



PGA

Kentucky Section

December 2, 2013
Louisville Marriott East
Louisville, KY

2013 DEVER | E-Z-GO FALL MEMBER CONFERENCE

Business Meeting Presented By



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PGA
Kentucky Section

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Kentucky PGA Spring Business Meeting Minutes Marriott Griffin Gate | Lexington February 25, 2013



Association	Kentucky PGA
Meeting	Spring Member Conference Business Meeting
Date	February 25, 2013
Location	Marriott Griffin Gate Resort

Call to Order

Chris Osborne, President of the Kentucky PGA, called the meeting to order at 8:07 a.m. after a brief Public Service Announcement video featuring Tom Watson on the Get Golf Ready program. Mr. Osborne recognized special guests, military veterans and past presidents.

Invocation & Moment of Silence in Memory of Members

Bill Moore delivered the invocation and asked for a moment of silence for Don Barber, PGA.

Sponsor Recognition

Brad Morrow recognized Business Meeting Sponsor Dave Macke of E-Z-GO and Dever, Inc. and Education Seminar Sponsors Bionic and PowerBilt and their representatives: Larry Edlin, Charlie Albert and Bill Long.

2014 PGA Championship

Brett Sterba introduced himself as the liaison for 2014 PGA Championship. He is looking forward to working with the KPGA for the PGA Championship at Valhalla Golf Club.

Kentucky Golf Association Report

Tom Cooksey, President of the KGA, reviewed their 2013 schedule:

- The Kentucky State Amateur will be at Bowling Green Country Club
- The Father-Child will be at Barren River State Park Golf Course and will be a weekend event
- The State Four-Ball Championship will be at Gibson Bay Country Club
- The Match Play Championship will be at Persimmon Ridge Golf Club
- The Mid-Amateur Championship will be at Champion Trace Golf Club
- Five events will feature a Mid-Senior Division for ages 40-54

Mr. Cooksey announced the KGA has applied for 501(c) (3) status with the IRS, which has been done in the Tennessee and Florida amateur associations. The KGA and KSGA are exploring a possible merger. A new Course Rating Team, headed by Milt Toby and Jim Wells, hopes to have all Kentucky courses rated in the next three years. Mr. Cooksey thanked PGA Professionals for the hard work and support of the GHIN handicap system.

Approval of Minutes

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

President's Report

Mr. Osborne thanked: the attendees for another great turnout to the Member Conference, Pete Garvey and the Education Committee for their hard work and Dr. Bob Rotella for speaking to the KPGA. Mr. Osborne reviewed the PGA Merchandise Show, where attendance numbers were also up and Davis Love III kicked off the event with a tribute to PGA Junior League Golf. The date will change for this event next year. Darrell Crall has begun to make positive changes on the National level by creating a PGA Properties Task Force, merging the Golf 2.0 and Player Development Programs and hiring Mike O'Donnell from Nike as the Senior Director of that merged program. Mr. Osborne congratulated Keith Reese, PGA on his promotion to General Manager at Valhalla Golf Club and thanked Mike Montague for his many years of service in that role. Mr. Osborne is excited for the Kentucky PGA Junior Golf Tour's new season and their slogan - "It's more than just a name change." He encouraged Professionals to visit www.pgalinks.com and read the letter written by President Ted Bishop regarding the possible anchoring ban. He challenged each Professional to grow golf and reminded the audience that we are in the entertainment industry.

Vice President's Report

Kelly Williams gave the Financial Report. He reported that the KPGA had a profitable year, while accomplishing many goals: hiring a new Executive Director, hosting a District 10 meeting, sending officers to two Annual Meetings and creating a more organized, and transparent Chart of Accounts. Mr. Williams thanked the staff for all that they do.

Robert Baldwin made a motion to approve the financial report. Bill Hull seconded the motion. Motion carried (unanimous)

Secretary's Report

Ralph Landrum asked everyone to visit the new website and ensure that his or her contact information is current. He recognized the following:

New Members: Kalen Boone, PGA; Tommy Brummett, PGA; Jon Hardesty, PGA; Brett Roberts, PGA; Trey Scott, PGA; Tommy Watts, PGA; Hank Whalen, PGA; Nathan Wolfe, PGA and Daniel Yeargin, PGA

New Apprentices: Stephen Cunningham, Logan Watts and Mark Weiland

Executive Director's Report

Steve McMillen challenged Professionals to grow the number of active handicaps at their facilities. This service keeps dues low and aids the family of organizations in many ways. He referenced the newly named Kentucky PGA Junior Golf Tour and is excited about the changes made for a successful season of junior golf. He took a straw poll of those who have visited the new website and gave a brief tour of the website. He followed this tour with a demonstration of the new tournament registration system. A handout outlining this demonstration was distributed. He encouraged Professionals to download and use the GHIN Mobile application for their smart phones.

Committee Reports

Assistants/Apprentice Division

Will Schneider submitted the Assistants/Apprentices Division report as written.

Education

Pete Garvey submitted the Education Report as written. He thanked his committee and the education sponsors listed above. He encouraged Professionals to write thank you notes and meet with these key sponsors. Tuesday, March 26 the final Winter Workshop will be held at Man O' War and focuses on teaching. Mr. Garvey asked Members to allow their young Professionals and apprentices to attend these critical workshops. The Education Committee is working towards introducing a KPGA Teaching Summit in the fall and a Mentoring Program.

Employment

Dick Bradow submitted his Employment Report as written. He thanked Mr. Osborne and the staff for all they do. He congratulated the new members and apprentices and offered his services to them. He gave a PowerPoint presentation highlighting the PGA Compensation Survey, CareerLinks information, PGA PerformanceTrak, Golf 2.0 and Player Development and golf facilities in Kentucky that are currently without PGA representation.

Junior Golf

Kelly Newland announced the Kentucky PGA Junior Golf Tour registration opens February 26. Registration should be relatively flawless with a new, easier to navigate, content-rich website. The tour will use Blue Golf as their tournament registration system. He stressed the Kentucky PGA Junior Tour is more than just a name change and urged professionals to get involved with their tour. A tour schedule was distributed.

Growth of the Game

Mr. Landrum believes this committee should also be known as the "Grow Your Revenue" committee. The PGA is asking facilities to focus on five programs: Get Golf Ready, Patriot Golf Day, Tee it Forward, PGA Junior League Golf and PGA Junior Academy. He asked facilities to register their events on Active.com to reach a larger population of interested golfers. He stressed the importance of PGA Golf Day to grow funds for not only the KPGA Foundation, but also a facility's own growth of the game efforts. The committee met on February 20 and will soon be contacting Professionals on how to get more involved in activities. If anyone needs any help with Growth of the Game efforts, please contact Mr. Landrum. Mr. Osborne congratulated Mr. Landrum on being named to the National Growth of the Game Committee and being offered a speaking role for the Boys and Girls Club golf efforts in Northern Kentucky.

Sponsorship

Brad Morrow submitted the Sponsorship report as written. The Committee will be changing its name to the Business Development Committee. He reminded everyone to thank and meet with active vendors of the KPGA. More thank you notes and emails need to be sent to event sponsors. The staff will now be sending out sponsor contact information following each event to assist in this manner. Mr. Morrow thanked those who are diligent in sending out their appreciation to sponsors.

