



PGA

Kentucky Section

February 25, 2013
Marriott Griffin Gate Resort
Lexington, KY

2013 SPRING MEMBER CONFERENCE

Business Meeting Presented By



Education Seminar Presented By



Contents



Fall Business Meeting Minutes	3
President's Report	14
Vice President's Report	16
Secretary's Report	19
Executive Director's Report	21
District 10 Director's Report	23
Employment Services Report	25
Assistants/Apprentices Report	27
Education Report	28
Junior Golf Report	33
Growth of the Game	34
Special Awards	35
Sponsorship Report	36
Tournament Report	38

Kentucky PGA Fall Business Meeting Minutes Holiday Inn Louisville East December 3, 2012



Call to Order

Chris Osborne, President of the Kentucky PGA, called the meeting to order at 8:05 a.m.

Invocation & Moment of Silence in Memory of Members

Bill Coomer delivered the invocation. Chris Osborne presented a moment of silence for Bob Fraley, Johnny Owens, and Betsy Gladish.

Sponsor Recognition

Brad Morrow and Chris Osborne recognized and presented a gift to E-Z-GO Business Meeting sponsor, Dave Macke.

Toys for Tots

Cletis Evans, of Toys for Tots, thanked everyone for their donations this morning. He is interested in collaborating with KPGA members and apprentices to run charity golf events.

Kentucky Golf Association Report

Brandon Neal thanked the members and apprentices for allowing him to speak. He gave a review of the 2012 KGA Season with the following information:

- The Kentucky State Amateur was held at Cardinal Club and crowned repeat champion, Patrick Newcomb. This event will be held at Bowling Green Country Club in 2013 and Mr. Newcomb can try to capture his third championship in a row. The last "three-peat" winners came in 1925 and 1976. Mr. Newcomb, also the Player of the Year, made it to the round of 16 in the USGA Amateur Championship. Justin Thomas of Goshen went to the Semifinals of that same Championship.
- Sam and Rick Zirnheld and Gene and Sammi Smith captured the KGA Father-Child.
- The KGA Match Play Championship was brought back in 2012 and held at Hunting Creek Country Club with Jantzen Latham defeating Garrett Hinton in 19 holes.
- David Brown and Marshall Butler won the Fred Allen Team Championship at the Polo Fields Golf and Country Club. James Dunaway and Bruce Walters won the Senior Division.
- Tyler Sharpe won the Mid-Amateur Championship and qualified for the USGA Mid-Amateur Championship. Mr. Sharpe, Joshua Rhodes, and Davis Boland represented Kentucky in the USGA State Team Championship, placing 35th in the field of 52 teams.
- Mr. Neal thanked Greenbrier Golf and Country Club and PGA General Manager, Kelly Williams for hosting the Challenge Cup.
- Mr. Neal also reported that there was a successful 2012 Kentucky Golf Hall of Fame Ceremony held at the Griffin Gate Resort, honoring Dave Bunnell, Ralph Landrum, and Charles Vittitoe.
- In closing, he thanked all the Professionals who hosted events in 2012. The KGA cherishes its relationship with the KPGA and could not be successful without the KPGA's assistance. As this is Mr. Neal's final term as KGA President, he announced Tom Cooksey of Ashland would deliver the KGA highlights in 2013.

Approval of Minutes

Mike Riley made a motion to approve the minutes. Craig Heibert seconded the motion. Motion carried (unanimous)

President's Report

Mr. Osborne thanked the attendees for a wonderful turnout and their dedicated service. He expressed his appreciation for everything Executive Director, Steve McMillen has done in the short amount of time he has been here. The Committee made a great hiring decision. He recognized the staff, saying they are best of all the Sections and acknowledged the loss of Betsy Gladish was very difficult for everyone.

Mr. Osborne reported that after the Annual Meeting the KPGA Board was able to reflect on its accomplishments over the 2012 season. The key accomplishments included: 1) financial audit, which assured the strength of the KPGA, gave direction to the Executive Director and can put members of the KPGA at ease knowing the books are correct, 2) creation of a traditional chart of accounts and financial reports, 3) transparency of financials, 4) attendance at two annual meetings, 5) hosting District 10 meeting, 6) updating of bylaws, 7) creation of governance policies, and 8) adoption of Key Performance Indicators. The Board should be proud of this accomplishment and golf in Kentucky will be better because of it. More important, this was all accomplished with an expected positive cash flow.

Mr. Osborne complimented Mr. McMillen for asking difficult questions to gain a full understanding of how the KPGA operates. The KPGA will be better for this going forward.

Mr. Osborne recognized special guests Darrell Crall, Ken Morton, Sr., and Jack Barber (past Section member and President). He noted new PGA CEO, Pete Bevacqua and Mr. Crall will begin a new era at the PGA of America and KPGA looks forward to a great new relationship.

He stated he would allow the "experts" (Darrell Crall and Mike Ahrnsbrak) to discuss Golf 2.0; but he would like to remind members and apprentices this is not a program, it is a group of initiatives. To move the needle on growing golf, everyone needs to be involved in these initiatives. He urged everyone to look at which of these multifaceted initiatives works for their facility whether it be utilizing the PGA Sports Academy, Get Golf Ready, etc. Professionals can take their ideas, develop new programs, grow the game, and find ways to get people to stay in the game.

Mr. Osborne noted Professionals are busier than ever and a culture with mobile devices allows people to be on the job all day. Times have changed and professionals need to change and adapt. He shared the mantra of the Annual meeting: transform, empower, and engage. He urged members and apprentices to take advantage of educational opportunities; making them "Most Valuable Players" at their facilities. Mr. Osborne has been around the KPGA for a long time and has learned the key to success is relationships with customers. Professionals need to find out what customers want and deliver those needs to best of their abilities. When engaging in this practice, you might just make some new friends.

Vice President's Report

Mr. Williams thanked Mr. Osborne for sharing positive highlights from the PGA Annual Meeting. He admitted to being nervous early in the year regarding the 2012 budget. However, because of the hard work by the Board and staff he was proud to stand before the members and report the KPGA is in good financial health. The budget weathered two annual meetings, hosted a District 10 meeting and it is estimated there will be a positive cash flow at the end of the year. He explained the Board had many tough and passionate discussions regarding the annual meetings, and were able to reduce spending by half during the second meeting.

Mr. Williams acknowledged Mr. McMillen and the hard work he did to gain an understanding of the Section's finances and developing traditional chart of accounts and reporting. Mr. Williams asked the audience to recognize Mr. McMillen.

He reviewed the PGA Golf Day initiative. This was a challenge Mr. Williams extended to the Board and KPGA membership. They responded strongly, raising over \$65,000 - \$30,000 of which will go to the Foundation. After several years of giving money away, it was great to put that sum of money into the Foundation. Mr. Williams thanked those who participated in this program and urged more to get involved going forward. He also reminded the members and apprentices that the KPGA Foundation is accepting applications through January 31, 2013. Mr. Osborne thanked Mr. Williams for his efforts with the PGA Golf Day success.

Craig Heibert made a motion to approve the financial report. Ralph Landrum seconded the motion. Motion carried (unanimous)

Secretary's Report

Mr. Osborne congratulated Ralph Landrum on his recent induction into the Kentucky Golf Hall of Fame. Mr. Landrum wished Members and apprentices a good, healthy, and happy year. He recognized the following:

New Members: John Bachman, Seth Christian, Jamie DeKeuster, Derek Hougland, Jordan Layne, Austin Meyer, and William Schneider.

New Apprentices: Arthur Ashby, Steven Conley, Michael Dowell, Kyle Evans, Adam Gary, Sean Hennessy, Grover Justice, John Kells, Zachary Meadows, Joshua Mers, Matthew Miller, Matthew Neal, James Patton, Michael Pulliam, William Renn, and Joseph Sachs

Half-Century Members: Ron Reiner, Tommy Smith, and Humzey Yessin

New Quarter Century Members: Barry Basham, James Bewley, Wayne Oien, and Kirk Schooley

New Senior Members: Gregory Basham, James Masters, Garry Nelson, and Ronald Snider

Master Professionals: Ralph Landrum, and Mike Thomas

Certified Professionals: Danny Baron, Dick Bradow, Lizzy Freemantle, Chris Hamburger, Ralph Landrum, Dennis Nash, John Piascik, Keith Reese, Scott Sedgwick, Steve Shafer, and Josh Snider

Executive Director's Report

Mr. McMillen expressed his appreciation to the members, apprentices, Board, staff and vendors for making his first eight months very rewarding. He stated leadership transition is never easy and identified his six principles of successful transition:

- Get out and meet the people – Mr. McMillen stated he has been all over the state and saw many people. He urged any of those he has not met, to introduce themselves.
- Get inside the numbers – This idea pertains to the budget, which has been challenging. It has involved being fully knowledgeable of each category in the chart of accounts. He stated the members and apprentices have a right to know how their dues are used, and he and the Board are working hard to ensure there is transparency.
- Be sure to maintain programs and services – Mr. McMillen recognized the staff; who have worked hard in keeping an accepted level of service during this time of transition.
- Recognize challenges and turn those into opportunities – Mr. McMillen stated he evaluated the KPGA's biggest issue - sponsorship. As a result, the Corporate Partners Program was developed. This program pools the resources of all the family of organizations together. He asked for assistance in networking with key decision makers with companies.
- Make sure to communicate – A recent survey showed 88% of KPGA members open and read the KPGAWeekly each week. He expressed his gratitude to those who are opening these emails and to those who participated in the survey. Members and apprentices can expect to see continued enhancements to KPGA Weekly. In addition, McMillen discussed the digital properties project and that a new website and Mobile APP would launch January 15. The website will feature a clean, magazine-style look and will be personalized for each association while combining Kentucky's Family of Organizations. An interactive membership search list will be utilized to assist in keeping information current and there will be a directory of member clubs available. The mobile app will also be released on that same date, featuring score posting, tournament entry, results posting and social media feeds.
- Do not forget steps 1-5

Mr. McMillen again recognized the staff: Erin Bell, Bill Coomer, Patsy Fitzpatrick, Kelly Newland, Barbara Peak, and Andy Ziegler. He stated the staff's new motto is to serve Kentucky Golf in extraordinary ways.

