



Kentucky PGA Section Fall General Membership Meeting PRESIDENT'S REPORT

Dear KPGA Members and Apprentices,

I hope this finds you well and winding down from a good season. As I finish my term as president, it is an exciting time for our Association. The results of Golf 2.0 will help determine the direction of our Association for several years to come. I hope you will enjoy learning more about it at our fall meeting. As we head to our fall meeting and our elections for the Board of Directors, I want to thank your current Board for their hard work and commitment to you, our members.

Special thanks to our outgoing Board of Directors for the commitment and sacrifices they have made to serve our Section. Our Growth of the Game Chairman, Ralph Landrum has shown a desire to help other PGA Members and to grow the game of golf. He has been a great leader and a true role model for growing the game of golf.

Gary Bebelaar is a strong leader who bleeds PGA Blue. Gary is not afraid to ask the difficult questions and always has the betterment of our members in mind. As tournament chairman, he has handled the challenge of one of the most active committees. He has done a tremendous job. His calm demeanor and insightful thinking have been an asset to our board.

Chris Brown has been a great new addition to our Board as the District 3 representative. Chris has taken the helm of the Education Committee and done an excellent job organizing the education program for our meeting. We are looking forward to the education program that Chris has put together.

Carmello Benassi has been on the Board for the last 4 years and has served as Junior Golf Chairman, Assistant/Apprentice liaison and communications co-chair. Carmello has never been afraid to ask questions and his heart is always in the right place.

Lastly, Mike Riley has served our Section for more than 10 years. The last eight of which were as an officer. Mike has been a role model and a good friend to many who have served on the Board, including myself. Mike has been a good leader and has always stood firm in his convictions. Mike has always taken his role very seriously and has kept our members at the forefront of all his decisions.

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This fall is an important time for our section as we elect new leaders who will help secure the future of our Section. The willingness of our members to step up and volunteer their time and talents for the betterment of our Section is what makes our Association so great. Thanks to all of those members who have fulfilled their terms and thanks to all of those who are stepping up to get involved for the future.

In closing, I look forward to seeing you all at our Fall Meeting. Thank you for the confidence you have shown in me as I have served as your section President. It has truly been an honor. Special thanks also to our staff for their hard work and dedication to our association. Mark Hill and his team are not only great people but they do a fantastic job as well!

Respectfully submitted,



Steven R. Shafer, PGA
President





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

Dear Fellow PGA Professionals,

As we close another golf season, welcome shorter days and cooler temperatures, it gives us an opportunity to reflect on another golf season. I hope Mother Nature was kinder and gentler to the Kentucky PGA than it was to the Middle Atlantic and Carolinas Sections. We had several weeks of little or no rain with temperatures in the 90s and 100s, followed by what seemed like 40 days and 40 nights of rain from Hurricane Irene and Tropical Storm Lee.

As you are aware, Player Development will be a major focus of our Association for years to come. Thus, a majority of my report will focus on Golf 2.0 and its impact on the PGA Member.

GOLF 2.0 In response to the recent economic downturn and the loss of more than 4 million golfers since 2006, The PGA of America has developed Golf 2.0, a new industry-wide long-term strategic plan to grow the game and business of golf. Facing the potential of a decade of flat participation and revenues unless something significant was done, The PGA engaged the Boston Consulting Group to conduct a thorough analysis of golf's economic prospects. The findings were intriguing:

- Facility owners believe that PGA Professionals have value but struggle to clearly articulate what that value means to the facility.
- 90 million Americans have played golf in the past and enjoyed the experience.
- 70 percent of those 90 million have expressed some interest in playing again.
- Beyond those lapsed golfers, there are 20 million who aspire to play but have never tried.
- PGA Professionals and facilities evolve to meet the needs of a population whose behavior has permanently changed due to economics and the changing dynamic of families.

Golf 2.0 is intended to substantially increase the number of golfers, the rounds of golf played and the revenue generated from golf over the next decade among current and potential consumers of the game. The goal of Golf 2.0 is to increase the number of golfers from the current level of approximately 26 million to 40 million by the year 2020 while growing the relevance of golf in America.

Golf 2.0 will build toward that goal on three core strategies:

1. Retain and Strengthen the Golfing Core;
2. Engage the "Lapsed"; and
3. Drive New Players.

These strategies are comprised of 12 distinct strategic initiatives for driving growth, each of which provides golf facilities with a blueprint for deepening their engagement with current customers, connecting with potential women customers, targeting kids and minorities, and more.

The PGA of America will spearhead these strategic initiatives, but make no mistake — Golf 2.0 is an industry-wide strategic plan that will require engagement from all sectors.

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Golf 2.0 is about providing a welcome mat for the lapsed and the new, reaching them with targeted messaging and customized opportunities to learn and play, while also maintaining and strengthening our connections with core golfers.

Underlying all of the initiatives of Golf 2.0 is a substantial training effort. The PGA of America has revamped its member education curriculum so that it focuses on educating PGA Professionals on the three core strategies of Golf 2.0 and how to conduct their business in new and creative ways. The education of the industry at large — employers, manufacturers and allied associations — must also be undertaken to ensure a collaborative approach to this “re-set” of the golf experience for future generations of customers.

We need all PGA Members to embrace Golf 2.0, to impact both your facility and the industry. Golf 2.0 should be important to you because player development equals increased revenue for YOU and YOUR FACILITY. It is measurable and will provide more business and better employment for PGA Professionals, and programs like GET GOLF READY have a proven track record in driving additional revenue to PGA members and their facilities.

Darrell Crall, the former Executive Director of the Northern Texas Section, is the new Senior Director of Golf 2.0. He is in the process of assembling his team, with new full-time staff members to be committed to Golf 2.0. A majority of these employees will be “in the field,” driving the strategies and programs that will assist PGA Professionals in growing the game and becoming more relevant in the workplace.

