
ASSOCIATION MEETING MINUTES

Association Kentucky PGA
Meeting Dever Inc. | E-Z-GO Fall Member Conference Business Meeting
Date December 7, 2015
Location Marriott Griffin Gate

Call to Order

President, Kelly Williams called the meeting to order at 8:02 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 National Pearl Harbor Remembrance Day. Donnie Caldwell, PGA delivered the Invocation.

Approval of Minutes

The minutes from the February 23, 2015 Spring Member Conference were reviewed.

Bobby Baldwin made a motion to approve the minutes as written. Bill Moore seconded the motion. Motion carried (unanimous)

KGA Report

Phil Armbruster, Vice President of the Kentucky Golf Association, shared how much the KGA strongly appreciates the relationship with Kentucky PGA Professionals and KGA-PGA. The many events hosted by the KPGA and the KGA are successful thanks to a tremendous tournament staff, facilities and the support of customers at those facilities. He thanked those who have hosted events. There is a new statewide event on the 2016 calendar similar to the Oldsmobile Scramble. The Kentucky Scramble is a progressive scramble with handicap conducted over 18 holes. The State Championship will be held at Greenbrier Golf and Country Club in September and will feature 36 five-person teams (made up of four amateurs and their professional). There is a \$3,750 minimum first prize per team. The entry fee for the state finals is \$375 per team. To narrow the field to 36 teams, local qualifiers will be held across the state between June 1 – August 30. Facilities wishing to host a local qualifier must commit by May 23. Commitment cards were passed out. Public and private facilities are welcome to host these qualifiers and invite whomever they wish to participate. All players must have a Kentucky handicap subscription. Handicap allocations for teams will be in an ABCD format – 40% of A, 30% of B, 20% of C and 10% of the D players' handicap and 80% of that total deducted from the gross score. This is a pure net event. The local qualifier entry fee is \$300 per team (consisting of four amateurs) with \$160 being retained by the facility to use as they wish. Each local qualifier must have five teams attempt to qualify. This is a nice opportunity because the more teams participating mean more revenue for the facility. This will be promoted on kygolf.org, social media and other platforms, but the professionals are truly the key to attracting players. He encouraged everyone to commit today.

President's Report

Mr. Williams thanked Mr. Armbruster. The Kentucky Scramble is a wonderful opportunity and the brainchild of Tom Cooksey. The KGA-PGA has had many successes since its formation in 1978. The KPGA gave \$62,000 to the family of organizations last year, mostly to fund the new staff position. The KPGA has been able to build up a nice reserve fund of \$800,000 on the backs of the KGA and their support. This year the KGA-PGA put the relationship in writing with a Memorandum of Understanding for three years in which KPGA will contribute all profits less dividends, interest and \$5,000 and the KGA will contribute all profits less dividends,

interest and \$15,000. The money in reserves was being saved for a “rainy day,” which is officially upon us and the KPGA will be carrying more weight, as the KGA did early in the relationship. This is a 50/50 partnership and Mr. Williams is proud of the KGA. KPGA profits have not been used to the best of their abilities. One of Mr. Williams’ last moves as President was to contribute and pledge profits from 2015 to the KGA-PGA to help invest in the future. He asked anyone with questions to please contact him. The PGA Annual Meeting was the best one Mr. Williams has attended – there were many different dynamics and a parade of brilliant speakers. All of these speeches are available on PGA.org for the membership to view. Paul Levy is working with the Golf USA Tee Time Coalition to get all tee time providers together to combat the barter system and rid of the price compression. Dawes Marlatt has education programs heading on a great trajectory. Jeff Boyd of priceline.com spoke about Google positioning, how to make your facility top in class and having customers find you. Dr. Kathy Enz of Cornell University spoke about new educational offerings available. Finally retired Southwest Airlines CMO Dave Ridley gave a great presentation on being in the people business. We can expect more high level education going forward. The Kentucky PGA is also offering great education this year with an exciting CPP Program offering. 2016 is the Centennial celebration of the PGA with the Annual meeting being held in New York City in November. There will be many great activities and promotions to celebrate this anniversary. #ThxPGAPro – a marketing opportunity for people to share stories about how their PGA Professional has influenced their lives. Mr. Williams has really enjoyed his two years as President and believes the Board of Directors has laid the groundwork for a successful future. He recognized the staff for all of their efforts.

