucky PGA Foundation was established in 2001 by the Kentucky PGA to promote the game of golf throughout the state of Kentucky. The foundation will offer limited financial assistance to golf programs in the state.

The grant request process for 2012 is complete and the grant recipients for 2012 are:

- 1st Tee of Pine Mountain, PGA Professional Donnie Caldwell
- City of Florence Golf in School Program, PGA Professional Ralph Landrum
- Golf "Stupid Simple" in-school golf program, PGA Professional Ron Roberts
- Operation State Tournament at Drake Creek Golf Club, PGA Professional Todd Butts
- Barren River State Park Golf Course introduction to golf at Barren River State Park Golf Course, PGA Professional Carmello Benassi.

Each program is required to fill out a Grant Report Form and return it along with any supporting materials to Golf House Kentucky by October 1.

The Kentucky PGA Foundation is continually seeking donations to help fund these and other deserving programs. We are currently reviewing an opportunity with PGA Golf Day and will have a presentation at the Spring Meeting. We will be asking all Section Professionals to get involved with PGA Golf Day and help support not only the KPGA Golf Foundation, but also support a program or charity of your choice. Details will be available at the Spring Meeting.

Lastly, the KPGA Foundation Board met and selected this year's Junior Ryder Cup Academy scholarship recipients for 2012. We had a number of deserving juniors for both the boys and girls and after significant deliberation our 2012 recipients are Jacob Edward Cook and Rachel Marlee Pingleton. Both of these individuals are very deserving and we are confident they will represent the Kentucky Golf family very well.

Thanks as always for your support of golf in Kentucky and I look forward to seeing you at the Spring Meeting!

Respectfully submitted,



Steven R. Shafer, PGA
President
sshaffer@hurstbournecc.com



Kentucky PGA Section Spring General Membership Meeting ASSISTANT/APPRENTICE REPORT

Dear Members and Apprentices,

The Assistant/Apprentice Board has been working over the winter months to prepare the education seminars and tournament program for Assistants and Apprentices. Our work is based on a team effort that includes the assistance of Vice President David Curry and our newly appointed Secretary Austin Meyer, along with a tremendous amount of help from the KPGA Section Office staff.

The Spring Educational series will consist of two programs. The Assistant/Apprentice's first event, in conjunction with The Education Committee, was held on March 12th at Golf House Kentucky. Garry Nelson, PGA, of Prudential conducted a seminar, Financial Planning for the Golf Professional. We would like to thank him for his knowledge and willingness to present to our professionals. We are also hoping to schedule a Teaching the Teacher seminar this summer. We have hopes to tie this seminar with the Assistant's Championship. This will be geared toward golf professionals with the interest in improving their overall teaching abilities. Special thanks to all of our presenters and future presenters who have agreed to provide quality education to our members.

The tournament season includes two events specifically designed for Assistants and Apprentices in Kentucky. The first event is the 2012 KPGA Assistants Match Play. Special thanks to Matt Taylor, PGA and Lake Forest Country Club for agreeing to host the Final Four on September 6th. The registration deadline for this event is April 23rd. The player of the year points for this event has been slightly amended. Essentially, they will be structured from the top to bottom. This was achieved to eliminate large discrepancies in finishing spots near the bottom.

In the middle of August, Champion Trace Golf Club and Brad Bachand, PGA, will serve as hosts for the 2012 National Car Rental KPGA Assistant Championship, presented by Cobra Puma Golf. Again, with the support of our sponsors we will be enacting a unique raffle ticket sales program designed to allow assistants and apprentices the opportunity to utilize this program to cover their entry fees for the tournament as well as build additional prize money. Stay tuned for additional perks from our national sponsor, Cobra/Puma Golf, attached with ticket sales. KPGA Tournament Director Bill Coomer has developed a program allowing for just one entry deadline for the \$30 national registration fee which will be due by July 18th. Section entry fees and raffle sales will not be due until the day of the tournament on August 13th.

The Board will continue to update the Assistants/ Apprentice Division By-Laws with information that is more relevant to the current structure of the Assistants/Apprentice Board.