The Board of Directors approved more than \$5 million in staff, research, marketing and programs for implementing Golf 2.0, which is a significant investment in what can be a “game-changer.” We have begun to roll out programs to support several of these strategies already this year — Get Golf Ready, TEE IT FORWARD, the PGA Sports Academy and Family Golf Month are just some of the examples. I encourage you to follow the progress of Golf 2.0 at www.golf20.pgalinks.com.

Our Commitment to You, The PGA Professional Your Association is committed to investing back into the membership and has allocated \$60.7 million in programs that serve PGA members and the industry. Some of these programs are:

- \$9.1 million directed to Section affairs
- \$8.6 million in member benefits
- \$8.5 million for Public Awareness to better educate the public on the value that PGA Professionals bring to the industry
- \$7.7 million to elevate the educational standards of PGA Professionals, with Golf 2.0 now serving as the primary focus of PGA Education, and
- \$5.3 million in funding for player development.

PGA Golf Properties Our brand and reputation are perhaps the most valuable assets we as PGA members enjoy. The new business model at PGA Village in Port St. Lucie, Fla., is generating several million dollars for capital improvements and higher operating revenues to fund quality conditioning of our courses and exceptional service by our staff. Eventually, we envision a modern clubhouse with sufficient space to serve the needs of our growing private club membership, resort guests, PGA members and your guests, and our PGA member tournament players.

David Downing, a past president of the Golf Course Superintendents Association of America, has been named the new Director of Golf Courses and Grounds for the PGA Village Florida’s golf facilities.

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David brings considerable experience and credibility to PGA Golf Club. PGA Golf Club remains a valuable member benefit, but for it to have the opportunity to be financially successful it must also continue to evolve. I encourage you to play there, take your customers/members there, and refer it often and to everyone. It is a special place and IT IS OUR PLACE.

In September, the Board of Directors approved a major renovation of Valhalla Golf Club in Louisville. The renovation will include rebuilding all greens, installing modern irrigation and drainage including a sub-air system, improved drainage of five fairways, and expansion of the range and work on bunkers and rough. The improvements are designed to maintain Valhalla as both a Top 100 private club with 270 members and a site for the PGA's biggest championship events.

The new irrigation and drainage is especially important to producing championship-quality conditions even in the sometime extreme heat of the region during August when the PGA Championship is played. It is no secret that many major championship sites faced turf challenges due to extreme rain and heat, which led to course closures in the last two years. This will help us manage those challenges. This is an investment in the next 25 years at Valhalla.

The PGA has engaged leading golf course design and construction companies including Nicklaus Design and CR Sanders, whose clients include Augusta National Golf Club. Personally involved in the project is Jack Nicklaus, who recently visited Valhalla with our PGA Vice President Ted Bishop and PGA CEO Joe Steranka. Mr. Nicklaus has committed to further improving the course for The PGA.

PGA PGM Apprentices PGA PGM 1.0 apprentices who do not successfully complete the Level 1 Checkpoint by Dec. 31, 2011, will be given until June 30, 2012, to pay the \$300 transfer fee to enter PGA PGM 2.0, or be terminated from the apprentice rolls.

2012 There are many exciting events we have to look forward to in 2012. The 95th PGA Annual Meeting will be conducted Jan. 23-24, 2012 just prior to the PGA Demo Day on January 25th and the PGA Merchandise Show on January 26-28. I encourage you to attend the PGA Annual Meeting, and watch your Association and its governance in action.

Our District is hosting the 95th PGA Championship at Kiawah Island, Aug. 9-12, and the Ryder Cup returns to the U.S., at Medinah Country Club near Chicago, Sept. 28-30. I know it will be tough to top the job Kentuckians did in 2008, but the 2012 Ryder Cup should prove to be a great spectacle.

Financially, your Association is in good shape. We have a strong, respected brand and, for the fourth straight year there is no distribution from the Reserve Fund.

It is truly an honor to represent PGA members and apprentices in the Kentucky, Middle Atlantic and Carolinas Sections. I commit to work hard, be an advocate for our District and its members, challenge conventional wisdom and demand excellence in all we do. Please do not hesitate to call or email with any questions or concerns you may have at mbmas@pga.com or (540) 631-9661

Very truly yours,

Mike Ahrnsbrak

Mike Ahrnsbrak, PGA
District 10 Director, PGA of America

Kentucky PGA Section Fall General Membership Meeting PGA EMPLOYMENT SERVICES REPORT



Members and Apprentices,

GOLF 2.0 Golf 2.0 is a strategic plan to create a more vibrant and sustainable golf industry and increase the number of golfers from our current 26 million to 40 million by 2020. This is one of the most important initiatives undertaken by the PGA of America to make golf more relevant, more welcoming to new players, and to convert millions of individuals interested in golf into regular players. In addition to increasing participation and growing revenues, additional benefits of Golf 2.0's success will be an enhanced value of the PGA Professional and better PGA employment opportunities.

In 2010, in response to the recent economic downturn and loss of 4 million golfers since 2006, the PGA engaged the Boston Consulting Group (BCG) to conduct a thorough investigation into golf's prospects. Their research included interviews and surveys with industry leaders, PGA Professionals, and employers, along with consumer focus groups and quantitative studies.

The BCG findings showed that left unchanged, our industry might face 10 years of flat participation and revenues, but the opportunity also exists to engage an interested population of lapsed golfers to take up the game again.

The BCG findings included:

- Currently, our "Core Market" of golfers comprises only 16 percent of American households.
- In addition to the 26 million golfers today, 90 million Americans have played in the past and 70 percent of them express interest in returning to the game.
- The next generation of golfers/customers requires new types of courting.
- Our current model of accessing the game does not always embrace and welcome beginners.
- Women are the influential customer, controlling 73 percent of household/discretionary spending but comprising only 25 percent of current golfers.