District 10 Directors' Report

Mike Ahrnsbrak recognized military veterans who were in attendance. He thanked the KPGA officers for their hospitality. The Kentucky PGA is in good hands under their leadership. Mr. Ahrnsbrak highlighted the 2012 season with a power point presentation, which can be found attached to these minutes. He shared Golf 2.0 initiatives are the most advanced program for growing the game in the world. He reported that it was a difficult year for the PGA golf properties. A task force has been charged with getting a better handle on Port St. Lucie, PGA Village and be fiscally responsible. Having taken a tour of Valhalla Golf Club the previous day, he can assure the members that this is the crown jewel of the PGA. He thanked Head PGA Professional, Keith Reese and Superintendent, Roger Meier for their hospitality.

Mr. Ahrnsbrak reported there has been a concerted effort to make communications as seamless and flawless as possible at the PGA of America. He assured members and apprentices; better communications are to come. The PGA will provide resources to help professionals succeed. He urged professionals to participate, as well as, make PGALinks their homepage. He also reminded everyone to update his or her CareerLinks profile by December 25.

Mr. Ahrnsbrak conducted a straw poll on the proposed USGA anchoring ban. The room was approximately 2/3 opposed and 1/3 for the ban. He encouraged everyone to provide the USGA with feedback because of the potential impact. The USGA is a good friend of the PGA; acting as anchors and interpreters of the rules.

Eddie Mudd inquired about the policy for PGA members playing at Valhalla. Mr. Ahrnsbrak reported member benefits including Valhalla access are published on PGALinks under the Member Benefits tab.

Committee Reports

Assistants/Apprentice Division

Blake Watts submitted the Assistants/Apprentices Division report as written.

Education

Pete Garvey submitted the Education Report as written. He thanked the committee: Craig Heibert, Brad Morrow, and Tennyne Ohr for their time and efforts. He recognized the Callaway Education Program's guests and thanked them for their attendance. The 2013 Spring Member Conference will be held in Lexington on February 25.

Mr. Garvey reported the Education Committee will conduct three winter workshops. These seminars include a private club roundtable workshop, a public facility roundtable workshop, and a teaching workshop. He encouraged young Professionals and apprentices to attend these seminars. He thanked Mr. McMillen for budgeting more money for speakers for the Spring Member Conference. This will allow for a headliner speaker such as Hank Haney, Bob Rotella, Dave Stockton, or Michael Breed to speak to KPGA members and apprentices. The Committee is also planning a fall Teaching Summit that would highlight top KPGA teachers. The summit will be held in October and targets assistants who are teaching novices.

Junior Golf

Kelly Newland addressed his first year with Golf House Kentucky. He enjoyed his first season and coming back to his home state, it has been a rewarding experience. He expressed his appreciation to the professionals who hosted an event in 2012 stating these events could not be successful without the professionals' assistance. He also recognized Andy Ziegler and the 2012 interns who did an excellent job.

Mr. Newland reported membership entries were up 13% in 2012, but overall entries were down slightly. This is mainly due to mandatory membership to play in the spring series events. Mr. Newland's main goal in 2012 was to enhance relationships with parents of junior tour participants. It is important to get those parents comfortable with him. This is difficult because there have been three different directors in the recent past. Mr. Newland believes he made strides towards this goal in 2012.

Mr. Newland announced the KGA-PGA, Inc. Board approved in November the new name of the junior tour as the Kentucky PGA Junior Tour.

In addition to the new tour name, other planned changes include: new scheduling model, regionalizing events, and focus on relationship building. The state will be divided into six regions: Western (One), Louisville (Two), Northern Kentucky (Three), Lexington (Four), South Central (Five), and Eastern (Six). In 2013, there will be 18 summer events: five in Regions Four and Two and four events in Regions One and Five. The tour will move to these regions at different times, rather than stay in one region for a concentrated period. Because Regions Four and Five have grown significantly, a focus has been placed on bringing events to Regions One, Two, Four, and Five to build a well-rounded schedule. These events are in addition to the PGA Qualifier and the Kentucky Junior Amateur. Mr. Newland and his staff are hard at work on booking these events and many phone calls have been made. Approximately 14-15 of the 18 events has already been scheduled for 2013.

Growth of the Game

Mr. Landrum submitted the Growth of the Game report as written. He urged everyone to get involved with the PGA Junior Golf League and to visit the Play Golf America website to utilize the materials provided there.

Special Awards

Garry Nelson submitted the Special Awards report as written. He thanked those who made nominations and reminded the nominees that their nomination materials are due December 17.

Sponsorship

Brad Morrow submitted the Sponsorship report as written. He stressed the importance of sponsors and the sponsors' need for other activities. He stated non-endemic sponsors are interested in growth of the game opportunities. He urged everyone to assist Mr. McMillen in networking with potential sponsors/prospects.

Tournament

Steve Shafer submitted the Tournament report as written. In addition, he highlighted some items that had been approved at the previous night's Board Meeting which include:

- 2013 Tournament Schedule
- Amateurs with an active Handicap Index will be eligible to play in KPGA events regardless of their residence
- Kentucky Senior Open dress code was modified to require all participants to wear slacks

- New Pace of Play Policy and Guidelines
- New alternate policy for Kentucky Open
- Kentucky Senior Open format change - the new format eliminates net scoring and creates two gross scoring divisions, Open, and a 60+ division (Super Seniors) who will compete from a separate set of tees. The Committee believes this will improve pace of play and allow for better distribution of prize money. It was noted, those over age 60 can declare to play in the Open division if they desire, but have to play from the same tees.

In concluding, he reported the Tournament Committee is developing a new strategy to scheduling; as a result the 2014 will start being developed in January, with the goal to be completed and published in late fall.

Terry Simon confirmed that Super Seniors could participate in the Championship Division from the Championship tees only (not a set of forward tees).

Old Business

Mr. Osborne reported there was no old business on file. He asked for any old business topics from the floor. There was none.

Break

Assistants/Apprentices Division Meeting

Blake Watts thanked the assistants and apprentices for a great year. Elections were held to appoint a new Assistants/Apprentices Division Board. The results are as follows: President – Will Schneider, Vice President – Michael Dutro, Secretary – Jim Patton.

Golf 2.0

Mr. Crall showed his appreciation for having the opportunity to speak to the KPGA. He complimented the KPGA for hosting a wonderful Ryder Cup in 2008 and is looking forward to a successful 2014 PGA Championship at Valhalla Golf Club. He thanked KPGA member, Chris Hunkler, for his mentorship. He also thanked the KPGA leadership for its support of Golf 2.0 initiatives and congratulated the KPGA's efforts with junior golf growth. He restated the purpose of Golf 2.0 to retain and strengthen the golfing core, to engage the "lapsed" player and drive new players.

Mr. Crall addressed the PGA Junior League and reviewed the materials that were handed out that pertain to the program. This program is designed to make sure golf is fairly represented in the youth sports landscape. Many children do not take to golf because the rules are complicated, technology is not always welcomed, it is difficult to learn, and it takes a large time commitment. The Junior League is a developmental team concept that models "little league" for children ages 8-13. Shirts are collared and tucked in (which the golf traditionalist can embrace); but look more like a uniform. The leagues also have organized practices and games. This program can bridge the gap between golf in school and junior tournament play.

The participants can fall in love with the team concept first, then fall in love with golf. Parents can get involved by cheering on the sides of the fairways and hopefully get involved in golf along the way.

A marketing and event management firm, LEJ Sports, has been employed to assist with PGA Junior League. They are a leader in national, grassroots implementation with MLB, tennis, etc. They know how to create scale and reach families at recreational centers. Mr. Crall presented a video on PGA Junior League via www.pgajrleaguegolf.com.

Mr. Crall thanked the Executive Director, Staff and KPGA Board and members for inviting him.

After calling for questions, Mr. Crall explained how the fees for PGA Junior League are structured. A PGA member needs to be involved on a coaching level (does not have to be responsible for all coaching) and the baseline, one time fee is \$75 per child and is all-inclusive. Any charges above that fee will go toward the hosting facility for instruction, equipment, etc and can be determined creatively by the facility.

Brent Edmister inquired about how Junior League All Stars are determined. Teams have All Stars from each league and there are 1-10 leagues in each Section. Coaches appoint all Stars.

