



PGA

Kentucky Section

AGENDA

FALL MEMBER CONFERENCE

Marriott Griffin Gate
December 7, 2015
8 a.m. to 5 p.m.

Wireless Access Code

kypga

Opening Ceremonies

- Pledge of Allegiance
- Recognition of our Military
- Moment of Silence for deceased members

Kelly Williams

Invocation

Donnie Caldwell

Approval of Minutes

Kelly Williams

KGA Report

Phil Armbruster

President Report

Kelly Williams

Vice President Report

Ralph Landrum

Secretary Report

Pete Garvey

Executive Director Report

Steve McMillen

District 10 Report

Rick Murphy

Committee Reports

Committee Members

Old Business

Kelly Williams

New Business

- Leadership Recognition
- Elections

Kelly Williams

Open Forum

Kelly Williams

Adjourn Business Meeting

KPGA Champions Tribute

Kris Kleinsasser

PGA CEO Presentation

Pete Bevacqua

Education Session

Nicole Weller

Growing Golf for Children Ages 2-5 and Their Families;
Impacts on Golf Business and Children's Life Development

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 Buiness

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.

DEVER, INC. | E-Z-GO
FALL MEMBER CONFERENCE
PRESIDENT'S REPORT



PGA
Kentucky Section

Dear Members,

PGA Membership has its privileges and attending the PGA Annual Meeting is always the most inspiring part of any season for me - the 2015 meeting was no exception! Many exciting announcements were shared to better the game and business of golf over the three days and I'm excited to share the news in hopes it will help you in your career.

Our Association is forging ahead in a relationship to create a Golf USA Tee Time Coalition to create rules for online providers to live by and ultimately protect pricing in our industry. The premise of the coalition is to move away from the barter tee time model that has created price compression in our business. Jeff Boyd, chairman of priceline.com gave an extremely educational presentation on the history of the travel industry online and tied it directly to the coalition for tee time governance. In summary, he encouraged PGA Professional operated facilities to seek supplier friendly partners.

Education is another incredible privilege that is offered through the PGA of America. Dawes Marlatt, PGA Director of Education, shared advancement in future programming for our members, which will showcase the role of technology in education. Cathy Enz, PhD from Cornell University took the stage to give those in attendance a taste of the quality of this future education. Dr. Enz made the case for strategic pricing, by presenting a study conducted on tee time bookings in Myrtle Beach, SC. She focused on four key points: dynamically flexible pricing, understanding booking patterns, creating added value and managing buyer channels. The findings of her studies and presentation were extraordinary, concluding if you price above your competitive set, you get both more demand and revenue per round. I am excited about the direction of the PGA Education program is headed.

Another highlight of the educational portion of the annual meeting was a lecture from Dave Ridley, retired CMO of Southwest Airlines. He shared the stark reminder that we are in the people business. Fast greens, healthy fairways and pristine bunker conditions aren't nearly as important as the relationship we have with our best customers. Going the extra mile in service has always been the motto for Southwest. If you can't adopt that same philosophy at your facility, you might need to look in the mirror and determine if this is indeed the career for you. Viewing Ridley's keynote address will change the way you approach your business.

The PGA annual meeting was packed full of information and it shouldn't be lost that marketing the PGA Professional is yet another benefit and privilege of membership. 2016 marks the centennial celebration for our Association and the goal is to use this platform to better tell the story of the PGA Member. In conjunction with the centennial the PGA of America is launching the #thxPGAPro campaign with the idea that golfers will share their story of how a PGA member has been influential in their lives. This is a great way to take a viral approach to enhancing your brand amongst your customer base next season. It is likely you will hear a lot more about this initiative from PGA of America CEO Pete Bevacqua when he speaks at our Fall Member Conference.

Each of the presentations I mentioned above are available at PGA.org – showcasing yet another powerful member benefit. The videos are well worth your time this winter as you ponder business strategy for the 2016 season and I guarantee if you take the time to watch them, you will be an even better golf professional. It is pretty awesome to think that for just a few hundred dollars annually, PGA Professionals have access to countless tools to make us more successful. Over my six years as an officer for the Kentucky Section, it became blatantly obvious that using these tools as a resource will only help us be better at our jobs and more prepared to face the changing golf economy and come out successful. We've got the whole winter ahead to prepare for 2016 and the four ideas above will take less than 3 hours - take the time to exercise the privileges and benefits of PGA membership.

Keep it in the fairway!

