

2015 KPGA Spring Business Meeting

President's Report

Dear KPGA Member & Apprentices,

It is hard to believe that my term as KPGA President is already entering the homestretch. Despite the short time since we were all together for the Fall Member Conference in December, the KPGA Board of Directors and staff have been hard at work to make the game of golf better in the state of Kentucky. Hopefully, if you take nothing else away from my leadership, you have heard my passion and will give PGA Junior League Golf a chance at your facility. PGA JLG brings children to the golf course, which in turn brings families to the golf course, which will equal more revenue at your facility. If you haven't already, take a chance, try something new and host a PGA JLG team this season and watch your bottom line grow!

Your KPGA Board has been hard at work conceptualizing new revenue generating initiatives this winter. Two priorities are the KPGA Amateur Tournament Series and the Middle School Golf Tournament Series. Both of these programs will pilot during fall 2015 with a goal of bringing new revenues to your business. Kim Shafer, PGA has committed to getting both of these concepts launched and may be contacting you in the coming weeks about becoming a host facility. If either or both of these concepts sound like a good fit for your business, don't wait to hear from Kim, go ahead and reach out in order to get your name on the list.

With all of the positive new ideas comes the stark reality that the KGA-PGA is struggling financially. As a reminder the KGA owns the handicap system and contributes all of those revenues back to the KGA-PGA, which in turn funds the operation and staff of Golf House Kentucky and our family of organizations. This revenue has been in steady decline for a number of years and Kentucky is experiencing the same trend as other golf associations nationally. I want to thank everyone who supports GHIN and remind you that each handicap sold directly impacts the KGA-PGA financially. Unfortunately, the current trend has forced the KGA-PGA to budget a loss this year and the KPGA will likely have to commit funds to offset the loss so that the organization can continue to operate. Please go the extra mile this season and try to grow you handicap revenue by 10%. If each facility makes a small increase, together we will overcome the deficit for the betterment of the KGA-PGA.

In the event that we can't reverse the trend in handicap revenues there are other ways to combat the deficit. Our Section enjoys some of the lowest dues of all 41 PGA Sections in the country and a simple \$100 dues increase would offset the loss expected from the KGA-PGA. My preference is that we find new streams of revenue for the family of organizations and not go the route of increased dues, but your support is needed. If you will consider participation in the two new initiatives listed above, a small portion of every entry fee, just like that of every KPGA entry fee, goes toward funding the KGA-PGA.

With the 2015 golf season fast approaching, I want to challenge you to try something new this year. Take a chance by getting involved with one of the new KPGA initiatives and it is sure to bring more revenue to your facility and benefit the Golf House Kentucky family of organizations.

In closing, please know that I am always available to hear your ideas or discuss your concerns with the Kentucky PGA. Thanks for your support and best wishes to an outstanding 2015 golf season!

Sincerely,

Kelly Williams, PGA
President, Kentucky PGA
Club Manager
Greenbrier Golf & Country Club
@KWPGA
kwilliams@greenbriergcc.com
859-312-5927 (cell)