



Welcome to the 2011  
Kentucky Section PGA  
Spring Meeting

Presented by



A Textron Company

March 21, 2011  
Clarion Hotel, Lexington

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**Kentucky Section PGA**  
Fall General Membership Meeting  
The Crowne Plaza Hotel – Louisville  
October 25, 2010

**I. CALL TO ORDER**

President Steve Shafer called the meeting to order at 8:00 a.m. There were 114 members, 21 apprentices and 4 pre-apprentices present.

**II. INVOCATION**

A moment of silence was held in memory of Gordon Leishman and Bill Schooley. Bill Moore gave a brief invocation.

**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. 2011 SENIOR PGA CHAMPIONSHIP**

Ben Rubin gave an overview of the 2011 Senior PGA Championship, and introduced Maggie Ray and Erica Stoll. Ms. Stoll gave an overview of the volunteer program for the 2011 Senior PGA Championship. Ms. Ray addressed an incentive program for ticket sales involving KPGA Professionals.

**V. KENTUCKY GOLF ASSOCIATION REPORT**

Kentucky Golf Association President Brandon Neal thanked the KPGA Board of Directors for the invitation to speak. He stated that the 2010 Kentucky Amateur Championship at Gibson Bay Golf Course was a success. He reported that Andy Roberts of Owensboro was the 2010 KGA Player of the Year. He congratulated Justin Thomas for his performance at the 2010 U.S. Junior Amateur Championship. He reported that three KGA Member Play Days were conducted in 2010. He announced that the KGA Board of Directors had recently approved a five-year plan. He announced that 2011 would mark the 100<sup>th</sup> anniversary of the first Kentucky State Amateur Championship.

**VI. 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, and Certified Professionals. He introduced incoming District 10 Director Mike Ahrensbrak.

**VII. APPROVAL OF MINUTES**

*Jim Osborne made a motion to approve the March 22, 2010 Spring Meeting minutes as submitted. Bob Baldwin seconded the motion.*

*Motion carried (unanimous)*

**VIII. FINANCIAL REPORT**

Vice President Chris Osborne submitted the financial report as written, and asked for questions. There were none.

**IX. PRESIDENT'S REPORT**

Mr. Shafer thanked the outgoing members of the Board of Directors and those who were running for open positions on the Board of Directors. He announced that the Kentucky Golf Economic Impact Study was underway, and results should be available in the spring of next year.

**X. DISTRICT 10 DIRECTOR'S REPORT**

Mike Thomas noted items in his written report regarding the new apprentice education program and the Certified Professional Program. He reviewed a resolution from the PGA of America Board of Directors regarding a change in policy regarding emerging from Class F status. Mr. Shafer reviewed a resolution from the Dixie Section proposing that PGM University students receive 12 credits rather than 16 credits upon graduation from college, with the final 12 credits earned post college graduation while employed full time in a job classification. Mr. Thomas reviewed a

resolution from the Sun Country Section regarding awarding work experience credits retroactively to apprentices under suspension. Mr. Thomas announced that a new PGA Junior Golf Program would be unveiled at the 2011 PGA Merchandise Show. Mr. Thomas thanked the membership and Board of Directors for their support during his time as District 10 Director.

#### **XI. PGA EMPLOYMENT SERVICES REPORT**

Mr. Shafer reported that Dick Bradow was unable to attend due to his attendance at the Indiana PGA Section meeting, and his report would be submitted as written.

#### **XII. EXECUTIVE DIRECTOR'S REPORT**

Mark Hill thanked the staff for their service, and announced that Ryan Tahara would take over as Director, Junior & Senior Golf on November 15. He thanked E-Z-GO and Dave Macke for their support. He thanked attendees for their support of the Toys for Tots Program. He reported that relations with the Kentucky Golf Association remain very positive, and that the KGA Board of Directors had recently approved an extension of the contract with GHIN through 2013. He encouraged members and apprentices to join the KPGA's page on Facebook.

#### **XIII. KENTUCKY PGA FOUNDATION**

Mr. Shafer reported that The First Tee affiliate at Seneca Golf Course, lead by KPGA Member Kevin Greenwell, and the Operation State Tournament Program, lead by KPGA Member Todd Butts, had both submitted their final reports as grant recipients for 2010. He reported that 2011 grant applications were available at the registration desk.

#### **BREAK**

#### **XIV. COMMITTEE REPORTS**

**Assistants/Apprentices** – Report submitted as written.

**Communications/Employment** – Report submitted as written.

**Junior Golf** – Report submitted as written.

**Education and Membership** – Mr. Williams thanked Craig Heibert and Steve Jablonowski for their efforts and support with the Education Committee. He recognized newly registered apprentices. He recognized new members – John Gordon Beckett, Thomas Betz, Chad Douglas, Jon Henson, Chris Redle, Blake Watts, and Tyrus York.

**Growth of the Game** – Report submitted as written.

**Senior Report** – Report submitted as written.

**Special Awards/Scholarship** – Bryan Slone announced that Special Awards would be given in the spring, beginning next year.