Kelly Williams, PGA

#thxPGAPro

Kentucky PGA

Statement of Activities - Fiscal Year 2015

As of September 30

Acc't	Category	Q1	Q2	Q3	Q4	YTD	YTD Bdgt	PY Act	YTD Var	YE Budget
ORDINARY INCOME										
4000	Member Dues	218	10,799	37,510		48,526	46,740	49,388	1,786	47,160
4100	Member Education Revenues	19,025	165	-		19,190	20,338	16,025	(1,148)	33,950
4300	Special Events Revenues	-	-	3,655		3,655	-	-	3,655	11,250
4400	Marketing Programs Revenues	-	-	-		-	-	250	-	-
4500	Investment Income/Dividends	2,858	4,010	\$ 5,398		12,267	7,500	2,272	4,767	10,000
4600	ADP Funding	-	-	78,528		78,528	78,525	75,000	3	157,050
4610	PGA Championships Funding	-	-	-		-	-	15,000	-	-
4620	PGA Meetings Reimbursement	1,435	-	-		1,435	1,500	4,326	(65)	14,500
4630	PAT Funding	-	725	25		750	281	75	469	1,500
4700	Partnership Revenues	-	3,882	-		3,882	10,083	12,406	(6,201)	16,500
4800	Tournament Revenues	69,191	140,788	120,012		329,991	336,995	336,430	(7,004)	343,210
Total Income		\$ 92,727	\$ 160,369	\$ 245,128	\$ -	\$ 498,224	\$ 501,962	\$ 511,173	(3,738)	635,120
ORDINARY EXPENSES										
5000	Staffing Expenses	60,000	-	-		60,000	60,000	19,000	-	62,000
5100	Professional Fees	500	29	2,395		2,924	3,250	2,300	(326)	3,250
5200	Bank Services	-	-	-		-	225	345	(225)	300
5300	Licenses & Permits	-	15	-		15	250	15	(235)	275
5400	Office Supplies	-	2,038	-		2,038	2,525	2,442	(487)	2,775
5500	Printing	619	1,390	41		2,050	6,000	5,902	(3,950)	7,050
5600	Postage & Shipping	83	2,611	675		3,369	4,875	3,051	(1,506)	5,700
5700	Technology Expenses	3,518	-	-		3,518	3,518	3,240	-	5,350
5800	Insurance	-	4,709	-		4,709	4,620	4,328	89	4,620
5900	Automobile Expenses	1,849	68	1,605		3,523	2,956	2,404	566	7,050
6000	Dues & Subscriptions	300	-	-		300	300	-	-	300
6100	Uniforms	409	40	-		450	300	727	150	2,700
6200	Travel	26	3,850	-		3,876	3,850	3,024	26	3,850
6300	Contributions & Grants	3,000	3,000	3,040		9,040	9,300	164,813	(260)	12,400
6400	Committee & Meeting Expenses	8,410	1,002	655		10,067	13,833	13,652	(3,766)	27,163
6500	Member Education Expenses	9,146	-	-		9,146	14,750	13,405	(5,604)	38,750
6600	Special Events Expenses	-	3,068	6,601		9,669	7,000	6,904	2,669	7,750
6700	Player Development	606	168	640		1,414	2,000	-	(586)	5,000
6800	PGA Championships Expenses	-	-	-		-	-	18,374	-	-
6900	PGA Meetings Expenses	1,869	2,734	220		4,823	6,500	5,509	(1,677)	35,050
6850	PAT Funding	-	-	-		-	-	-	-	-
7000	Marketing	1,405	9,797	-		11,202	11,497	6,950	(295)	13,247
7100	Tournament Expenses	616	80,652	166,013		247,282	306,489	310,857	(59,207)	336,346
Total Expense		\$ 92,357	\$ 115,170	\$ 181,886	\$ -	\$ 389,413	\$ 464,038	\$ 587,243	(74,626)	580,926
Net Ordinary Income		\$ 370	\$ 45,199	\$ 63,242	\$ -	\$ 108,811	\$ 37,923	\$ (76,070)	70,888	54,194
OTHER INCOME										
Gain/(Loss) on sale of Investment		2,345	-	-	-	2,345			-	
Unrealized Gain/(Loss) on Investment		5,266	(3,016)	(24,551)	-	(22,301)			-	
Total Other Income		\$ 7,611	\$ (3,016)	\$ (24,551)	\$ -	\$ (19,955)		\$ -		
NET INCOME		\$ 7,981	\$ 42,183	\$ 38,691	\$ -	\$ 88,856		\$ (76,070)		

Kentucky PGA Consolidated Financial Summary

Fiscal Year 2015 / As of September 30, 2015

FINANCIAL POSITION

The total operations cash on September 30 was 230,906.92 as compared to 212,810.69 on June 30. Specifically the account balances on September 30 were 180,733.55 (Operations Account) and 50,173.37 (Reserve Account). The Investment Account (Vanguard) was 567,005. As of September 30 there were Account Receivables of 14,625 primarily made up of sponsors (14,000 is current and 625 is past due). Accounts Payable as of September 30 were 3,766.56 primarily made up of the invoice for tournament expenses not yet due.

ASSETS	30-Sep-15	30-Jun-15	30-Sep-14	\$ Change	Notes
Operations Acct	180,734	162,682	120,909	18,052	Business Checking
Reserve Acct	50,173	50,129	49,998	44	Reserve Savings
Investment Acct	567,005	588,511	475,487	(21,506)	Mutual Funds -- Vanguard
Accounts Receivable	14,625	3,625	22,125	11,000	See A/R Summary
Fixed Assets	-	-	-	-	-
TOTAL ASSETS	\$ 812,537	\$ 804,947	\$ 668,518	\$ 7,590	
LIABILITIES & EQUITY	30-Sep-15	30-Jun-15	30-Sep-14	\$ Change	Notes
Accounts Payable	3,777	32,571	2,763	(28,794)	Payables invoiced but not due
Equity	808,760	772,376	668,518	36,384	
TOTAL LIABILITIES & EQUITY	\$ 812,537	\$ 804,947	\$ 671,282	7,590	
A/R AGING SUMMARY	30-Sep-15	30-Jun-15	Note		
Current	14,000	-	-		
31-60 Days	-	-	-		
61-90 Days	(125)	3,625	-		
91-120 Days	-	-	-		
121-150 Days	-	-	-		
150+/ Days	750	-	-		
TOTAL	\$ 14,625	\$ 3,625			

Kentucky PGA Consolidated Financial Summary

Fiscal Year 2015 / As of September 30, 2015

STATEMENT OF ACTIVITIES

Third Quarter Net Ordinary Income was 63,242 as compared with the budget of 3,560 for a favorable variance of 59,682. Year-to-Date Net Ordinary Income is 108,811 as compared with the budget of 37,923 for a favorable variance of 70,888.

Revenue

Third Quarter Ordinary Revenues were 245,128 as compared with the budget of 219,294 for an unfavorable variance of (25,834). Year-to-date Ordinary Revenues are 498,224 as compared with the budget of 501,962 for an unfavorable variance of (3,738). Year-to-date key variances are summarized on the Variance of Activities report. Significant variances include: 4300 Special Event Revenue was 3,655 more due to addition of PGA Jr. League and Bluegrass Amateur Series. 4700 Partnership Revenues was 6,201 less due to the vendors circle fees formerly vendor dues) being recorded as sponsorship under Tournament Revenues. This was a result of a recommendation of DMLO for tax purposes. 4800 Tournament Revenue was 7,004 less due to entries in events being lower than forecast and an event being postponed until the October.

Expenses

Third Quarter Ordinary Expenses were 181,886 as compared with the budget of 215,734 for a favorable variance of 33,848. Year-to-date Ordinary Expenses are 389,413 as compared with the budget of 464,038 for a favorable variance of 74,626. Year-to-date key variances are summarized on the Variance of Activities report. Significant variances include: 5600 Printing was 3,950 less due to estimated usage fees with the new copy machine. 6400 Committee & Meeting Expenses were 3,766 lower due to lower cost of the May and August board meetings as well as lower than forecast participation at the Spring Member Conference. 6500 Member Education Expense were 5,604 less due to lower than forecast participation at the Spring Meeting Conference and the actual food costs were less than budget. 7100 Tournament Expenses were 59,207 less due to postponement of several events and lower than forecasted entries resulting in lower variable costs.