Tournament

Steve Shafer submitted the Tournament Report as written. The deadline for tournament registration is now 4:00 p.m. EST. The TPP online Tournament Registration System will go live on March 5. He thanked Bill Coomer, Steve McMillen and the Tournament Committee members for their hard work.

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 (30 minutes)

Assistants/Apprentices Division Meeting

Will Schneider reported a change in the Match Play seeding, which will now be based on Player of the Year Points from the previous season. He and Chris Redle are working on prizes for the Assistant's Championship. There was a brief discussion about extending the terms of the President and Vice President of the Assistants/Apprentices Division.

KPGA Foundation Grant Presentation

Mr. Shafer thanked those who participated in PGA Golf Day, as the money raised in that initiative helped to fund six worthy grants this year. He urged Professionals to continue participating in PGA Golf Day. He recognized the following grant recipients:

- 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.

PGA Junior League Golf

Mr. Landrum and Mr. Williams delivered a PowerPoint presentation on PGA Junior League Golf. They recognized the 26 facilities that are creating teams for the league. Professionals are urged to visit www.pgajrleaguegolf.com or contact Mr. Landrum or Mr. Williams for further information, and to start a team.

PGA Member Benefits

Heather Andrews from The PGA of America reviewed the benefits available to PGA Members. She distributed a handout outlining these benefits. These can also be found by visiting www.pgalinks.com and clicking on the Benefits tab.

New Business

Mr. Osborne called for any new business topics from the floor. There was none.

Open Forum

Mr. Osborne facilitated the Open Forum.

Mike Finney, PGA inquired about the member benefits provided by The PGA of America. It stated he feels the “best available rate” discount of many member benefits can be beaten by online deals and the PGA should make better deals for the membership.

Mr. Osborne addressed this question saying many benefits are improving. He highlighted National Car Rental, KitchenAid and Mercedes. He did agree some benefits could be improved. He promised to continue to ask the difficult questions to National Officers whenever he has the opportunity.

Adjournment

Jeff McGill made a motion to adjourn the meeting at 11:30 p.m. Tommy Watts seconded the motion. Motion carried (unanimous).

Kentucky PGA Fall Business Meeting PRESIDENT'S REPORT



Dear KPGA Members and Apprentices,

Wow how time flies! It seems like only yesterday I was standing before you as your newly elected Secretary. The last six years have flown by. I'd like to start my final President's report by saying thank you to the Members of the Kentucky PGA for allowing me the honor and privilege of serving our Association. It is truly humbling and I will always owe you a debt of gratitude.

The last two years have been exciting for the Kentucky PGA. We have undertaken many steps to streamline operations within the KPGA. Your Board has stepped back and taken a hard look at every program and every service offered to our membership. Some of these findings were encouraging while many others needed attention. Your Board of Directors has worked tirelessly to stand firm on a motto of "you always leave things better than you found them!" We initiated a Fall Board planning session last year and this year we saw a direct result of the goals identified at our session last Fall. This is a key step in staying on track with our goals and being able to hold ourselves and our staff accountable. We have seen dramatic improvement in many aspects of our Operations and I hope you have seen this as well. We still have a long way to go but we are well on our way. While making these changes, we have instituted policies to make our operations as transparent to the membership as possible. This is something that we can all be very proud of.

This past week your Board attended the 97th PGA Annual Meeting in San Diego. This is always a very inspiring meeting and you will hear a lot of the details in the following reports. The theme for the meeting was "Charting our Course" and it was truly fitting. One of the key highlights for me was the feeling that the National Board has been doing a lot of the same things we have been doing here in Kentucky. Within every challenge there is an opportunity and your National Board has been making the most of their opportunities. Our new CEO Pete Bevaqua was signed to a five year extension to help carry forward the great work he has done in his first year. He brings a new vision to the staff and national office and I can tell you that he is working very hard every day for the betterment of the individual PGA member. He was instrumental in the signing of the renewed media rights to the PGA Championship and the Ryder Cup. These increases in revenue have led to our first increase in ADP funding since they were frozen in 2003. Next year funding for all 41 sections will increase by \$60,000 and will follow a 4 percent increase each year thru 2019 to equate to a doubling of our ADP funding to \$180,000. This will allow all Sections to continue to promote the key idea of our business, Grow the Game of Golf! PGA President Ted Bishop also announced that our relationship with the PGA Tour is stronger than ever and they truly support the recognition of the PGA member for all that we do. This year the PGA Tour has increased its support of Sections with an additional \$750,000 and a commitment of

\$1,000,000 in PSA's to run during their events showcasing the PGA Professional. This equates to roughly an \$18,000 increase per section. Combined with the ADP funding and the previously announced National Car Rental Pro-Am Series, that equates to a \$93,000 increase in funding for each section beginning in 2014. On a similar topic that continually comes up for discussion, Pete Bevaqua has worked with the Board to step back and take a new look at the inurement model we have been following. Is it going to change? It's too early to tell, but I assure you that they are working to make sure we are adhering to the proper regulations while at the same time finding ways to push the envelope to deliver more benefits back to the member. We started to see a real change in the way things are done at the National level and it is encouraging. I would like to thank President Bishop, the Board of Directors, Pete Bevaqua and the Executive staff for truly thinking outside the box and charting our course for the future!

We are blessed in the Kentucky Section to have great partners in the Kentucky Golf Association. This partnership allows us to be one of the smaller sections in the PGA but also one of the most financially stable. This is a long standing relationship that is very symbiotic. We have to work together to be great stewards of the game of golf. This means that we are obligated to help secure the future of this relationship with a renewed focus on two aspects, handicaps and junior golf. Since 2003 at the height of our handicapping system we have dropped from 33,000 individuals with a handicap to a little under 24,000. You don't have to be a finance expert to understand the devastating effects this has had on the KGA-PGA. The Kentucky Golf Association contributes the revenues from handicaps to KGA-PGA to cover operational costs and staffing for our joint body. This has led to a successful mutual operation and positive bottom line for the KPGA. We need to rededicate ourselves to making sure that we promote the need to carry a handicap if you play golf in Kentucky.

Last year was the first year for the renamed Kentucky Junior Golf Tour. This tour has been a source of great pride over the years and has produced an impressive alumni list. While the tour has remained a profit center for the KGA-PGA, it has seen those revenues drop considerably. Some of that is due to recent economic problems but that's not the only issue. We are currently trying to reassess the factors that have led to this decline and what we can do to turn the tide. We are going back to a more aggressive schedule for 2014 and will try to reach out on a more regional basis as this should help some families with expenses. Kelly Newland and his staff have their work cut out for them this year but I'm confident they're up to the task. I ask each of you to take a renewed interest in our junior tour and please help when you can. You have no idea how much it means to these juniors to have positive interactions with the PGA Professionals when they come to your facility. Be visible and be involved, it will help all of us!

These are not amateur issues, these are "our" issues and together we must turn the tide. As our Past President Brian Whitcomb used to always say, "We're where the rubber meets the road" in the game of golf and we have to step up to the challenge. In closing, I'd like to thank my fellow Board Members for their hard work and support over the last few years. I think the one thing that I'm most proud of is the teamwork that our Board has showed. We have all taken different aspects of our operations that we are best suited for and utilized those aptitudes to complete a lot more than we ever could have imagined. On the 50th Anniversary of the assassination of President

John F. Kennedy I want to leave you with a challenge that our great President left to our country . I think it's appropriate to adapt it to our own Section, ask not what your Section can do for you, but ask what you can do for your Section! I encourage all of you to get involved. Whether it's on a Committee, as a Director or as an Officer you have the opportunity to help shape the future of our Association. Individually we can be successful, but collectively, we can accomplish anything!!!