Assistants will be asked to approve the new version of these By-Laws. The previous version and proposed updated version of these By-Laws will be posted on the section website.

A new Assistants/Apprentice Division Board will be elected at the 2012 Fall Meeting.

I encourage any Assistant that would be interested in becoming more involved in the Section to consider running for one of the three offices up for election this fall. I welcome the feedback of Members, Assistants and Apprentices prior to the Spring meeting so I can help to answer any questions you may have.

Respectfully yours,

Blake T. Watts

Blake T. Watts, PGA
Assistant/Apprentice Division President
blake.watts4@gmail.com



Kentucky PGA Section Spring General Membership Meeting COMMUNICATIONS/MARKETING REPORT



Dear Members and Apprentices,

The Marketing & Communications Committee was formed with the idea that we as a Section can do more to promote the successes and influence of our fellow golf professional for the game within our respective communities. To date we sincerely hope you have enjoyed the “Golf Professional of the Month” features appearing in e-mail blasts, on Facebook and in the form of press releases to regional media outlets. The mission is to spotlight golf professionals throughout the state who are making a difference and enhancing the image of the PGA Professional.

The following PGA Professionals have been featured since the Fall Business Meeting:

November 2011: Donnie Caldwell, The First Tee Pine Mountain

December 2011: Craig Heibert, Shawnee Golf Course

January 2012: Chris Hamburger, Cardinal Club

February 2012: Todd Trimble, The Golf Complex

March 2012: Clay Hamrick, Battlefield Golf Course

If you or someone you know is doing something extraordinary as a PGA Professional to promote our great game, please notify us so that individual can be recognized for their accomplishments.

As you have noticed the KPGA now has an increased Social Media presence through our Facebook pages (Kentucky PGA Assistants & Apprentices, Kentucky Section of The PGA of America, Kentucky PGA Golf Shops) and Twitter (@GolfHouseKY). We look forward to increasing awareness of our events, adding value for our sponsors, and communicating the happenings of the KPGA through these social mediums. If you haven't already, please make sure to “Like” the KPGA on Facebook and follow on Twitter.

In closing, we wish to publicly thank Betsy Gladish, KGA-PGA Director of Membership and Communications for her role in producing these monthly features. Take a moment to personally thank Betsy for all of her hard work in keeping us moving into the 21st century in communications and her service to our membership in her first year on the job.

Respectfully submitted,

Kelly J. Williams, PGA
Vice President
Communications/Marketing Chair
kwilliams@pga.com

Garry W. Nelson, PGA
Director at Large
Communications/Marketing Chair
gwnelson@pga.com



Kentucky PGA Section Spring General Membership Meeting EDUCATION REPORT

"We need to make golf more welcoming and more relevant to women and minorities. We need to overcome the misperception that golf costs too much, and that it has to be an 18-hole experience. Golf is such a fun game that is ideal for families, so we now have a great opportunity to attract millions to our game who have expressed an interest in playing. But we have to change the way we run our businesses to make that a reality." President Allen Wronowski, PGA of America

Dear Members and Apprentices,

The message resonating from the 2012 PGA Merchandise Show could not have been clearer: the golf industry must do far more to attract and retain the business of women or continue to suffer the financial consequences. The education committee is excited to have two exciting speakers who are among the leaders concerning "Speaking Female." Donna Orender and Suzy Whaley have been traveling across our nation offering powerful speeches regarding the effect of women and minorities in our game and how most clubs are "dropping the ball" in not including them in your clubs' plans. We are excited to have them as our guests and urge each member and apprentice to make a special effort to attend!

Donna Orender

Excelling in executive leadership positions in the challenging business of sports, Donna Orender is a game changer. She excels in focused visionary input, keen pragmatic analysis and a unique ability to lead people in new directions. Her influence in the business world has been garnered through her ability to consistently deliver results, her fearless resolve to think outside the box and her desire to champion great ideas and great people. Donna is currently the CEO of Orender Unlimited, a consulting firm whose competencies include providing Sales, Marketing, Media and Diversity Strategies. In addition, Orender Unlimited is involved with private equity, several digital/technology companies as well as the launch of a new brand, Generation W, which is focused on educating, inspiring and connecting women. Donna most recently served six years as President of the Women's National Basketball Association (WNBA). Her responsibilities included the oversight of all league operations including both business and competitive aspects of this complex organization.

