



ASSOCIATION MEETING MINUTES

Association	Kentucky PGA
Meeting	Fall Member Conference Business Meeting
Date	December 8, 2014
Location	Holiday Inn Hurstbourne

Call to Order

Kelly Williams, President of the Kentucky PGA, called the meeting to order at 8:11 a.m. after a delay due to technical difficulties with the hotel. Mr. Williams called on Sergeant Bryan Anderson, USA Cares Spokesperson and War Veteran to lead the group in the pledge of allegiance. Mr. Williams recognized all veterans and had a moment of silence for KPGA member, Ron Reiner, who passed away in 2014.

Invocation

Garry Nelson delivered the invocation.

Approval of Minutes

Garry Nelson made a motion to approve the minutes. Bobby Baldwin seconded the motion. Motion carried (unanimous)

President's Report

Mr. Williams reported on exciting times ahead for the KPGA. At last evening's board meeting discussions began to form an amateur golf tour under the KPGA and pilot this program in 2015. While the junior golf tour has fallen upon financial struggles and changes, the board is exploring new options and has a vision for 2015 to be about the KPGA Professional. He encouraged everyone to not only host a junior event, but to be actively involved in the management of these events. Mr. Williams highlighted the District 10 Report in Rick Murphy's absence. The theme of The PGA Annual Meeting in Indiana was "growing the game, serving the member." Congratulations to Suzy Whaley on being elected as Secretary and the first female officer. Derek Sprague and Paul Levy advanced in the chairs and Allen Wronowski was elected to an additional term as Honorary President. The Strategic Plan was presented and founded from ideas that were pulled up from the section level, rather than pushed down from national. It is formed around eight core products: employment, education, player development, championships, sections, properties, global and PGA REACH. Mr. Williams attended the Section President Breakout Sessions and is impressed with the culture change that has begun at The PGA under Pete Beveacqua. PGA Junior League is a prime example of an idea that is "supported by local and presented by national." 16,500 youth participated in PGA Junior League Golf in 2014 (nearly doubled from 2013) with 1,425 teams and 300 leagues developed. At TPC Sugarloaf, Team California defeated Team Georgia to take the 2014 title. A safety program will be introduced in 2015. A new long term digital strategy will be unveiled in January, including the PGALinks website being revamped and reintroduced as pga.org and will tie pgalinks.com and pga.com and become fully customizable. PGA Junior League Golf Camps will be launched in 2015. Disaster Relief Funding maximum grant has increased from \$5,000 to \$7,000. Any funding given out after November 29 will reflect this change. That fund is supported strictly by donations by the membership during dues billing. The Board passed a \$65 million fiscal year budget dedicated to growth of the game, section support, member programs and new initiatives. ADP Funding will once again increase and Kentucky has wisely used this money to help fund the new Director, Marketing-Events position. Sponsorships continue with NBC Sports, Samsung (room for growth here) and Omega (longest sponsor). The Inaugural KPMG Women's PGA Championship

will be held in 2015. Mr. Williams explained how ADP Funding is created through sponsorships such as Mercedes Benz and Omega. These sponsorships may seem like they do not have a direct member benefit, but have allowed the KPGA to help fund the new Director, Marketing-Events position with Kim Shafer. Mr. Williams introduced Mrs. Shafer. She is so excited to be a part of the staff and looks for 2015 to be a banner year for the KPGA and growing the game in Kentucky. Her top priority is to get to know each professional and their facility and how to best keep them constantly informed. She is looking for small group leaders to lead discussions in each district in meetings of 6-12 people. Not every program works for every facility, but it is important to find which programs can grow revenue at each facility in the state. In the PGA Login area of kygolf.org she will post Growth of the Game information, including a Golf In Schools Template, After School Golf Program Template, Corporate Get Golf Ready Opportunities, promotional flyers, sample budgets and the full inventory of Growth of the Game products at Golf House Kentucky to help KPGA members. She urged everyone to make her their “go-to” person and is looking forward helping impact revenue at facilities. KGA President, Tom Cooksey could not attend this Member Conference but the relationship between the two bodies is strong and the KGA is anxious to hear what new ideas the KPGA can generate with these new opportunities.

Vice President’s Report

Mr. Landrum gave the Financial Report. The following third quarter financials were approved at the board meeting last evening:

