



ASSOCIATION MEETING MINUTES

Association	Kentucky PGA
Meeting	Board of Directors Meeting
Date	February 24, 2013
Location	Marriott Griffin Gate Resort

Members Present

Pete Garvey, Ralph Landrum, Brad Morrow, Chris Osborne, Chris Redle, Will Schneider, Steve Shafer, Jason Stilley, Larry Ward, Kelly Williams

Members Absent

Gary Bebelaar, Garry Nelson

Staff Present

Erin Bell, Bill Coomer, Kelly Newland, Steve McMillen

Call to Order

President, Chris Osborne called the meeting to order at 3:33 p.m.

Approval of Minutes

The minutes from the December 2, 2012 Board of Directors Meeting, which had been distributed prior to the meeting, were reviewed.

Pete Garvey made a motion to approve the minutes. Ralph Landrum seconded the motion. Motion carried (unanimous)

President's Report

Mr. Osborne submitted his report as written. He highlighted the PGA Merchandise show attendance and date change for next year. Board members agreed the date change is favorable. He announced Mike O'Donnell (previously of Nike Golf) has been hired as the Senior Director of the newly merged Golf 2.0 and Player Development programs. He thanked the staff for their hard work on the new website. There was a brief discussion about the website being slightly difficult to navigate, because the family of organizations is united throughout the site. Once viewers have an opportunity to become more familiar with the website, the confusion will diminish and the opportunity to cross-promote the family of organizations will benefit each organization greatly. Mr. Osborne issued a challenge to "rally the troops" around PGA Junior League Golf by getting involved and encouraging others to also do so. There will be a PowerPoint presentation shown at the Spring Member Conference on PGA Junior League Golf. Mr. Osborne updated on the reduction of workforce at the PGA property in Port St. Lucie, Florida. This change did not affect the Learning Center.

Finance Report

Kelly Williams reported the KPGA accomplished a profitable year, even with the hiring of a new Executive Director, hosting a District 10 meeting, officers, and board attending two annual meetings and conducting a financial audit. KPGA investments in the stock market and the Finance Committee's repositioning of assets allowed for some nice growth in the KPGA Vanguard accounts. Mr. Williams and Ralph Landrum thanked Steve McMillen and the staff for their hard work in creating a cleaner chart of accounts and a greater sense of transparency. Questions raised included; 1) what is the Bad Debt line item. Mr. McMillen reported this was from a vendor from several years ago. McMillen reported the accountant recommend removing from AR and placing in Bad Debt; 2) why is the Meeting Expense line item so large? Mr. Williams reported this was a function of having two annual meetings, a District 10 meeting and realigning items in the chart of accounts.

Chris Redle made a motion to approve the financial report as presented. Pete Garvey seconded the motion. Motion carried (unanimous)

Secretary's Report

Mr. Landrum submitted his Membership Report as written and confirmed four new members had been added to his report. He reported the Growth of the Game Committee met on February 20. They discussed how to get the Section involved in Growth of the Game initiatives and set three important goals (outlined in his report). Emails will be sent out to the membership to remind them to register for various programs throughout the year. Mr. Landrum confirmed the Section would be participating in PGA Golf Day in 2013. This had a very positive impact on the KPGA Foundation and Mr. Landrum will urge everyone at the Spring Member Conference to participate. He reported 26 facilities have registered to participate in PGA Junior League Golf. On a National level, The PGA will be promoting five key initiatives: PGA Junior League Golf, Get Golf Ready, PGA Junior Academy, Tee it Forward and Patriot Golf Day. He spoke about Active.com and how its partnership with The PGA will not only allow golfers to register for programs online, but also reach a larger base of interested people. There was a brief discussion about the fees associated with Active.com. Mr. McMillen recognized Mr. Landrum as the number one user of Active.com in the country. Mr. Osborne also announced that Mr. Landrum has been asked to speak for the National Growth of the Game Committee and on behalf of Boys and Girls Club. This is a great honor.