Prior to the WNBA, Donna spent 17 years at the PGA TOUR. During that time she led the growth of both the creative scope and business depth of PGA TOUR Productions, as well as building a significant global television business. Donna oversaw the TOUR's global television and production businesses for nine years. Her last position was in the Office of the Commissioner, as the Senior Vice President of Strategic Development. Donna has been recognized as one of the top 10 Most Powerful Women in Sports, one of Newsweek's 100 most Influential people in sports, has been a recipient of the March of Dimes Sports Leadership Award and was honored by the UJA-Federation of New York's Entertainment, Media and Communications Division for her dedication to the community. She currently serves on the boards of the Monique Burr Foundation for Children, the V Foundation for Cancer Research, Co-Chairs the UJA Sports for Youth Initiative and the board of W.O.M.E.N, a mentoring organization. The PGA of America has recently retained her to lead a significant golf industry initiative focused on the highest growth target - women.

Suzy Whaley, PGA

Suzy Whaley of Farmington, Conn., a PGA golf clinician at the TPC River Highlands in Cromwell, Conn., was elected as District 1 Director of the PGA Board of Directors on Nov. 6, 2010. She is the second woman ever to be elected to the PGA Board.

Making an impact in history is part of the Whaley method. In July of 2003, Whaley was the first woman to qualify and participate in a PGA Tour event in 58 years, following the legendary Babe Zaharias, the only other woman to have ever achieved the rare golf feat. Whaley was only the third woman ever to compete on the PGA Tour. To reach that special niche in golf history, Whaley captured the Connecticut PGA Section Championship – also a first by any PGA of America woman professional. In 1994, The PGA of America established the opportunity for women to compete against men.

As a teacher of the game, Suzy's mentors are 1988 PGA Teacher of the Year Jim Flick and her husband Bill Whaley. Her teaching accolades include; 2012 Golf Digest Top 50 Best Teachers in America, 2012 Top 50 US Kids Golf Teacher, 2012 Golf Digest Top Teacher in Connecticut, a top 5 female teacher designation by Golf Digest, and a two time Northeast LPGA teacher of the year. She is also a two time (2004, '07) Connecticut PGA Teacher of the Year and the 2003 Section Bill Strausbaugh Award recipient. Her golf written contributions have appeared in Golf Digest, Golf, Golf for Women, and Golfer Girl magazine. She is serving a second term as a member of the Connecticut PGA Board of Directors, and is the 2012 Growth of the Game chairperson. In addition to her PGA Board responsibilities in CT, Whaley also serves on the National Board of Directors, is the National Junior Golf Chairperson and is a key figure in promoting the growth of women in the game. Suzy earned her LPGA Tour status immediately after completing college. She played on the LPGA Tour for two years before starting a family.

I would also like to thank each member of our Education Committee: Brad Morrow, Pete Garvey, Craig Heibert and Tennyne Ohr. The mission of the Education Committee is to work with the Section Office to offer section 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 educational programs.

The committee is looking forward to enhancing the education programs for our members and apprentices. Please feel free to always contact us with any suggestions or concerns you may have. As always, we look forward to your attendance at the Spring Meeting. Please come ready to learn and bring your expertise to the discussion!

Respectfully Submitted,



Chris Brown, PGA
KPGA Education Chair
chrisbrown@pga.com

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. 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 Section Spring General Membership Meeting JUNIOR GOLF REPORT

Members and Apprentices,

The 2012 Pepsi Junior Golf Tour launched this year on March 17 at Owl Creek Country Club. The full slate of events will be upon us soon. Please encourage your juniors and their parents to take a look at our schedule and see the opportunities that we have to offer this season.