New Business

Leadership Recognition

Mr. Osborne recognized the Past Presidents of the KPGA by asking them to stand. He recognized the following KPGA Board Members for their leadership as their terms had expired, Blake Watts, Assistants/Apprentices Division President; Garry Nelson, Director at Large; Brad Morrow, District 2 Director; Chris Brown, District 3 Director, and Mike Thomas, Director at Large. Mr. Thomas was presented a special clock in recognition for his 20 years of leadership on the KPGA Board.

Elections

Steve Shafer, Honorary Past Present conducted the elections. The following individuals were elected.

Brad Morrow, District 2 Director; Jason Stilley, District 3 Director; Garry Nelson, Director at Large; Larry Ward, Director at Large.

Open Forum

Mr. Osborne facilitated the Open Forum.

Mr. Chris Hunkler had submitted three questions prior to the meeting and Mr. Osborne presented the response.

Questions:

"This past fall I was involved in helping coach three high school golf teams with the Golf Complex (Todd Trimble, Barry Kight, and Nick Mills). It was very evident in some of the qualifiers (regional sites) that golf courses were somewhat sub-standard (at least in Western

qualifiers (regional sites) that golf courses were somewhat sub-standard (at least in Western Kentucky). Course quality and course markings were below standard. Would or could the Kentucky Section create an operating standard booklet for events and present to the Kentucky High School Athletic Association for review and usage in the future? Our high school players deserve more.”

Response:

Mr. Osborne explained that the KGA-PGA, Inc. provides rules officials and manages the State High School Tournament for the KHSAA. Members of KGA-PGA, Inc. have voiced concerns about the standards of regional site events, as well. They continue to work with the KHSAA on how to better run a golf tournament. Ultimately, the KHSAA is the deciding factor in how events are run and the KGA-PGA, Inc. will continue to provide as much support as possible.

Questions:

“There are 30 Sections involved in the PGA’s Section Support Program, the Kentucky Section is not. Are there plans for the Kentucky Section to become part of the program?”

Response:

Mr. Osborne explained the KPGA would begin using the Section Management System in 2013. KPGA will only be utilizing the administrative aspect and not the financial aspect, because this does not work well with our unique management module under the KGA-PGA, Inc.

Questions

“The initial strategic objective for the PGA Golf Club was affordable golf. According to the 2012 Annual Meeting Financial Report, Golf Course Operation lost \$20,404,000 in 2012 and \$5,377,000 in 2011. In the footnotes, it indicates golf courses were evaluated for “impairments”. What steps have been taken at all golf properties to achieve a break-even status? Is the PGA still concerned about “affordable golf?”

Response:

Mr. Ahrnsbrak explained the PGA is looking very hard at the PGA Properties and the Port St. Lucie facilities. The impairments were an accounting issue where the PGA was required to write down an evaluation of the properties on the books, which resulted in a \$13,000,000 net loss. Valhalla being closed also caused a significant portion of the variances, particularly on the revenue side. The economy has plagued many facilities but the PGA is working towards becoming revenue neutral and will be able to net positive in the next fiscal year. A Task Force has been created because the current model and current losses are unacceptable. The PGA staff and Board are looking into the feasibility of providing affordable, world-class golf. Mr. Crall added that each conversation among the PGA involves this issue and the issue is unacceptable.

Questions

Mike Finney asked Steve McMillen, if he felt PGA national was as transparent as KPGA.

Response:

Mr. McMillen said he felt unqualified to answer this question with being the KPGA Executive Director for only eight months. Mr. Crall explained that working with a Section for many years he finds that the PGA Budget is very transparent, however there is some work to be done and line items where decisions need to be made. The PGA is looking for feedback on how to make these decisions and any way they can improve upon the presentation of the budget. Mr. Osborne added that the KPGA is so excited to have Mr. Crall in his new position, as his experience with section leadership will serve all the Sections very well. Any unclear items are never brought about with intent; it is just a large business with many facets. Mr. Osborne believes that Mr. Crall will bring to the PGA, what Mr. McMillen has brought to the KPGA in terms of transparency.

Questions:

Craig Heibert inquired about the KPGA's sponsorship agreement with Pepsi.

Response

Mr. McMillen stated the 20-year handshake agreement with Pepsi has changed (they no longer sponsor the junior tour); however a more formal long-term relationship is being developed with Pepsi as part of the joint corporate partners program. Mr. McMillen stated he hopes to make a formal announcement on this relationship very soon. As to the national relationship, Pepsi is a major partner of the PGA of America and the new agreement announced early in the year is very positive.

Question

Craig Heibert also asked why there are both a KPGA Foundation and a KGA-PGA, Inc. Foundation.

Response:

Mr. Osborne explained that there are benefits to having both. With the Kentucky Golf Foundation, the KGA-PGA, Inc. Board, as to where money is dispersed, makes all of the decisions. The KPGA would like to have a few projects where final say is made by the KPGA. These foundations could merge in the future and Mr. Osborne would be happy to address that with the Kentucky Golf Foundation Board in the future.

Question:

Mr. Heibert also asked about the pilot program for having a player development specialist as a part of the staff.

Response:

Mr. Osborne explained this was a hot topic at the Annual Meeting for the PGA to provide a specialist position in all Sections. This program has expanded with much success, but Kentucky is pretty far down the list. There are currently nine Sections in primary markets that have this type of person on staff. The question was posed to Mr. Crall in the previous night's Board Meeting and while there are no monies available until next June; he urged the KPGA to be creative to find a way to fund this type of position. The KGA-PGA, Inc. has also discussed this and they are behind this type position and will support the efforts fully.

Question:

Ted Brodzik asked about the PGA Magazine submissions from the KPGA and why those were no longer appearing in the magazine each month.

Response:

Mr. Williams and Mr. McMillen explained that when Ms. Gladish passed, there was a period of time that those submissions had not been made. Upon filling her position, there have been submissions in the past three magazines and will continue to appear each month going forward.

Comments:

Mr. Williams addressed the crowd and asked Professionals to be creative and assist the KPGA in coming up with ways to fund a Golf 2.0 Specialist position (through PGA Golf Day, fundraisers, etc). He urged KPGA members and apprentices to participate in the PGA Golf Day going forward. He also spoke about the PGA Junior League. Mr. Crall did a wonderful job explaining it. Mr. Williams has used this model with a middle school golf team and really saw wonderful results. He urged those interested to contact Mr. Landrum or himself to assist in kick starting a league. Four to six teams make a league, so larger markets could easily have 8-10 leagues.

Mr. McMillen spoke about the USGA anchoring ban. He strongly encouraged everyone to provide USGA with feedback via email at feedback@usga.org. He also asked those sending their feedback to copy him on their email at smcmillen@kygolf.org. There is a 90-day period the USGA is seeking feedback.

Adjournment

Mike Riley made a motion to adjourn the meeting at 12:06 p.m. Bill Moore seconded the motion. Motion carried (unanimous).

Kentucky PGA Spring Business Meeting PRESIDENT'S REPORT



Dear KPGA Members and Apprentices,

Welcome to the 2013 Kentucky PGA Spring Member Conference.

It seems like only yesterday that we were together in Louisville on that sunny 75 degree December day. Wow - what a turnout! I don't want to show my age, but I've been to quite a few of these meetings and I'm happy to say that was our largest attendance on record. Thank you so very much for all of the sacrifices that you make to attend our meetings. I know it's not easy to be away from your facilities and your families, but it is sincerely appreciated. We are the best of all the 41 sections and you continue to show it every year. This meeting should set the bar even higher with the great speaker we have in Dr. Bob Rotella. He is a great Sports Psychologist and a wonderful man. We thank him for coming to visit with us and sharing some of his knowledge. Also, a special thanks to Pete Garvey, PGA and the rest of the Education Committee for going to task and setting up a great slate of speakers! While there hasn't been a lot of time in between the Fall Member Conference and Spring Member Conference; there's been a lot going on. There's also been a great start to the PGA Tour season with wins by Tiger, Phil and Brandt Snedeker. Hopefully, that will carry us into an exciting start to the golf season for our members and customers.

I'd like to give you an update on what's been going on the last few months.

The PGA Merchandise Show was a success with attendance up 3%. There were over 1,000 companies represented and introduced many new innovative products. The Teaching & Coaching Summit had over 600 PGA Professionals in attendance with guest speakers Dave Stockton and former Florida State University Football Coach Bobby Bowden. Demo Day had an 18% increase in attendance with over 7,000 guests. Davis Love III was on hand for the grand opening and to help kick off PGA Junior League Golf. In 2014, the Merchandise Show will run from Tuesday-Friday, instead of the traditional Wednesday- Saturday format. This change came following input from exhibitors and attendees and should help the Show continue to grow.

The PGA Properties Task Force, National Officers and Senior Staff made the difficult decision that a reduction in workforce was necessary at Port St. Lucie properties. Eleven golf operation staff members (including two PGA members) and fifteen maintenance workers were let go and eight full-time employee positions were not backfilled. The downsizing eliminated thirty-four positions in total and created an annualized savings of \$1.3M for the PGA of America.

Congratulations to KPGA Member, Keith Reese, who was named the new General Manager at Valhalla Golf Club. We'd also like to thank Mike Montague, for his many years of service to Valhalla and for his hospitality to the KPGA. We wish him the best in his retirement.

