
ASSOCIATION MEETING MINUTES

Association Kentucky PGA
Meeting Dever Inc. | E-Z-GO Spring Member Conference Business Meeting
Date February 23, 2015
Location Embassy Suites Lexington

Call to Order

President, Kelly Williams called the meeting to order at 7:58 a.m.

Opening Ceremonies

Clyde Hill, PGA led the group in the Pledge of Allegiance. All Military Veterans in the room were recognized. A moment of silence was held for Bill Long (longtime KPGA Business Partner) and John McGuire (KPGA Member), who we've lost since the Fall Member Conference. Russ Johnson, PGA delivered the Invocation. Kevin Beam, COO of Blessings in a Backpack addressed the crowd and thanked them for their charitable impact donation to Blessings in a Backpack. The family of golf organizations is currently feeding three schools (in Lexington, Louisville and Hazard). Mr. Williams recognized Dave Macke and Greg Fister of Dever, Inc. | E-Z-GO for their support of Member Conferences and education. He also thanked Steve Cisco and Club Glove for towels given to each meeting attendee. He asked that all sponsors be recognized with a round of applause.

Approval of Minutes

The minutes from the December 8, 2014 Fall Member Conference were reviewed.

Gary Bebelaar made a motion to approve the minutes as written. Jim Osborne seconded the motion. Motion carried (unanimous)

President's Report

Mr. Williams welcomed new board members Barry Payne and John Kells. He thanked Jamie DeKeuster and Chris Redle for their board service and congratulated them on their new positions. He reminded everyone about the challenge posed by the PGA Player Development Team at the Fall Member Conference to try new things and get out of comfort zones. Mr. Williams suggested a few initiatives that are fresh and can benefit members and their facilities. One idea is adopt a middle school and start a golf team or league. There are many resources available to accomplish this, both from national and the KPGA. The Kentucky PGA will begin to pilot an Amateur Tour program at about six facilities in 2015. These are weekend invitational/club championship style events for members with golf handicaps. Those contacted to host, please take this opportunity to grow revenue at your facility. Speaking of handicaps, the most important thing is to grow handicaps at every facility. While the KPGA is healthy and prospering, the Family of Golf Organizations is experiencing serious financial struggles due to the decline in golf handicaps. It is the KPGA's time to be the "boots on the ground" organization to kick in and help. The KPGA is contributing a significant amount (\$16,000-\$25,000) to help balance the budget and fund the KGA-PGA in 2015. Please be actively seeking and selling handicaps and growing roles by 5-10%. It will help grow facility revenue and stop the national trend of handicap decline. Another way to generate revenues is Digital Golf Pass. This is an improved, inventory-free answer to the old Tee Pass. A final way to get involved in 2015 is to participate and/or promote the Kentucky PGA REACH Charity Classic. This event will be held on August 3 at Valhalla Golf Club and support PGA REACH and the Kentucky Golf Foundation. A special thanks to Keith Reese and Chris Hamburger for providing special pricing power. The goal is to have a KPGA Professional playing in each group. Mr. Williams sincerely thanked everyone for selling handicaps and helping to correct the dire straits the joint body has upon. He challenged

everyone to grow their roles, support handicaps more than ever and find a way to make them relevant once again.

Vice President's Report

Ralph Landrum asked if there were any questions about the previously distributed financial report. He explained a loss of \$27,000 is showing due to the pledge pay off to refinance Golf House Kentucky last year (paid about \$160,000). He conducted a presentation about the commitment to the KGA-PGA and its advantages. The joint organization relationship offers: lower costs, pulled resources, cooperative marketing efforts, shared office space, unity and helps promote the game of golf. Kentucky PGA membership dues are about 50% less than those of other sections because of the relationship with the family of golf organizations. Kentucky offers the lowest dues nationally, the Midwest Section, which is similar to Kentucky, has dues of \$430 compared to Kentucky's \$170. Last year, the Kentucky Golf Foundation contributed \$6,000, the Kentucky Golf Association \$4,300 (declined due to handicaps) and the Kentucky PGA \$21,000 (increased due to ADP funding and funding the Director, Events-Marketing position) to fund the joint body. The Middle School Golf, KPGA Amateur Tour, the Kentucky PGA Junior Tour's new direction and Digital Tee Pass opportunities will go towards helping generating funds for the sections and its members. There is also an idea to sell tee times from donated various facilities for the Foundation. He encouraged everyone to be aware and supportive of different initiatives and to sell handicaps to help offset the possible \$16,000 the KPGA will have to give to balance the joint budget (this is hoping nothing happens at Golf House Kentucky for this number to grow).