Three Strategies of Golf 2.0:

- **Protect the Core** Knowing and nurturing current golfers is crucial to guiding them to be our most loyal customers. Delivering enjoyable and memorable experiences to each segment and utilizing best practice customer service will protect this group from further erosion and give us time to grow new customers.
- **Engage the Lapsed** Welcoming former golfers back to the game is vital to the success of Golf 2.0. PGA Professionals must understand how to engage various market segments including women, seniors, and the entire family, as well as overcoming time and cost barriers by utilizing creative formats and price points.
- **Drive New Players** Understanding how to reach the 84 percent of American households who do not play golf is essential. This represents the "building blocks" of our future to show how golf can be enjoyed by everyone including the nation's growing minority population, using tactics successfully used by soccer and other team sports as well as through non-traditional means.

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Golf 2.0 will provide PGA Professionals and their facilities a set of strategic initiatives designed to address current consumer behavior and preferences and grow participation. Understanding and embracing this plan and developing skills to bring more customers to the game and to our facilities are essential.

The PGA is committed to providing PGA Professionals with the tools needed to succeed, including a multi-platform education and training process for PGA Professionals which will be launched at the 2012 PGA Merchandise Show. For updated information and to learn more about Golf 2.0, please explore the interactive website at www.golf20.net.

2011 PGA Compensation Survey The results of the 2011 PGA Compensation Survey are available on the PGA Employment home page on PGALinks through an interactive report tool, which allows you to create customized reports on total income, base salary, lessons, merchandising, benefits, and more. Reports can be produced using a combination of filters, including PGA Section or state, PGA Chapter (new this year), job title, facility type, facility fee structure, job tenure, and number of holes. You can also create a customized and printable PDF report.

The 2012 PGA Compensation Survey will be available beginning in January, and all PGA Professionals are asked to participate to continue to make the PGA Survey the most credible and comprehensive in the industry.

Your PGA CareerLinks ProFile To help CareerLinks work for you, I would encourage you to periodically 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. PGA Professionals who have not updated their ProFile within the past 18 months will be sent an e-mail asking them to do so to remain active in CareerLinks.

Enhancement to PGA Jobfinder PGA Professionals now have the ability to upload their resume as a Word or PDF document to PGA Jobfinder, the PGA's online job board for non-management positions such as assistant professional, teaching professional, sales, retail, and other golf industry opportunities. To upload your resume on PGA Jobfinder, go to "Job Seeker Account Management" on the PGALinks Employment home page.

PGA Professional Report Will you be involved with an upcoming performance review or contract negotiation with your employer? Or would you like an effective way to communicate to your employer everything you have achieved at your facility in the past year, as well as your plans for 2012? If so, I would encourage you to utilize the PGA Professional Report, available on the PGALinks Employment home page. The Report Builder tool allows you to create a professionally formatted year-end report that highlights your accomplishments and value to your facility.

The tool provides a variety of sample reports and a worksheet of Key Performance Indicators to help you get started. Please contact me if you would like assistance utilizing this valuable PGA resource.

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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 home page.

- 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

I want to remind you that I am available to assist with your career and employment needs. Please don't hesitate to contact me by phone or e-mail if you have any questions or would like assistance.

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 distinguishable.

Dick Bradow, PGA Certified Professional
PGA of America Employment Consultant





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

Dear Members and Apprentices,

Let me begin by thanking our staff members Patsy Fitzpatrick, Betsy Gladish, Barbara Peak, Bill Coomer, Ryan Tahara and Andy Ziegler for their dedication and efforts to our family of organizations. As many of you know, Ryan will be leaving effective October 16 to return to the American Junior Golf Association as their Director for the Southeast Region. Ryan did a great job during his time with us, and we thank him for his efforts.

We are pleased to announce the hiring of Kelly Newland, PGA to replace Ryan. Kelly will begin service with us on December 1, and is coming to us from the Gateway Section of the PGA of America, where he has been leading their junior golf program. A native of Grayson, Kentucky and graduate of the Eastern Kentucky University PGA PGM Program, Kelly is excited to have the opportunity to return to Kentucky to promote and serve junior golf in his home state.

Our 2011 Business Plan has served as a great guide for the Board of Directors and staff this year. As you may recall, we implemented a new goal and objective oriented business plan in 2002, and this approach has worked very well for us. Among the objectives for 2011:

- Promote results from the Kentucky Golf Economy Study
- Successful involvement with the 2011 Senior PGA Championship
- Continue our positive working relationship with the Kentucky Golf Association
- Procure title sponsors for all KPGA competitions and events
- Continue active role of KPGA Tournament Committee in regularly reviewing the KPGA's Tournament Program, including establishment of goals and objectives for growth
- Continue promotion of the handicap computation service (GHIN), which we assist in overseeing with the Kentucky Golf Association
- Continue to expand and enhance the KPGA area of kygolf.org
- Continue to enhance the KPGA's relationship with all chapters of The First Tee in Kentucky
- Continue to support and promote the KPGA's joint efforts with the Kentucky Golf Association in promoting junior golf

These are some, but not all of the objectives set forth in the business plan. I am happy to report satisfactory progress in most areas. The entire business plan can be viewed on the KPGA's Member Area at kygolf.org.

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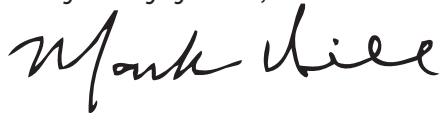
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I am also pleased with our fiscal health and the direction in which we are heading in that area. The leaders of our Section have done a great job over the years in managing the financial affairs of the Section, thus putting us in a solid position and providing a firm foundation from which to build upon and move forward. Our relationship with the Kentucky Golf Association and the business and management arrangement we have with them is key to our past and continued financial success.