INCOME/EXPENSES (YTD)	PY Actual	Actual	Budget	Variance to Budget
Ordinary Income	511,173	498,224	501,962	(3,738)
Ordinary Expenses	587,243	389,413	464,038	(74,626)
Net Ordinary Income	(76,070)	108,811	37,923	70,888
Other Income	-	(19,955)	-	-
Net Income	(76,070)	88,856	37,923	70,888
VARIANCE OF ACTIVITIES	+/- Budget	Explanation for Variance		
4300 Special Events Revenues	3,655	Addition of PGA Jr. League Series and Bluegrass Amateur Series		
4500 Investment Income	4,767	Market performed better than forecasted		
4700 Partnership Revenues	(6,201)	Vendor Circle dues allocated to 4800 per accountant recommendation		
4800 Tournament Revenue	(7,004)	Fewer entries than forecasted and timing of when entries received before events		
Other Income accounts	1,045			
Income Variance Total	\$ (3,738)	Unfavorable		
5500 Printing	(3,905)	Monthly printing usage is lower than forecast ytd, printing project in Q2 was not needed		
5600 Postage & Delivery	(1,506)	Postage usage is lower than forecasted ytd		
6400 Committees & Meetings	(3,766)	Fewer members attended SMC resulting in less costs; May board meeting cost less		
6500 Member Education	(5,604)	Fewer members attended SMC resulting in less cost, budget assumed higher food costs		
6600 Special Events Expense	3,766	Addition of PGA Jr. League Series and Bluegrass Amateur Series		
6900 PGA Meetings	(1,677)	Fewer attendees to District 10 Meeting		
7100 Tournament Expenses	(59,207)	Fewer entries than forecasted through Q2 and several events being postponed		
Other expense accounts	(2,727)			
Expense Variance Total	\$ (74,626)	Favorable		
Variance to Budget	\$ 70,888	Favorable		

COMMENTARY



State of the Kentucky PGA

Members: 273

Apprentices: 51

New Members since Spring Member Conference:

Zachary Graves, PGA	Elizabethtown Country Club
Chris Schuler, PGA	Nevel Meade Golf Course
Kenton Devine, PGA	Man O'War Golf
Bryan Montgomery, PGA	
Bret Feeney, PGA	Canewood Golf Course
Aaron O'Callaghan	University of Louisville
Sara Stephens	The Golf Ranch

New Apprentices since Spring Member Conference:

William Gentry Truitt	Marriott Griffin Gate
Joseph Horvath, Jr.	Frankfort Country Club
Brian Zimmerman	Links at Novadell
Scott Webb	Gibson Bay Golf Course
Jason Cox	The Pearl Club
Terry Delk	The Pearl Club
Steven Conley	Cherry Blossom Golf & CC
Daniel Iceman	Weissinger Hills Golf Course
Michael McDade	Heritage Hill Golf Course
Jeremy Lee	Links at Novadell
Casey Castle	Green Meadow



Jeremy Martin	Greenbrier Golf & CC
Bobby Newberry	Hunting Creek Country Club
Leon Lewis	The Pines at Lindsey Wilson
Joseph Gevedon	Old Silo Golf Course
Lucas Rose	Keene Trace Golf Club

New Section Transfers since Spring Member Conference:

Andrew Stephens	The Golf Ranch
Sara Stephens, PGA	The Golf Ranch
John V. Hines, PGA	The University Club at Arlington
Sean O'Daniel, PGA	Northern Kentucky Golf Club
Jack Sauers, PGA	University of Louisville Golf Club
John Rogers	Eagle's Nest Country Club
Mike Misheck, PGA	Audubon Country Club
Greg Fister, PGA	Azalea Golf, LLC
Terry Lowe, PGA	Kenny Perry's Country Creek

New Certified Professionals:

Andrew Freeman, PGA	Valhalla Golf Club	Golf Operations
Tyler Caviness, PGA	Eastern Kentucky University	Teaching & Coaching

Certified Professionals:

Daniel J. Baron, PGA	Hurstbourne Country Club	General Management
Richard A. Bradow, PGA	PGA of America	Golf Operations

DAVID L. INGLE, PGA
 DATE: MEMBER CONFERENCE
 SECRETARY'S REPORT



PGA
 Kentucky Section

Tyler R Caviness, PGA	Eastern Kentucky University	Golf Operations, Teaching & Coaching
Andrew T. Freeman, PGA	Valhalla Golf Club	Golf Operations
Robert J. Gates, PGA		Golf Operations
Christopher J. Hamburger, PGA		Golf Operations
John V. Hines, PGA	The Univ. Club at Arlington	Golf Operations, Teaching & Coaching, Retail
Kristopher A. Kleinsasser, PGA	Idle Hour Country Club	Golf Operations
Ralph Landrum, PGA	The World of Golf	Teaching & Coaching
Dennis B. Nash, PGA	Maysville Country Club	Teaching & Coaching
Matt O'Keefe, PGA	Matt O'Keefe Golf	Golf Operations, Teaching & Coaching, General Management, Retail, Executive Management, Ownership/Leasing
John M. Piascik, PGA	University of Louisville Golf	Golf Operations
Keith Reese, PGA	Valhalla Golf Club	Golf Operations, General Management, Executive Management
William E. Schneider, PGA	Harmony Landing Campus	Golf Operations
Scott Sedgwick, PGA	Louisville Country Club	Golf Operations, Teaching & Coaching, Retail
Steven R. Shafer, PGA	Hurstbourne Country Club	Golf Operations
Joshua J. Snider, PGA	Oxmoor Country Club	Golf Operations, Teaching & Coaching, General Management, Retail, Executive Management

Master Professionals:

Mike Thomas, PGA	Harmony Landing Campus
Ralph Landrum, PGA	World of Golf
Matt O'Keefe, PGA	Matt O'Keefe Golf