Secretary's Report

Pete Garvey spoke about the state of the Kentucky Section. There are currently 278 members and 49 apprentices. He congratulated new members Matthew Atkins, Adam Gary and Don Mitchell. Two new Section Transfers include Nathan Downs and Major Mark Flitton. New Apprentices include: Dennis Croom, Chris Milburn and John Rose. He recognized Master Professionals: Ralph Landrum, Mike Thomas and Matt O'Keefe. Six percent of the Kentucky Section is certified and that includes: Danny Baron, Dick Bradow, Tyler Caviness, Jamie DeKeuster, Chris Hamburger, Keith Reese, Ralph Landrum, Kris Kleinsasser, Josh Snider, Scott Sedgwick, Steve Shafer, Lizzy Freemantle-Schremp, Robert Gates, Dennis Nash, Matt O'Keefe, John Piascik and Will Schneider.

He reminded everyone the MSR cycle ends in mid-June and currently 61% of KPGA Professionals have completed their requirements. There are about 15 hours available from the Kentucky PGA and 11 hours online from National to help those who have not met their requirement.

Kentucky is in charge of appointing the next District 10 Director. Those interested in representing the KPGA nationally as the D10 Director should email Steve McMillen by June 1. Once that list is compiled, those interested will address the board meeting August and each candidate will have 5-7 minutes to deliver a campaign speech. At the Fall Planning Board Retreat in October 12, the Board will make its appointment. Mr. Garvey will send out an email in March to review the timeline and the requirements of the position. In 2016, this person will shadow current District 10 Director, Rick Murphy and serve 2017-2018. He encouraged everyone to please consider serving in this capacity. Mr. Garvey then recognized the new Quarter Century Members, those with 25 years of service to The PGA: Ted Brodzik, Gilbert England, Bill Moore and Denny Thompson. He encouraged everyone to strive to grow themselves, which in turn strengthens the KPGA by being the captains and experts in the game and business of golf.

Executive Director's Report

Mr. Williams thanked Mr. McMillen and the staff for continuing to "pound the pavement" and improve golf in Kentucky. Mr. McMillen reported on a busy few months within Golf House Kentucky with the addition of two new staff members attacking their positions with great passion. Three staff members are currently boasting 20 years of service, with Bill Coomer most recently joining Barbara Peak and Patsy Fitzpatrick. The Strategic Plan (mission and purpose) nationally and within the KPGA continue to be Serving the Member and Growing the Game. This takes three "C's" collaboration, creativity and cash. From a fundraising perspective, cash can be given by corporations or individuals donating to the Kentucky Golf Foundation. He shared the mission of the Kentucky Golf Foundation and his challenge to the Board of contributing. There are many fundraising programs

in place. Last year 2% of the membership raised \$21,000 with PGA Golf Day. He challenged more people to get involved this year to raise money for not only the Kentucky Golf Foundation, but also a local charity of their choice. Members can also play in the Kentucky PGA REACH Charity Classic at Valhalla Golf Club on August 3. This is a great way to give customers a VIP experience and donate to charity. USA Cares is looking to conduct a Memorial Weekend event with the input of KPGA members. A short feedback card was distributed for members to complete and return to the USA Cares booth. As Mr. Williams eloquently spoke about the need to grow handicaps, Mr. McMillen discussed how to implement this plan. There is a turnkey marketing program available to Kentucky PGA members. Mr. McMillen asked everyone to review this and look at what works best for their facility. Kim Shafer will work with facilities to implement these plans, especially in the critical months of April, May and June. Player Development is largest section of the 2015 Kentucky PGA Business Plan. It is important to remember player development is not just about introducing people to golf, it is producing additional rounds and revenue through specific programming and moving golfers through a "life cycle." Mrs. Shafer's small group meetings (fourteen have been conducted) have been wonderful avenues for generating these initiatives. Her energy is infectious and charges everyone up, as she consults (not directs) facilities through programming. Similarly, Mr. Redle has launched a one month attack on the Kentucky PGA Junior Golf Tour and has made many positive changes in a short time period. He thanked everyone for attending today and thanked the Golf House Kentucky team.

Committee Reports

Kentucky PGA Fund

Chris Osborne shared 15 applications were received for Player Development Grants from the Kentucky Golf Foundation. The meeting to review those applications is coming up soon. He reminded everyone SNAG equipment is available to the membership and to please contact Mrs. Shafer to reserve sets at any time. He looks forward to announcing grant recipients soon.

Assistants | Apprentices Division

Kris Kleinsasser wrapped up his term as Assistants | Apprentices Division President at this meeting and was presented a plaque for his service. He submitted his report as written but highlighted the Assistant Match Play Championship at Lake Forest Country Club, the Assistants Championship at Keene Trace Golf Club (Champions Course). He thanked both facilities and their KPGA members for hosting these events. The Assistants | Apprentices Division will meet today before lunch to welcome new President John Kells and elect a new Vice President.

Education

Craig Heibert announced that tomorrow's Teaching and Fitting Seminar has been postponed due to weather and rescheduled for March 10 from 10 a.m. – 1 p.m. He thanked Larry Ward and the High Performance Academy team for conducting this. He conducted a brief demonstration of the Pro2Pro HelpLine Directory on kygolf.org. Participation for this program was gathered in the KPGA Member Survey. If you are interested in helping out fellow golf professionals in an area you feel most comfortable with, please contact Erin Horn to be added to the directory. He thanked Josh Snider for developing a webinar on the Certified Professional Program, which will be available soon.