A new addition to the 2012 schedule is the Pepsi Junior Golf Tour Advanced Series. This new series will give the top juniors in the state an opportunity to compete in 2-day, 36-Hole competitions. The results from these events will be sent to Junior Golf Scoreboard for national ranking. Please see the Advanced Series Schedule below:

2012 Pepsi Junior Golf Tour Advanced Series

PJGT Advanced Greenbrier G & CC	April 21- April 22	Lexington, KY
PJGT Advanced Henry County CC	May 19 - May 20	New Castle, KY
PJGT Advanced Old Bridge GC	June 12 - June 13	Danville, KY
PJGT Advanced Crosswinds GC	June 26 - June 27	Bowling Green, KY
PJGT Advanced Owl Creek CC	July 9 - July 10	Anchorage, KY
PJGT Advanced T.O.C Standard CC	July 23 - July 24	Louisville, KY

Another new addition to the Pepsi Junior Golf Tour this year is BlueGolf. BlueGolf software will add many new features to our Junior Program:

- Live Scoring
- Mobile App for iPhone and Blackberry
- Ability to see which tournaments your Facebook friends are signed up to play
- Tournament websites for each and every event

We are currently two weeks into membership registration for the Pepsi Junior Golf Tour and have 215 members signed up to play this season. This is more than a 10% growth from the 193 members that we had signed up last year at this time. It will be an exciting season to watch our juniors reach for their goals on and off the course.

Sincerely,

Mike Thomas, PGA Master Professional
Junior Golf Chair
mthomas908@aol.com

Kentucky PGA Section Spring General Membership Meeting MEMBERSHIP REPORT

Dear KPGA Members and Apprentices,

Please note that our current membership levels as of February 29, 2012, sorted by classification, are listed below. Please make sure you review your classification, current employment registration and status, and make any changes with our KPGA Staff that you feel necessary to be eligibly employed in an active classification of membership. Don't forget to stay on top of your MSR Credits as well.

We also welcome the following new Members and Apprentices to our Section. They will be recognized at the Spring Meeting.

Members

Matthew R. Costello Jr., PGA	A-8	The Cardinal Club
Joseph V. DeFilipps, PGA	A-8	Henderson Country Club
Michael R. Dutro, PGA	A-8	Andover Golf & Country Club
Robert J. Gates, PGA	A-8	Bowling Green Country Club
Kristopher A. Kleinsasser, PGA	A-8	Idle Hour Country Club
Alex C. Martin, PGA	A-8	Lexington Country Club
Bryan A. Montgomery, PGA	A-6	GolfTEC - Louisville
Andrew R. Rosenbaum, PGA	A-8	Hunting Creek Country Club
Angela C. Schmelzer, PGA	A-8	Bardstown Country Club
Dylan M. Smith, PGA	A-8	Crooked Creek Golf Club

As of 2.29.12

A-1	90
A-4	10
A-13	23
A-2	3
A-3	6
A-6	15
A-8	32
A-9	2
A-11	5
A-12	4
A-14	4
A-15	11
A-20	4
A-21	1
F	3
IN	5
LM	39
MP	1
RM	2
B-4	1
B-1	4
B-6	1
B-8	43
Total	309

Apprentices

Clay S Ballard	B-8	Man O'War Golf
Nicholas S Borowski	B-8	Triple Crown Country Club
Gregory P Gibson	B-8	Shelbyville Country Club
Jessica M Smith	B-8	Bardstown Country Club
Adam L. Webb	B-8	The Polo Fields Golf & CC

Master Professionals

Ralph Landrum, PGA	Instruction
Mike Thomas, PGA	Golf Operations

Certified Professionals

Daniel J. Baron, PGA	General Management
Dick Bradow, PGA	Golf Operations
Lizzy Freemantle-Schremp, PGA	Executive Management, General Management, Golf Operations, Instruction, Ownership/Leasing and Retail
Christopher J. Hamburger, PGA	Golf Operations
Ralph Landrum, PGA	Instruction
Dennis B. Nash, PGA	Instruction
John M. Piascik, PGA	Golf Operations
Keith Reese, PGA	Executive Management, General Management, and Golf Operations
Scott Sedgwick, PGA	Executive Management, Golf Operations, Instruction and Retail
Steven R. Shafer, PGA	Golf Operations
Joshua J. Snider, PGA	Executive Management, Golf Operations, Instruction and Retail