The Golf 2.0 and Player Development Departments have been merged. Mike O'Donnell, who has extensive experience with Nike Golf and The Nike Golf Learning Centers

was hired as the new Senior Director. Mike will oversee all PGA of America Golf 2.0 and Player Development programs and promotions. In addition, Mike will coordinate resources to help drive PGA Member and PGA Section participation and consumer awareness. The leadership team of Bob Baldassari, Jon Colclasure, Sandy Cross, Rich Richeson and Ron Stepanek will continue to identify opportunities to further the strategic plan of Golf 2.0. You're going to hear a lot over the course of this meeting about PGA Junior League Golf and Get Golf Ready. Please, get involved. It's a wonderful way to introduce people of all ages and skills to the great game of golf. It's easy to do and it has a great impact on the bottom line for both your facility and our golf economy.

At our Section level, your staff has been very busy launching a new website. It looks great and should really help with cross marketing all of the member associations of Golf House Kentucky. The KGA is going through the process of filing for 501c3 non-profit status and the staff has been instrumental in this matter. The KPGA Foundation Board met on Wednesday February 20th to discuss and approve the KPGA Foundation requests for 2013 and will announce those chosen at the Spring Member Conference. The 2013 Kentucky PGA Junior Tour is ready to kick off another great year. Kelly Newland is doing a great job. This year, with the name change, he's taking advantage of the situation to get the PGA Members at the host facilities more involved in the events. If you're hosting an event, consider spending some extra time embracing the Tour and the contestants, and let them see the passion that the PGA Member has for the game of golf.

I'm going to leave you with a challenge. For 2013, think outside the box. Evaluate everything you do in your operation and see where you might be able to do better. See where you've grown accustomed to doing things only because that's the way you've always done things. Ask yourself, "Why do my members or customers choose to come to our facility?" "What can I do to make more people want to come to our facility and what can we do to make sure the ones that are already coming continue to frequent our clubs." I've said it before but, we are in the "ENTERTAINMENT" business. It doesn't matter what type of facility you work for, we must entertain our customers to make sure that they come back. Don't take anything for granted, and thank them for their business. It goes a long way!

Remember, your staff and your Board are here to serve. If there's ever anything we can do, please don't hesitate to ask. I hope you enjoy yourself over the course of the meeting and best of luck on a great 2013!

Respectfully Submitted,

Chris Osborne, PGA

Kentucky PGA
Spring Business Meeting
VICE PRESIDENT'S REPORT



Dear KPGA Members and Apprentices,
It has been a short winter since we last met and reviewed our financial position as a Section. For those in attendance at the Fall Business Meeting, there is little new information to share. As was reported in December, our Kentucky Section had a very positive 2012 with a net ordinary income of just under \$50,000. This is very impressive and we owe a huge thank you to Steve McMillen and the entire staff for their constant attention to our financial position.

The fourth quarter also reflects extremely positive gains in our conservatively positioned investment accounts (Vanguard). The account paid substantial dividends, adding an additional \$25,000 in profit to our 2012 YE financial position - bottom line \$68,000 profit. It goes without saying we are very pleased with this outcome, especially with all of the special events that occurred in 2012. Here is a brief list of accomplishments from 2012 that put unusual financial strain on our budget:

- Hired new executive director
- Hosted District 10 Meeting
- Officers and Board attended two annual meetings
- Conducted financial audit

While we are pleased with all that was accomplished and a profitable year; we will continue to research ways to reinvest our profitability into growth of the game initiatives. Each growth of the game initiative will assist each of the PGA Professionals in our Section find ways to become more successful and enjoy more rounds and revenues at each facility.

In closing, I encourage each of you to review our financials and understand what OUR association does for you on a daily basis. Please note that detailed financial performance is available in this packet with extensive budgetary information that was approved by your board in December. If you ever have a question about OUR association, please don't hesitate to contact me.

Sincerely,

Kelly Williams, PGA

Kentucky PGA

Consolidated Financial Statements | Fiscal Year 2013

CONSOLIDATED STATEMENT OF ACTIVITIES				
ORDINARY INCOME/EXPENSES				
Total Income	\$	546,575		
Total Expenses	\$	501,272		
NET ORDINARY INCOME	\$	45,303		
OTHER INCOME/EXPENSES				
OTHER INCOME				
Gain/(Loss) on sale of Investment	\$	2,534		
Unrealized Gain/(Loss) on Investment	\$	22,518		
TOTAL OTHER INCOME	\$	25,052		
OTHER EXPENSES				
Bad Debt	\$	1,750		
TOTAL OTHER EXPENSES	\$	1,750		
NET OTHER INCOME	\$	23,302		
NET INCOME	\$	68,605		
STATEMENT OF FINANCIAL POSITION				
		31-Dec-12	31-Dec-11	\$ Change
ASSETS				
Operations Acct	\$	107,355	\$ 79,100	\$ 28,255
Savings Acct	\$	130,934	\$ 132,326	\$ (1,392)
Investment Acct	\$	416,045	\$ 380,670	\$ 35,375
Account Receivable	\$	22,880	\$ 8,748	\$ 14,133
Fixed Assets	\$	-	\$ 77	\$ (77)
Current Assets	\$	-	\$ 8,184	\$ (8,184)
TOTAL ASSETS	\$	677,215	\$ 609,105	\$ 68,110
LIABILITIES & EQUITY				
Liabilities		1,458	5,953	(4,494)
Equity	\$	675,757	\$ 603,153	\$ 72,604
TOTAL LIABILITIES & EQUITY	\$	677,215	\$ 609,105	\$ 68,110

Kentucky PGA

Comparative Statement of Activities | Fiscal Year 2012 vs 2013

Revenue		12 Budget	12 Actual	12 Diff (\$)	13 Budget	12-13 (\$)	Bdgt Notes
4000	Member Dues	\$ 47,000	\$ 46,874	\$ (126)	\$ 45,185	\$ (1,815)	R1
4100	Member Education Revenues	\$ 35,000	\$ 28,350	\$ (6,650)	\$ 25,050	\$ (9,950)	R2
4300	Special Events Revenues	\$ 3,000	\$ 1,200	\$ (1,800)	\$ -	\$ (3,000)	
4400	Marketing Programs Revenues	\$ 24,000	\$ 12,605	\$ (11,395)	\$ 7,500	\$ (16,500)	R3
4500	Investment Income/Dividends	\$ 5,500	\$ 10,618	\$ 5,118	\$ 5,000	\$ (500)	
4600	ADP Funding	\$ 90,000	\$ 90,000	\$ -	\$ 90,000	\$ -	
4610	PGA Championships Funding	\$ 5,000	\$ 8,735	\$ 3,735	\$ -	\$ (5,000)	R4
4620	PGA Meetings Reimbursement	\$ 15,100	\$ 42,531	\$ 27,431	\$ 13,000	\$ (2,100)	R5
4630	PAT Funding	\$ 2,000	\$ 1,775	\$ (225)	\$ 1,550	\$ (450)	
4700	Partnership Revenues	\$ -	\$ 4,870	\$ 4,870	\$ 14,750	\$ 14,750	R6
4800	Tournament Revenues	\$ 324,500	\$ 299,017	\$ (25,483)	\$ 305,220	\$ (19,280)	R7
Total Revenue		551,100	546,575	(4,525)	507,255	(43,845)	
Expenses		12 Budget	12 YE Actual	12 Diff (\$)	13 Budget	12-13 (\$)	Bdgt Notes
5000	Staffing Expenses	\$ 19,000	\$ 19,000	\$ -	\$ 19,000	\$ -	
5100	Professional Fees	\$ 12,000	\$ 12,130	\$ 130	\$ 2,500	\$ (9,500)	E1
5200	Bank Services	\$ 400	\$ 99	\$ (301)	\$ 300	\$ (100)	
5300	Licenses & Permits	\$ 250	\$ 221	\$ (29)	\$ 275	\$ 25	
5400	Office Supplies	\$ 2,500	\$ 2,260	\$ (240)	\$ 2,500	\$ -	
5500	Printing & Reproduction	\$ 7,000	\$ 5,404	\$ (1,596)	\$ 7,000	\$ -	
5600	Postage & Delivery	\$ 6,000	\$ 2,710	\$ (3,290)	\$ 5,125	\$ (875)	
5700	Technology Expenses	\$ 7,500	\$ 7,979	\$ 479	\$ 7,500	\$ -	
5800	Insurance	\$ 4,900	\$ 4,028	\$ (872)	\$ 4,200	\$ (700)	
5900	Automobile Expenses	\$ 6,000	\$ 4,687	\$ (1,313)	\$ 6,100	\$ 100	
6000	Dues & Subscriptions	\$ 750	\$ 1,057	\$ 307	\$ 800	\$ 50	
6100	Uniforms	\$ 4,500	\$ 1,521	\$ (2,979)	\$ 4,500	\$ -	
6200	Travel	\$ 4,500	\$ 4,795	\$ 295	\$ 2,000	\$ (2,500)	E2
6300	Contributions & Grants	\$ 20,000	\$ 20,773	\$ 773	\$ 20,400	\$ 400	
6400	Committee & Meeting Expenses	\$ 23,000	\$ 14,340	\$ (8,660)	\$ 14,896	\$ (8,104)	E3
6500	Member Education Expenses	\$ 35,600	\$ 19,181	\$ (16,419)	\$ 29,690	\$ (5,910)	E4
6600	Special Events Expenses	\$ 9,500	\$ 6,179	\$ (3,321)	\$ 7,250	\$ (2,250)	
6700	Marketing Programs Expenses	\$ 21,500	\$ 4,557	\$ (16,943)	\$ 8,500	\$ (13,000)	E5
6800	PGA Championships Expenses	\$ 5,000	\$ 4,740	\$ (260)	\$ -	\$ (5,000)	
6900	PGA Meetings Expenses	\$ 23,000	\$ 65,647	\$ 42,647	\$ 24,450	\$ 1,450	
6850	PAT Funding	\$ -	\$ -	\$ -	\$ -	\$ -	
7000	Partnership Expenses	\$ 9,600	\$ 5,102	\$ (4,498)	\$ 7,350	\$ (2,250)	
7100	Tournament Expenses	\$ 319,000	\$ 294,785	\$ (24,215)	\$ 299,116	\$ (19,884)	E6
7200	Depreciation	\$ -	\$ 77	\$ -			
Total Expenses		\$ 541,500	\$ 501,272	\$ (40,305)	\$ 473,451	\$ (68,049)	
Profit/Loss		\$ 9,600	\$ 45,303	\$ 35,780	\$ 33,804	\$ 24,204	

Kentucky PGA
Spring Business Meeting
SECRETARY'S REPORT



Dear KPGA Members and Apprentices:

When the new web site is up and running, please make sure your correct and up-to-date contact information is listed.