Each of these objectives, initiatives and efforts has one primary purpose — promotion and support of the Kentucky Section PGA Professional. To that end, your staff will continue to strive to provide the utmost in attentive service and to do so in a professional manner.

As I end my e-mail messages each week, thus I will end this report — please remember that your staff is here to serve. Do not hesitate to call on us if we can be of assistance.

Very truly yours,

A handwritten signature in black ink that reads "Mark Hill". The signature is written in a cursive, flowing style.

Mark Hill
Executive Director





Kentucky PGA Section Fall General Membership Meeting KPGA FOUNDATION REPORT

Dear Members and Apprentices,

The Kentucky PGA Golf 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 Kentucky PGA Golf Foundation monies are awarded on a one-year, one-time basis. Repeat assistance may be given to programs based on dollars available and requests received. Applications must be received by February 1st for the concurring year. Applications can be obtained from the office at Golf House.

As was reported at the KPGA Spring Meeting, six programs were awarded monies for 2011:

- 1st Tee of Louisville at Seneca Golf Course, PGA Professional Kevin Greenwell
- 1st Tee of Northern Kentucky / Cincinnati at the Golf Courses of Kenton County, PGA Professional Steve Jablonowski
- Boone County School system Golf Development Program at World of Sports, PGA Professional Ralph Landrum
- Royal Spring Middle School golf club at Cherry Blossom Golf Club, PGA Member Luther Conley & PGA Apprentice Tim Cooper
- 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 1st.

The Kentucky PGA Foundation is continually seeking donations to help fund these programs. Any opportunity you may have to contribute or promote contributions would be greatly appreciated.

Respectfully submitted,



Steven R. Shafer, PGA
President



Kentucky PGA Section Fall General Membership Meeting ASSISTANT/APPRENTICE REPORT

Dear Members and Apprentices,

The Assistant/Apprentice Division Board is honored to conclude a successful term of office at the 2011 Fall Meeting. As we prepare to elect a new board at the Fall Meeting, it presents the opportunity to reflect upon accomplishments during the past year. Our success is based on a team effort that includes the assistance of Vice President Erin Bell, PGA, and Secretary Bobby Santerre. Along with the dedicated and professional help from the KPGA Section Office staff, our year consisted of successful education programs, tournaments, and representation.

The Spring Educational series consisted of two programs covering different presentations by experienced Kentucky Section members. The first seminar concentrated on merchandising hosted by Mike Kehoe, PGA, at Campbellsville Country Club. The second seminar concentrated on an open forum of information on progressing through the PGA PGM Program hosted at Golf House Kentucky. Thanks to all the presenters and attendees for providing quality information to members and apprentices during the spring education series.

The tournament season started with the 2011 KPGA Assistants Match Play, which attracted 26 participants. Special thanks to Bardstown Country Club at Maywood and Chris Osborne, PGA, for hosting the Final Four on September 7. John Bachman outlasted all participants to edge out runner-up Grant Sturgeon, PGA, 2 & 1 to capture the title. Blake Watts, PGA, and Jeff Gumm rounded out the Final Four at Maywood.

In early August, Oxmoor Country Club, Josh Snider, PGA, and Richard Schmitt, PGA, served as hosts for the 2011 Callaway Golf KPGA Assistants Championship. Congratulations to John Bachman who outlasted 31 players to capture the Championship this year. Runner-up Greg Meadors, PGA, also earned a spot in the National Assistant's Championship. Good luck to both representatives in the national tournament. Additional thanks for their outstanding support of this event to Callaway Golf representative Doug Schoerke for providing product sponsorship for raffle ticket sales, French Lick Springs Resort representative Brendan Sweeney for providing Grand Prizes and a top seller incentive, and to Admiral Printing in Louisville for donating raffle tickets for this year's tournament.

The experience of attending Kentucky Section Board meetings over the past year has been a truly rewarding experience. I appreciate the opportunity to have been involved in several new initiatives that have taken place over the past year. The Tournament Committee has also welcomed assistant and apprentice representatives on their committee.

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The following initiatives are just a few of the ideas where the Board was responsive to suggestions from Assistants and Apprentices in the Section. The raffle program contributed to a significant increase in prize money for the Assistants Championship. Meeting times for Assistants and Apprentices at the Fall and Spring meetings will be scheduled to allow for greater participation from Assistants before the conclusion of the afternoon education programs when possible. Increased focus was placed on maintaining good standing as Apprentices to participate in Section events.

A new Assistants/Apprentice Division Board will be elected at the 2011 Fall Meeting. I encourage any Assistant that would be interested in becoming more involved in Section events to consider running for one of the three offices up for election this fall.

I thank you for allowing me to develop as a Golf Professional during my term as the President of the Assistant/Apprentice Division while serving with many of Kentucky's leading professionals. I welcome any feedback on anything that may help future Assistant/Apprentice Boards accomplish great things.

Respectfully yours,

A handwritten signature in black ink, appearing to read "Chris J. Redle".

Chris J. Redle, PGA
Assistant/Apprentice Division President



Kentucky PGA Section Fall General Membership Meeting COMMUNICATIONS/MARKETING REPORT



Dear Members and Apprentices,

There have been several new developments in the Kentucky PGA Section's communications and marketing department over the past year. Increased social media activity, relationships with Kentucky media representatives, website maintenance and streamlining of member communication have all contributed to a well-connected and well-informed organization.