Employment

Dick Bradow commended the officers, board, Mr. McMillen and staff. He encouraged everyone to update their profile on the new PGA.org and to adopt this new website, which has a public face to better promote the PGA Member. MSR credit may be available to those who update their profile. He spoke about completing the PGA Compensation Survey, which 31% of the membership has currently done. The goal for 2105 is 70% participation. This survey provides valuable information to the Employment team, job seekers and those who are hiring. It is completely confidential and open to all membership (including apprentices). Completing the survey is worth 2 MSR hours. He updated everyone on employment statistics in Kentucky and nationwide and echoed Mr. Garvey's reminder about completing MSR's before the cycle ends in June. He reminded everyone he is always available for assistance in employment matters.

Junior Golf Report

Mr. Ward submitted his report as written. He motivated his students to play the Kentucky PGA Junior Tour by insisting they play in an event. A lot of positive changes were made in 2014 for the junior tour and he is looking forward to more in 2015. He introduced Mr. Redle. The theme for the junior tour in 2015 is "Game On!" and Mr. Redle has taken this to heart as he continues to improve the tour and make it profitable. He asked for help from facilities to lead their junior golfers to the tour. The tournament experience continues to be enhanced by: providing handicaps to all tour members, score postings for all divisions that play at least nine holes, once a player has posted 5 scores – they will be eligible for a low net prize if they finish outside of the top three in their division, three two-day regional events have been added to the schedule, major events will be open to all junior golfers – but tour members will receive a \$25 discounted entry fee (to encourage kids playing in these events only, to play in additional events), the Tour Handbook is now available online, check out Facebook, Twitter and Instagram from the new mascot - @TuckPGA. Mr. Redle introduced 2015 USGA Boatwright Intern Kyle Twomey, who will work with the tour this season. Mr. Twomey worked with the tour in 2013 and last year with the Illinois Junior Tour. He shared the information on the expanded Drive Chip & Putt Championship opportunities in Kentucky in 2015. This event helps plant the seed for future tour members. Tour events have been scheduled in proximity to those qualifiers. He encouraged everyone to help plant the seeds to grow the Kentucky PGA Junior Tour.

Player Development

Mr. Landrum's (National Player Development Award Winner) report stands as written. He complimented Mrs. Shafer and Mr. Redle on their enthusiasm and hard work. On the national committee the discussion has centered around if something does not grow a round or revenue, it is not considered Player Development. Please look at initiatives offered to help raise your revenues. He encouraged everyone to reach out to Mrs. Shafer.

Sponsorship & Fundraising

Garry Nelson submitted his report as written. Mr. Williams thanked Mr. Nelson and Mr. McMillen for their efforts on growing sponsorships, especially the work done at the PGA Merchandise Show.

Tournaments

Mr. Kleinsasser thanked Mr. Redle as he has taken over his responsibilities as Tournament Chair. He recognized the Tournament Committee: Barry Payne (co-chair), John Bachman, Greg Bashman, Dee Brown, Robert Gates, Greg Griffith, John Kells, Alex Martin and Otis Smith. He encouraged everyone to provide feedback to these gentlemen and himself at any time. There are many things to be excited about with the 2015 calendar, including: the Stableford event on May 26 at Hunting Creek Country Club, the prize distribution matrix modification to pay out to the field deeper and help fund those playing in national events, the Challenge Cup will be at Valhalla this year and Bushnell is sponsoring Player Rankings and Omega is sponsoring Player of the Year. If you would like an "iCal" calendar of events, visit kygolf.org. Please reach out to the committee with any feedback to help put out the best product possible.

Old Business

There was no old business on file.

New Business

There was no new business requested.

Open Forum

Mike Finney asked why upper level courses are not opening their golf courses to Kentucky PGA Junior Tour events. He challenged those courses to attract those juniors and grow the game by hosting events at their facilities.

A break was taken.

Special Election

Elections were held by Mr. Osborne.

Colby Wollitz and Robert Gates were previously nominated for the position of District Two Director; these nominations were all seconded by Charles Whelan. Each gentleman said a few words. The vote of the membership resulted in Colby Wollitz being elected to the District Two Director Position.

Charles Whelan and Brad Hicks were previously nominated for the position of Director at Large; these nominations were seconded by Jim Osborne. Robert Gates nominated himself from the floor; this was seconded by Danny Baron. After each saying a few words and a vote was taken. After the vote, Charles Whelan was elected as Director at Large.

A break was taken.

The Special Awards Presentation was conducted by Mr. Nelson.

Gary Nelson made a motion to adjourn the meeting at 11:31 a.m. Chris Osborne seconded the motion. Motion carried (unanimous)

Assistants | Apprentices Division Meeting

Mr. Kleinsasser welcomed John Kells as new President of the Assistants | Apprentices Division. An election was held for Vice President, where Danny Yeargin ran uncontested and was elected.