Currently there are 264 PGA Members (+6 since 2012 Fall Meeting) in the KY Section of The PGA of America.

Currently there are 46 Apprentices (+2 since 2012 Fall Meeting) registered in the KY Section of The PGA of America.

We welcome the following new members since the fall meeting:

Kalen Boone, PGA The Arlington Club
Tommy Brummett, PGA Greenbrier Golf & Country Club
Jon Hardesty, PGA Owl Creek Country Club
Brett Roberts, PGA Drake Creek Golf Course
Trey Scott, PGA Connemara Golf Course
Tommy Watts, PGA Weissinger Hills Golf Course
Hank Whalen, PGA Hurstbourne Country Club
Nathan Wolfe, PGA The Golf Complex
Daniel Yeargin, PGA Griffin Gate Marriott Resort

We welcome the following new apprentices since the fall meeting:

Stephen Cunningham A.J. Jolly Golf Course
Logan Watts Louisville Country Club
Mark Weiland Summit Hills Country Club

Master Professionals

Mike Thomas (Golf Operations)
Ralph Landrum (Instruction)

Certified Professionals

Danny 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)

Be good,

Ralph Landrum

PGA Master Professional

Kentucky PGA Spring Business Meeting EXECUTIVE DIRECTOR'S REPORT



Dear KPGA Members & Apprentices:

It is my pleasure to address you for the third time since becoming your Executive Director. In the last eleven months, my focus was to learn the organization, evaluate its strengths, challenges and opportunities. I cannot thank the KPGA Directors and staff for all the great history lessons, as I asked all my questions. This year is going to be an exciting year as we begin to implement new ideas and make critical operational enhancements. Below I will briefly highlight some areas:

Governance

Last fall, the KPGA Board spent a lot of time updating the by-laws, creating governance policies and developing key performance indicators. I encourage you to login to the PGA Member Only area of kygolf.org and review the documents. They are all listed under the Governance Section.

Accounting

With the new chart of accounts and reporting model in place, we will begin to really drill down and evaluate our revenue streams and expenses.

Digital Properties

Digital properties are communication tools distributed via digital means: website, e-communications or mobile apps. This is our number one area of strategic development. This week, I announced the launch of the new kygolf.org. I hope you have already taken a tour of the new site. It is rich in features and we are going to use it not only for promotion of our family of organizations, but also for our Corporate Partners. In January, we launched the Golf House Kentucky app and Kentucky Golf Insider. For access, golfers (including KPGA Members and apprentices) must have an active handicap subscription. If you do not have an active handicap subscription, please set one up. Note: they are complimentary to KPGA Members and apprentices as long as they are setup as a "comp" in GHP Admin. If you have not liked us on Facebook or follow us on Twitter, get r' done! Erin Bell, on behalf of the family of organizations, will be very active in the social media realm this year.

Handicap Subscriptions

Active handicap subscriptions are one of the key ways your dues are kept the lowest of all 41 Sections. Growing your active handicap subscriptions grows our organizations. As our family of organizations grow, we will have the ability to invest in critical growth of the game initiatives. In addition, growing active handicap subscribers gives us a larger group to communicate with about what we do, as well as promote our Corporate Partners. Your help is needed, so make a commitment to grow your number of active handicap subscriptions by 25%!

Corporate Partners

A lot of work has been done in this area to attract long-term, major corporate partners. In addition, we have made a number of changes to what we are providing to our business partners (vendors), who support us through event sponsorship. As you will hear from Brad Morrow, there are two key things you can do to help; 1) make sure to send a simple thank you note or email, 2) give our business partners the opportunity to meet with you. As a business partner, they know they have to earn your business, having the opportunity to meet with you is expected. Thank you, in advance, for doing your part!

Junior Golf

The Kentucky PGA Junior Tour (formerly Pepsi Junior Golf Tour) is your tour! We have a lot of serious competition in Kentucky. Help us make your tour the best for all ages and skill level! The focus of the Kentucky PGA Junior Tour is quality, not quantity. In the past, we had so many events the staff could not focus on making each event special. As a result, we reduced the number of events and created a smart schedule. Kelly Newland and his staff will be working hard to ensure each event is special!

Tournaments

The love of playing golf is what brought us to the game as PGA Professionals. Our tournaments attract the most attention and comments from members. A critical aspect of our tournament program is scheduling. A strategic plan is in place to ensure our tournament calendar is developed to meet the needs of the membership, as a whole. You will really see this direction in 2014, as we are already working on the 2014 schedule.

In closing, I again want to thank my team, they work hard for you. They view their work - not as a job - but something personal. Thanks to: Erin Bell, Bill Coomer, Patsy Fitzpatrick, Kelly Newland, Barbara Peak and Andy Ziegler for all that they do.

Respectfully Submitted,

Steve McMillen, PGA

Kentucky PGA Spring Business Meeting DISTRICT 10 DIRECTOR'S REPORT



Dear KPGA Members and Apprentices:

I absolutely love Kentucky, and the KPGA will always have a special place in my heart. I feel blessed to have made some lifelong friends and will always cherish the time spent getting to know many of you. As many of you know, my wife Ann (Carmichael) was born and raised in St. Matthews and lived off of Rudy Lane, right up the street from Bobby Nichols. She attended OJ Stivers Elementary School, was bussed to Meyzeek, went to Kammerer Middle School and graduated from Ballard. Kentucky is like a 2nd home for both of us, Ann still has family in the area and we plan on visiting the Bluegrass State often.

Please accept my apology for not being able to attend the meeting. Unfortunately, the MAPGA spring meeting is scheduled on the same day, and the art of cloning hasn't been perfected yet. Please contact me at any time if you have any issues or if I can ever be of service.

In my fall report, my message asked 'How well prepared you are at your facility to tackle the issues regarding player development?' Are you able to prove your value to your employers and are you utilizing the tremendous number of assets available to you through OUR Association? In this message, I will focus on some of the lesser-known, lesser-utilized opportunities that can help make you the MVP – Most Valuable Professional – at your facility.

Validex Employment Screening:

Are you conducting a Junior Golf Program at your facility? If so, I am of the opinion that you MUST do a background check on any employee, or volunteer, who will have contact with your kids. Validex has been providing custom solutions for clients' background screening needs since 1986. This approach ensures their clients are provided with the highest quality results that maximize success in their industry. Through customized processes, software connections, adjudication programs and a host of other solutions, Validex becomes each client's trusted, strategic partner. Through The PGA of America, Validex offers specially negotiated rates to PGA Professional-staffed facilities and are a Golf Retirement Plus™ partner. Validex offers an array of additional benefits to their core services to ensure clients have an excellent experience while performing their background screening services. In addition to Golf Retirement Plus Incentives, our Section benefits when you purchase services from Validex.

Why Screen Your Applicants, Employees & Volunteers? Employment screening helps you better understand your applicants, employees and volunteers by verifying what they have told you and uncovering what they have not told you, Industry statistics suggest the cost of a bad hiring decision can exceed twice the salary of the individuals, due to the costs of hiring, training, lost productivity or firing. Contact Bernie Pack at berniepack@validex.com or 800-438-9922 for more information.

ACTIVE.com: Your Golf 2.0 Registration Solution

The PGA of America recently announced the availability of a customized version of ACTIVE.com's event registration solution for your Play Golf America and Get Golf Ready events! The new solution is powered by ACTIVE.com, the number one platform for sports registration and participation; with 50 million annual transactions and more than one billion page views. This enhancement to the PlayGolfAmerica.com and GetGolfReady.com registration tools provides new capabilities for you to better promote and sell your events: including promotion on ACTIVE.com and PGA.com, along with the convenience of credit card payment for your customer's event registration. The upgraded solution powered by the ACTIVE Works event registration tool will be the exclusive solution for PlayGolfAmerica and Get Golf Ready event management beginning Jan. 1, 2013.

We're working with everyone involved in Player Development and Get Golf Ready event posting and marketing for action steps for using the upgraded solution. This includes webinars from ACTIVE, several how-to guides and support staff from PGA and ACTIVE.