Thank you again for the opportunity to serve you and our great Association. I have enjoyed my time and rest assured the Kentucky Section PGA is in great hands. Your Board, your staff and your officers Kelly Williams and Ralph Landrum are ready to take what we've been able to accomplish and "leave it a little better than they found it."

Sincerely,
Chris Osborne, PGA
President

Kentucky PGA Fall Business Meeting VICE PRESIDENT'S REPORT



PGA
Kentucky Section

Kentucky PGA Statement of Financial Position September 30, 2013 and September 30, 2012

	September 30, 2013	September 30, 2012	\$ Change	Notes
Assets				
Operations Acct	219,564	142,958	76,606	Business Checking - Fifth Third Bank
Savings Acct	130,934	130,885	49	Money Market -- Fifth Third Bank
Investment Acct	439,582	413,886	25,696	Mutual Funds -- Vanguard
Account Receivable	20,850	18,000	2,850	See AR Summary
Prepaid Expenses	-	-	-	
Fixed Assets	-	77	(77)	
Total Assets	\$ 810,930	\$ 705,806	\$ 105,124	
Liabilities & Equity				
Liabilities	(1)	4,063	(4,064)	
Equity	810,931	701,743	109,188	
Total Liabilities & Equity	\$ 810,930	\$ 705,806	\$ 105,124	

Kentucky PGA

Statement of Activities - Fiscal Year 2013

January 1, 2013 - September 30, 2013

Acc't	Category	Q1	Q2	Q3	Q4	YTD	Budget	PY Actual	Var	TL Budget
INCOME										
4000	Member Dues	\$ 559	\$ 13,526	\$ 42,427		\$ 56,512	\$ 44,614	\$ 46,282	11,898	45,185
4100	Member Education Revenues	\$ 14,545	\$ -	\$ -		\$ 14,545	\$ 13,450	\$ 13,890	1,095	25,050
4300	Special Events Revenues	\$ -	\$ 350	\$ -		\$ 350	\$ -	\$ 1,200	350	-
4400	Marketing Programs Revenues	\$ 2,500	\$ 1,000	\$ -		\$ 3,500	\$ 7,500	\$ 12,605	(4,000)	7,500
4500	Investment Income/Dividends	\$ 2,292	\$ 2,950	\$ 41		\$ 5,283	\$ 3,254	\$ 6,911	2,029	5,000
4600	ADP Funding	\$ -	\$ -	\$ 46,320		\$ 46,320	\$ 45,000	\$ 45,000	1,320	90,000
4610	PGA Championships Funding	\$ -	\$ -	\$ -		\$ -	\$ -	\$ 8,735	-	-
4620	PGA Meetings Reimbursement	\$ 1,411	\$ 4,069	\$ -		\$ 5,479	\$ 6,000	\$ 33,221	(521)	13,000
4630	PAT Funding	\$ -	\$ 725	\$ -		\$ 725	\$ 633	\$ 725	92	1,550
4700	Partnership Revenues	\$ 2,912	\$ 3,589	\$ 3,707		\$ 10,209	\$ 7,500	\$ 4,870	2,709	14,750
4800	Tournament Revenues	\$ 26,270	\$ 152,995	\$ 131,198		\$ 310,463	\$ 301,100	\$ 296,707	9,363	305,220
Total Revenue		\$ 50,489	\$ 179,204	\$ 223,693	\$ -	\$ 453,386	\$ 429,051	\$ 470,146	24,335	507,255
EXPENSES										
5000	Staffing Expenses	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	-	19,000
5100	Professional Fees	\$ -	\$ 2,200	\$ -		\$ 2,200	\$ 2,500	\$ 12,000	(300)	2,500
5200	Bank Services	\$ 172	\$ 49	\$ 53		\$ 273	\$ 225	\$ 99	48	300
5300	Licenses & Permits	\$ -	\$ 15	\$ -		\$ 15	\$ 250	\$ 221	(235)	275
5400	Office Supplies	\$ 4	\$ -	\$ 195		\$ 199	\$ 750	\$ 760	(551)	2,500
5500	Printing & Reproduction	\$ 285	\$ 369	\$ 386		\$ 1,040	\$ 5,250	\$ 2,786	(4,210)	7,000
5600	Postage & Delivery	\$ 136	\$ 276	\$ 605		\$ 1,016	\$ 4,275	\$ 1,900	(3,259)	5,125
5700	Technology Expenses	\$ -	\$ 812	\$ -		\$ 812	\$ 5,625	\$ 371	(4,813)	7,500
5800	Insurance	\$ 4,113	\$ -	\$ -		\$ 4,113	\$ 4,200	\$ 4,028	(87)	4,200
5900	Automobile Expenses	\$ 1,140	\$ (436)	\$ 1,553		\$ 2,257	\$ 4,525	\$ 3,577	(2,268)	6,100
6000	Dues & Subscriptions	\$ -	\$ -	\$ -		\$ -	\$ 800	\$ 1,057	(800)	800
6100	Uniforms	\$ 1,631	\$ -	\$ 148		\$ 1,779	\$ 4,500	\$ 2,344	(2,721)	4,500
6200	Travel	\$ 5	\$ 165	\$ -		\$ 170	\$ 1,500	\$ 4,795	(1,330)	2,000
6300	Contributions & Grants	\$ 60	\$ -	\$ -		\$ 60	\$ 300	\$ 673	(240)	20,400
6400	Committee & Meeting Expenses	\$ 3,083	\$ 6,061	\$ 114		\$ 9,257	\$ 11,280	\$ 6,533	(2,023)	14,896
6500	Member Education Expenses	\$ 11,740	\$ 7,718	\$ -		\$ 19,457	\$ 19,690	\$ 10,926	(233)	29,690
6600	Special Events Expenses	\$ -	\$ 3,595	\$ 5,097		\$ 8,693	\$ 6,500	\$ 5,760	2,193	7,250
6700	Marketing Programs Expenses	\$ -	\$ 5,110	\$ 36		\$ 5,146	\$ 6,000	\$ 6,055	(854)	8,500
6800	PGA Championships Expenses	\$ -	\$ -	\$ 1,403		\$ 1,403	\$ -	\$ 4,740	1,403	-
6900	PGA Meetings Expenses	\$ 3,621	\$ 4,482	\$ 2,078		\$ 10,181	\$ 6,000	\$ 52,689	4,181	24,450
6850	PAT Funding	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	-	-
7000	Partnership Expenses	\$ 30	\$ 50	\$ -		\$ 80	\$ 7,350	\$ 602	(7,270)	7,350
7100	Tournament Expenses	\$ 365	\$ 76,764	\$ 191,223		\$ 268,353	\$ 278,471	\$ 274,439	(10,118)	299,116
Total Expense		\$ 26,384	\$ 107,230	\$ 202,892	\$ -	\$ 336,506	\$ 369,991	\$ 396,355	(33,485)	473,462
Profit/Loss		\$ 24,106	\$ 71,974	\$ 20,801	\$ -	\$ 116,880	\$ 59,060	\$ 73,791	57,820	33,803