**Sponsorship** – Report submitted as written.

**Tournaments** – Russ Johnson thanked Bill Coomer and the staff for their efforts, and that work on the 2011 schedule was underway. He congratulated Keith Ohr and Blake Watts for their exceptional play over the course of the season and the exciting Player of the Year point race that resulted from their great play. He thanked the Sponsorship Committee for their efforts. He reviewed a change in exemptions for the Kentucky Open Championship for individuals on the Player of the Year list for seniors and assistants/apprentices. He noted that the entry fee for the Pro-Pro Championship had been increased back to the \$105 level, which had been reduced to \$75 several years earlier. He noted that the "One Ball" Condition would no longer be utilized in KPGA competitions, thus making the KPGA consistent with the Kentucky Golf Association and the Kentucky Senior Golf Association. He announced that the maximum field size at each qualifying round for the Kentucky Open Championship would be reduced to 78, thus enabling placing three players in each group with the goal of improving pace of play.

**2011 Senior PGA Championship** – Report submitted as written.

#### **XV. OLD BUSINESS**

None.

## **XVI. NEW BUSINESS**

None.

## **XVII. OPEN FORUM**

Bobby Baldwin encouraged members and apprentices to support their golf course superintendents and to assist them in educating members and customers regarding turf condition challenges. Jim Osborne explained the origins of the one ball condition. Mr. Ahrnsbrak introduced himself and encouraged members and apprentices to contact him with any questions or comments. Larry Ward encouraged members and apprentices to search for solutions to the pace of play challenges in high school golf. Jeff McGill provided insight into the structure of the KHSAA and the challenges the organization faces in regard to issues such as Title IX. Jon Hardesty expressed his opinion that shorts should be permitted in section events. Eddie Mudd asked about pace of play at the Kentucky Senior Open. Matt Epperson stated that the Rules officials were not doing their jobs. Neil Uhl asked about the possibility of reducing the window of time for entry deadlines and in extreme circumstances permitting tournament entry over the telephone. Chad Stocker asked that consideration be given to moving the deadline time from 5:00 p.m. to midnight.

## **XVIII. BOARD OF DIRECTORS RECOGNITIONS**

Russ Johnson, Mike Thomas, Bryan Slone, and Bill Moore were presented with plaques commemorating their service on the Board of Directors.

## **XIX. ELECTIONS**

Mike Riley asked all apprentices and non-voting members to move to the back of the room, and that all voting members remain seated. He announced that Brad Morrow was the only candidate for the District Two Director position. There were no nominations from the floor. Mr. Morrow was elected District Two Director by acclamation. Mr. Riley announced there were three candidates for two Director At Large positions – Roger Gallatin, Garry Nelson, and Mike Thomas. There were no nominations from the floor. Each candidate introduced themselves and gave a brief speech. Votes were taken by paper ballot. After ballots were counted, Mr. Riley announced that Mr. Nelson and Mr. Thomas had been elected as Directors At Large. The new Directors were sworn in by President Shafer.

## **XX. ADJOURNMENT**

There being no further business to come before the meeting, the meeting was adjourned at 11:14 a.m.

Respectfully submitted,  
*Kelly Williams*, PGA  
Secretary

## President's Report

Dear KPGA Members and Apprentices,

I hope this finds you well and gearing up for a great season. Surely Mother Nature will treat us better than she did last summer! As we head into our Spring Meeting, I would like to reinforce the messages I passed along to you after our Annual Meeting in Boston last fall. These messages are still planted firmly in my mind as I have no doubt that we are the ones who will determine the success of our great game.

Before I go any further, I have some questions. First of all, why golf? What is it about our game that is so great and why should we want to share it with others? Why is the PGA professional so important? How am I as an individual PGA member going to have an impact on our game?

Let's start with why golf, what is it about our game that is so great and why should we want to share it with others? There are several reasons we can all come up with about why our game is great...it's healthy, it teaches great values, it challenges players both physically and mentally, it's a game you can enjoy with your entire family, it's a game you can play for your lifetime and I can go on and on! Junior Bridgeman, a former NBA basketball player who has served on boards for several different sports organizations including the NBA players association and the NFL, point blank told us that our game was the game our country needs right now! I agree and we should be bursting at the seams to share this message with others. We all love golf and our passion for it is so strong that it determined our career path.

It is this special passion that makes us so important to the game. In Junior's speech at our annual meeting he talked about how the PGA of America was different than any other sports organization. The significant difference he noted was the passion of the PGA professional! Our passion for the game is so great that he believes this passion coupled with the great benefits of our game can make our sport the number one sport in our country! We need to embrace our passion for golf and realize that it is what makes us so important to the success of golf. We must then be the ones to promote this game ourselves individually.

So how am I as an individual PGA member going to have an impact on our game? I need to be a role model in golf. I need to spread my passion and enthusiasm for this great game with others. I need to share the benefits and values that golf brings with them. I need to make time in my own schedule for golf so that I can influence my customers to do the same. I need to make sure that I am having fun working and playing golf and I need to transfer my enthusiasm for golf to others! At the end of the day, no one person is going to make the difference in growing the game. However, if we as individuals all do it, we can do it together!

So, how are you as an individual going to have an impact on our game? President Wronowski referenced the power of 10. If we each were to go out and get 10 new golfers this year, it would make a tremendous impact on our game. We believe our game is great and we have plenty of reasons to back that up. We simply need to start sharing those reasons with others! Let's be leaders in the game of golf and let's start by making golf the number one sport in our communities and in the state of Kentucky.