Vice President’s Report

Ralph Landrum reported on \$812,537 in Total Liabilities and Equity for the Kentucky PGA as September 30. Another \$35,000 will be put in reserves during the first quarter of 2016 to increase funds. The Memorandum of Understanding will keep the KGA-PGA moving forward and 25% of 2015 profits will be contributed and 25% will be pledged after three years to the joint organization. Estimated Net Year-End Income is \$68,974. Revenue makeup largely consists of 51% from tournaments, 29% from PGA Support (such as ADP Funding). Tournaments account for 52% and general administration accounts for 29% of expenses. 95% of tournament revenues go out as expenses. He thanked the committee, which includes himself, Pete Garvey, Craig Heibert, Garry Nelson, Steve McMillen and Seward Toddy – an independent, non-PGA member who serves as the expert in the field. The investment account will be rebalanced every quarter next year. The finances are more professionally managed than ever before.

Secretary’s Report

Pete Garvey recognized Mr. Williams as the new District 10 Director, beginning at the Annual Meeting in 2016. He spoke about the state of the Kentucky Section. There are currently 273 members and 51 apprentices. He congratulated new members Zachary Graves, Chris Schuler, Kenton Devine, Aaron O’Callaghan, Bryan Montgomery, Bret Feeney and Sara Stephens. New Section Transfers include Andrew Stephens, Sara Stephens, John Hines, Sean O’Daniel, Jack Sauers, John Rogers, Mike Mischeck, Greg Fister and Terry Low. New Apprentices include: Gentry Truitt, Joseph Horvath, Brian Zimmerman, Scott Webb, Jason Cox, Terry Delk, Steven Conley, Daniel Iceman, Michael McDade, Jeremy Lee, Casey Castle, Jeremy Martin, Bobby Newberry, Leon Lewis, Joseph Gevedon and Lucas Rose. He recognized Master Professionals: Ralph Landrum, Mike Thomas and Matt O’Keefe. New Certified Professionals include Andrew Freeman in Golf Operations and Tyler Caviness in Teaching & Coaching. Other Certified Professionals include: Danny Baron, Dick Bradow, Chris Hamburger, John Hines, 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 is excited about the direction the Education Committee is heading in and encouraged new apprentices to take part in education programs and play in events. These are the best ways to network in the Section. He encouraged everyone to contact the Board with any questions they have.

Executive Director's Report

Mr. McMillen encouraged everyone to complete the commitment card if they are interested in hosting a Kentucky Scramble and turn the card into Barbara Peak. The Board strives to serve the member and grow the game and every decision they make is based on upon that mantra. Professionals should strive to give back to the game and continuously improve themselves and their facility. One of the staff's goals this year is to increase engagement in Kentucky Golf Foundation activities. There are many activities and that ask can be great at times. At times, it may be difficult to find what activities work best for you and your facility. There is a new program in place to satisfy all those needs and possibly win a cash prize. He introduced the Split the Pot Foundation Challenge. Professionals are asked to put in \$20 (similar to signing up for a skins game at an event) and they can choose from activities listed on the Split the Pot brochure, which have point values assigned to them. The professional with the most points at the end of the year will split the pot with the Foundation. Mr. McMillen is hoping 100 professionals will take part in this game (which benefits Player Development Grant monies), so he can award the winner \$1,000 next December. He asked those interested, please give their Split the Pot Challenge money to Ms. Peak.

District 10 Director's Report

Mr. Williams welcomed Rick Murphy, a special guest as District 10 Director and thanked him for his service. Mr. Murphy commended the Board and staff. He congratulated Mike Thomas on the success of his son's Justin's accomplishments both personally and professionally. The Annual Meeting was a large success and very informative. Updates were given on the PGA Strategic Plan and six new board members came on board including Seth Waugh, an independent director, who replaced Dottie Pepper. The PGA has shown strong operational and financial success in 2015, which has given them the opportunity to pursue goals in the Strategic Long Term Plan and has a lot to do with the increased media and sponsorship support and decreased losses from PGA Properties. Port St. Lucie has made great strides to become more financially viable and Valhalla continues to be very successful. The PGA is ahead of schedule with acquisition of PGA Junior League Golf from League Golf, LLC. They are hoping to expand this program internationally. The three key player development components are PGA Junior League Golf, Drive Chip and Putt and Get Golf Ready. The Women's PGA Championship and launch of PGA.org were also great additions this year. He commended Dick Bradow's work and looks forward to his updates on the many changes coming within the Employment Services department. PGA.org saw 9,000 members making 20,000 updates to their profiles. The PGA is looking to create a mobile app for Members to use. The PGA REACH and PGA Junior League websites have been enhanced. The PGA has secured Google Ad Word grants. He explained PGA Verified – a new program that tests the technology available to Professionals. He highlighted the PGA Youth and Family Golf Summit, which will be held over two days at the PGA Show. He invited people to attend the 100th Annual Meeting in New York City and laid out the Centennial Celebration plans. He also explained PGA Lead, an opportunity for leadership training of PGA Professionals who are minorities. Questions from the floor included confirmation that PGA Verified will be available after the PGA Show and a discussion about the pricing structure of PGA Junior League.