PGA

Kentucky Section

Member Analysis

Classification	Description	Count	Percentage	Males	Percentage	Female	Percentage
A-1	Head Professional	86	26.6%	85	98.8%	1	1.2%
A-2	Head Professional: Golf Range	2	0.6%	2	100.0%	-	0.0%
A-3	PGA/LPGA Tour Professional	6	1.9%	6	100.0%	-	0.0%
A-4	Director of Golf	10	3.1%	10	100.0%	-	0.0%
A-6	Golf Instructor	13	4.0%	10	76.9%	3	23.1%
A-8	Assistant Professional	25	7.7%	25	100.0%	-	0.0%
A-9	Management/Development	2	0.6%	2	100.0%	-	0.0%
A-11	Golf Administrator	8	2.5%	6	75.0%	2	25.0%
A-12	Golf Coach	6	1.9%	6	100.0%	-	0.0%
A-13	General Manager	28	8.7%	28	100.0%	-	0.0%
A-14	Director of Instruction	6	1.9%	6	100.0%	-	0.0%
A-15	Retail Golf Facility Mgmt Pos.	4	1.2%	3	75.0%	1	25.0%
A-19	Golf Manufacturer Mgmt.	1	0.3%	1	100.0%	-	0.0%
A-20	Golf Manufacturer Sales Rep	4	1.2%	4	100.0%	-	0.0%
A-24	Golf Industry:Other	2	0.6%	2	100.0%	-	0.0%
F	Class F (Delinquent PDP Requirement)	12	3.7%	12	100.0%	-	0.0%
IN	Inactive (Members not in Golf Industry)	10	3.1%	9	90.0%	1	10.0%
LM	Life Member: Retired	40	12.4%	40	100.0%	-	0.0%
LMA	Life Member: Active	2	0.6%	2	100.0%	-	0.0%
MP	Master Professional	1	0.3%	1	100.0%	-	0.0%
RM	Retired Member	4	1.2%	4	100.0%	-	0.0%
B-1	Apprentice Head Professional	6	1.9%	272			
B-4	Apprentice Director of Golf	4	1.2%				
B-6	Apprentice Golf Instructor	5	1.5%				
B-8	Apprentice Assistant Professional	32	9.9%				
B-13	Apprentice General Manager	3	0.9%				
B-14	Apprentice Director of Instruction	1	0.3%				
Totals Member & Apprentices		323	100.0%	264	97.1%	8	2.9%



Dear Kentucky PGA:

I am honored and privileged to continue to represent you and the Kentucky PGA as your D10 Director on the PGA National Board of Directors. I can tell you with certainty it has been a wonderful experience for me; I have learned so much about our association. I have been 100% engaged in helping ensure we continue to grow the game and drive benefits to your section and you. There is so much we can be excited about and we continue to work diligently towards developing and growing.

The 99th PGA Annual Meeting brought more than 265 PGA Professionals to PGA National Resort & Spa in Palm Beach Gardens, Florida. As the PGA readies for its Centennial next year, Delegates, comprised of PGA Board members, Past Presidents and representatives of all 41 PGA Sections, discussed the progress the PGA has made with its long-term strategic plan to serve the member and grow the game.

PGA President Derek Sprague and CEO Pete Bevacqua kicked off the informal session on Nov. 9, laying out the framework for the PGA's focus on advancing the ability of PGA members to utilize state-of-the-art tools and education to foster career growth and player development.

Since our 98th PGA Annual Meeting in Indianapolis in 2014 where our CEO Pete Bevacqua revealed our Long-Term Strategic Plan, much has been accomplished. We continue to work the plan on a daily basis with input from you, your section leaders along with the help of PGA HQ Staff, the PGA Board of Directors and National Committees. This plan was developed and created by your sections leadership, the Executive Directors in each section, PGA HQ, the PGA Board of Directors and your officers. We all contributed and have an obligation to support it. Keep in mind, everything we do must meet the following criteria...does this **grow the game** and does it **drive benefits to our sections and members**.

I believe we have put into motion an excellent Long-Term Strategic Plan that is comprehensive and is integrated both vertically and horizontally. What I mean by this is...for so long our association has performed in most cases positively in each bucket or silo of importance. For example, these silos were Championships, Education, Employment, Player Development, Properties and Membership. The truth is, each of these silos did not communicate with each other frequently enough to work together in a more efficient way to the benefit of our association and its members fully.

Today, with our current Long-Term Strategic Plan in place for over one year now, I am pleased to say we have recognized this and we are all, from top to bottom, working together in a meaningful and useful way to achieve our strategic goals. We are making tremendous strides with the 8 Core Components. Those core products are:

- Championships
- Education



- Employment
- Global
- PGA Reach
- Player Development
- Properties
- Sections

For example, in player development, the PGA of America purchased PGA Junior League Golf this year from its original owner and developer. PGA Junior League was moved into the PGA Reach bucket where it can realize its full potential in both funding and growth. As you know, we have seen tremendous growth and opportunities for PGA Members to use this program to brand the PGA logo, provide measurable value to our employers, increase youth participation, and drive increased revenues to our facilities and to the bottom line of our PGA Professionals. I am very excited about what the future will be as PGA Junior League Golf grows.

As you know, the PGA Grand Slam was cancelled this year due to unfortunate circumstances in which your Board of Directors and PGA HQ leadership thought it best. PGA Junior League Golf was to be integrated into this historic event. However, I am happy that the 2015 PGA Junior League Golf Championship was recently hosted on Nov. 5-8, at Disney's Palm Course, located within the Walt Disney World Resort in Lake Buena Vista, Florida. Team California won in dramatic fashion over Team Georgia in a playoff! The real winner was the game of golf! Also, benefiting is the PGA of America, the youth that participated around the country this year and those that will participate in the future. As you know, Rickie Fowler was announced as the newest Ambassador for PGA Junior League Golf and will join Rory McIlroy and Michelle Wie as PGA Junior League Golf Ambassadors.

Our association's website PGA.org permanently replaced PGALinks.com Sept. 9 and PGALinks.com was taken offline permanently as part of the PGA of America's continued digital revitalization process. The redesigned official member site offers PGA Professionals customization, sensible navigation and personalized content. Please take the time to become familiar with PGA.org. There will be constant updates that will allow for ease of navigation. I have had comments made to me from PGA members about the difficulty of navigating PGA.org. Please trust that this is being addressed and modifications are being constantly made to improve the user friendly component of PGA.org.