Executive Director's Report

Mr. McMillen reported The PGA, under Darrell Crall, has begun monthly Executive Director conference calls. During the most recent call, a few key topics included ADP being addressed and an improved tournament partnership with National Rental Car, in the works. Mr. McMillen stated he is excited about these conference calls and will email any key information to the board after these calls. He reported 186 registered Members and apprentices and 25 vendors will attend the Spring Member Conference. He announced the new website launch went off with very few issues. This website will constantly evolve. He will conduct a demonstration of the website and new tournament registration system at the Spring Member Conference. Entries will go live for the Registration System on March 5. He gave an update on Golf House Kentucky Corporate Partners. Golf House Kentucky is in the contract phase with PepsiCo. Also pending is a partnership with PNC Bank, who is looking Golf House Kentucky accounts, particularly bonds. PNC can save the family of organizations money, in addition to being a good partner. Steve Shafer inquired about the insurance policy and its steep costs. Mr. McMillen will research a supplemental policy and report his findings at the next meeting. There was a lengthy discussion about growing handicaps in the Kentucky Section. Some ideas included setting up handicaps for PGA Junior League Golf players, the Kentucky PGA Junior Tour providing its players with handicaps, providing marketing materials to clubs, the promotion of online stat tracking, and how to entice those in Northern Kentucky to get a Kentucky handicap.

Committee Reports

Sponsorship

Brad Morrow urged the importance of everyone sending thank you notes and meeting with vendors who sponsor events. This committee is changing its name to the Business Development Committee. There was a general discussion about vendors, companies and their interest level in sponsoring events. Callaway is pulling their sponsorship temporarily from all 41 Sections, to improve their bottom line. Taylor Made is also not participating in Sections' business, but Mr. McMillen has spoken with new representative, John Caliendo, who hopes to open lines of communication with the KPGA, once he has built up his book of business.

Assistants/Apprentices Division

Will Schneider reported the Assistants Match Play Championship brackets would now be seeded based upon Player of the Year Points standings from the previous year (rather than paired by regions). Efforts will be made to avoid matching players from Eastern and Western areas. Chris Redle is working with Mr. Schneider on finalizing the grand prize for the Assistant's Championship Raffle. They are making progress on acquiring prizes for that event. Mr. Osborne welcomed Mr. Schneider to the board.

Education

Pete Garvey reported two winter workshops were held at Golf House Kentucky with good participation. There is a final workshop, held by Tennyne Ohr, at Man O War Golf focusing on teaching. The Committee is planning to host a Teaching Summit in the fall and details on this event will be announced soon. Mr. Garvey is very excited about Dr. Rotella's education seminar at the Spring Member Conference. The Fall Member Conference will take advantage of speakers from National. Mr. Garvey thanked the staff for their assistance.

Employment

Dick Bradow apologized for missing the Fall Member Conference, due to knee replacement surgery. His presentation at the Spring Member Conference will focus on the importance of: completing the Compensation Survey (only 50% have completed), members updating their CareerLinks Profile, reporting Golf 2.0 activities at facilities and participating PerformanceTrak (only 41 facilities are reporting data). He announced that Louisville has been added as a major market in PerformanceTrak. This data is not as helpful as it could be, because of a lack of reporting. Last year was relatively normal from an employment aspect. Eight jobs were posted and filled on Career Links and this year there are already three posted. Three of the jobs currently open are at facilities without PGA representation. Mr. Bradow is hopeful two these facilities will hire PGA Professionals. The unemployment rate in the Section is good at 1.9% for Members (four unemployed Members) and 4.5% for apprentices (two unemployed apprentices). Mr. McMillen reminded everyone target percentages for participation in the Compensation Survey (70%) and PerformanceTrak are Key Performance Indicators from the KPGA Strategic Planning Session. There was a brief discussion on the importance of completing the Compensation Survey, its history and how long it takes to complete (approximately 20 minutes). This discussion was followed by a general frustration of the quality of the current pool of applicants for apprentice positions.

Junior Golf

Kelly Newland reported tournament registrations would be going live on Tuesday, February 26. This will be a busy week for Junior Golf at Golf House Kentucky. The new website will expedite the membership and tournament sign up process. There is also a greater amount of content in the junior section of the new website. Mr. Newland's goal for the Spring Member Conference is to convey that for 2013 the Kentucky PGA Junior Golf Tour is more than just a name change. The hope is for KPGA professionals to embrace the tour and be active in events held at their facilities. A postcard was sent to junior tour participants pointing them to the new website, discussing the cost of membership and announcing the registration date. The focus is on quality of events this year, and the team will be fresh for each event. A junior tour schedule will be handed out at the Spring Member Conference. Mr. Newland is excited to be returning to some facilities that haven't been visited in several years.