Kentucky PGA

Variance of Activities - Fiscal Year 2013
January 1, 2013 - September 30, 2013

Income Accounts	+/- Budget	Explanation for Variance
4000 Member Dues	\$ 11,898	PGA HQ sent double payments in August, amt to be returned in Q4
4400 Marketing Programs Revenues	\$ (4,000)	Vendors assn dues combined with sponsorships in 2013
4500 Investment Income/Dividends	\$ 2,029	Market performing better than forecasted
4600 ADP Funding	\$ 1,320	Reimbursement from PGA HQ for technology deposited in error
4700 Partnership Revenues	\$ 2,709	PGA royalties higher than forecast
4800 Tournament Revenues	\$ 9,363	Sponsorship billed before events, entries/sponsorship slightly higher
Other	\$ 1,016	
Total	\$ 24,335	

Expense Accounts	+/- Budget	Explanation for Variance
5500 Printing & Reproduction	\$ (4,210)	Shared expenses not billed ytd, no special print projects
5600 Postage & Delivery	\$ (3,259)	Shared expenses not billed ytd, have reduced mailing costs
5700 Technology Expense	\$ (4,813)	Shared expenses not billed ytd
5900 Automobile Expense	\$ (2,268)	ED car reimbursement paid in lump sum
6100 Uniforms	\$ (2,721)	Blazers forecasted for Q3, being delivered in Q4
6900 PGA Meetings Expense	\$ 4,181	Airfare for Annual Mtg planned for Q4, District 10 not incl in budget
7000 Partnership Expense	\$ (7,270)	Shared expenses not billed ytd, no expense for royalties
7100 Tournament Expense	\$ (10,118)	Shared expenses not billed ytd, Pro-Pro bill not received yet
Other	\$ (3,007)	
Total	\$ (33,485)	
Net to budget	\$ 57,820	

Kentucky PGA Fall Business Meeting SECRETARY'S REPORT



Dear KPGA Members and Apprentices,

Currently there are 266 PGA Members in the KY Section of The PGA of America.
Currently there are 53 Apprentices registered in the KY Section of The PGA of America.

We welcome the following new members since the spring meeting:

Myles Mahan, PGA	The World of Golf
Nicklaus K. Mills, PGA	The Golf Complex
Barry T. Payne, PGA	The Links at Novadell
William Renn, PGA	Wildwood Country Club
Adam Webb, PGA	The Polo Fields Golf & Country Club
Michael C. Woods, PGA	The Cardinal Club

We welcome the following transfers to the Kentucky Section since the spring meeting:

Rafael S. Corder, PGA	Dick's Sporting Goods - Bowling Green
Chris Cornetet, PGA	Idle Hour Country Club
Phillip Davis, PGA	Dick's Sporting Goods - Florence
W. Scott Johnson, PGA	Mt. Sterling Golf & Country Club
Matt Kirchgessner, PGA	Bardstown Country Club
Otis Smith, PGA	Midway College
Tommy Spampinato	Triple Crown Country Club

We welcome the following new apprentices since the spring meeting:

David Bradow	Big Spring Country Club
Ryne H. Burnett	Drake Creek Golf Course
Dennis Daniels	Heartland Golf Club
Dustin Denzik	Nevel Meade Golf Course
Brock Fitch	Andover Golf & Country Club
Jesse Hughes	Wildwood Country Club
Andrew Lardner	Seneca Golf Course
Andrew Latham	The Links at Novadell
Mitchell A. Moore	The Links at Novadell
John Mullendore	Indian Hills Country Club
Antonio Onyon	Man O'War Golf
Vincent Prather	Andover Golf & Country Club
Willis Ring	Raven Rock Golf Course
John Rogers	Eagle's Nest Country Club
Bryan Shumate	Country Club of Paducah
Daniel Wilhem	GlenOaks Country Club

Master Professionals

Mike Thomas	Golf Operations
Ralph Landrum	Instruction

Certified Professionals

Danny Baron	General Management
Dick Bradow	Golf Operations
Tyler Caviness	Golf Operations
Jamie DeKeuster	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	Golf Operations, Instruction and Retail
Steve Shafer	Golf Operations
Josh Snider	Executive Management, General Management, Golf Operations, Instruction and Retail

A "Section Orientation" packet is in development and will be rolled out at the 2014 Dever | E-Z-GO Spring Member Conference to assist new apprentices and section transfers of the KPGA. It will be a beneficial tool for those new members to become acclimated to the events, governance/leadership, staff, purpose, initiatives, member benefits, communications, procedures, expectations and playing privileges. This document has been adapted from a review of what other Sections provide. We look forward to sharing this with you and all of the new apprentices and section transfers of the KPGA.

Be good,
Ralph Landrum, PGA Master Professional
Secretary

Kentucky PGA Fall Business Meeting EXECUTIVE DIRECTOR'S REPORT



Dear KPGA Members and Apprentices,

"Whenever an individual or a business decides success has been attained, progress stops." Thomas J. Watson, CEO of IBM (1874-1956).

As an organization, we had a good year! Several key indicators support this statement and our direction is on a positive course. However, as Thomas Watson's quote states, we must continually look internally and externally at how we can improve. A key evaluation tool is the member survey and year-long feedback we receive from you. I want to share with you the 2013 KPGA Report Card.

2013 Success Highlights

- New website
- Section Championship held at Valhalla
- Online scoring at the Section Championship and Kentucky Open
- New sponsorship program
- PGA Junior League

Financial (A)

Financially we are transparent, have strong financial reserves and we operated with positive cash flow. Your board and I have no secrets; we provide financial summaries of the KPGA, so the everyday member can understand our financial picture. More importantly, we encourage you to ask questions (if there is a need for clarification) or state a concern.

Communications (A-)

Communications are something every organization has to work hard at, because communications are never perfect for everyone. However, you view our communications in a positive manner. In the recent member survey, you reported to us the following key indicators:

- 97.1% view our communications as effective
- 86.4% feel the board is approachable
- 93.6% feel the staff is approachable

Member Services (A-)

Not everyone regular plays in Section tournaments or attends education workshops. However, every member utilizes member services. In the member survey, 92% reported staff answers questions and concerns within 1 business day and 93.5% say staff follows up questions or concerns. When asked about areas of improvement, 53.6% of the KPGA Membership feels their expectations are being met. The top two areas indicated for areas of improvement were promotion of KPGA Members and playing opportunities.

Education (A-)

Continuing education for any professional is key to their success. The PGA of America offers a full range of continuing education opportunities, however there is still a need for local education. The Education Committee is very focused on providing quality, relevant education. 92.1% of members surveyed feel KPGA education opportunities

meet their professional needs and 86% feel the member conference education sessions are relevant. For future topics the top three areas of interest were: Teaching, Rules of Golf and General Management.

Tournaments (B-)

There are many variables that are part of tournament satisfaction. From feedback and surveys, we know there is room for improvement in our tournaments. We understand the feedback of those who play in tournaments, but just as important we understand why some do not play.

Over the last year, the Tournament Committee has been working on a number of issues, with the following being the priority: schedule, venues and formats.

2014 Challenges

With every challenge comes an opportunity! You are well aware that a challenging golf economy has a direct impact on our operations. It would have been easy to sit back, raise dues or spend financial reserves in hopes better times will naturally cycle back. We have not done this; instead we work together as a family of golf organizations to create solutions to our challenges.