Be Good,



Ralph Landrum, PGA
Secretary

ralph.landrum@insightbb.com





Kentucky PGA Section Spring General Membership Meeting GROWTH OF THE GAME REPORT

Dear Members and Apprentices,

The number of facilities in Kentucky hosting Get Golf Ready increased from 10 in 2009 to 21 in 2010. For 2011 our goal was to increase the number of host facilities to 35. According to the National PGA office we did reach our goal with a total of 36. Still only 29% of facilities are registered to host a Get Golf Ready program. To be considered a host facility you must not only register your facility but you must also schedule at least one Get Golf Ready program.

The PGA of America is making a large effort to grow the game through Golf 2.0. To help grow the game in your area, I have found the following two foundations which offer grants to help you grow the game and increase your business. The National Alliance for Accessible Golf has grants available to help wounded war veterans participate in the game of golf. Mr. Gary Robb is the contact and he can be reached at (812) 320-1126 or by email at grants@acessgolf.org. The LPGA-USGA has grants to be used to help promote the game to young ladies. The contact there is Sherry Green, C/o LPGA-USGA Girls Golf, 100 International Golf Drive, Daytona Beach, FL 32124 or by email at Sherry.Green@lpgaoundation.org.

Please consider contacting a local school to see if you could visit to teach golf in their gym classes. Kentucky Section Member Ron Roberts will provide training to 28 PE teachers in different school districts in a golf instruction program he personally developed. The staff at the World of Golf in Florence has visited 3 schools since the first of the year and has another 3 schools scheduled to visit this spring, exposing golf to approximately 1,000 middle school students. Many of the schools have grants available to pay your staff to teach these classes. Our goal is for a total of 10 Section Members to have adopted a school by the end of 2012.

The Growth of the Game Committee was increased in size for 2011. The 2012 committee will be announced after the Section Award Winners are announced at this Spring Meeting. Each committee member will be responsible for promoting a Play Golf America event amongst the Kentucky Section Members. If you have not registered your facility to host a Play Golf America Day, one of the Committee Members will be contacting you to encourage you to do so.

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. Take time to read the reports produced by The PGA concerning the different programs. Be sure your course information is up to date. 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. For instance the PGA Free Fitting & Trade-Up Month supported by Nike Golf is held nationwide during April. Last year, PGA Professionals reported median revenue of \$4,675 in incremental consumer spending per facility as a result of participating in PGA Free Fitting & Trade-Up Month.

Be good,



Ralph Landrum, PGA
Growth of the Game Chair
ralph.landrum@insightbb.com



Kentucky PGA Section Spring General Membership Meeting SPECIAL AWARDS/SCHOLARSHIPS REPORT

Dear Members and Apprentices,

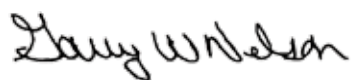
This year, we have made a change in the Special Awards Schedule in order to align with the other Sections of The PGA of America. Our nominations took place this winter and the Special Awards Committee met in January to choose the award winners.

Our job was not an easy one, as the nominees all have made great accomplishments in the game of golf. The awardees this year are more than deserving, and we are proud to have such accomplished and dedicated PGA Professionals in our Section.

Please make an effort to personally congratulate each award winner. These men and women serve as an example to all of us of what being a PGA Professional is all about.

The winner of each Kentucky Section Special Award will have their name submitted for National PGA Special Awards after this meeting. We wish you luck in the running for the National Awards. Thank you for all that you do, and thank you for representing the Kentucky Section.

Sincerely,



Garry W. Nelson, PGA
Special Awards/Scholarships Chair
gwnelson@pga.com



Kentucky PGA Section Spring General Membership Meeting SPONSORSHIP REPORT

Members and Apprentices,

On behalf of Kentucky PGA Members and Apprentices, I would like to offer our sincere gratitude to our Section sponsors for their generosity and support of our Section at various sponsorship levels. For the 2012 season, the sponsorship dollars have decreased by \$8,000 from 2011. This is due to the loss of our State Open sponsor, Powerbilt from the 2011 season. We approached 3 golf-related companies to fill the spot for this event and were unsuccessful. The committee will contact several non-golf companies and groups to become the 2013 State Open sponsor and will work to reach an agreement for a multi-year arrangement. The total secured for 2012 is \$93,000. During this challenging economic time I am extremely impressed with the hard work and determination of the committee to not only secure past relationships, but to renew old ones as well as establish new.