Special Awards

Larry Ward will be the Master of Ceremonies at the Special Awards Presentation at the Spring Member Conference, in the absence of Garry Nelson.

Foundation

The KPGA Foundation met on February 20 to discuss several worthy grant applicants. Mr. Shafer thanked those who participated in PGA Golf Day in 2012; the funds raised from this event greatly helped six programs:

- First Tee of Pine Mountain and PGA Professional Donnie Caldwell will receive a grant of \$1500 earmarked for underprivileged youth in Eastern Kentucky to participate in First Tee and other golf activities
- Estill Spring Elementary Physical Education Program and PGA Professional Tennyne Ohr will receive SNAG golf equipment to help launch golf in their school's PE curriculum
- Hunting Creek Junior Golf Program and PGA Professionals Brad Morrow and Colby Wollitz will receive SNAG golf equipment to assist with the club's junior program and introducing golf into the Oldham County Schools
- Landrum Golf Schools Instruction Program and PGA Professional Ralph Landrum will receive a SNAG golf pack to expand golf instruction to elementary schools (already in the middle schools)
- The Golf Stupid Simple Program and PGA Professional Ron Roberts will receive \$750 earmarked for travel expenses to assist spreading this program across schools in the Commonwealth
- Operation State Tournament and PGA Professional Todd Butts will receive \$750 earmarked for scholarships to help children in far reaching counties receive PGA instruction.

Mr. Shafer stressed the importance of the longevity of PGA Golf Day. The funds brought in from this event allow the KPGA Foundation grants to be successful. The Board needs to continue to participate and endorse this program. The KPGA Foundation will be better defined in the future to generate interest in PGA Golf Day Donations. There was a brief discussion about the percentages given out (50% to KPGA Foundation and 50% to a designated charity) for PGA Golf Day.

Tournaments

Mr. Shafer reported a new tournament registration system would be used this year. He also presented a rough draft of the 2014 tournament calendar. A handout regarding the KPGA Match Play events will be distributed at the Spring Member Conference. A discussion regarding the seeding of the KPGA Match Play event has been tabled for the future. Mr. Shafer proposed the tournament deadline time be changed from 5 p.m. to 4 p.m. This allows for consistency across the family of the organizations and improved customer service.

Steve Shafer made a motion to change the golf tournament deadline time from 5:00 p.m. to 4:00 p.m. EST. Jason Stilley seconded the motion. Motion carried (unanimous)

Old Business

Business Development Employee

The addition of a Business Development Employee will remain in old business. Mr. McMillen is looking into the Kentucky Golf Foundation possibly funding the salary of such an employee. This position could assist in creating GHIN handicaps at facilities.

2014 PGA Championship

Brett Sterba will make an introductory presentation at the Spring Member Conference. He will make a larger marketing push in the future. There was a brief discussion about fundraising opportunities and the PGA Reach program. Mr. McMillen will continue to update the Board on the opportunities available to the KPGA.

Anchoring Update

Mr. Osborne read a letter from www.pgalinks.com, written by President Ted Bishop regarding the possible anchoring ban. The comments about this letter were positive.

New Business

Spring Member Conference Date/Location

There was a discussion about the use of conference calls for Board Meetings. The Board needs to meet in person in May, September, January and during the Fall and Spring Member Conferences. All other meetings during the season can be accomplished by monthly conference calls. These calls should take place around 8 a.m. EST. Mr. McMillen will send out a survey regarding the dates of these meetings. The next meeting will take place on Thursday, May 9 at 4 p.m.

Fall Member Conference Date/Location

The KPGA Fall Member Conference will be held on Monday, December 2 in Louisville.

Adjournment

Brad Morrow made a motion to adjourn the meeting at 7:43 p.m. Larry Ward seconded the motion. Motion carried (unanimous).