In closing, I look forward to seeing you at our Spring Meeting and seminars. We need to use our time together to share our ideas for how to make our great game better and how we as individuals can make a difference. We also have a very good lineup for education thanks to our Education Committee and co-Chairmen Kelly Williams and Chris Brown. Special thanks also to our staff for their hard work and dedication to our association. We are truly blessed to have such good people working hard for us every day!

Respectfully submitted,

*Steve Shafer*, PGA

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## District 10 Director's Report

Welcome to another golf season! There is much happening in our association and the golf industry. The mood among the vendors and attendees at the PGA Show seemed to be much more upbeat than the past couple of years. Total attendance was up 3.5%, PGA attendance increased 7% and Demo Day attendance was up 14%. Now if we can just translate that into rounds, revenue, increased lessons and merchandise sales, everyone will be happy! We are by no means out of the woods, and 2011 will still be a difficult year for many of our facilities and their members. It may be years before we reach the round and revenue numbers that we took for granted just a few short years ago. PGA members are now being looked upon to have a positive impact at their facility, and we are in a position to take advantage of our skills for the benefit of our clubs. Remember – we can drive revenue!

The current MSR cycle ends June 15, 2011. Those members not able to fulfill the requirements by that time will be placed in Class 'F' status and will be required to make up the deficit and the entire upcoming MSR requirement before getting out of Class 'F'. Your section has worked very hard to provide opportunities to recertify, and educational requirements can be fulfilled in a number of ways. Don't hesitate to ask for assistance if find yourself in difficult circumstances. We are, after all, a fraternal association.

At the November Annual Meeting, former D-10 Director Allen Wronowski was elected President of the PGA of America. I was honored to be asked by Allen to chair the PGA Employment Committee, and promise to work hard for the benefit of our members.

Here are some highlights of the key issues affecting PGA Members:

Three resolutions were reviewed at the 94th PGA Annual Meeting in November. The resolution to modify the penalty for Class 'F' members was withdrawn by the Board of Directors. The resolution to require additional work for PGA PGM University students before they could be elected to PGA membership was defeated. The resolution to allow credits for suspended apprentices was also defeated.

PGA 2.0 Education curriculum. Revisions to the PGA Apprentice Education program began in 2009 and the first level of PGM 2.0 was launched in 2010. Content was updated, and all materials are now online (no more books), which simplifies future updates. To date, the new program has been very well received. Components of the 3rd and final level are being completed at this time. **ALL INDIVIDUALS ENTERING THE APPRENTICE PROGRAM AS OF JANUARY 2010 ARE REQUIRED TO COMPLETE PGM 2.0 TO BECOME A PGA MEMBER.**

CPP 2.0 will launch in the summer of 2011. Its goal is to provide relevant resources to inform, educate and motivate PGA members to continue to be the leaders in the game and business of golf. The focus will be on new education offerings, key technologies and measurement systems to help PGA members tailor their education and training towards a specific career path.

The PGA Sports Academy is designed to bring more kids to golf with the objective of developing core golfers. The official launch took place at the PGA Show, spearheaded by Junior Golf Chairwoman Suzy Whaley. The former PGA Medalist Program will be rolled into the PGA Sports Academy and is a cornerstone of the Academy. Curriculum is based on Best Practices and long-term player development standards. The program is designed for flexibility to allow PGA members to adopt the entire program or integrate specific elements into their existing programs. A comprehensive program, it is designed to motivate and attract this generation of kids progressively through three different levels and includes core elements of physical fitness, golf skills, sportsmanship, playing and assessments.

USGA Rules affecting 2011 PGA of America Competitions. The new USGA regulations regarding grooves/punchmarks will affect the final stage only of the PGA PNC, the PGA Senior PNC and the PGA Assistant Championship.

Size of the Membership. Consideration of the overall number of PGA members has been a critical discussion among the PGA officers, board of directors and staff. We are seeing a decrease in the number of new members being elected annually. PGA PGM programs provide the most time and cost-effective process for creating PGA members. The PGA last accredited the University of Maryland-Eastern Shore in 2008 as part of our diversity initiatives.

Being a PGA member, you are billed as the Expert in the Game and Business of Golf! You must continue to promote yourself, your value in the workplace to your employer and the PGA brand. **YOU MUST BE THE MOST RELEVANT, MOST IMPORTANT PERSON AT YOUR FACILITY.**

Finally, the PGA has contracted with the Boston Consulting Group (BCG) to conduct a strategic plan for our association. The main focus of the plan is on growing participation in the game and positioning the PGA and its members to take advantage of that growth. BCG has been very well received by members, Section leaders, manufacturers, employers, media and allied associations. They have conducted consumer focus groups in Atlanta and Chicago, and met with the PGA Board, Past Presidents and Section EDs at the PGA Merchandise Show. The final plan is to organize the findings and provide an action plan for a presentation to the PGA Board at the planning session in late February. Out of the planning session will come direction for the association and individual committees. Behind that will be the PGA Conference of Leaders, scheduled for March 29-30 in St. Louis, and at that time, the new programs and committee assignments will be rolled out to section leaders.

It is truly an honor to represent PGA members and apprentices in the Kentucky, Middle Atlantic and Carolina sections. I commit to work hard, be an advocate for 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.