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. I ask each PGA member to focus their attention on who is supporting us with extra incentives towards our playing and educational opportunities. It will be 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 KPGA staff to continue to provide the KPGA Members and Apprentices with the best playing opportunities and educational resources available to our Section.

I would like to thank Bill Coomer for his exceptional efforts in pursuing any and all sponsorship opportunities.

Title Sponsors

Amazon.com, American Express, Bionic Gloves, Callaway Golf, Cleveland Golf, Club Car, Cobra Puma Golf, Cunningham Golf Car, Cutter & Buck, E P Pro, E-Z-GO, FootJoy, Larry Gilbert Foundation, Mercedes-Benz, Mobile Pro Shop, Monterey Club, National Car Rental, Omega, Page & Tuttle, Pepsi, PGA National Resort, PGA Tour, Powerbilt, Prudential, Srixon, TaylorMade, Titleist, and Winner's Award Group.

continued

continued

Patron Sponsors

Adidas, Ahead, Bridgestone Golf, Bushnell, Club Glove, Golf Buddy, Heritage Creations, Imperial Headwear, LaserLink, Mizuno USA, Nike Golf, PGA Authentic, SkyCaddie, Southworth Development, Sun Mountain, and Under Armour.

I hope that everyone has a productive off-season and look forward to seeing my fellow PGA Members and Apprentices at the upcoming Spring Meeting.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "Bradley D. Morrow". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Bradley D. Morrow, PGA
Sponsorship Chair
bmorrow@huntingcreekcc.com





Kentucky PGA Section Spring General Membership Meeting TOURNAMENT REPORT

Dear Members and Apprentices,

I hope this finds you all well and able to enjoy some of the great spring weather we have been having! Let's hope it continues right into the beginning of our tournament season. I guess we will have no excuses for being rusty at the Kaiser Cup or Pro Sr.

As we approach the tournament season, I encourage you to go online and take a look at the tournament calendar and commit to participating in some of our events this year. Registration is open for most of our events. You can enter now and if you have to withdraw you may do so for a full refund if you withdraw before the entry deadline. This will ensure that you do not miss signing up before a deadline.

The tournament committee has had a productive off season. We were able to discuss many topics this winter and we have made a few changes in our rules and regulations. We have modified our rules and regulations for Seniors in the Assistants division to be consistent with our rules on Seniors in our member division. We have also modified the Assistant Match Play points to be more equitable when there is not a full field of 32.

In addition to adjusting our point lists, we have also secured sites for the Kentucky Open for the next two years. We will return to Olde Stone in 2013 and then go to Hunting Creek in 2014. Along with Traditions this year, we are very excited about the lineup of great golf courses for the Kentucky Open these next few years!

Lastly, we have discussed many aspects of our events for the 2012 season. Whether it be appropriate field sizes to ensure a quality experience in our events, allocation of our budget pertaining to tee gifts and food and beverages offered or the guidelines and expectations of our premier championship the Kentucky Open. We are confident that we are moving in the right direction with our event program and that we will continue to offer a plentiful schedule of fun professionally run events.

As always, your feedback is important so if you have any concerns or suggestions, please don't hesitate to reach out to myself or a member of the Tournament Committee. Thank you to our tournament committee members for their time and dedication to making our tournament program a wonderful success: Aaron McDowell, Pat Stephens, Gary Bebelaar, Blake Watts, Chris Redle, Keith Ohr, Chad Douglas, Jason Stilley, Mike Thomas and John Bachman

Thank you in advance for your support of our Tournament Program!

Sincerely,



Steve Shafer, PGA
Tournament Chair
sshaffer@hurstbournecc.com



PGA

Kentucky Section

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the 2012 KPGA Spring
Meeting & Education

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