Handicap Subscriptions - Over the last decade the number of active handicap accounts has decline by 10,000 users. This is not a Kentucky exclusive problem, as only five organizations have seen an increase during this period. However, we can no longer sit back, it is time to act! In 2014, we will implement a comprehensive sales and marketing program to strengthen the core, engage the lapsed and create new users. Yes, these are the same initiatives as Golf 2.0, but that is exactly what we must do. I ask you to please be part of the solution and implement the plan at your facility after it has been introduced.

Junior Golf - Juniors in Kentucky have an abundant amount of opportunities to play junior competitions, but most of these opportunities are in the central part of the state. Our junior golf program has declined due to quality, competition and management philosophies. As a result, a junior golf task force was formed to analyze junior golf in the state and provide this information to the KGA-PGA Board of Directors. The conversation was healthy and the KGA-PGA Board of Directors is taking this information to formulate a strategy for junior golf. This strategy is close to being finalized and will require several years for full implementation.

PGA Championship - We are once again hosting a PGA major championship at Valhalla. This is a great opportunity for us as a Section to promote the game of golf in Kentucky. Professionals will play a major role, as we are tasked with consumer events, practice facility operations and community outreach. As members, you will be called on in a variety of ways and your support will be appreciated. Make sure to sign up as a volunteer early!

I am excited about what lies ahead for KPGA and its members. We will not continue to face challenges, but I am optimistic that with continued member input and support we will be successful.

I want to say a special thanks to the staff: Bill Coomer, Patsy Fitzpatrick, Erin Horn, Kelly Newland, Barbara Peak and Andy Ziegler. This is a dedicated group of people who work hard to serve you and the game of golf in Kentucky.

Respectfully Submitted,
Steve McMillen, PGA

Kentucky PGA Fall Business Meeting DISTRICT 10 REPORT



Dear KPGA Members and Apprentices,

As we head into the holidays, it is my pleasure to once again bring you up to speed on what's happening on a National level.

PGA Staff Update PGA Staff and the officers are in the midst of developing a long term strategic plan. The Officers and Board fully support the statement that the plan needs to focus on the two fundamental reasons for the PGA of America's purpose as stated in our Constitutional Bylaws. That is, we must be focused on 1) serving our Members and 2) growing the game. All decisions and all actions must be focused on those two key strategic mandates.

As is the case with any change in leadership, you may have noticed several personnel moves in HQ staff over the past few months. As a Director, I fully support the efforts of the CEO Pete Bevacqua and CFO Darrell Crall as they make key changes necessary to move our association forward. Their focus is to improve communications, progress the culture at headquarters (making HQ staff more accessible to our membership), and strive to identify ways to drive benefits and increase meaningful actions for our PGA Members. We are also very excited about our new Chief Financial Officer Rhona Aime. Her background includes 21 years of experience in leading multinational companies in North America, South America and Europe. Aime most recently held various regional roles with Group Danone, a Paris-based multinational food-products corporation. Prior to joining Group Danone, she spent nearly 12 years with The Coca-Cola Company in roles ranging from principal auditor, to finance director of Coca Cola Netherlands, to director of planning and corporate finance for the Brazil Division, to director of value management resources. A native of Scotland, Aime graduated from the University of Edinburgh with a B.S. in mathematics.

In regard to the long term strategic plan, staff conducted a SWOT analysis of each and every department within the PGA of America. Each department will grade itself against the standard we must strive to meet; that is, we must be "Experts in the game and the business of golf." Where are we succeeding in meeting that standard? Where do we need to improve? Where do we need to adjust? The Board will review a draft of the long term strategic plan at the PGA Annual Meeting in San Diego in two weeks. It will revolve around and be driven by our two strategic mandates: 1) serving our members and 2) growing the game.

Port St. Lucie Update PGA General Manager Jimmy Terry is bringing a positive energy, years of high-quality operational experience and change in culture to our Port St. Lucie properties. The Board of Directors voted to approve an increase in capital improvements for Port St. Lucie, specifically making some much needed improvements to the Country Club. With new golf course superintendent Dick Gray's work ethic and expertise in the South Florida climate, the new team is bullish that they will be able to provide conditions and service that will represent the PGA brand well.

PGA Championships Update Honorary President Allen Wronowski captained Team USA in the 2013 Presidents Cup. Team USA (which included our own Chip Sullivan) played well during the first two days of foursomes and four ball play taking a 10 1/2 - 5 1/2

point lead into Sunday's final round singles matches. However, the GB & I team staged a tremendous comeback and actually won the singles matches 7 1/2 - 2 1/2, which meant the 26th PGA Cup ended in a 13-13 tie. However, Team USA retained the Llandudno Trophy as the incumbent champion of the 2011 PGA Cup.

KitchenAid has agreed to extend its presenting sponsorship of the Senior PGA Championship through 2018, which includes an expanded branding presence at the Senior PGA Championship. This will include several on-course activation locations, television broadcast commercial inventory, integration into the telecast and an online presence with PGA.com.

The 75th Senior PGA Championship presented by KitchenAid will be held May 22-25, 2014, at Harbor Shores Golf Club in Benton Harbor, Michigan. The 2015 Senior PGA Championship will take place on the Dye Course at French Lick Resort in French Lick, Indiana. The French Lick Donald Ross Course previously hosted the 1924 PGA Championship won by Walter Hagen.

The 95th PGA Championship produced the best ticket sales since 2009 with over 225,000 attending, and Thursday-Sunday tickets were sold out. Oak Hill and its members were gracious hosts, and Jason Dufner will be a tremendous champion. The media blitz in New York City generated great exposure for the PGA and its 'everyman' champion Jason Dufner.

The 2019 PGA Championship and the 2024 Ryder Bethpage will be played at Bethpage State Park's Black Course. New York State Governor Andrew Cuomo attended and explained why the New York market is a perfect fit for two of golf's crown jewels. Gov. Cuomo emphasized New York's passionate golf fan base and how this fan base is eager to embrace the Ryder Cup in 2024.

This is my last report as your District Director. Rick Murphy from the Carolinas PGA will succeed me as your D-10 Representative. Rick is passionate, articulate and will represent District 10 very well. I encourage you to reach out to him if you have any questions or concerns.

The PGA of America has made great strides over the past few years, yet we still have much work to do. It will take the collective effort of EVERY member to help move the PGA forward. I encourage all of you to get involved in some aspect of our association; whether service on a section or chapter committee or mentoring a fellow PGA Professional or Apprentice.

Finally, a hearty "Thank You" to your Board of Directors for the wonderful work and commitment they have made to you, the members and apprentices of the Kentucky PGA. A special shout out to former Director Mike Thomas for paving the way for me and making my job as a Director easier. Many thanks to the KGA/KPGA staff for your hospitality during my visits to Louisville and Lexington, and a special thanks to Executive Director Steve McMillen. I know the Kentucky PGA is in good hands. It has been an honor to serve our association.

To the KPGA officers I have worked closely with the past three years; Chris Osborne, Kelly Williams, Ralph Landrum and Steve Shafer, I appreciate your service to our Association, but more importantly the friendships we have established that will truly last a lifetime.