On October 5th Henry Smokler was named General Counsel for the PGA of America. Smokler will be based in Palm Beach Gardens, Florida, and will report to PGA Chief Executive Officer Pete Bevacqua. Henry will be responsible for all legal affairs, including all corporate, strategic, and tactical legal initiatives. He has served in several business and legal roles for the United States Golf Association. Most recently, he served as Managing Director, Broadcast and Digital Media, with responsibility for developing and managing the USGA's relationships with its broadcast and digital media partners and overseeing the direction of the USGA's digital platforms.



The 100th Birthday of the PGA of America...Our Centennial Celebration in 2016 will be Member and Section based. The 100 day celebration will start at the 2016 PGA Merchandise Show in January and run through May 5th, 2016. The media push will raise the profile of members with employers and golfers. The plan is to spotlight our sections and what they do as well as what the PGA member does on a daily basis to grow the game. The preparation in showcasing Sections and PGA Members during 2016 leading up to the PGA Annual Meeting in New York City in November of 2016 has been ongoing throughout 2015. This will be a huge celebration that we can all be proud of as we use this event to showcase what we do every day!

The newly created PGA Junior Golf Camps was approved on the recommendation of the PGA Youth Player Development Committee which Allen Wronowski and I Co-Chair. This pilot program has had great success in 2015 with over 20 camps launched. This success has paved the way for the launch of many more PGA Branded camps in 2016 serving hundreds of youth golfers which helps re-establish our PGA brand as the leaders in youth Golf! It is projected that we will increase the number of camps to 43 and touching over 3,200 youth players by 2017. Your Youth Player Development Committee and the PGA Player Development Department are working hard to create new golfers!

In closing, we all must realize everything we do should be grounded in and must meet the criteria developed for our Long-Term Strategic plan. The Mission: Serve the Member, our apprentices and association and Grow the Game. The initiative criteria:

- Protect and enhance the PGA brand
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- Strengthen the perception of the PGA of America and our members as the tangible connection between the game and all that play in the US.

Above are just a few points of interest that I have mentioned in an effort to keep this report short in length. I am looking forward to being with you at your Fall Meeting in November and I will share more with you in the formal session.

Respectfully,

Rick Murphy, PGA
PGA District 10 Director



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Respectfully,

Rick Murphy, PGA
PGA District 10 Director



Fellow KPGA Member,

The older you get, the faster time seems to go. This is especially true with 2015, as it seems it was just yesterday we were at the PGA Merchandise show. There are many things to celebrate in 2015. The year started with the additional of two awesome staff members, Kim Shafer and Chris Redle.

Kim assists with tournaments, but her primary focus and passion is player development. Kim made some great progress in her first year and I urge you take advantage of the player development services and programs Kim oversees in 2016. If you do, I am certain you can grow your revenues and get golfers more engaged at your facilities.

Chris was asked to implement a new business model for our Foundation's junior tour in a short amount of time. This was a big task and I truly appreciate the way he dedicated himself to making this happen. As a result, memberships and entries increased. A lot of work still has to be done, but under Chris' leadership in this area, I am confident junior programs will continue to grow.

Kim and Chris are assets, but Bill Coomer, Erin Horn, Patsy Fitzpatrick and Barbara Peak also work hard to Serve the KPGA Member. We are blessed to have such a great team. I encourage you to pass on your appreciation for what this group does for golf in Kentucky.

Some other 2015 highlights include:

- Increase in tournament sponsorship dollars
- 95% of KPGA Members met their MSR requirements
- PGA REACH fundraising and activities continued to grow
- KPGA ranked 5th out of all Sections in Compensation Survey completion
- PGA Junior League teams increased by 63%
- KPGA ranked 4th in the overall PGA Section rankings based on success of 10 tracked programs

So what is in store for 2016? As a Section we are focused on Serving KPGA Members and Growing the Game. We will do that by providing you quality, relevant education, first-class playing opportunities and player development support to help you grow your revenues and get golfers more engaged at your facilities.

In closing, I want to say thank you for everything you all do to serve the game of golf in Kentucky. The staff and I look forward to continuing to serving you and supporting your efforts.

Best Regards
Steve McMillen, PGA
Executive Director

DEVER, INC. | E-Z-GO
FALL MEMBER CONFERENCE
ASSISTANTS | APPRENTICES DIV. REPORT



PGA
Kentucky Section

Dear Members,

I want to thank everyone for the time I have spent in the KPGA. The short time on the board has been great and I have learned that getting involved in the Section is a rewarding experience. I hope that the next Assistants | Apprentices Division President will take an active role in continuing the progress we have made this year: getting assistants more involved in committees, playing in more events tournaments and having Assistant/Apprentice play days.

I would like to welcome all the new Assistants and Apprentices and encourage everyone to get involved. I would like to congratulate all of those who became a PGA Class A Member in 2015. For those who are currently working through the program, I encourage you to bear down and continue to work your way through it. Now that the weather has turned and the golfing season has pretty much ended, these next few months are a great time to take advantage of your free time and complete a lot of the work and activities that are required. Remember, other Professionals are ready and willing to help you.

Two major tournaments for our Division every year are the KPGA Assistant Match Play Championship and the National Car Rental Kentucky PGA Assistant Championship. This year our Assistant Match Play Championship Finals were held at Big Spring Country Club Inc. Big Spring Campus and our Assistants Championship held at Keene Trace Golf Club Keene Run Course. Thanks to PGA Head Golf Professionals Gary Bebelaar and Scott Smith for those great events! Congratulations to John Bachman (2015 Assistants Match Play Champion) and Daniel Iceman (2015 KPGA Assistants Champion). John was named our 2015 Assistant Player of the Year and Daniel represented us well at the Assistants Championship in Port St. Lucie recently. Great playing this season, gentlemen!