We have ramped up our social media efforts with increased activity on our facebook pages and additional exposure through LinkedIn, Twitter and Google. To connect with the Kentucky PGA Section through social media, visit kygolf.org and click on the links on the right side of the page. We encourage you to explore these social media outlets as well to connect with your members and increase awareness of your facility.

Efforts have been made by Section staff to connect with members of the media in Kentucky. As part of the Kentucky Open festivities, Golf House Kentucky hosted a Long Drive Contest in which members of the media were paired with Kentucky Open competitors to win golf clubs provided by PowerBilt. There are plans to continue with this type of event to keep the media engaged with golf in Kentucky. Coverage of our events in major outlets continues to be a challenge which the communications/marketing committee will address continuously.

Our Section website at kygolf.org has undergone a face lift this year. Plans are in the works for an entire redesign of the website to create a more user-friendly atmosphere and to align with the PGA Brand in all of our communications. We have a big job to maintain four separate but equal websites within the kygolf.org umbrella. Staff and committee members have worked together to keep the information as streamlined and organized as possible. We always appreciate feedback from our membership. You are encouraged to use the resources at kygolf.org as much as possible and provide us with your comments and suggestions.

Communication with members is always a top priority for our Section. We strive to create concise, consistent messages to keep you informed, prepared and equipped with all the necessary information to be an MVP Golf Professional. It is understood that a great deal of information comes to you from the Section as well as PGA Headquarters. Once again, your suggestions are welcome to streamline this process. The Friday Section News continues to serve as a great tool to combine messages from the week in one email, rather than sending multiple emails and overloading your inbox. We hope that you take advantage of this great tool, and we always encourage submissions from our members.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Garry W. Nelson", is written below the "Respectfully submitted," text.

Garry W. Nelson, PGA
Communications/Marketing Chair



Kentucky PGA Section Fall General Membership Meeting EDUCATION REPORT

"The difference between a successful person and others is not a lack of strength, not a lack of knowledge, but rather a lack of will." Vince Lombardi

Dear Members and Apprentices,

Looking back at the past two years in Kentucky, our golf courses are feeling the effects of Mother Nature. The year of 2011 brings to mind words like snow, flood, drought, heat, and even Champion Bermuda for some courses. The golf business has been a difficult industry the past two years. Yet the adversity and challenges have clarified the role and ability of the PGA Professional to change the direction of the industry.

As we attend this year's Fall Meeting, use it as a springboard to become the MVP at your facility. We have unlimited resources for knowledge and information. Because of that, we should never take a day off from learning. Knowledge of the golf business and the will to improve daily is what makes the PGA Professional the leader in the game of golf.

The education committee has secured two exciting speakers who are among the leaders in their field. We are confident their message will be applicable to all in attendance. On Monday, Ed Pulido with The Folds of Honor organization will be presenting a scholarship on behalf of the Kentucky Section to a deserving Kentucky family. The works of this organization are both amazing and humbling. The afternoon session promises to be exciting as PGA Member James Leitz presents "Teaching with Technology." Leitz will cover the advancement of technology focusing on Trackman, the golf impact plane model and ball flight laws. His insight will provide us with the tools to be more effective instructors for students at all levels of the game. Tuesday will be an informative seminar for all in attendance when John Van der Borgh of the USGA presents "An Overview of Key Rules, Definitions and Committee Responsibilities." As the leaders of golf, we are responsible for ensuring the integrity of the game at our facilities. What better way to refresh our knowledge of the rules and definitions than a presentation from Van der Borgh and the USGA?

Major Ed Pulido, U.S. Army (Ret.) Major Ed Pulido is the Vice President, Director of Public Relations for the Folds of Honor Foundation. Major Pulido received his Degree in Military Science, Marketing, Criminal Justice Administration and Logistics Management/Human Relations while serving in the U.S. Army Reserves and ROTC Program. He has attained the Rank of Major during his 18-year military career and on May 16, 2005, he was medically retired from the United States Army.

On August 17th, 2004 Major Pulido hit an improvised explosive device (IED) while serving a combat tour in Iraq. He was training the new Iraqi Army. Major Pulido suffered extensive injuries to his left knee, and doctors amputated his left leg on October 1st, 2004. For his heroism and valor on that August day, the President of the United States awarded him the Bronze Star Medal, Purple Heart, Meritorious Service Medal, Joint Service Commendation Medal, and Joint Service Achievement Medal. Major Pulido's story of courage has been featured in Time Magazine, Fox News, CNN and all the local Oklahoma City television stations and newspapers. Since his amputation, Major Pulido has been a staunch advocate for individuals with disabilities.

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He is spearheading an effort in Oklahoma to provide benefits counseling for other soldiers who have experienced life-changing injuries and amputations through a new program he helped develop called Heroes Helping Heroes Support Network. He has received countless awards including the prestigious Disabled American Veteran of the Year Award, the Hero's award from the American Red Cross, the Reaching Our City Award and the prestigious Tuskahoma Brown Miller Award for his outstanding leadership. Ed and his wife of 16 years, Karen, reside in Edmond, OK with their two daughters, Kailtin (7) and Kinsley Eden (2).

James Leitz, PGA Louisiana native James Leitz was elected to PGA Membership in 1986. He is a former Louisiana Chapter PGA President who has been rated as one of the top instructors by Golf Digest and Golf Magazine. He has been a feature speaker at both the PGA Merchandise Show and the 2011 PGA Coaching and Teaching Summit. Leitz has been the recipient of many section awards including Junior Promoter of the Year, Horton Smith Award, Golf Professional of the Year, Teaching Professional of the Year and The Barbato/Thomas Lifetime Achievement Award. He is one of eight Clubfitting Instructors certified by the National PGA and his experience has awarded him the opportunity to perform clubfitting and repair for many PGA Tour players and foreign tour players.