Very Truly Yours,
Mike Ahrnsbrak, PGA

Kentucky PGA
Fall Business Meeting
ASSISTANTS/APPRENTICES REPORT



Dear KPGA Members and Apprentices,

It is hard to believe I have been serving as your KPGA Assistants/Apprentices Division President for a year. The 2013 tournament season has come and gone with two very successful tournaments! Congratulations to Adam Gary for winning the 2013 National Car Rental KPGA Assistant Championship with an impressive 131. Adam went on to shoot 295 and tied for 30th in the 2013 National Car Rental PGA Assistant Championship. Logan Watts also qualified; he shot 299 and tied for 47th. Most notably Logan made a hole-in-one winning \$25,000! Congratulations to Blake Watts for winning the 2013 KPGA Assistants Match Play. Special thanks to Chad Stocker, PGA and Dave Kaesheimer, PGA for hosting each event.

At the Fall Business Meeting we will have a short meeting, where we will discuss a few purposed changes to the bylaws. If you wish to discuss any of the purposed changes prior to the meeting, please contact me. I will be happy to address any questions that you may have. I hope to see you there!

Respectfully yours,
Will Schneider, PGA
Assistant/Apprentice Division President

Kentucky PGA Fall Business Meeting EDUCATION REPORT



Dear KPGA Members and Apprentices,

"The only place success comes before work is in the dictionary," Vince Lombardi.

Welcome to the 2013 Fall Business Meeting and Education Program. It's my pleasure to submit to you the Kentucky PGA Education Report. Today's Education program is sponsored by Bionic Gloves and PowerBilt Golf. I'd like to thank Bionic sales representative Charlie Albert, as well as Bill Long, sales representative from PowerBilt Golf for their continued support of the Kentucky PGA. Because of support from companies like Bionic and PowerBilt, we're able to present more pertinent education topics that will benefit all members and apprentices in our Section. I ask that you take a minute while at the meeting to stop and say hello to both.

The above quote from Vince Lombardi is certainly one that has been referred to many times, but has tremendous relevance regardless of your profession. Today's education program, "Recapturing the Business of Golf," highlights six of your fellow section professionals that live this quote in their day-to-day operations. We're fortunate today to have, representing the private club side of our business: Scott Sedgwick, PGA Head Professional at Louisville CC; Jeff McGill, PGA Head Professional at Bowling Green CC and Mike Kehoe, PGA Head Professional at Campbellsville CC, as well as representatives from the public side: Ralph Landrum, General Manager and Head Pro at the World of Golf; Mike Fields, Director of Golf Operations for Lexington Parks and Recreation and Craig Heibert, PGA Head Professional at Shawnee Golf Course. I want to thank them in advance for their contribution to the success of today's program but more importantly, I want to thank them for being leaders in our section. The greatest asset of the Kentucky Section PGA is the wealth of great professionals that make up our body of 275 members and apprentices. It's nice to be able to highlight a small sample of these professionals today that are willing to share their professional story. This cracker barrel format is designed to have plenty of audience participation. Please be ready to help "Recapture the Business of Golf."

Since our Spring Member Conference your Education Committee has been working and planning the 2014 education schedule. I'm happy to report that Brian Manzella has agreed to be our "keynote" speaker at our spring 2014 Education Program on Monday, February, 24 in Lexington. Brian is a 2-time Golf Magazine Top 100 Teacher in America. He was voted onto Golf Digest's 50 Best Teachers list for 2013-2014. A 24-year member of the PGA of America, Brian is the 2013 PGA Gulf States Section Teacher of the Year and was the Kentucky PGA Teacher of the Year in 2003. The Education Committee is excited to have Brian back to our Section and look forward to his TackMan presentation and a lively debate on the real world application of the new ball flight laws that the D-Plane has brought to light.

Also, the Kentucky PGA Teaching Summit that I spoke about in the spring is now one step closer to its launch. Tentatively scheduled for Monday, June 30 at The Cardinal Club in Louisville, your committee is actively seeking a “key note” teacher to be announced at the Spring Member Conference in Lexington. This Summit will also be an avenue to get our past Teacher’s of the Year involved. Please stay aware for future information.

Finally, an idea that stemmed from your Education Committee on recapturing the fraternal aspect of our association has now become a reality. “Pro to Pro” has been created to open the lines of communication for all our members and apprentices. Informational FAQ sheets will be introduced today, and on the PGA Login side of the website, about what “Pro to Pro” is and how you can get involved. We would like to have 100% participation in this program, as we see it as the lifeblood of our Section and a model for the entire Association. A quick description of the “Pro to Pro” is a network of our Section Members and apprentices willing to communicate, help and share thoughts and ideas with their fellow Section members to better the knowledge base of our members. This is a grassroots level program that will only be successful with your participation. Ladies and Gentleman, it is our time to give back, to better each and every KPGA member and apprentice and in turn strengthen our Section, Association and the health of our game.

The initial launch of “Pro to Pro” will start immediately with Phase I being a personal contact by one of the “Pro to Pro” stewards. We WILL contact each and every member of our entire section within the next 60 days to share with you information about how you can get involved and to listen to your feedback, comments or any industry wide concerns. Phase II is designed to be “Pro to Pro” educational meetings this off season. These meetings will be conducted at the district level to reduce travel times with an open forum agenda. These meetings will replace the traditional “Winter Workshops” and be led by your district directors. Phase III will be organizing a knowledge base which will include video best practices and private Facebook Group for “Pro to Pro” participants to be accessible through the section’s website.

In closing, I would like to thank Education Committee members: Chris Hamburger, Tennyne Ohr and Brad Morrow for their dedication to the Kentucky Section Education Mission. A special thanks to Craig Heibert for his valuable input and advice in the creation of “Pro to Pro.”

Respectfully submitted,
Peter Garvey, PGA
District 1 Director / Education Chairman

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 Fall Business Meeting EMPLOYMENT SERVICES REPORT



Dear KPGA Members and Apprentices,

Change Is Inevitable; Growth Is Optional

It's been said many times that one thing we can always count on is that change will occur. However, none of us could have envisioned the dramatic changes in our industry or economy over the past 10 years. These changes have impacted how our facilities must do business, how our employers' priorities have changed, how our customers view and play the game, and how PGA Professionals do their jobs.

Over the past few years, those facilities and PGA Professionals who recognized how the industry was evolving and adapted to the "new normal" have been able to achieve success in spite of the challenges the market has presented. Those who have failed to adapt, either because they did not recognize the changing market or chose to keep doing business the same as always, have been left behind in many cases.

Are You Thriving or Surviving?

When faced with change, we have a choice...do we embrace the new challenges and thrive? Or do we just try to hang on and merely survive? The PGA recognizes how different today's golf environment is from years ago and offers updated tools and resources to help PGA Professionals thrive. Under the Golf 2.0 umbrella, the PGA provides a wealth of ideas in the Player Development, Know Your Customer, and Connecting With Her Playbooks, in addition to proven programs such as Get Golf Ready, PGA Junior League Golf, PGA Sports Academy, and Tee It Forward. These resources are being used successfully by PGA Professionals throughout the country to help golfers enjoy the game and play more golf, while providing more value to their employers.

Change is not easy or comfortable, and is not something many of us envisioned we would be faced with in our profession. If you have just been surviving, commit to taking a fresh approach to your operation in 2014. Visit www.pgalinks.com and www.golf20.net and take advantage of the tools and resources the PGA offers you.