Jani-King, the world's largest commercial cleaning franchise company, named the "Official Cleaning Company of The PGA of America"

Jani-King is trusted by club industry leaders for their commitment to member and guest satisfaction. Jani-King's customized cleaning programs matched with their quality control system ensure accountability on their side so that your facility and its members receive unmatched service. Cleaning services include: Golf Shop cleaning, Lobby & Clubhouse cleaning, Locker Room cleaning, Restaurant & Kitchen cleaning, Villa & Condo Unit cleaning, Customized Floor programs and Kitchen Steward personnel. Your facility can receive a complimentary, no-obligation cleaning consultation: including a budget evaluation, scope of services review, quality service analysis and recommendations. To get started with your consultation or to learn more visit janiking.com or call 1-800-552-5264.

PGA Merchant Processing:

Accepting credit cards is good for business, but accepting them through PGA Merchant Processing is even better. The PGA of America and Chase Paymentech, a global leader in payment processing, are pleased to offer the comprehensive credit card processing solution of PGA Merchant Processing. This exclusive program allows you to receive competitive rates, easy reconciliation, secure fraud protection and offer your customers more payment options. PGA Merchant Processing exclusive benefits include: free competitive analysis, preferred pricing for members, no setup, conversion or monthly fees, comprehensive online reporting, quick, easy set up, 24/7 customer service, no interruption in banking relationship, no long-term commitments, Golf Retirement Plus™ incentives and a free competitive analysis. To see how much you can save with PGA Merchant Processing, get more information or start processing right away, go to http://pdf.pgalinks.com/pgalinks/professionals/ASFX-034_PGAFaxFormV2.pdf, fill out the form and fax to Albert Panariello, at (917) 206-3584.

PGA Insurance Options:

The road of life doesn't always provide signs for what is ahead. That's why having the right insurance plans can help you stay on course and reach your destination intact. Be ready for the bumps in the road with PGA Insurance Options. These plans have been designed to help protect your future, and the future of your family. Here are some of the plans available for you: Customized Major Medical Plans, Auto & Home Insurance, Group Term Life Insurance, Disability Income Insurance, Long-Term Care Insurance, Group Accidental Death & Dismemberment, Accidental Disability Insurance, Professional Liability Insurance and Dental. PGA Insurance Options will give you the information you need to make informed decisions about your benefits. Go to <http://www.pgainsurance.com/>.

These five opportunities are available for further review on PGALinks. I encourage you to make PGALinks your homepage and take advantage of all our association has to offer.

Finally, I must tell you how excited I am about the new team in place at PGA Headquarters in Palm Beach Gardens. Pete Bevacqua, our new Chief Executive Office; Darrell Crall, our new Chief Operating Officer and Kerry Haigh, our new Chief Championships Officer are working diligently to realign PGA HQ staff to communicate more effectively with the section executive directors. It is truly an exciting time for our association.

Thank you again for the opportunity to serve. Please call or email if I can ever be of assistance, and I look forward to seeing you all again in the fall!

Very Truly Yours,

Mike Ahrensbrak, PGA

Kentucky PGA Spring Business Meeting EMPLOYMENT SERVICES REPORT



Dear KPGA Members and Apprentices:

With the beginning of a new golf season in Kentucky, I want to remind you that I am available to assist with your career and employment needs. Here are some important reminders:

2013 PGA Compensation Survey

If you have already completed the 2013 PGA Compensation Survey, thanks for supporting this important PGA initiative which provides valuable compensation data for Kentucky PGA Professionals. The Kentucky PGA has traditionally been a leading section in supporting the Compensation Survey, and the KPGA once again needs all active members and apprentices to participate in 2013. If you have not yet completed the 2013 Survey, please go to PGALinks and do your part in creating the most complete database of Kentucky PGA compensation information.

Please be assured that the compensation information you provide in the survey is completely anonymous and confidential, and nobody sees or has access to your personal information. Also, if you are the lead PGA Professional at your facility, please make sure that all PGA members and apprentices on your staff complete the survey as well. PGA members who complete the survey by March 15 will receive 2 MSR credits (maximum 5 survey credits per MSR cycle year).

Stay Active in CareerLinks

In late 2012, you received an email from PGA CareerLinks asking you to complete a new enhanced CareerLinks Profile survey by December 25 to stay active in CareerLinks and continue to receive CareerLinks job notifications. This was done to completely update the CareerLinks Profile information for all PGA Professionals participating in CareerLinks. If you have not yet completed the new Profile survey, you can still do so on the PGA Employment homepage of PGALinks.com and you will be re-activated in CareerLinks immediately. Please contact me if you have any questions about your CareerLinks Profile.

New Player Development Resources

The Connecting With Her Playbook is the latest in a series of valuable Golf 2.0 player development resources for PGA Professionals. The Connecting With Her Playbook provides ideas to help you and your facility understand the women's perspective and take advantage of the power of the women's golf market. All Golf 2.0 information is available at www.golf20.net. I would encourage you to explore the Golf 2.0 website, review the Playbooks and other resources, and incorporate some of the ideas for 2013. It's also important to communicate your player development plans with your employer, so they know you are being proactive to promote the success of your facility. PGA Professionals can login using their PGALinks username and password.

PGA Data Resources for You

The PGA of America provides a number of information and data resources to PGA Professionals, and one of the most valuable is PerformanceTrak. PerformanceTrak is the largest single source of data in the industry and provides information on rounds played and Key Performance Indicators (KPI). As with the Compensation Survey, for you and your fellow Kentucky PGA Professionals to get the maximum benefit and most accurate information, it's important that every PGA staffed facility reports data to PerformanceTrak. The lead PGA Professional at each facility (or their authorized proxy) has password protected confidential data submission and access to various monthly and yearly reports. You can also earn MSR credits for participating.

Kentucky Non-PGA Facilities

One of our ongoing employment initiatives is to contact non-PGA staffed facilities to promote the benefits of employing a PGA Professional and offer our complimentary PGA employment services, with the goal of creating more PGA employment opportunities. While the PGA database provides us with a list of these facilities, it can help if we have a local PGA Professional who knows a key decision maker. If you have a contact at a non-PGA facility in your area and feel that you have the opportunity of starting a dialog with them, please contact Steve McMillen or me and we can provide assistance.

Best wishes for a successful 2013 season, and please don't hesitate to contact me for assistance with any PGA employment programs or services.

Dick Bradow, PGA Certified Professional

Kentucky PGA
Spring Business Meeting
ASSISTANTS/APPRENTICES REPORT



Dear KPGA Members and Apprentices:

There is still time to sign up for our one remaining educational opportunity this year. On March 26, 2013 from 3-6 p.m. Tennyne Ohr from Man O' War Golf will be presenting a Teaching Forum. This will be a great opportunity for fresh teaching ideas; whether you are new to teaching or would just like to better your teaching knowledge. We would like to thank Pete Garvey, PGA and the rest of the Education Committee for putting together a great series of Winter Workshops. We would also like to thank all of our presenters and future presenters who have agreed to provide quality education to our members.

The tournament season includes two events specifically designed for Assistants and Apprentices in Kentucky. The first event is the 2013 KPGA Assistants Match Play Championship. Special thanks to Dave Kaesheimer, PGA and Heritage Hill Golf Club for agreeing to host the Final Four on September 11th. The registration deadline for this event is April 22nd. We have decided to make a slight change to the way that the tournament will be run this year. In years past, the tournament was divided into regions and the winner of each region would meet in the final four. This year we will not separate the tournament into regions, instead we will simply seed all participants based on the Player of the Year Points from the previous year. We will make efforts in the seeding process to avoid matching up players from Eastern and Western Kentucky.

In the middle of August, South Park Country Club and Chad Stocker, PGA, will serve as hosts for the 2013 National Car Rental KPGA Assistant Championship, presented by Cobra Puma Golf. We will be doing a raffle program similar to the one that has been done in the past, as a way to help assistants and apprentices cover their entry fees for the tournament and build additional prize money. Stay tuned for additional perks from our national sponsor, Cobra/Puma Golf, attached with ticket sales. KPGA Tournament Director, Bill Coomer, has developed a program allowing for just one entry deadline for the \$30 national registration fee, which will be due by July 23th. KPGA entry fees and raffle sales will not be due until the day of the tournament on August 19th.

A new Assistants/Apprentice Division Board will be elected at the 2013 Fall Member Conference. 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 feedback from Members, assistants and apprentices prior to the Spring Member Conference, so I can help to answer any questions you may have.

Respectfully yours,

Will Schneider, PGA

Kentucky PGA Spring Business Meeting EDUCATION REPORT



“Individual commitment to a group effort – that is what makes a team work, a company work, a society work, a civilization work.”

Vince Lombardi

Dear KPGA Members and Apprentices:

Welcome to the 2013 Spring Member Conference. It's my pleasure to submit to you the Kentucky PGA Education Report. The Education program is sponsored by Bionic Glove and PowerBilt Golf. I'd like to thank Bionic sales representative, Charlie Albert, and PowerBilt sales representative, Bill Long, for their continued support of the Kentucky PGA. It's always nice to see their friendly faces among the vendors. Because of support from companies like Bionic and Powerbilt, we are able to present more pertinent education topics that will benefit all members and apprentices of our Section.