Most recently, Leitz was contacted by Sean Foley due to his interest in James' impact information. Foley invited him to shadow Hunter Mahan, Justin Rose and Tiger Woods and was with each student at the 2011 PGA Championship in Atlanta.

John Van der Borght, USGA John Van der Borght served as the WPGA's Membership and Championship Director from 2003-2007 (two years in each post) and was recently selected as the USGA's Manager, Rules Communications, and a staff position. Van der Borght, a highly renowned Rules of Golf expert, manages and oversees communication of information about the Rules of Golf, including the Rules Blog at the US Open, develops rules education curricula and materials, teaches Rules workshops, and assists at USGA Championships.

Since leaving the WPGA, Van der Borght was employed by the Northern California Golf Association in junior championship programs and Rules of Golf education. Van der Borght, a member of the USGA Mid-Amateur Committee for more than a decade, has officiated at numerous USGA championships such as Opens, Amateurs, Women's Amateurs, and Senior Opens. His prior experience also includes a stint as a Tournament Official on the Futures Tour.

No matter your classification with the PGA, both of these topics are sure to help you on your path to ensuring you are the MVP at your facility. As always, we look forward to your attendance at the Fall Meeting and remember — you will get out what you put into these outstanding speakers! Please come ready to learn and bring your expertise to the discussion.

Respectfully Submitted,



Chris Brown, PGA
KPGA Education Chair

The current MSR period ends June 15, 2014 Members can log into their account at www.pgalinks.com and review requirements for education and meetings. Members are required to earn 54 MSR's (Member Service Requirement) including 12 MSR in Education and 12 MSR in Meeting Attendance.



Kentucky PGA Section Fall General Membership Meeting EMPLOYMENT REPORT

Dear Members and Apprentices,

What are you doing to secure your employment at your facility? I encourage you to go to work and ask yourself this question every day. In recent times we have all been asked to step out of the normal scope of our jobs and take on more and more responsibilities. There is a reason they are coming to you. They want you to lead them through a storm that is affecting some of our facilities. In these trying times it is up to you to show your employers that you are the person for the job. Don't wait until it's too late.

Take advantage of your networking opportunities and lean on your resources. As a PGA Professional you have the tools at your disposal to make a difference at your facility. As has been stated in previous reports by the PGA of America, become the MVP. Don't be afraid to pick up the phone and call a fellow PGA Professional to ask for advice. Use the PGA of America website and utilize the tools provided by our association.

In the past year I have had the unfortunate job of calling some of our displaced PGA Professionals. As they each told me their personal story I could have substituted a number of other Professionals in their situation, including my own. I am certainly not saying that if they did certain things, they would still have their old jobs. I am just recommending that if you need some help don't be afraid to ask for it.

We are the most powerful networking system in the industry and we need to be proactive in establishing ourselves as the leaders at our facilities.

Respectfully Submitted,



Mike Riley, PGA
Employment Chairman



Kentucky PGA Section Fall General Membership Meeting JUNIOR GOLF REPORT

Members and Apprentices,

The Pepsi Junior Golf Tour enjoyed a successful year in 2011, with over 540 members and 28 events in the summer and 15 events in the spring and fall. These events were conducted at locations across Kentucky, and we are able to visit so many great facilities thanks to many of you. The Tour began in 1993 and will be celebrating its 20th year in 2012. We thank Ryan Tahara, Andy Ziegler and the junior golf program interns for a great job. Our interns for this year were J.P. Fischer, Bryant Fortin, Hope LaBelle, Sean O'Daniel and Tiffany Stevens. We also thank Pepsi for their support — they have served as the title sponsor since 1995.

Speaking of Ryan, we send him best wishes as he returns to the AJGA (American Junior Golf Association) to serve as Regional Director for the Southeastern United States. Ryan did a great job during his time with us, and we thank him for his service. Kelly Newland, a native of Kentucky and a PGA Member, will be returning home to lead our junior golf program. He is a graduate of Eastern Kentucky University's PGA PGM Program, and will be coming to us from the Gateway Section, where he has been serving as their Junior Golf Director. He will begin service on December 1, and plans to attend the Fall Meeting, where he will have the opportunity to meet many of you.

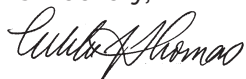
Staff is currently at work on next year's Pepsi Junior Golf Tour schedule, and plans for next year include a new series of 36-hole events for advanced players and a new online registration and tournament management program. Staff is also at work developing a junior golf camp program, which will begin next year. More information regarding these camps will be available in the very near future.

The PGA Junior Series conducted a very successful event at Kearney Hill Golf Links in July, and plans to return in early June next year. Kearney Hill has a long-standing presence on the PGA Junior Series schedule, and many of Kentucky's junior golfers participate in the event each year.

We would like to congratulate the 2011 HB Foundation/PowerBilt Scholarship winners - Brandon Beckham of Smiths Grove, Kristen Bullock of Brodhead, Akash Mirchandani of Prospect and Meredith Oder of Mt. Washington. Each of these junior golfers are members of the Pepsi Junior Golf Tour and each received a \$2,500 scholarship. The HB Foundation/PowerBilt Scholarship program was launched this year by the KGA-PGA, Inc., and we appreciate the support from PowerBilt and the HB Foundation and look forward to growing this program in the future.

Thanks again for your support of junior golf.

Sincerely,



Mike Thomas, PGA
Junior Golf Chair



Kentucky PGA Section Fall General Membership Meeting MEMBERSHIP REPORT

Dear KPGA Members and Apprentices,

Please note that our current membership levels as of September 29, 2011, sorted by classification, are listed below. Our board has recently made employment inquiries with a number of members. We take PGA Membership and the PGA’s Constitution governing our membership very seriously. With that in mind, please 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.