Very Truly Yours,

*Mike Ahrensbrack*, PGA  
District 10 Director, PGA of America  
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## Executive Director's Report

Let me begin by thanking the focused and dedicated members of our staff - Patsy Fitzpatrick, Barbara Peak, Bill Coomer, Ryan Tahara, and Andy Ziegler. Each are dedicated to service to you, and are here to serve. We are in the process of adding a new member to the team through a new position – Director, Membership & Communications. My intentions are to have this individual in place by May 9.

Looking ahead, the 2011 KPGA Business Plan will serve as a great guide for the board of directors and staff as we move forward this year. As you may recall, we implemented a goal and objective oriented business plan in 2002, and this strategy has worked very well for us over the past nine years. We will continue with this leadership and management strategy, and listed below are some of the specific objectives and initiatives for 2011.

- Increased support and awareness of PGA of America programs and initiatives such as PerformanceTrak, Play Golf America, the PGA Compensation Survey, PGA Free Lesson Month, etc., with the goal of the KPGA finishing among the top three sections in terms of percentage of participation
- Continued enhancement of the KPGA's presence at kygolf.org – our new Director, Membership & Communications will be asked to upgrade our website and the services it offers
- Increased utilization of social media tools, including Facebook
- Successful involvement from the KPGA at the 2011 Senior PGA Championship - this will include conducting a special Play Golf America event at Fort Knox for the troops there
- Utilization of Golf House Kentucky to promote and serve KPGA Professionals through conduct of seminars and special events at the facility
- Continued activity and support for the KPGA Foundation
- Continued and increased promotion of the KPGA Professional to the media and golfing public through our website, *Inside Kentucky Golf*, and our contacts in the television, radio, and print media
- Continued promotion and support of our junior golf programs and events, including the Pepsi Junior Tour, Gatorade Series, Mountain Dew Series, Aquafina Series, Kentucky PGA Junior Championship, and First Tee Chapters in Kentucky
- Conduct two Play Golf America Day events with a focus on increased participation in the game from minorities, and expand our efforts into “non-traditional” type events at locations away from golf courses (baseball games, fairs, festivals, etc.)
- Continue our positive relationship with the Eastern Kentucky University PGA/PGM Program
- Continue our positive working relationship with the Kentucky Golf Association
- Continued promotion of the handicap computation service (GHIN), which we assist in overseeing with the Kentucky Golf Association
- Continued promotion and profitability of the KPGA Tee Pass, which will be in its eighth year in 2011
- Procurement of title sponsors for all KPGA competitions

These are some, but not all of the objectives set forth in the business plan. These objectives serve as our guideposts in managing the business and affairs of your section, giving leaders and staff the ability to effectively keep our “eye on the ball.” The entire business plan can be viewed in the Members Only Area of our website. I encourage you to review it. Also available in the Members Only Area is an overview and re-cap of the 2010 business plan. While there, I encourage to review the KPVA Vision for 2015, which is a list of goals for the KPGA over the next five years.

Each of these objectives, initiatives and efforts have 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 service and to do so in a professional manner that properly represents you.

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,

*Mark Hill*

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## KENTUCKY SECTION PGA 2011 Spring Meeting

### PGA EMPLOYMENT SERVICES REPORT

As we begin a new golf season, I want to remind you that I am available to assist with your career and employment needs. The PGA of America offers a variety of programs and resources designed to help PGA Professionals develop their careers, improve their skills and knowledge, grow participation in the game, and promote their value to their employer. I would encourage you to learn more about these programs on PGALinks.com and take advantage of those that can help you with your job and career.

#### **2011 PGA Compensation Survey**

On behalf of the PGA of America and the Kentucky PGA, I want to thank the KPGA membership for your support of the 2011 PGA Compensation Survey. This annual survey has become the most comprehensive source of PGA compensation information in the golf industry and provides PGA Professionals with accurate data for negotiations, job searches, budgeting, and hiring. It also assists the KPGA and those of us who meet with employers in our efforts to upgrade compensation for all PGA positions.

The results of the survey will be available to PGA Professionals approximately April 1 through the interactive compensation report tool on the PGA Employment homepage 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.

#### **Your PGA CareerLinks ProFile**

CareerLinks is the PGA's award winning employment referral service for management positions such as Head Professional, Director of Golf, General Manager, etc. To help CareerLinks work for you, I would encourage you to periodically review and update your personal CareerLinks ProFile, located on the PGALinks Employment homepage. 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. Beginning in July, PGA Professionals who have not updated their ProFile within the past 18 months will be sent an e-mail reminding them to do so to remain active in CareerLinks.

#### **Enhancement to PGA Jobfinder**

An improved resume attachment feature has been added 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. PGA Professionals now have the ability to upload their customized resume as a Word or PDF document. In order to implement this improvement, all prior resumes using the previous template have been removed. To upload your resume on PGA JobFinder for non-management positions, go to the Job Seeker Account Management area of the PGALinks Employment homepage.

#### **Kentucky Non-PGA Facilities**

Over the past year, one of the initiatives of the PGA Employment Services Department has been to make contact with all 18 hole golf facilities that do not currently have a PGA Professional on staff. The purpose of these contacts has been to promote the benefits of employing a PGA Professional, explain our complimentary PGA employment services, and offer to meet with the key decision

makers, all with the goal of creating more employment opportunities for PGA Professionals. Through these contacts, we have also attempted to determine the reasons why these facilities are non-PGA. While this initiative has produced a limited number of new PGA jobs in Kentucky, for the most part it has been apparent that the majority of these facilities do not have an interest in employing a PGA Professional at this time, or if they have an interest, they do not have the financial resources to offer a viable opportunity. In addition, we have found that a significant percentage of these facilities (25%) currently have a former PGA member or apprentice on staff as Head Professional, Manager, etc.