Action Plan Items to Help You Thrive in 2014

- Prepare a report for your employer listing your successes in 2013 and plans for 2014
- Develop a regular weekly or monthly employer communication plan
- Capture better contact information for your customers/members (see the Know Your Customer Playbook)
- Develop a simple survey for your customers/members to help you better meet their needs
- Review the Golf 2.0 Playbooks and find ways to implement new things (and let your employer know)
- Schedule, register, and promote Get Golf Ready events

PGA Involvement – Tools to Help You and Your Fellow PGA Professionals

- Complete the 2014 PGA Compensation Survey – should be done by every KPGA member and apprentice
- Review and update your PGA CareerLinks ProFile – make sure CareerLinks is working for you
- Participate in PGA PerformanceTrak – provides rounds and revenues data you can use
- Complete the PGA Operations Survey – provides valuable facility operational information

Enhanced PGA Employment Resources

The PGA Employment Services Department has enhanced the following resources in 2013:

- Updated the Job Hunter's Tool Kit on PGALinks
- Updated and added new sample resumes and cover letters
- Developed new job descriptions for a variety of PGA and support staff positions
- Reformatted the online PGA Employment Center for employers and job seekers
- Created a new Employer Guide for supervising PGA Professionals
- Created a new PGA Professional Employer Communication Plan
- Updated the PGA CareerLinks Hiring Solution guidebook and online Job Profile
- In process of developing a new Hiring Solution Job Profile for GM positions

I hope you have had a successful 2013 season. Please don't hesitate to contact me if I can assist with your career and employment needs, or with utilizing any PGA resources and services.

Respectfully Submitted,
Dick Bradow, PGA Certified Professional
PGA of America Employment Consultant

Kentucky PGA Fall Business Meeting JUNIOR GOLF REPORT



Dear KPGA Members and Apprentices,

2013 Summary

The Kentucky PGA Junior tour finished the season strong at the Junior Fall Classic on October 19-20 at the University Club of Kentucky. We had over 70 juniors participate in the last event of the year! As you know, this was our first season with new branding under the "Kentucky PGA Junior Tour" name. All season long, we emphasized and communicated this branding change to our players and parents. 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 are now beginning to associate our tour with the Kentucky Family of Golf Organizations and the Kentucky PGA Section.

Our PGA Members helped out this season by being involved with the juniors at registration and on the starting tee at events. The Kentucky PGA Junior Tour has always belonged to the men and women members of our associations. Our hope is to continue to leverage our Kentucky PGA Members and encourage you to be more involved with your junior tour. Your involvement will allow each of you to reach more golfers across the state. 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. With your support, we can continue to affect change through the game of golf and make a difference in our youth throughout the state.

Junior Golf Future

Kentucky junior golfers have a large number of opportunities to play competitively. As such there is a lot of competition for membership to tours like ours. Our competitors like the Mussleman-Dunne Junior Golf Tour do an excellent job of providing golf opportunities, and in many ways, do it better than we do. As such, the KGA-PGA felt it was important to create a junior golf task force to review junior golf in Kentucky and develop ideas how we as a state organization can best serve junior golf. This task force was made up of amateurs and PGA Professionals representing all regions of the state. Two key concepts came from this committee: 1) our tour efforts should be focused on providing competitive opportunities, in not only regions we currently offer play, but regions we don't, if there is not an existing regional tour being operated. 2) a state-wide effort should be developed and implemented to introduce golf in schools and on the playground. As the KGA-PGA board of directors took this information gathered by the junior golf task force, it was obvious we can't do this all in one year. As such, a long term plan is being developed.

2014

The initial plans for the 2014 season are underway! I am excited about the changes we have made to improve your junior tour for this new season. As part of our long term

strategy we have worked with Tom Cooksey, Executive Director of the Eastern Kentucky Junior Golf Association to merge his operations into the Kentucky PGA Junior Tour. Mr. Cooksey has done a tremendous job serving the junior golf community in Eastern Kentucky and he is excited we are committed to ensuring this continues. Special thanks to Mr. Cooksey as he will be a big part in helping us make our transition into managing events in that region. In 2014 we will offer eight events. While these events will be held in Eastern Kentucky, they will be open to any member of our junior tour.

In addition to the Eastern Kentucky region we will offer seven events in the Lexington area, seven in the Louisville area, six in the South Central area and four in the Western area. We are working with facilities to solidify the 2014 Kentucky PGA Junior Schedule so if you are interested in hosting this year or in the future please let us know. We hope to utilize you, the PGA Member, as an asset as we travel throughout the Commonwealth. Make sure and check our website regularly and please don't be a stranger this season.

Respectfully Submitted,
Kelly Newland, PGA
Director, Junior & Senior Competitions

Kentucky PGA Fall Business Meeting GROWTH OF THE GAME REPORT



PGA
Kentucky Section

Dear KPGA Members and Apprentices,

2013 was a successful year for PGA Junior League Golf in Kentucky. 19 facilities had a total of 29 teams participate in the seven local leagues. Four teams advanced to the state finals hosted by PGA Professional Derrick Griffiths at Clear Creek Golf Center in Shelbyville. The All Star Team from Louisville won the State event and qualified for the Regional Championships. I hope more of you will consider participating in the PGA Junior League. You may want to reach out to your fellow KPGA Members who hosted a team in 2013 to better understand all the benefits of the PGA Junior League Golf. The short term financial benefits are a nice addition to anyone's revenue lines but the long term relationships built through this new program will prove to be extremely valuable to you, your facility and to help grow the game. The new PGA Junior League web site is being rebuilt and is being projected to be available on January 7. The PGA Junior League will also have a new scoring app available for 2014. More information for the 2014 season will be forwarded to you as it becomes available.

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, 83% of the students are retained a year later and spend \$1,069 annually on golf. Reaching 40 GGR students can generate \$42,760 for golf in your area. With eight students in a class, instructors make more than \$100 per hour. All of the marketing and promotional tools you may need, are now located on PGA Links.

The PGA of America has entered into an 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. Please remember to post all of your events on Active.com and or the Play Golf America web sites. Reporting the results of your Growth of the Game programs to the PGA will be very beneficial to all who are helping you to grow your business by growing the game of golf.

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. The information made available through PGA Sports Academy will help all of us improve our junior programs. Information for the PGA Sports Academy is available at PGALinks.com.

Tee it Forward has proven to be an enjoyable experience for those golfers who moved up a tee or two. Why should you promote Tee it Forward? TIF can help make golf more fun- 70% of golfers said it was more fun and 42% said it made playing golf faster. Tee it Forward can increase rounds - 52% said they are more likely to play now that they can Tee it Forward

Be Good:
Ralph Landrum, PGA Master Professional
Secretary

Kentucky PGA
Fall Business Meeting
SPECIAL AWARDS REPORT



Dear KPGA Members and Apprentices,

At the present time the committee is gearing up for the next 3 months to decipher and decide who the 2014 Special Award Winners will be. This is an exciting time of year, as we head into the holiday season, to spend time with friends and family. It is also a great time to reflect on what went right and what we do not want to ever try again.

I say this because at this time there are some nominees that need to submit their respective information to the committee by December 9th. It helps us get all the information to the committee members in a timely matter. It is also a great time to assemble your thoughts and info as a nominee while you are reflecting on your past years accomplishments.