Finally, I want to highly encourage my fellow Assistants and Apprentices to attend the upcoming Pro2Pro Winter Workshop hosted by Pete Garvey and Dick Bradow. "Take Your Career to the Next Level" will be held on March 7 at Golf House Kentucky from 10 a.m. – 1 p.m. and lunch will be served. This program will be focused on apprentices, who will be asked to bring their resumes for critiquing. Mr. Garvey will show clips from the National Annual Meeting Keynote Presentation from Southwest Airlines retired CMO, Dave Ridley. Other topics will include Dress for Success Best Practices, Charting your Career Path and Finding the Right Opportunity. I cannot stress enough how important this workshop can be to helping you advance in your career – please do not miss this opportunity to better yourself!

Sincerely,

Danny Yeargin, PGA



Dear Fellow Professionals,

Welcome to the 2015 Fall Member Conference. It is with great pride that I submit to you the Education Report. While we are very excited about the Educational Program for the fall meeting, we are equally excited about all the opportunities for our members in 2016. "Education is the most powerful weapon we can use to change the world" – Nelson Mandela. This quote is so relevant for the PGA Professional. As the leaders in the business of the game of golf, it is our responsibility to continue to educate ourselves so we can continue to move the game forward.

We are honored to have our CEO, Pete Bevacqua and 2014 National Award Winner, Nicole Weller present at this Fall Member Conference. Pete will be on hand to give the State of the PGA Address. In addition to his many contributions to the PGA in his short tenure, Bevacqua was named to the "Forty under 40" class by Sports Business Journal in 2009; and in 2010 was named by GOLF Magazine as one of the "40 Most Influential People in Golf." In 2015, he was the subject of a cover story by Sports Illustrated Golf+. Also presenting is Nicole Weller, PGA and LPGA Member as well as a member of the Proponent Group. She is SNAG, TPI and US Kids Golf Certified and is a staff ambassador for The Littlest Golfer, as well as serving on the 2013-2014 PGA National Youth Player Development Committee under Chair, Allen Wronowski. Having authored the first ever golf sticker reward book for children ages 4-8 in 2011 and expanded into related Match Play Golf educational flashcard memory games in 2014, Weller is the first duo award recipient in the same year for both the PGA and LPGA Junior Golf Leader Awards (2013). She has earned other honors including GRAA Top 50 Growth of the Game Teacher, US Kids Golf Master Kids Teacher, Georgia PGA Horton Smith Section Award, Golf Digest Best 50 Women Teachers, Golf Digest Best Young Teacher, LPGA T&CP Southeast Junior Golf Leader and Teacher of the Year and Georgia PGA East Chapter Teacher of the Year. She will be presenting "Growing Golf for Children 2-5 and their families. Impacts on Golf Business and Children's Life Development."

Certified Professional Program – Sweet 16!

We have an exciting opportunity for those seeking to become Certified Professionals. The Kentucky PGA leads all Sections by percentage of PGA Professionals who have purchased the materials necessary to become Certified Professionals. While this content is valuable information, most have not completed the required courses needed to become Certified. The PGA of America is offering a great opportunity for KPGA Members wanting to further their career and it is called the CPP –Sweet 16 Program. Which will be two days of instructor led training in all areas of required to become Certified. The first of these "Sweet 16" programs will be to become Certified in "General Management" and be conducted on January 11 and 12 at Golf House Kentucky. All participants will be required to purchase the CPP Library as well as a fee of \$50 for the program. Additionally, over the next 18 months we will offer Instructor led Certifications in Golf Operations, Teaching and Player Development.

PRO2PRO Educational Series

January 6 – Practical Applications to Golf Lessons – Mike Finney and Tennyne Ohr at UK Indoor Golf Complex (located at University Club of Kentucky) 12:00 to 3:00 p.m.

February 16 - Proven Merchandising Ideas and Service Strategies to Improve Your Retail Operation in 2016 – Danny Baron, Eric Gilliland, Jason Eberle and Tony Pancake at Golf House 10 a.m. to 1:00 p.m.

March 7 – Take Your Career to the Next Level – Pete Garvey and Dick Bradow at Golf House 10 a.m. to 1:00 p.m.

March 28 – Implementing Player Development at Your Facility – Kim Shafer and Frank Chieppa at Golf House 10 a.m. to 1:00 p.m.

PRO2PRO KPGA Professional Subject Matter Experts are listed in the PGA Login area of our website. If you need assistance in an area of your business, please call another professional and if you don't feel comfortable calling a friend, there are many professionals across Kentucky that are willing to help. If you would also like to be listed, please contact Erin Horn at Golf House Kentucky.

Please mark your calendars for the 2016 Spring Member Conference on February 29 with an additional day of a Teaching Summit on March 1. The Education Committee felt it would be better service to our members to host our first "Kentucky PGA Teaching Summit" in conjunction with our Member Conference to reduce the travel time for an additional event.

I would like to thank the education committee members: Pete Garvey, Tennyne Ohr, Chris Hamburger, Danny Baron, Jon Hardesty and Mike Finney for all their hard work and dedication to provide our Members and apprentices with educational opportunities. And lastly, I would like to thank the staff for their tireless efforts to make these programs the best they can be.

Respectfully submitted,

Craig Heibert, PGA

DEVER, INC. | E-Z-GO FALL MEMBER CONFERENCE EMPLOYMENT REPORT



PGA
Kentucky Section

Dear Fellow KPGA Professionals,

I hope you have had an enjoyable and successful 2015 season. As we close out the year, here are some updates and reminders about PGA Employment Services activities and resources:

PGA.org Employment Resources

I hope you have had the opportunity to explore the new PGA of America website www.PGA.org. The website has been designed with a contemporary interactive format to allow PGA Professionals to customize the content and information to best suit their needs. I would encourage you to visit the Employment area of PGA.org, where you will find information about the employment and career resources available to you as a PGA Professional, including CareerLinks, PGA Jobfinder, PGA Compensation Report Tool, Job Hunter's Tool Kit, Career Fitness Manual, Employer Communication Plan, resume tips and samples, sample job descriptions, and more. If you have any questions or need assistance using PGA.org, please contact me, or email membership@pgahq.com.

