

# 2015 KPGA Spring Business Meeting

## Executive Director's Report

Dear KPGA Members and Apprentices:

The past several months have been busy at Golf House with the staff working on 2015 programs and a number of special projects. I am very excited about the synergy at Golf House with the addition of Kim Shafer and Chris Redle. Both are great PGA Professionals and have attacked their key areas of responsibilities with great energy and passion. Over half of our team is new within the last three years, but we now have three team members who have served you for over twenty years. Recently Bill Coomer joined Patsy Fitzpatrick and Barbara Peak with this accomplishment. Please make sure, when you see Bill, Patsy and Barbara, to thank each of them for their dedicated and loyal service.

Serving the Member and Growing the Game are the key priorities of the KPGA. To accomplish these priorities it takes three C's: collaboration, creativity and cash. Here are four examples of how it all works in concert:

### **Charity**

The Kentucky Golf Foundation is our joint charitable foundation. Through the framework of the greatest game ever played our foundation seeks to impact Kentucky's youth, military and those of diversity. In doing this we will not only positively impact lives, but also get people involved in the game. To accomplish this, fundraising is critical. As a KPGA Member, you can help fundraising in several ways, which include.

- \* Play in the Kentucky PGA REACH Pro-Am on Aug 3 at Valhalla

- \* Participate in Kentucky PGA Golf Day

- \* Host a Memorial Day Weekend Military Appreciate Day

### **Handicap Development**

Some of you have pointed out to KPGA Leadership that the KPGA makes a net profit each year so why are we so concerned about handicap revenue. Revenue from handicap subscriptions amounts to 55% of our joint organizations income. This revenue is used to pay for a large portion of the administration overhead, e.g. employee costs, building lease/maintenance etc. You have heard me since the first time I addressed you a little over three years ago we need your help with handicap development. While there is a case that could be made we will never grow our numbers back to the glory years, we can't just turn our back on something that provides such a significant source of revenue. The months of April through June are the prime months to increase the number of active handicap subscriptions. We have a turnkey marketing program to help you accomplish this. In the coming weeks you will be receiving materials to implement a handicap marketing campaign at your course. Please be supportive and implement all or parts of the marketing program we will provide to you.

### **New Revenues**

Having a revenue source more than 50% of your total income is never a good idea, especially for a non-profit. As such, it is vital we create new diverse revenue streams. We have many bright people in our Section and I encourage everyone to think about potential new revenue streams. If you have an idea, please share it with me as the more ideas we have, the better chance we will have in developing a quality long term revenue streams.

### **Player Development**

Player Development is defined as increasing rounds and growing revenue. So often when we have talked player development in the past it was all about creating new golfers. However, what we truly need to do is move the golfer along the life cycle curve so they play and spend more. If you have not yet, I hope you get the opportunity to spend time with Kim Shafer soon. Kim was hired to be your player development consultant and help you grow the game. Kim's role is to not tell you what to do, but help you figure out what will work best for you and learn what you do well so she can share with others. One area you will hear Kim talk about is junior programs. Chris Redle was recently hired enhance our own junior programs.

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Chris' role is to provide junior programming for juniors along the junior life cycle. While the programming is officially a Golf House Kentucky program, you as a PGA Professional are critical to the success. Whether you are hosting an event or just encouraging your juniors to participate, please be supportive of our junior programs as they are the future members and patrons of courses.

In closing, I want to thank the Golf House Kentucky team. These individuals work hard every day serving the membership of not one, but two organizations. They are a dedicated group of people who balance their duties and regardless of the challenges always find a way to get things done while managing to keep a smile on their face and a smile in their voice.

God bless our family of organizations and our great nation!

Steve McMillen, PGA  
Executive Director