I would like to take this time to thank the people who submitted nominations for their peers, who they felt deserved to be nominated for a Special Award. With the size of our section, the KPGA Members and Apprentices did another fine job this year by sending in 154 nominations. We appreciate everyone taking the time to fill these out and nominating quality candidates.

It is an honor to be the committee chair for this committee, as I get to meet the best that the KPGA has to offer every year. Keep the hard work as a PGA Professional in the Commonwealth of Kentucky and I hope that everyone has a happy Thanksgiving, a wonderful Christmas and a prosperous New Year.

Respectfully Submitted,
Garry W. Nelson, PGA
Life Member Class of 1990

Kentucky PGA Fall Business Meeting BUSINESS DEVELOPMENT REPORT



Dear KPGA Members and Apprentices:

I would like to offer our sincere gratitude to our business partners for their generosity and support of the KPGA at all partnership levels. Without these companies and individuals we would not have the resources for our education and playing opportunities. Please make sure to take time at the Fall Member Conference to say thank you to them. 2013 season was a successful year, as we increased our business partnerships for both education and tournaments. We are excited as our indicators demonstrate 2014 will be outstanding.

The Golf House Kentucky Corporate Partners Program is having success. We are pleased to welcome Pepsi and PNC Bank as Golf House Kentucky's first Corporate Partners. We continue to meet and build relationships with other companies. However, developing these relationships takes time and we will not fully know the long term success of this strategy for another year.

We are happy to announce the PGA Business Development team has worked with National Car Rental on an exciting new sponsorship. The National Car Rental Pro-Am Series will be two pro-ams (new or existing and National Car Rental is providing to each Section a sponsorship of \$15,000 for these events). Our Section will be using these monies to enhance existing pro-ams. The Tournament Committee will share more about this in their report. Keep in mind, the National Car Rental's Emerald Club program is a terrific member benefit for all PGA Members and we highly encourage you take advantage of this program and register for your complimentary Emerald Club membership.

The PGA Tour has been a great partner each year providing Section monies for prize purses. This commitment has been enhanced and in 2014 our Section will be receiving an additional \$18,292 from the PGA Tour to be used to enhance our professional events.

Our own 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

Please be aware of the companies that call upon you and their level of partnership. I ask each PGA Member to focus their attention on who is supporting us with extra incentives towards our playing and educational opportunities. The goal of the Business Development Committee is to examine the ways companies receive value for their sponsorship dollars. If we are to continue to grow our sponsorship opportunities, we need everyone's support by taking the phone calls of these representatives and

spending a few moments with them during a sales call. Furthermore it is critical that as a player you reach out to these companies and thank them after each and every event.

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.

We continue to work closely with the Tournament Committee and the Golf House Kentucky staff to provide the KPGA Members and apprentices with the best playing opportunities and educational resources available to our Section. I hope that everyone has had an excellent 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 Fall Business Meeting TOURNAMENT REPORT



Dear KPGA Members and Apprentices,

The Tournament Committee would like to offer congratulations to all of our tournament winners and thank all of the participants and sponsors of our events. Without you we would not be able to have quality events! The 2013 Kentucky PGA had a highly successful tournament season with great weather for playing golf.

The 2014 Tournament Calendar has been finalized and will be ready to present to you at our Fall Meeting on Monday December 3rd, 2013. After much input from the Tournament Committee and the Board of Directors working together, and as a result of Kentucky hosting the 2014 PGA Championship at Valhalla, a calendar will be presented that spreads our events out more through the entire season. As a result, some events have been relocated to different times in the year than when they have traditionally been scheduled. We are excited to announce that we will once again be playing our Major Events at excellent venues for 2014. The Section Championship will be played in September at the Greenbrier Country Club, and the Senior Section Championship will be hosted by Kearney Hill Golf Links in August. The Assistants Championship will be held at Peninsula Golf Resort. The Kentucky Open has been moved to July and competition will take place at Hunting Creek Country Club while the Kentucky Senior Open will be held at The Club at Olde Stone in July. The Match Play Championship will be held at Louisville Country Club in October while the Senior Match Play takes place at Bardstown Country Club in June. The Assistants Match Play Championship will be held at Frankfort Country Club in September. Thank you to the PGA Professionals at these and all of the fine courses on our Tournament Schedule who have agreed to play host to our events in 2014!

In 2014 we will also see the addition of a new partner for Pro Am events with National Car Rental becoming a major sponsor in our Section. Their financial contribution is at a level that will make the two Pro Am's they are sponsoring very nice events. Their support in future years will be measured by the success of this year's events, so we hope that you will have a chance to participate. After careful consideration the Committee decided to add one new event, and also move sponsorships around to support a previously existing Pro Am that had strong participation numbers and also met their desired customer demographics. The two Pro Am's that will be sponsored by National Car Rental in 2014 are as follows:

- National Car Rental Pro Am at Big Spring Country Club on Monday May 12th, 2014 – Format will be one Professional and three amateurs with two best balls (Gross) of the 4-Person Team.
- National Car Rental Pro Am at Champion Trace Golf Course on Monday July 21st – Format will be one Professional and three amateurs with two best balls net or two best balls gross – prizes awarded in both gross and net divisions.

The following is a summary of other items for consideration or updates for competitions in 2014:

- The PGA of America has changed the maximum limit for yardage for women contestants in National Championships. The formula was 90% of the men's yardage and has been changed to up to 85%. The Section will follow the same guidelines.
- The Committee has recommended to the Board of Directors that the KPGA not adopt and implement the new groove policy as outlined in Rule 4-1/1 as a condition of competition. Instead they recommend to follow the PGA guidelines and add it to the Conditions of Competition for National Qualifiers only.
- The Committee has made the following recommendation to the Board of Directors regarding dress code:

When a member or apprentice is playing in a KPGA Sanctioned Event, whether as a contestant or otherwise, all male professionals have the option of wearing slacks or shorts and approved shirt styles until the event has concluded. Denim jeans are not permissible. The following Championships are exempt from this policy and all male participants are required to wear slacks during all competition rounds:

KPGA Professional Championship, KPGA Senior Professional Championship, KPGA Assistant Championship, Kentucky Open, Kentucky Senior Open, KPGA Match Play Championship (finals site) KPGA Senior Match Play Championship (finals site) and KPGA Assistant Match Play Championship (finals site)

The Committee is working towards having the tournament calendar available further in advance than in past years, and hopefully this will allow all of us to set our calendars at our clubs so that we may participate in more Kentucky PGA Section tournaments.

Special thanks to the Tournament Committee for their time and efforts on behalf of the section: Aaron McDowell, Pat Stephens, Blake Watts, Keith Ohr, John Bachman, Chris Redle, Mike Thomas, Chad Douglas and Jason Stilley. Thanks as well to our Executive Director Steve McMillen for his active participation on this Committee, and of course to our Tournament Director Bill Coomer and all of our officials for their efforts toward making our tournaments run professionally.

Please feel free to contact your Board of Directors and Tournament Committee with your comments and suggestions to make our tournaments better. We hope you have a terrific offseason and best wishes for a fabulous 2014!

Respectfully submitted,
Steve Shafer, PGA
Honorary President
Tournament Committee Co-Chair

Gary Bebelaar, PGA
Director at Large
Tournament Committee Co-Chair