PGA Employment Department Update

There are some exciting things ahead for the PGA Employment Services Department. First, the PGA of America is in the process of hiring a new Senior Director of Employment, who will be dedicated specifically to PGA employment activities and initiatives. Also, two of our long time Employment Consultants, Bill Keys and Tom Kendrick, will be retiring at the end of 2015 after 15 years of outstanding service to PGA Professionals and the PGA of America. Both Bill and Tom covered large geographic areas, and with their retirements, the PGA is realigning some Employment Consultant territories and is in the process of not only filling their positions, but also hiring two additional Consultants. These changes will enable the Employment team to maximize services to all PGA Sections and continue to focus on the employment objectives in the PGA of America's Strategic Plan.

PGA Compensation Survey

The annual PGA Compensation Survey will be coming soon in January. This survey is arguably the PGA's most important research initiative and is conducted for your benefit as a PGA Professional. To make sure the survey provides you and your fellow Kentucky PGA Professionals with the most accurate compensation statistics, the KPGA needs every active member and apprentice to complete the survey, from assistants to our members in the highest profile positions. In addition to providing you with meaningful Kentucky PGA data when you need it for negotiations, job searches, and hiring, the Compensation Survey also provides valuable information when we work with employers on your behalf to upgrade KPGA compensation.

Please take a few minutes to complete this very important survey, and if you are the lead PGA Professional at your facility, make sure all PGA members and apprentices on your staff do so as well. Your participation will also help the KPGA maintain its position as a leading section in supporting the Compensation Survey. All individual responses are completely confidential. Nobody sees your personal information, so don't let concerns about confidentiality be a deterrent to participating. PGA members who complete the survey by the deadline in March will earn 2 MSR credits (maximum 8 survey credits per MSR cycle year).

Employer Communication Plan

Being in a golf operations management position dictates the need for ongoing communication to keep your employer up to date on operational activities, financial information, and successes or "wins" for you and your staff. The Employer Communication Plan and Executive Summary sample found on the Employment area of PGA.org can give you a good start on how, what and when to communicate. I would also recommend utilizing the new Revenue Scorecard, a business tool designed to help you quantify the total incremental revenue driven to your facility through your player development programming. It's a good idea to keep these communications for a year-end review and also for keeping track of your accomplishments for future resume revisions.

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FALL MEMBER CONFERENCE
EMPLOYMENT REPORT



PGA
Kentucky Section

PGA PerformanceTrak

If you are responsible for departmental performance at your facility and are not a PerformanceTrak participant, you are missing out on a valuable tool provided to you by the PGA. Sign up today on PGA.org and incorporate this complimentary industry data resource into your monthly or quarterly communications with your employer. The PerformanceTrak data for your facility can also be helpful when listing your operational accomplishments on your resume.

CareerLinks Reminder

To help CareerLinks work for you, the off-season is the perfect time to update your CareerLinks ProFile, located on the PGA.org Employment area. This is especially important if you have recently changed jobs or PGA classifications, gained additional experience, or would like to modify your future preferences. In particular, make sure your PGA employment history is correct and all facility information is complete. Please contact me if you have any questions about CareerLinks or if you would like me to review your ProFile.

Best wishes for the Holidays, and please don't hesitate to contact me for assistance with any PGA employment programs or services.

***Dick Bradow, PGA Certified Professional
Eastern Director, PGA Employment Services
Phone (502) 458-2002, E-mail dbradow@pgahq.com***

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FALL MEMBER CONFERENCE
PLAYER DEVELOPMENT REPORT



PGA
Kentucky Section

Dear Members:

The KPGA Player Development Committee, as with all the KPGA Committees, is here to serve the member and grow the game. The player development committee feels as though 2015 was a year in which we were able to accomplish both goals. We are anticipating bigger and better things for 2016.

In 2015:

- The number of PGA Junior League Teams grew from 44 to 69
- The First KPGA Middle School Championship was completely sold out
- Kim Shafer was able to host 18 face to face and 12 group training sessions with KPGA Members & apprentices to provide personal training
- The Section played host to a Player Development training seminar which was given by the PGA's Player Development National Manager, Rich Richeson Jr.
- The number of times the various Player Development equipment owned by the KY Golf Foundation was checked out by KPGA Members grew from 9 to 117

The Committee hopes to build on the success of 2015 by setting the following goals for 2016:

- Continue to grow the number of PGA Junior League Teams from 69 to 85 and offer a series of extra play outings for PGA Junior League members
- Host regional qualifying for the KPGA Middle School State Championship in order to increase the number of participants by 50%
- Help the KGA kick off the Kentucky Golf Scramble
- Kim Shafer will continue to host face to face and group training sessions with the KPGA Members
- Begin to quantify the number of people who have been exposed to a KPGA Player Development effort as well as the amount of revenue generated for the KPGA Member due to these efforts
- Get the Bluegrass Amateur Series up and running

Each of these goals serves the member, grow the game AND:

- The KPGA Member and the KGA-PGA increase revenues through more rounds of golf, additional registration fees and increases in instructional business
- The PGA Jr. League can and does improve the revenue for each of the KPGA Members who host a team or teams
- The KPGA Middle School State Championship creates more interest in the game, more rounds of golf and a potential for golf instruction to each KPGA Member who adopts a local middle school
- The Kentucky Golf Scramble will produce revenue for the KGA-PGA, the KPGA golf professionals and their facilities who participate
- The Bluegrass Amateur Series will increase rounds of golf and revenues for the host clubs
- The enthusiasm, knowledge, and skills Kim Shafer processes will provide each of the KPGA Members she meets with more information about how to grow the game, increase their revenue and the revenue of the facility they represent

All these efforts only work if the KPGA Member participates. With just a small amount of time and effort every KPGA Member can do more! Each KPGA Member will personally benefit from their individual efforts to grow the game. To make a long-term difference, each KPGA Member needs to do their best to grow the number of golfers and the number of rounds played.

Please contact Kim Shafer at the KY Golf House to if you have any questions about how to participate in growing the game and golf revenue in Kentucky. Please visit www.kygolf.org to register for the various Player Development activities.

Be good:

Ralph Landrum



Fellow KPGA Member,

"I love sponsors. They provide fellow PGA Professionals and me an opportunity to entertain our members and provide us a prize purse. Their ask is simple; give them the opportunity to do business with them and to say thank you..."

- Anonymous KPGA Member

2015 was a good year for KPGA Corporate Partnerships as we secured 12 new partners and increased our total partnership dollars (cash and in kind) by a little over 25%. Thanks to everyone who was involved in making this happen. Creating successful and long-term partners is challenging as businesses have less discretionary dollars every year. We build partnerships by developing relationships with our partners and providing them with opportunities to promote their products and services to KPGA Members.