The quote above certainly holds true with your Education Committee. Members of the committee are: Craig Heibert, Tennyse Ohr and Brad Morrow. Due to their dedication to the education mission, we continue to provide pertinent industry information, designed to allow you to be the best professional possible. I hope you enjoy today's program.

Since we last met in December, I'm happy to report that we have conducted two very informative and successful winter workshops. Special thanks to Craig Heibert, Head PGA Professional at Shawnee Golf Course on moderating the Public Golf Forum that was held at Golf House Kentucky on Monday, February 4. His outstanding panel that included: Dick Bradow, PGA Career Consultant; Kevin Greenwell, Head PGA Professional at Seneca Golf Course and Jason Eberle, Head PGA Professional at Gibson Bay, certainly provided answers to many of the challenges facing the public facility professional. I'd like to thank the panel for their time and interest in helping educate the 25 young men and women of our section that were in attendance.

The Private Club Forum was conducted on Tuesday, February 12. Well over 30 attendees had the chance to participate in an open forum pertaining to issues directly related to the private end of our industry. Special thanks to panel participants: Bill Stines, Head PGA Golf Professional at Scioto Country Club in Columbus, Ohio; Scott Sedwick, Head PGA Professional at Louisville Country Club; Larry Drehs, Head PGA Golf Professional at Hyde Park Country Club in Cincinnati, Ohio and Dick Bradow our PGA Career Consultant. The meaningful and relevant information provided by both the panel and attendees certainly improved the knowledge of all, making us better prepared when dealing with private club issues.

As a reminder, Tennyse Ohr will be moderating our last Winter Workshop on teaching, held at Man O War Golf Complex in Lexington, Kentucky on Tuesday, March 26. This final forum for the winter is open to all Members and apprentices and is a great opportunity for fresh teaching ideas as we roll into the 2013 golf season. The program's objective is to benefit and enhance the young professionals / apprentices who are new to teaching or would like to have some fresh ideas. The forum will be broken into two parts: Fundamentals and Using Teaching Aids and Golf Fitness and How to incorporate it into your Teaching. Again, the cost of the program is \$25 and is guaranteed to be very informative.

At last fall's meeting we learned from three great speakers how we can improve our value as a PGA Professional. With this in mind, today's education program is designed to increase your value. The PGA Professional's ability to teach gives him or her value. Teaching and playing is what separates us and gives us credibility to the amateur body. When we consider the many hats we wear daily as Professionals, teaching is usually the first or second item listed or discussed. What better way to grow the game than through teaching? Today, we are fortunate to have Dr. Bob Rotella presenting "How to Take Your and Your Student's Game to the Next Level". Bob is not only a wonderful teacher, but a wonderful person. Again, I hope you enjoy the program.

Internationally known for his work in the area of applied sport psychology, Dr. Bob Rotella is consistently recognized as the top Sport Psychologist in the world. His book *Golf is Not a Game of Perfect* is the best-selling sport psychology book of all time and one of the three best-selling golf books in history.

Dr. Rotella's golfers on the PGA Tour are proven winners, including British Open Champions Padraig Harrington and Darren Clarke, Masters Champion Trevor Immelman, US Open Champion Graeme McDowell, and Keegan Bradley, winner of the PGA Tour Championship. As a teacher, Dr. Rotella has been selected as one of the top 10 golf teachers of the 20th century, and he directed the leading graduate program in the country for 20 years at the University of Virginia.

Dr. Rotella has dedicated his life to helping coaches, athletes, business leaders, and salespeople use their minds and emotions to take them to the top of their chosen professions.

AFFILIATIONS

- Editorial Board of Golf Digest • Past President North American Assoc. for Applied Sport Psychology

- Columnist for Golf Digest • Contributing Editor for Sport Psychology Journal

CONSULTANT TO PERSONNEL FOR

- National Basketball Association • National Football League • Major League Baseball • NASCAR

- NCAA Basketball, Football, and Golf Teams • PGA Tour • LPGA Tour • Senior Tour • US Olympic Ski Team • US Olympic Equestrian Team

CORPORATE CONSULTANT TO

- Merrill Lynch • General Electric • Ford Motor Company • Time Life • Coca Cola • Chrysler

- Newsweek Magazine • Pepsi Cola • YUM! Brands

CONSULTANT TO TEAM AND STAFF

- 2012 NCAA Champion University of Kentucky Basketball Team • Joe Gibbs NASCAR Race Team
- Major League Baseball Team the Cincinnati Reds • UVA Athletics

PERSONAL CONSULTANT TO

PGA Tour

Trevor Immelman

Padraig Harrington

Davis Love, III

Keegan Bradley

Vijay Singh

Mark Wilson

Scott Verplank

David Toms

Sean O' Hair

Ernie Els

Tom Gillis

Dicky Pride

Daniel Chopra

Jason Bohn

Charlie Beljan

Bud Cauley

Senior Tour

Tom Kite

Dana Quigley

Chip Beck

David Frost

Denis Watson

Don Pooley

Mike Goodes

Brad Faxon

Nick Price

Jerry Pate

European Tour

Graeme McDowell

Nick Dougherty

Soren Kjeldsen

Nicolas Colsaerts

Padraig Harrington

Rory McIlroy

Darren Clarke

Paul Laurie

Henrik Stenson

Thomas Bjorn

LPGA Tour
Pat Bradley
Sheri Steinhauser
Sandra Gal
Julieta Granada
Ryann O'Toole

His Golfers Have Won a Total of

- 74 major professional titles • 2 Masters Tournaments • 12 US Opens • 12 British Opens
- 11 PGA Championships • 4 US Women's Opens • 6 LPGA Championships
- 5 Kraft-Nabisco Championships • 5 Tradition Championships • 7 Women's British Opens
- 2 Senior PGA Championships • 5 US Senior Opens • 3 Senior Players Championships

AUTHOR OF

Golf is Not a Game of Perfect
Golf is a Game of Confidence
The Golf of Your Dreams
Life is Not a Game of Perfect
Putting Out of Your Mind
The Golfer's Mind
Your 15th Club
NEW: The Unstoppable Golfer

AUTHOR OR CO-AUTHOR

Mind Mastery for Winning Golf
Mind, Set and Match
Scientific Foundations of Coaching
Parenting Your Superstar
Psychological Foundations of Sport
Numerous Articles

VIDEO (with Brad Faxon)
Putt to Win

DVD COLLECTION
Rotella Speaks

AUDIO TAPE PROGRAM
Playing to Win (Life, Business, and Sport)

In closing, let me once again address the young men and women of the KPGA, especially the new apprentices. I encourage you to continue to ask yourself regularly, “are you an expert, not only in the game of golf, but in the business of golf as well?” Continue to challenge yourself to be the best you can be. The PGA has the tools available to you that will help you reach this end. Visit the Education link on PGALinks.com to learn more about Continuing Education opportunities, the Certified Professional Program 2.0, the Mater Professional Program 2.0 and future USGA/PGA Rules Workshops. As I stated last fall, network yourself by regularly attending and contributing to the KPGA Business Meetings and Education Programs. Inquire about serving on a committee. Take an active role in the success of the KPGA. Lastly, play in KPGA events regularly to broaden your net of familiarity with your fellow professionals and to increase your credibility with your members or customers. You truly can become the pro you want to be.

Respectfully submitted,

Peter Garvey, PGA

The current MSR period ends June 15, 2015

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

Kentucky PGA Spring Business Meeting JUNIOR GOLF REPORT



Dear KPGA Members and Apprentices:

We are getting ready to launch membership and tournament registration in the coming weeks for our 2013 Kentucky PGA Junior Tour Program. I am excited about the changes we have made to improve your junior tour for the 2013 season. We continue to get calls and emails from parents about our new schedule and the excitement of a new season and new possibilities is right around the corner.

Kentucky PGA Junior Tour

As I reported in the fall, the Pepsi Junior Golf Tour will now be known as the Kentucky PGA Junior Tour. This name change gives us much to be excited about moving forward. From a customer perspective, the PGA brand gives us recognition as being the leaders and experts in the game of golf. Juniors and parents throughout the Commonwealth are familiar with the PGA logo and will have a much easier time associating our tour with the Kentucky Family of Golf Organizations and the Kentucky PGA.

The Kentucky PGA Junior Tour has always belonged to the men and women members of our associations. Our hope is to leverage our PGA Members in the Section and encourage you to be more involved with your tour. Your involvement will allow each of you to reach more golfers across the state. My goal is to have the local PGA Professional on the starting tee at each and every junior event, this season. We want to encourage you to interact with the players upon arriving onsite and help better the overall experience they have when participating in a Kentucky PGA Junior Tournament. We want all of our junior players and parents to identify with the local PGA Professional responsible for making their tour a success and also give each of you a chance to interact and further our relationship building with our customer base. This is an exciting time for junior golf in the Commonwealth. With your support, we can continue to affect change through the game of golf and make a difference in our youth throughout the state.

2013 Schedule

Registration for membership and tournament signup will begin on Tuesday, February 26th. We are in the process of sending out marketing information to our past members to encourage them to join us for the full slate of events on our calendar. We have some great new golf courses lined up and a new Open Division to lure some of our better players from across the state to play in our program. Our parents and juniors enjoy having our PGA Professionals involved when we visit your facilities. Make sure to check our new website regularly and please don't be a stranger this season.