We will continue our efforts in this area. If you know the key contacts at any non-PGA facilities in your area and feel that you have the opportunity of starting a dialog with them, please contact KPGA Executive Director Mark Hill, KPGA Employment Chair Mike Riley, or me.

Best wishes for a successful 2011 season and please don't hesitate to contact me if you have any questions or would like assistance with any PGA employment services.

*Dick Bradow*, PGA Certified Professional  
PGA of America Employment Consultant  
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## KPGA Foundation Report

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 grant request process for 2011 is complete and grant recipients for 2011 are:

- The First Tee of Louisville at Seneca Golf Course, PGA Professional Kevin Greenwell
- The First 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 1<sup>st</sup>. 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,

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## **Assistants/Apprentices Report**

The Assistant/Apprentice Division 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 Erin Bell and Secretary Bobby Santerre. Along with the dedicated and professional help from the KPGA Section Office staff, our winter has consisted of education program development, tournament preparation, and representation on the Board of Directors.

The Spring Educational series currently has two scheduled programs and hopes of rescheduling a third seminar covering different aspects of the PGA PGM Program with presentations by experienced Kentucky Section members. One seminar will focus on merchandising at Campbellsville Country Club hosted by Mike Kehoe, PGA, on April 25<sup>th</sup>. Another seminar will be an Apprentice Study Hall on June 6<sup>th</sup> at Golf House Kentucky with recent PGA PGM graduates and PGA Members serving as resources for Apprentices completing the PGM program. We are also hoping to reschedule a third seminar that will focus on Performance Fitting and Club Repair conducted by Michael Day, PGA. Thanks to all the presenters who have agreed to provide quality education to members and apprentices during the spring education series. Our Board feels these programs would be beneficial to Members needing MSR credits as well as contributing to the development of Assistants and Apprentices attending these educational opportunities.

The tournament season includes two events specifically designed for Assistants and Apprentices in Kentucky. The first event is the 2011 KPGA Assistants Match Play. Special thanks to Bardstown Country Club at Maywood and Chris Osborne, PGA, for agreeing to host the Final Four on September 7<sup>th</sup>. The registration deadline is April 25<sup>th</sup> for this event.

In the middle of August, South Park Country Club and Chad Stocker, PGA, will serve as hosts for the 2011 Callaway Golf KPGA Assistants Championship. With the support of Callaway Golf representative Doug Schoerke, we will be announcing plans for a 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 for individual and overall purses. Facilities will have the opportunity to earn gift certificate prizes in their golf shops. 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 20<sup>th</sup>. Section entry fees and raffle sales will not be due until the day of the tournament on August 15<sup>th</sup>.

The Board has been working to update the Assistants/Apprentice Division By-Laws with information that is more relevant to the current structure of the Assistants/Apprentice Board. At the Assistants/Apprentice business meeting in Lexington, Assistants and Apprentices 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 in the Members Only area prior to the Spring Meeting. Information on changes with education requirements will also be discussed during the meeting. In addition, Ron Roberts, PGA, will present a program designed for placing golf in the PE curriculum at schools following the Assistants/Apprentice business meeting. We will do our best to fit these meetings into the busy schedule as to limit the extra time needed for attendance.

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 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,

*Chris J. Redle*, PGA

Assistant/Apprentice Division President

PGA Assistant Golf Professional

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## Education Report

*“A man must be big enough to admit his mistakes, smart enough to profit from them, and strong enough to correct them.” –John C. Maxwell*

Welcome to the Spring KPGA Seminar Education Seminar at The Clarion Hotel in Lexington. The state of our great nation's economy is slowly on the mend, but with so many questions still unanswered like turmoil in the middle east and rising gas prices this is no time to become comfortable and wait for recovery to save the golf industry. Instead we all need to identify the challenges in our specific locations and develop a strategic plan for making sure that we can encourage every round of golf, equipment sale, membership opportunity and corporate event that our respective facilities can handle. This spring we have three speakers that aide the PGA member in their own unique ways.

Henry Delozier was first introduced to the KPGA Board of Directors when he appeared in an expert panel discussion at the 2009 PGA National Meeting in New Orleans. His clairvoyant insight captured everyone's thinking and challenged routine business behavior. Meredith Rollo will be second to speak and will provide insight into PGA Member benefit programs and will specifically address newly formed relationships with KitchenAid and Lexmark. Rounding out the day's program, PGA National Secretary Derek Sprague, will conduct a town-hall meeting to answer your questions about the challenges and opportunities ahead for the PGA of America. Please see a brief bio of the featured speakers below.

### **Henry Delozier**

Henry is a Principal in Global Golf Advisors, an international consultancy to the investment banking, real-estate development, and golf-asset ownership and operations business segments serving more than 2200 clients worldwide. Henry is excited to participate in the KPGA Spring meeting because of the influence of a PGA Professional that introduced him to the game of golf and took him under his wing at a young age, which ultimately opened the door to the career he now enjoys.