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

Members

Charles J. Allen, PGA	A-8	Hopkinsville Golf & CC
Steven C. Krebs, PGA	A-8	Hunting Creek Country Club
Weston G. Loeser, PGA	A-15	Dick’s Sporting Goods
Corey D. Stith, PGA	A-8	Louisville Country Club
Clifton S. Wilson, PGA	A-6	Old Bridge Golf Club

Apprentices

Jeffrey A Dawson	B-8	Oxmoor Country Club
Michael P Gervais	B-8	Shawnee Golf Course
Kenneth G Goodykoontz	B-8	Andover Golf & Country Club
James F. T. Hanson	B-8	Shawnee Golf Course
Matthew J Houser	B-8	The Club at Olde Stone
Nicholas C Johnston	B-8	Hurstbourne Country Club
Adam D Ronniger	B-1	University Club of Kentucky
Chris Schuler	B-8	Nevel Meade Golf Course
Kelly J Violette	B-8	The Club at Olde Stone
Benjamin R Zapp	B-8	Traditions Golf Club

A-1	91
A-4	10
A-13	24
A-2	4
A-3	6
A-6	15
A-8	28
A-9	2
A-11	4
A-12	3
A-14	2
A-15	11
A-20	4
A-21	1
F	4
IN	5
LM	38
MP	1
RM	2
B-1	5
B-6	1
B-8	40
Total	301

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Master Professionals

Steven Jablonowski (Golf Operations)

Ralph Landrum (Instruction)

Mike Thomas (Golf Operations)

Certified Professionals

Daniel Baron (General Management)

Dick Bradow (Golf Operations)

Lizzy Freemantle-Schremp (Executive Management, General Management, Golf Operations, Instruction, Ownership/Leasing and Retail)

Chris Hamburger (Golf Operations)

Ralph Landrum (Instruction)

Dennis Nash (Instruction)

John Piascik (Golf Operations)

Keith Reese (Executive Management, General Management, and Golf Operations)

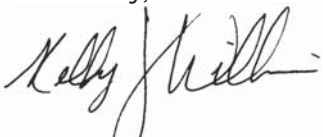
Scott Sedgwick (Executive Management, Golf Operations, Instruction and Retail)

Steve Shafer (Golf Operations)

Josh Snider (Executive Management, Golf Operations, Instruction and Retail)

If you have any questions or concerns, please feel free to contact me directly for assistance.

Sincerely,

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

Kelly J. Williams, PGA
Secretary





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

Dear Members and Apprentices,

Play Golf America Day was hosted at Lindsey Golf Course in Fort Knox on May 15. This event was dedicated to the Armed Service people and their families of the Fort Knox area. We hope this event will become an annual event. I would like to say a special “Thanks” to Clyde Hill and to all those who volunteered. Play Golf America Days were held at Shawnee Golf Course in Louisville and the World of Golf in Florence. The marketing of these two events was directed at under served demographic groups. Thanks to Craig Heibert and Ralph Landrum for hosting, organizing and working the events.

A goal of having 35 facilities host Get Golf Ready was set and we just fell short with 34. The number of facilities hosting Get Golf Ready has increased from 10 in 2009 to 21 in 2010 and now to 34. We are the 7th ranked Section in terms of participation.

The Kentucky Section ranked #33 in the Free Lesson Month program and #21 in Free Fit and Trade. I ask each of you to consider participating in each of these programs in 2012. There are statistics which indicate both immediate and long term financial benefits to those who participate.

The Growth of the Game Committee increased in size in 2011. Each of the committee members listed below took the responsibility to help promote a Play Golf America event to the Kentucky Section Members.

I would like to personally thank the following members who agreed to be a Growth of the Game Committee Member in 2011:

- April Free Trade In Trade Up Month: Michael Kehoe, PGA
- May Free Lesson Month: Bradley Bachand, PGA
- June American Express Women’s Golf Month: Kimberly Shafer, PGA
- July Family Golf Month: Chris Brown, PGA
- Patriot Golf Day: Brent Edmister, PGA
- Get Golf Ready: Ralph Landrum, PGA

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. Also take time to read the reports produced by the PGA concerning the different programs. The amount of money spent by participants in each of these programs should entice each of us to be a part of these great events.

Be good,



Ralph Landrum, PGA
Growth of the Game Chair

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

Dear KPGA Members and Apprentices,

As the new person on the block, I would like to welcome everyone to the KPGA Fall Meeting. I was given the opportunity to bring the Kentucky Section into position to be aligned with the rest of the 40 Sections in the PGA. The Special Awards have been moved to the spring to allow a better flow. People can be nominated for the present year at the Fall Meeting and voted for in the winter and then given the awards at the Spring Meeting.

Last year was a bit confusing having Special Awards in the fall of 2010 and then again in the spring of 2011 but we didn't want to miss an opportunity to recognize anyone.

I would like to thank my committee, and especially Patsy Fitzpatrick who was very instrumental in helping me through the process. I would also like to thank Gary Bebelaar for having the foresight to establish very easy-to-follow procedures for the award process.

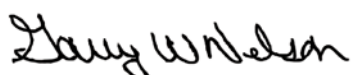
Spring 2011 Special Award winners are listed below:

Golf Professional of Year	Robert Baldwin	Winchester C.C.
Bill Strausbaugh	Gary Bebelaar	Big Spring C.C.
Horton Smith	Kelly Williams	Greenbrier Golf and Country Club
Junior Golf Leader	Ron Roberts	General Burnside Island State Park
Private Merchandiser	Gary Bebelaar	Big Spring C.C.
Public Merchandiser	Barry Kight	The Golf Complex
Resort Merchandiser	Don Hobbs	Marriott Griffin Gate
President's Plaque	Ralph Landrum	World of Golf
Teacher of the Year	Larry Ward	
Assistant of Year	Blake Watts	Audubon C.C.
Sales Rep. of Year	Matt Castillo	Taylor Made Golf
Media Rep. of Year	Don Russell	

Everyone will receive an electronic nomination packet for the 2012 Special Awards. If you want to nominate someone at this Fall Meeting, the forms will be provided for you. Forms need to be returned to the KPGA Office by November 1, 2011.