Fairways and Greens,

Kelly Newland, PGA

Kentucky PGA Spring Business Meeting GROWTH OF THE GAME REPORT



Dear KPGA Members and Apprentices:

The PGA Junior Golf League in Kentucky is beginning to take shape. As of February 6, there are 26 golf professionals who have registered to host a team. Kelly Williams and I will give a presentation about the PGA Junior Golf League at the Spring Member Conference morning business meeting. Please consider participating in the PGA Junior Golf League. Note that for each team of 12 players, with a registration fee of \$175 per player; there is \$1,200 left for the golf professional to provide golf lessons, extra tee gifts, etc. The PGA Junior Golf League is an exciting new program designed to better socialize the game for boys and girls, ages 13 and under. PGA JLG features team vs. team competitions in structured leagues that provide a popular, less stressful scramble format as opposed to stroke-play competition. This is a great way to get kids involved in the game!

Get Golf Ready was developed to teach new golfers in five lessons and prepare them to get onto the golf course with confidence. Why should you host GGR? It's flexible and can be integrated into your existing programs. It's proven to generate golfers and revenues; 78% of students are retained and spend \$984 annually on golf. Reaching 40 GGR students can generate \$34,000 for golf in your area. With eight students in a class, instructors make more than \$100 per hour. Visit www.getgolffready.com for all the marketing and promotional tools you may need.

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

The PGA Sports Academy is a fun, interactive approach to growing junior participation in golf with PGA Professionals at the forefront of the experience. Please consider reviewing the PGA Sports Academy document. I am sure there is something in there that will help you improve your junior program.

The new KPGA Growth of Game committee has been formed. The committee will be in touch with you. The committee will have three goals:

- #1 To increase the KPGA's participation rate in all of the Growth of Game programs.
- #2 To provide the KPGA membership with a better understanding of all of the Growth of Game programs.
- #3 To explore any off course Growth of the Game opportunities that are available across the state.

Be good,

Ralph Landrum
PGA Master Professional

Kentucky PGA
Spring Business Meeting
SPECIAL AWARDS REPORT



Dear Members and Apprentices,

We look forward to delivering you a solid Special Awards Presentation at the Spring Member Conference. Remember that because we surprise the award winners, we keep this information a secret until the presentation. We will also recognize our new PGA Half and Quarter Century Club Members.

This year, our job was not an easy one. All of the nominees made great accomplishments in the game of golf during the 2012. The honorees this year are more than deserving, and we are proud to have such accomplished and dedicated PGA Professionals in our Section.

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

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

Sincerely,

Garry Nelson, PGA

Kentucky PGA Spring Business Meeting SPONSORSHIP REPORT



Dear KPGA Members and Apprentices:

On behalf of Kentucky PGA Members and apprentices, I would like to offer our sincere gratitude to our section sponsors for their generosity and support of the KPGA at all sponsorship levels. For the upcoming 2013 season, the sponsorship dollars are not fully secured to date due to the early timing of the Spring Member Conference. The new Corporate Partnership Program has been organized and implemented by Executive Director, Steve McMillen. We have taken the approach to contact several non-golf companies and groups to become sponsors and will work to reach an agreement for a multi-year arrangement on a multi-level basis with these companies.

During this challenging economic time, I am extremely impressed with the hard work and determination of Steve McMillen to not only secure past relationships, but to establish new ones from outside of the traditional golf related arenas.

The Kentucky PGA Partners Program provides golf companies with a moderate or low-level sponsorship. By combining marketing rights, brand exposure, b2b activation, consumer activation and prime opportunities to be face-to-face with the key decision makers in Kentucky, we believe this is an important means for those golf companies seeking the following goals:

1. Promote their product lines to the professional and consumers
2. Make the Kentucky PGA Professional aware of their programs
3. Support activities the Kentucky PGA has identified as their priorities

Benefits

We have created a diverse benefit package to help promote our Partners Program members and to deliver our message of appreciation for the relationship we enjoy with our KPGA members. These include the following vehicles:

- Marketing rights to a KPGA member conference, education program, or tournament
- Onsite brand exposure at events
- Scoring website brand exposure
- KPGA Weekly brand exposure
- Customized email campaign to KPGA Members
- "What's in the Bag" highlight of winners on website
- Product/Company highlight to consumer
- Change notice to KPGA Members
- Dues for the Kentucky Golf Vendors Association
- Complimentary brand advertising in Kentucky Golf Guide
- Unique hospitality experiences
- Opportunity to bid on supplies for Kentucky's Family of Golf Organizations

Opportunities

Our opportunities provide companies a way to be involved, that works for their budget. This is accomplished through a variety of levels that support Kentucky PGA's Membership Conference, Education Program and Tournaments. These various levels include the following:

- Platinum Partner
- Gold Partner Gold
- Silver Partner
- Bronze Partner
- Vendor Association

Please be aware of the companies that call upon you and the sponsorship levels that they are supporting in the KPGA. 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 by taking the phone calls of these representatives and spending a few moments with them during a sales call. The companies are stating that they receive very few thank you letters from KPGA members from hosting our golf tournaments as well. We will work closely with the Tournament Committee and the Golf House Kentucky staff to continue to provide the KPGA Members and apprentices with the best playing opportunities and educational resources available to our Section.

I would like to thank Bill Coomer for his exceptional efforts in pursuing any and all sponsorship opportunities, as well as Steve McMillen for taking a leadership role in providing a new roadmap for the Golf House Kentucky family of sponsorship opportunities.

I hope that everyone has a record season and look forward to seeing my fellow KPGA Members and apprentices at various functions throughout the Section.

Respectfully Submitted,

Brad Morrow, PGA

Kentucky PGA Spring Business Meeting TOURNAMENT REPORT



Dear KPGA Members and Apprentices:

We hope you are enjoying a safe and healthy winter season, and that you have grand plans for the 2013 Golf Season. We would like to update you on the actions of the Tournament Committee since the 2012 Kentucky PGA December Business Meeting. Your Tournament Committee met in January and a summary of that meeting follows:

CHAIRMAN'S REPORT

- Steve Shafer stated items discussed and approved at the last meeting were approved by the KPGA Board of Directors.

TOURNAMENT DIRECTOR'S REPORT

Bill Coomer informed the committee that all TBA events have been confirmed so all 2013 tournament are complete and he will post all updates to the website.

OLD BUSINESS

2013 KPGA Tournament Schedule – Final

- All events are set for this season.

2014 KPGA Tournament Schedule Planning

- A planning grid was provided to committee for discussion points. All events were divided into 6 separate categories and discussion was held concerning the dates (months inclusive).

- Major PGA Events, Major Opens, Major Section Championships, Pro-Pro/Individual, Pro-Ams, Special Events

a. Discussion was held on various topics including:

- Kentucky Open: mid-July
- Combining KY Senior Open & KY Women's Open site and dates
- Senior Match Play scheduled for late June or later *Floating event*
- Tournament Series Championship for October
- Assistant Match Play / Match Play – Late September to early October
- Pro-Pro, Pro-Assistant, Classic *Floating events*
- Challenge Cup *Floating event*
- Kaiser Cup: early April at Belterra Resort
- Pro-Am Scramble: early event per season
- Pro-Senior #1: as is
- E-Z-GO Pro-Am: as is
- Pro-Senior #2: sponsorship tied to Amazon for early August (flexible)
- Pro-Lady: *Floating event*
- Mega Pro-Am: as is
- Pro-Junior: flexible in July
- Pro-Am Scratch: as is

A rough draft will be developed with these dates aligned and suggested 2014 calendar layout by Feb 19th.

Championship Request and Agreement Forms

- Bill explained the request form and how the communication with the venue would be handled. Once all arrangements have been made, both parties will sign the completed form.
- The section concerning the golf course conditioning will be revised to reflect our expectation for typical premiere conditions to be provided. If any problems arise that need addressing by the staff and committee, the host will contact us as soon as possible.

Match Play Seedings

- Chris Redle presented a proposal that would change how the KPGA Match Play and KPGA Assistant Match Play “top” participants are seeded related to Player of the Year. Currently, all players are seeded by their position on the POY list of the previous year. That list is then divided geographically into the East, Mid-East, Mid-West and West zones. The highest seeded player in the zone takes the #1 seed and so on.
- The proposal would allow the committee to provide “protected seeds” for the top 8 players in the field. This would keep an extended list of the “top seeds” from competing in the same zone in preliminary matches. Those 8 players would be assigned a different zone than the geographic restrictions already in use.
- This proposal was brought about because of the number of top ranked players that are concentrated in the metropolitan area of Louisville and the probability of those players drawing each other in early qualifying matches.
- The committee discussed several variables and will consider adopting the change in 2013 but will be canvassing several sections that have the same format for their match play championship for more information.
- The KPGA Assistant Match Play changes will be presented to the KPGA Assistant/Apprentice Board for discussion and approval.

NEW BUSINESS

Tournament Deadline Time

- Tournament Deadlines were moved from 5:00 p.m. Eastern Time to 4:00 p.m. Eastern Time to be consistent with the other organizations and so Golf House Kentucky Staff can assist members with last minute entry issues prior to the closing of business.
- The committee approved the change will be in effect for 2013.

A copy of the 2013 Tournament Schedule has been provided for your convenience, and in addition we have provided you with an entry form that will allow you to register for the Match Play Championship. We wish you the best of luck in competition in 2013.

Respectfully submitted,

Steve Shafer, PGA

Gary Bebelaar, PGA