### **Meredith Rollo**

Account Specialist for the PGA of America's Business Development Department, Meredith is an expert in the area of PGA Member benefit programs and looks to make sure KPGA Members have maximum exposure to the current programs being offered.

### **Derek Sprague, PGA**

Derek Sprague served as District 1 Director on the PGA Board of Directors from 2007-2010, and serves as PGA General Manager and Head Professional at Malone Golf Club in Malone, N.Y. He was elected as Secretary of the PGA of America and is currently in the fourth month of his term. He has served as a member of the National PGA Employment Committee and is currently a member of the PGA Affinity-Affiliate, Finance and Budget Committees. Derek has also won numerous awards in the Northeastern New York Section including PGA Golf Professional of the Year twice.

*Serving the Association-Member Service Requirement (MSR) Reminder*

MSR primary participation should be to promote our professional development. We have heard in previous meetings about returning our organization's fraternalism and participation within our Section.

The current MSR program ends on June 15, 2011. All MSR hours earned during the fiscal year -- June 16, 2007 through June 15, 2008 -- were added to the new three-year cycle that began June 16, 2008. Therefore, members will have four years worth of earnings to meet the new three-year requirement. This is the last KPGA meeting of the period, which means your last opportunity to earn the credit necessary to avoid Class F.

Do not forget one of the most useful tools we have at our disposal is the internet. Log onto [www.pgalink.com](http://www.pgalink.com) and learn more about not only MSR but many other educational opportunities as well.

*Other Activities on PGALinks Education:*

*Member Programs*

- *PGA Certified Professional Program (CPP)*
- *Master Professional Program (MPP)*
- *Continuing Education*

*Assistants*

- *Acceptable Progress*
- *Checkpoint Information*
- *Work Experience*
- *CPP Overview*

*PGA/PGMP Program*

- *Accredited Universities*
- *Apply for Membership*
- *Help Your Apprentice*
- *Supervisor's Guide*

In closing I would like to thank two of our members, Gary Bebelaar and Ralph Landrum, for enhancing the KPGA education schedule this spring with the addition of the V1 Training Seminar at Golf House and the Swash Putting School at World of Golf in Florence. We are always looking for outstanding speakers to educate our members, if you have someone in mind, please share them with the Education Committee.

From The Fairway,

*Kelly Williams*, PGA  
Education Co-Chair  
Greenbrier Country Club  
2179 Bahama Road  
Lexington, KY 40509  
kwilliams@greenbriergcc.com  
(859) 299-5002

*Chris Brown*, PGA  
Education Co-Chair  
Lafayette Golf Club  
57 Jenny Green Road  
Falls of Rough, KY 40119  
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## Employment Report

Who serves on the Employment Committee? The actual committee is made up of the three district directors and three at large professionals from each district. The answer should actually be everyone who is a member of our Kentucky Section family. One of the hardest jobs for PGA Employment Consultant, Dick Bradow is seeing and hearing what is going on throughout our section in a timely manner. We need the eyes and ears of each professional to notify either myself, Dick Bradow or your section office about important employment activity within our section.

A major challenge for the PGA is to arrange some type of dialogue with Non-PGA facilities. Often times a phone call from our PGA Employment Consultant goes unanswered. A section professional with insight to key decision makers involved with the Non-PGA facilities can help by introducing our PGA Employment Consultant. Many times an introduction by a familiar face adds credibility to what the PGA can offer. If anyone is interested in receiving a list of Non-PGA facilities please send me an email at [mriley@pga.com](mailto:mriley@pga.com).

Lastly, I ask that you look after your fellow PGA professional. If you know of a PGA professional that is out of work, please direct them to contact Dick Bradow or any member of the employment committee. The PGA has terrific resources that might help them get back to doing what they love most. I hope everyone has a terrific 2011 season.

Committee Members:

Ralph Landrum  
Chris Brown  
Carmello Benassi  
Brad Morrow  
Mike Kehoe  
Bruce Oldendick  
Todd Trimble

Respectfully submitted,

*Mike Riley*, PGA  
Employment Chairman  
Standard Country Club  
8208 Standard Club Lane  
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## Junior Golf Report

I am pleased to serve as Junior Chairman for the KYPGA. The Mt Dew/Aquafina series, as well as the full slate of Pepsi Junior Tour events will be upon us soon! I encourage all of you to get junior golfers you may teach or know, involved in these wonderful opportunities.

A major change to our event schedule is the awarding of AJGA credits in certain events. Recognizing the quality of our events will help Kentucky junior golfers earn exemptions, or stars (PBE) into future AJGA events. Events recognized with PBE status are listed below. Thanks go to Ryan Tahara, our new Director for Junior Golf. Ryan has done a wonderful job since coming on board and I encourage you to reach out to him or I, with any questions or concerns you may have.