Thanks for all you do to promote the game of GOLF. Now it's time to nominate who you feel has done a great job making the PGA and the game of golf even better.

Sincerely Submitted,



Garry W. Nelson, PGA
Special Awards/Scholarships Chair



Kentucky PGA Section Fall General Membership Meeting SPONSORSHIP REPORT

Members and Apprentices,

On behalf of Kentucky PGA Members and Apprentices, I would like to offer sincere gratitude to our Section sponsors for their generosity and support of our Section at various sponsorship levels. For the 2011 season, sponsorship dollars have increased by \$11,506 from 2010 which is a 12.9 percent increase. The total secured for 2011 is just over \$99,000. During this challenging economic time, I am extremely impressed with the hard work and determination of the committee to not only develop past relationships, but to establish new relationships as well.

New Sponsors for 2011

Amazon.com - Title Sponsor
LubriSyn - Title Sponsor
Prudential - Patron Sponsor
Ping Apparel - Patron Sponsor
Qdoba - Patron Sponsor
Tour Sticks - Patron Sponsor

5/3 Bank - Title Sponsor
Bridgestone Golf - Patron Sponsor
Burton Bags - Patron Sponsor
Polo Golf - Patron Sponsor
Southworth - 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 Mark Hill and Bill Coomer for their exceptional efforts in pursuing any and all sponsorship opportunities.

Title Sponsors

Amazon.com, American Express, Bionic Gloves, Callaway Golf, Cleveland Golf, Club Car, Cunningham Golf Car, Cutter & Buck, E-Z-GO, Fifth Third Bank, FootJoy, Golf Buddy, Haas Jordan, Larry Gilbert Foundation, LubriSyn, Mobile Pro Shop, Monterey Club, Page & Tuttle, Pepsi, PGA National Resort, PGA Tour, Powerbilt, Prudential, Srixon, TaylorMade, Titleist, and Winner's Award Group.

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Patron Sponsors

Adidas, Ahead, American Dry Goods, Bridgestone Golf, Burton Bags, Club Glove, Heritage Creations, Imperial Headwear, LaserLink, Mizuno USA, Nike Golf, Ping Apparel, Polo Golf, Qdoba, SkyCaddie, Southworth, Sun Mountain, Tour Sticks, and Under Armour.

I hope that everyone has a productive off-season, and I look forward to seeing fellow PGA Members and Apprentices at the Fall 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 at the end.

Bradley D. Morrow, PGA
Sponsorship Chair





Kentucky PGA Section Fall General Membership Meeting TOURNAMENT REPORT

Dear Members and Apprentices,

On behalf of the Kentucky Section PGA Tournament Committee, I'd like to begin by thanking Bill Coomer, Director, Tournament Operations. Special thanks also goes to Andy Ziegler for his efforts in Tournament Administration. Bill and his staff managed to execute another fantastic year of tournament play for the Section membership. Your hard work and dedication are greatly appreciated.

Congratulations go out to Blake Watts, our Kentucky Section PGA Player of the Year. The race for Kentucky Section PGA Assistant Player of the Year and Senior Player of the Year are still in process, with performance in the upcoming National Championships potentially deciding the Player of the Year.

This season was highlighted by a shoot-out in the PowerBilt Kentucky Open at Persimmon Ridge. Thanks go out to KPGA Member Ron Snider for helping to make this event such a great success.

A huge thank you also goes to Powerbilt and President Larry Edlin for their continuing support of the Kentucky Open. What a fantastic partnership it is between Powerbilt, the KPGA, and The Kentucky Open. We certainly hope the relationship continues for years to come.

Speaking of partnership, I'd also like to thank all of the sponsors who so graciously give their time and resources to make our tournament program a success. Mark Hill, Bill Coomer and Brad Morrow continue to go above and beyond in maximizing these relationships to produce the healthy purses we can play for week after week. In the current economic times, your support of the companies who sponsor our tournament program is vital to the continued relationships we have with our sponsor. Please keep them in mind when you make your buying decisions.

Soon after the KPGA Fall Business Meeting and Education are completed, your Tournament Committee will meet to discuss a number of issues that have come up through the season. If you have any ideas you would like to share, please send me your ideas and keep your feedback coming. The only way we can continue to improve the tournament program is by listening to your opinions, and taking appropriate actions where necessary.

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The Tournament Committee has already received interest from PGA Professionals interested in hosting 2012 events. If your club or course is interested in hosting an event next year, please contact Bill Coomer. The Committee will look at criteria such as geographic balance, participation history and sponsor interest in the site before making a final selection.

Finally, I would like to thank all the members of the Tournament Committee for their many hours of meeting time and e-mail communication. John Bachman, Barry Basham, Greg Basham, Allen Castle, Chad Douglas, Matt Kirchgessner, Keith Ohr, Aaron McDowell, Chris Redle, Jason Stilley, Pat Stephens, Mike Thomas, Patrick Vadden and Blake Watts.

Your contributions have been invaluable. If you are a member or apprentice not currently serving who would be interested in working on this committee, please let us know.

Have a great Fall Meeting!

Sincerely,

A handwritten signature in black ink that reads "Gary Bebelaar, PGA". The signature is fluid and cursive, with the letters "G", "B", and "P" being particularly prominent.

Gary Bebelaar, PGA
Tournament Chair