The total operations cash as of September 30 (year to date) were \$170,907 as compared to \$364,185 as of June 30. Specifically the bank account balances were \$120,909 (Operations Account) and \$49,998 (Reserve Account). The investment account (Vanguard) was \$475,487. Account Receivables was \$28,125 primarily made up of sponsorships. There are ten accounts 90 days past due. Three of these accounts are large corporations and the invoices are being worked through the hierarchy of their accounts payable. Payment has been received for four of the accounts in October. Third Quarter Net Ordinary Income was (\$5,879) as compared with the budget of \$26,066. Year to date Net Ordinary Income was (\$68,508) as compared with a budget of \$95,895 for an unfavorable variance of (\$164,403). Third Quarter Revenues were \$228,034 as compared with the budget of \$270,679. Year to date Ordinary Revenues were \$521,173 as compared to budget of \$525,649 for an unfavorable variance of \$4,476. There were no significant variances compared to budget – see Variance of Activities report. Third Quarter Ordinary Expenses were \$233,913 as compared to the budget of \$244,614. Year to date Ordinary Expenses are \$589,681 as compared to budget of \$429,753 for an unfavorable variance of \$159,927. YTD key variances are summarized on the Variance of Activities report. Significant variances include: Contributions and Grants \$159,513 were higher due to the retirement of the Golf House pledge. Member Education was \$4,845 less due to cancelation of the teaching summit. PGA Championship Expenses were \$11,626 were less due to strategic planning and utilization of best practices from past hosts. PGA Meeting Expenses were \$3,191 less due to not having a PGA leadership conference in September. Tournament expenses were \$22,213 higher due to estimates of when the expense would occur. It is expected Tournament Expense will be in line with the overall year-end budget.

Monies were moved from operating account and checking account into investments in the Vanguard account in 2014. Gary Bebelaar asked about the changes to the junior tour and asked about it becoming a variable cost tour. The tour lost \$40,000 last year under the Foundation and a discussion was had whether or not it the tour should continue to operate. It is still very important to be a part of junior golf and discussions about the direction of the tour began last night. The three “majors” (Junior Amateur, PGA Junior Championship Qualifier and Tournament of Champions) will still be held. A new junior golf director will be hired in the next 60-90 days. The Task Force of Landrum, Chris Osborne, Mike Kehoe and Larry Ward are working to iron out important details. The schedule is still planned to be released on the first of the year.

Mr. Landrum applauded the efforts of Tom Schoenbaechler, as he is working as a Treasurer Consultant for the KGA-PGA. He also discussed the Vice President’s Breakout Sessions at the PGA Annual Meeting. They made the following recommendations: having inurnment risk examined, having a limited audit each year and a full audit every other year, having a non-PGA member on the Finance Committee and having non-Tournament expenses over \$5,000 approved. They also provided a list of acceptable expense amounts.

Jamie DeKeuster made a motion to approve the financial report. Jeff McGill seconded the motion. Motion carried (unanimous)

Secretary's Report

Pete Garvey shared the state of the Kentucky PGA. There are 325 members (278 Members and 48 apprentices) and the declining trend coming to an end. Kentucky ranked fourth among sections with Active.com registrations, ranked 31 among sections with Get Golf Ready programs, fourth among PGA Junior League participation, 17 in MSR Completion rate (46.4% complete), first in Certified Professional Program Enrollment, third in Compensation Survey completion and 11 in employment. Mr. Landrum recognized the following:

New Members: Christopher Boyssel, PGA; David Curry, PGA; Andrew Freeman, PGA; Perry French, PGA; Andrew Lardner, PGA; Tommy Spampinato, PGA; Nick Sweeney, PGA and Justin Thomas, PGA

New Section Transfers: Stan Bickel, PGA; Seth Christian, PGA; Mark Flitton, PGA; Robert Gates, PGA; Brad Hicks, PGA; Justin Holland, PGA; Andrew Kaczmarek, Sean Lowry, PGA; J.R. Maxam, PGA and Matt O'Keefe, PGA

New Apprentices: Alex Peitrandrea, David Shearn, Nick Stivers, Matt Way and Chris Taber

Master Professionals: Mike Thomas, Ralph Landrum and Matt O'Keefe

Certified Professionals: Danny Baron, Dick Bradow, Tyler Caviness, Jamie DeKeuster, Lizzy Freemantle-Schremp, Chris Hamburger, Ralph Landrum, Dennis Nash, Matt O'Keefe, John Piascik, Keith Reese, Will Schneider, Scott Sedgwick, Steve Shafer and Josh Snider

Executive Director's Report

Mr. McMillen thanked everyone for the support in 2014, whether it was at the PGA Championship, hosting junior golf events, hosting tournaments, feedback or participation. We are successful as a section because we work as a team. The joint body and family of golf organizations are also critical to this success and much like a marriage – the relationship takes hard work but the benefits are great. Mr. McMillen recognized the staff: Bill Coomer, Patsy Fitzpatrick, Erin Horn, Barbara Peak and Kim Shafer. He encouraged everyone to complete the KPGA Membership Survey, which will remain active. This survey takes less than ten minutes and provides crucial feedback in all facets of the KPGA. PGA REACH Kentucky was successful in its first year and Charitable Impact Partners, Blessings in a Backpack and USA Cares initiatives can be funded over the next three years. This includes supporting and providing golf programming for 45 military families and 120 children in three schools. Mr. McMillen urged everyone to get involved and see him for more information. He introduced Cindy Good, who represents USA Cares. She encouraged everyone to see how they can make a difference and to visit the Radcliff, Kentucky office of USA Cares. She re-introduced Sergeant Anderson who inspired the crowd with his “getting back to good” speech.