### Junior PGA Championship Qualifier

June 22-23, 2011

Boys 13-18 Champion: 1 performance star

Girls 13-18 Champion: 1 performance star

### Kentucky Junior Amateur Championship

July 6-7, 2011

Boys 15-18 Champion: 2 tournament exemptions

Boys 15-18 Top 10: 1 tournament exemption

Boys 13-14 Champion: 1 JAS tournament exemption

### Kentucky Girls Junior Amateur Championship

July 6-7, 2011

Girls 14-18 Top 3: 1 tournament exemption

### Fall Mountain Dew Bluegrass Junior Championship

October 15-16, 2011

Boys 13-18 Champion: 1 tournament exemption

Girls 13-18 Champion: 1 tournament exemption

Thank you,

*Mike J Thomas*, PGA

PGA Master Professional

Harmony Landing CC

13201 Reading Road

Goshen, KY 40026

502-228-8316

mthomas908@aol.com

## Membership Report

We welcome the following new members since the fall meeting:

Jeff N. Bostic, PGA	A-1	Bellefonte Country Club
Matthew R. Hoagland, PGA	A-8	Louisville Country Club

We also welcome the following new registered apprentices:

Brian J Eaton	B-8	Man O'War Golf
David L Huffman Jr.	B-8	Seneca Golf Course
Brent C Kulwicki	B-8	Oxmoor Country Club
Benton F Wheeler	B-8	Bowling Green Country Club
Michael P Williams	B-8	Iroquois Golf Course

As of March 14 the Kentucky Section reports 260 Members:

MP	1	A-2	4	A-8	35	A-12	3	A-20	5
LM	36	A-3	6	A-9	2	A-13	23	A-21	1
RM	2	A-4	8	A-10	1	A-14	5	IN	6
A-1	92	A-6	16	A-11	4	A-15	10		

As of March 14 the Kentucky Section reports 54 Apprentices:

B-1	5	B-6	1	B-8	47	B-12	1
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### Master Professionals

**Steven Jablonowski** (Golf Operations)

**Ralph Landrum** (Instruction)

**Matthew O'Keefe** (Instruction)

**Mike Thomas** (Golf Operations)

### Certified Professionals

**Daniel Baron** (General Management)

**Dick Bradow** (Golf Operations)

**Kenneth Cashwell** (Golf Operations, General Management)

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

**Chris Hamburger** (Golf Operations)

**Ralph Landrum** (Instruction)

**Matthew Martin** (Golf Operations, Instruction, General Management)

**Dennis Nash** (Instruction)

**Matthew O'Keefe** (Executive Management, General Management, Golf Operations, Instruction, Ownership/Leasing, and Retail)

**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)

*Kelly Williams*, PGA

Greenbrier Golf & Country Club

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kwilliams@greenbriergcc.com

## **PGA/Growth of the Game Report**

Play Golf America Days will be held at Shawnee Golf Course in Louisville and the World of Golf in Florence. The marketing of these two events will be directed at ethnic based groups. Thanks to Craig Heibert and Ralph Landrum for hosting, organizing and working the events! A Play Golf America Day has been scheduled for May 15 at Lindsey Golf Course in Fort Knox. This event will be dedicated to the Armed Service people and their families of the Fort Knox area. This will more than likely be our largest Play Golf America Day! Several current and former touring professionals have been invited to take part in the clinic. Please consider volunteering for this good cause. Special thanks to Clyde Hill for all of his efforts connected to this day.

The number of facilities in KY hosting Get Golf Ready increased from 10 in 2009 to 21 in 2010. For 2011 our goal is to increase the number of host facilities to 35. 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 Growth of the Game Committee has increased in size for 2011. Each committee member will be responsible for promoting a Play Golf America event amongst the KY 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. The following Members have agreed to be a Growth of the Game Committee Member for 2011 and to help promote their particular event:

***April Free Trade in Trade Up Month: Michael Kehoe***

***May Free Lesson Month: Bradley Bachand***

***June American Express Women's Golf Month: Kimberly Schafer***

***July Family Golf Month: Chris Brown***

***Take Your Daughter to the Course Week: Jeff Howerton***

***Patriot Golf Day: Brett Edmister***

***Get Golf Ready: Ralph Landrum***

Please visit [www.Playgolfamerica.com](http://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 being spent by the participants who participate in each of these programs should entice each of us to participate in the different programs.

Be good,

*Ralph Landrum, PGA*

859-371-8255

Ralph.Landrum@insightbb.com



## Sponsorship Report

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 2011 season, the Sponsorship dollars have increased by \$11,506 over 2010 levels, which is a 12.9% increase. The total secured for 2011 is \$101,000. This amount is still subject to change with the continued efforts of Mark Hill in securing more sponsorship dollars from 2 – 3 companies that have not fully committed as of Friday March 4, 2011. 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 2011

Amazon.com - Title Sponsor  
5/3 Bank – Title Sponsor  
LubriSyn – Title Sponsor  
Prudential – Title Sponsor  
Bridgestone Golf – Patron Sponsor  
Burton Bags – Patron Sponsor  
Ping Apparel – Patron Sponsor  
Polo Golf – Patron Sponsor  
Qdoba – 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.

I would like to offer special thanks to Gary Bebelaar, PGA, in his role as the past Sponsorship Committee Chairman and also to Mark Hill and Bill Coomer for their exceptional efforts in pursuing any and all sponsorship opportunities.

### *Title Sponsors*

Amazon.com, 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 Tour, Powerbilt, Prudential, Srixon, TaylorMade, Titleist, Winner's Award Group, and Yamaha.

### *Patron Sponsors*

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

I hope that everyone has a successful year and look forward to seeing my fellow PGA members and apprentices at the Spring Meeting.