To help make this a win-win we ask for two simple things from you.

1. Provide our partners the opportunity to meet with you, and
2. Express your appreciation for their support with thank you notes

Thanks to all of our 2016 Business Partners

Golf House Kentucky Partners (Multiple Year Commitments)

- Clarks Pump-N-Shop
- Pepsi

Platinum (\$8,000 Investment)

- Dever | E-Z-GO – Dave Macke
- Prudential – Garry Nelson, PGA

Emerald (\$6,000 Investment)

- Bushnell | Robb Spencer
- Korbel California Champagnes
- Titleist/FootJoy – Chris Hall, Ted Kitchel, Greg Morrett and John Perdue

Gold (\$4,000 Investment)

- Amazon.com
- Bionic Gloves | Powerbilt – Charlie Albert & Larry Edlin
- Callaway | Callaway Apparel – John McKenry, PGA, Ron Phillips and Doug Schoerke
- Century Equipment – Pat O'Brien
- Cunningham | Yamaha – Mark Jackie & Bob Nesmith
- Greg Norman | Dunning Golf – Mike Allen
- TaylorMade-adidas - Lewis Schnauble III, PGA & Stephen McDonald

Silver (\$2,000 Investment)

- Cutter & Buck – Jeff Ammerman
- Utley Golf Sales (Fairway & Green | PRG Americas), Dan Utley, PGA
- Heritage Creations – Jani Thomas
- Srixon Cleveland Golf – Perry French, PGA



Bronze (\$1,000 Investment)

- Ahead – Brad Beck
- Club Glove – Steve Cisco
- Nike Golf
- Oakley – Tim Gertz
- Page & Tuttle – Fran Boone
- Sun Mountain – Paul Branlund
- Texas Roadhouse (Dutchmans Lane, Louisville)
- Under Armour – Tom Patton

Vendor Circle (\$250 Investment)

- Charlie Albert
- John Bennett
- Joe Buck
- Archer Crumpton
- Scott Duncan
- Bryan Harp
- Devon Holden
- Kevin Kramer
- Tip Kockentiet
- Matt Mossman
- Tim Schrand
- Tom Sluiter
- Billy Trimble

National Partners

- Adams
- Club Car
- Mercedes-Benz
- National Car Rental
- Nike Golf
- PGA Tour
- Omega
- Titleist
- TaylorMade adidas Ashworth

Respectfully,
Garry Nelson, PGA
Chair, Sponsorship & Fundraising Committee

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FALL MEMBER CONFERENCE
TOURNAMENT REPORT



PGA
Kentucky Section

Dear KPGA Members and Apprentices,

Congratulations to all of our tournament winners and to thank all of the participants and sponsors of our events in 2015. Without each of you, we wouldn't be able to have the quality of events that we do. We look forward to recognizing the champions of our events at our Fall Conference; a special congratulations to Keith Ohr (2015 OMEGA / Larry Gilbert KPGA Player of the Year), Kirk Schooley (2015 OMEGA KPGA Senior Player of the Year) and John Bachman (2015 OMEGA KPGA Assistant Player of the Year) for their accomplishments and stellar play throughout the tournament season. We would also like to recognize Daniel Iceman for his great play and Top 20 finish in the National Car Rental Assistants Championship in Port St. Lucie.

The 2016 Tournament Calendar will be presented at the Fall Member Conference. This calendar reflects a schedule that spreads our KPGA events evenly throughout the golf season. The 2016 tournament calendar offers an opportunity for our KPGA professionals to play some of the best courses in Kentucky with a mixture of stroke play, match play and pro-am events. We are excited to announce Valhalla has agreed to host our 2016 KPGA Section Championship. Thank You to all of the PGA Professionals who have agreed to host our KPGA events this year for your support and commitment to the KPGA and its members.

During 2015, the Tournament Committee had several in person meetings and multiple conference calls. During these meetings, work was done to finalize the 2016 KPGA Tournament Calendar and lay the framework for the 2017 Calendar. While it is hard to generate a schedule that is best for everyone, the committee listened to feedback from members and shifted some events on the calendar to help accommodate busy work schedules. This will hopefully allow more of us to participate in KPGA events. Changes were also made to the makeup of the Challenge Cup teams. Teams are now comprised of 12 players: the Top 6 players on the KPGA Points list for the previous year, the KPGA Senior Player of the Year, the KPGA Assistant Player of the Year, the top two players from the current year's KPGA Player of the Year Points Standings (not already among the Top 6 players from the previous year's points standings) and two at large choices to be selected by the team captain.

Moving forward, the Tournament Committee will look to evaluate, analyze and utilize feedback from the KPGA Member Survey to address the comments and concerns from our membership. We will look at adding some different formats and tournaments for the 2017 calendar, continue to look at dates and scheduling of events to help increase participation of our professionals. We would also like to give a special thank you to the members of this year's 2015 Tournament Committee: John Bachman, Otis Smith, Greg Griffith, Alex Martin, Dee Brown, Greg Basham, John Kells and Robert Gates for their time and effort that they committed for the betterment of our section events. Thanks also to Steve McMillen, Bill Coomer and Kim Shafer for their active participation, involvement with this committee and all of their efforts towards making our tournaments run more professionally. Everything we accomplished was a true team effort.

In closing, The Board of Directors and The Tournament Committee always welcome your comments and suggestions to improve our tournament calendar. If you have an interest in becoming a member of the Tournament Committee in 2016, please reach out and express your

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FALL MEMBER CONFERENCE
TOURNAMENT REPORT



PGA
Kentucky Section

interest. The KPGA Tournament Committee exists to represent the views of our KPGA Members, seniors and assistants/apprentices. If you have questions, comments, concerns and opinions, please voice those to us so we can make our Section the best that it can be. We are all in this together.

We hope everyone has a great off-season and we look forward to a great year for KPGA Tournament Golf in 2016.

Best Regards,

Kris Kleinsasser, PGA
Director At Large
Tournament Committee Chair

Barry Payne, PGA
District 3 Director
Tournament Committee Co-Chair