A short break was taken.

Committee Reports

Assistants | Apprentices Division

Kris Kleinsasser submitted the Assistants | Apprentice Division report as written. The group will meet prior to lunch.

Education

Craig Heibert encouraged everyone to take the KPGA Member Survey and thanked today's speakers: Bob Baldassari, Frank Chieppa and Mike O'Donnell of the PGA Player Development Team. He reminded everyone the current MSR cycle ends June 15. He announced a Certified Professional Program Study Hall education opportunity on December 18 at Golf House Kentucky at 3 p.m. This program will be led by Josh Snider, PGA.

Employment

Dick Bradow reported section job activity has been quiet, but this is a cyclical trend. He spoke about the PGA Strategic Plan from an employment standpoint and reported on the state of Dick's Sporting Goods former employees. He urged the membership to complete the Revenue Scorecard and other tools to help quantify their value

to their facilities. These tools can be found on the PGALinks website. The Compensation Survey will also be launched again in early 2015 and participation in that is crucial.

Growth of the Game

Mr. Landrum submitted his report as written. He reminded everyone to share their activities with Golf in Schools programs and is very excited to have Mrs. Shafer on board.

Special Awards

Garry Nelson submitted his report as written.

Business Development

Brad Morrow submitted the Sponsorship report as written. He reminded everyone get involved with PGA REACH Kentucky initiatives. He encouraged everyone to give names of business leaders to Mr. McMillen for sponsorship opportunities and to take a look at which companies are supporting the KPGA at various sponsorship levels when making business decisions.

Tournament

Chris Redle recognized the committee: Jason Stilley (co-chair), John Bachman, Derrick Griffiths, Garry Nelson, Mike Thomas, Chad Douglas, Kris Kleinsasser, Bruce Oldendick, Barry Payne and Keith Ohr. The committee met four times in person and over two conference calls to present the 2015 Tournament Schedule. An update to this sheet is Oxmoor Country Club will host a Kentucky Open Qualifier. The Pro-Junior is the only outstanding event on the calendar and Bill Coomer is in touch with Oldham County Country Club to host this. This is a quality schedule of events highlighted by the new stableford event. Mr. Redle is excited about the KGA-PGA taking over the Challenge Cup and the changes they have made to this event. The Pro-Junior will be expanded in 2015 to feature a 9-hole professional plus a PGA Junior League Team scramble in the morning (hopefully will have two divisions) and the normal event in the afternoon. He hopes to gain new committee members in 2015 and asked members to complete the KPGA Membership Survey. He thanked the staff for their efforts.

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.

New Business

The 2014 Leadership of the KPGA were recognized: Brad Morrow, District Two Director; Jason Stilley, District Three Director; Jamie DeKeuster, Director At Large and Garry Nelson, Director At Large.

Elections were held by Mr. Osborne.

Jamie DeKeuster, Brad Morrow and Garry Nelson were previously nominated for the position of District Two Director, these nominations were all seconded by Mike Riley. Each gentlemen said a few words. The first vote of the membership resulted in a tie and after a second vote of the membership, Jamie DeKeuster was elected to the District Two Director.

Barry Payne was nominated to the position of District Three Director by Jason Stilley, this nomination was seconded by Kris Kleinsasser. Barry Payne was elected the position of District Three Director, running unopposed.

Kris Kleinsasser was previously nominated for the position of Director at Large, this nomination was seconded by Ralph Landrum. Garry Nelson nominated himself from the floor, this was seconded by Jason Stilley. Brad Morrow was nominated by Gary Bebelaar. This was seconded by Ralph Landrum. After each saying a few words and a vote was incorrectly completed by a number of people and revote was taken. After the second vote, Garry Nelson and Kris Kleinsasser were elected as Directors at Large.

Open Forum

President, Kelly Williams, called for any comments for the Open Forum. There was a discussion about why the membership was not updated on the junior tour changes and the change of a junior tour director. This was strictly a business decision made by the joint body. Compliments were given on the hiring of Mrs. Shafer as Director, Marketing-Events.

Adjournment

Michael Johnson made a motion to adjourn the meeting. Robert Baldwin seconded the motion. The motion carried (unanimous). The meeting was adjourned at 12:00 p.m.

Assistants | Apprentices Division Meeting

Kris Kleinsasser thanked everyone for allowing him to represent Assistants and Apprentices. He recognized Blake Watts as the Assistants Championship winner and Austin Meyer as the Assistants Match Play Championship Winner.

Elections were held and John Kells was elected to the position of President-Elect. He will take over as President of the Assistants | Apprentices Division at the Spring Member Conference. Elections for Vice President will be held at that spring meeting.

Jamie DeKeuster made a motion to adjourn the meeting. Chris Redle seconded the motion. Motion carried (unanimous)