Respectfully submitted,

*Brad Morrow*, PGA

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## Tournament Report

I would like to begin by thanking Tournament Director Bill Coomer for his efforts in developing the 2011 KY PGA Tournament Schedule. We are proud of the venue strength and geographic diversity of the schedule. The 2011 Tournament Schedule is available for download into your Outlook Calendar, and by doing this, I am confident you will save time and avoid mistakes in entering the event dates on your schedule, and it will also provide you timely reminders of upcoming events prior to sign up deadlines.

Beyond finalizing the schedule, the KPGA Tournament Committee has met and discussed items of significance, and had many action items including the following:

- **Groove Policy for the 2011 PNC** - The USGA policy on Grooves and/or Punch Marks has NOT been adopted for any KPGA competition for the 2011 season. This condition will only be in effect for PGA Professionals advancing to the championship stages in the PGA Professional Championship, Senior Professional Championship and the PGA Assistant Championship. On a different note, this condition is now in effect for the US Open Local Qualifying being held at Idle Hour Country Club on May 16th. You will be required to acknowledge that you understand the conditions during the registration process for the 2011 US Open.
- Reminder that at the 2010 KPGA Fall Meeting, the **amateur eligibility clause for tournaments** was revised as follows:

*For the purpose of pro-amateur tournaments, an amateur must be in good standing at a Kentucky Golf Association member club, and have a current KGA-PGA, Inc Handicap Index which meets the requirements set by the Tournament Committee for that particular tournament. Exception: An amateur competing in the Kentucky Open or other events where a separate amateur division is being conducted must be a bona fide resident of the Commonwealth of Kentucky. Eligibility also includes having a current KGA-PGA, Inc Handicap Index through a Kentucky Golf Association member club.*

- **New tournament for 2011 – the Amazon Pro-Senior.** The Pro-Senior has always been a popular event and has provided some of the largest field sizes. As a result of a new opportunity, a second Pro-Senior Event will be on the 2011 Tournament Schedule. The event is scheduled for Monday August 8<sup>th</sup> at Campbellsville Country Club, with an event format that will be the same as the current Pro-Senior; Individual Low Pro Purse, 1 Best Gross Ball + 1 Best Net Ball Team Score. Players will be started on Holes #1 & #10 in both morning and afternoon, depending upon field size.
- **Players Card Fee** - Effective for 2011, if a player wishes to take advantage of the discount a Players Card offers, the Players Card must be purchased prior to registration for your first tournament. A player will not be permitted to enter multiple events and have the fees applied retroactively towards payment of the Players Card for 2011.
- **Pace of Play / Rules Officials** – Questions that were raised at the 2010 Fall Business Meeting regarding the policies and duties of per diem Rules Officials were addressed and discussed at the 2011 Rules Officials meeting at Golf House. There have been new

guidelines implemented for 2011, and the opportunities to improve the effectiveness of the Officials have been reviewed in detail.

- The **starting procedure for the Mega Pro-Am** hosted by Wildwood Country Club has been modified for 2011. In an effort to improve pace of play, and in anticipation of a large field, the event is slated to have an AM and PM Shotgun Start.

Special thanks to the 2011 Tournament Committee: Barry Basham, Greg Basham, Chad Douglas, Chris Redle, Blake Watts, John Bachman, Jason Stilley, Aaron McDowell, Matt Kirchgessner, Jon Henson, Allen Castle, Keith Ohr, Pat Stephens, and Mike Thomas.

I hope that you will have the opportunity to enjoy the opportunities for competition provided.

Play Golf Kentucky PGA!

*Gary Bebelaar*, PGA  
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gbeelaar@bigspringcc.com

## 2011 PGA Senior Championship

We are very excited to once again serve as the host for the Senior PGA Championship, presented by KitchenAid. This will mark our second opportunity to host this great Championship, which is scheduled for May 26-29 at Valhalla. We look forward to welcoming the world's best senior golfers to our section.

Opportunities to serve at the practice range will once again be available to KPGA Members and Apprentices. For those of you who have served in the past, I am sure you can attest to the fun involved in this role and the camaraderie you feel with the fellow section members you serve with. I encourage you to volunteer and participate. Volunteer applications are available in the Members Area at [kygolf.org](http://kygolf.org). Please submit your applications by April 1. Applications will be accepted that date, however, those entering by April 1 will receive priority in terms of their requested assignments.

Several events and activities will surround the Championship, including a Junior Golf Clinic on Monday, May 23 at Shawnee Golf Course and a special Play Golf America Day event at Fort Knox in which our men and women in uniform will be honored with an event dedicated to them. We thank KPGA Members Craig Heibert and Clyde Hill for their efforts with these two events.

The Championship office has also extended a great opportunity to KPGA Professionals. This opportunity allows your members/customers to receive a 10% discount on tickets AND for you to receive a 10% cash rebate on the total sale. You must contact The PGA Office at Valhalla to get your facility registered for this program. A resource website has been developed and printed materials are available to help you promote the discount to your members. This is an easy opportunity for all of us. I highly encourage you to become a part of this great program. It truly is a win-win for all involved. Call (502) 245-2000 for more information.

I hope to see at Valhalla this May!

Sincerely,

*Steve Shafer*, PGA  
KPGA President  
Hurstbourne Country Club  
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502-425-0097  
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