A 15-minute break was taken.

Committee Reports

Before Committee Reports began, Beth Bush with Blessings in a Backpack thanked everyone for their generous donations. They raised over \$800 that morning.

Assistants | Apprentices Division

Danny Yeargin has accepted a head professional position in Mississippi. He thanked everyone for the opportunity to serve the KPGA. He congratulated John Bachman and Daniel Iceman on their great play this season. He announced the Assistants | Apprentices Division will meet in the front of the room prior to lunch and elections will be held.

Education

Craig Heibert welcomed Nicole Weller and Pete Bevacqua. At the PGA Annual Meeting, Mr. Heibert met with Todd Sammons to discuss CPP Certification. Mr. Sammons will conduct instructor lead certification seminars for the Kentucky PGA. The first seminar will be January 11-12 on General Management. Participants will need to purchase the CPP Library online to attend and after two day seminar will be able to submit their Capstone paper or project (depending on how many years of PGA Membership they have) and test (if under 5 years of Membership) to become certified. One of the goals of the Education Committee is to double the number of Certified PGA Professionals in Kentucky in 2016 (currently 18). There will be additional CPP Workshops spread over the next 24 months, including Teaching in the fall, Golf Operations in the spring and Player Development the following fall. Please contact Mr. Heibert or Erin Horn for further details. Mr. Heibert outlined the four Pro2Pro Educational Series workshops being offered in 2016 that will cover the four main topic goals of the committee: teaching, player development, golf operations and personal and professional growth. There was a brochure available for attendees to view the educational offerings and Mr. Heibert led a tour of kygolf.org to show where the information can be found. He also showed the attendees where they can find Pro2Pro contacts on the site and encouraged anyone interested in sharing their expertise to join Pro2Pro by contacting Ms. Horn. This is a great way to bring back the fraternal aspect of the Association. The Spring Member Conference will feature an additional Teaching Summit on the Tuesday. He thanked a spirited and committed committee and staff for their efforts.

Employment

Dick Bradow thanked Mr. Williams, the Board and staff. Twelve CareerLinks jobs were done in Kentucky in 2015, which is about average. Nationally, 764 management level positions were filled through CareerLinks in 2015, which is 100 more than the previous year and 40% more than the five year average. Last year, 75 non-PGA facilities were converted to have PGA presence and 89 new management level jobs were created for PGA members that had not existed before. They have gotten high marks on their services. Developments within the Department include hiring a new Senior Director of Employment (Dawes Marlatt is focused back on Education and internal staff development) and filling the position of two retiring consultants Tom Kendrick and Bill Keys, who have worked in the Department a long time and have very large territories. They are looking to break these territories into four smaller pieces for management purposes. There will also be additional staff brought on at Headquarters to help with administrative work. It is an exciting time for the department. The PGA Strategic Plan for Employment Services focuses on creating more opportunities and higher compensation for members. They are exploring global markets and the challenges those present. They are looking to get more engagement with high-level management and executive management positions and golf management companies. They are also looking at a stronger marketing presence. Mr. Bradow reminded everyone to use the support and tools available from the PGA. He encouraged everyone to take the Compensation Survey and a link to the survey will be available in January. He promoted the benefits of PGA PerformanceTrak. He encouraged everyone to update their profile and favorites on PGA.org. All employment information and tools are available and updated more quickly than the old site. The search bar is the best way to navigate the site. Mr. Bradow urged everyone to contact him with any questions. He is honored to be part of and work with the Kentucky PGA.

Player Development

Mr. Landrum's (National Player Development Award Winner) encouraged anyone with questions to contact him anytime. The Committee stands to serve the member and grow the game. The Committee's Goals for 2016 are to grow PGA Jr. League Teams from 69 to 85 & offer extra playing opportunities, host regional qualifying for Middle School Championship & increase participants by 50%, help kick off Kentucky Scramble, continue face to face and small group training meetings with KPGA Members, quantify number of people exposed to Player Development efforts & revenue generated and increase participation in Bluegrass Amateur Series. These goals help KPGA Member & KGA-PGA increase revenues through rounds of golf, registration fees and instructional business, PGA Jr. League improves revenue for KPGA Members who host a team or teams, KPGA Middle School State Championship creates interest in the game, rounds and potential for instruction, the Kentucky Scramble will produce revenue for the KGA-PGA, KPGA Members and their facilities, the Bluegrass

Am Series will increase rounds of golf & revenues for host clubs and training meetings provide information about how to grow the game, increasing personal revenue and facility revenue. He encouraged everyone to introduce an additional person to the game each month. He thanked Kim Shafer for her tireless work and encouraged everyone to attend her small group and individual meetings. He thanked the committee.

Special Awards

Colby Wollitz thanked the staff for their efforts. He encouraged everyone who was nominated for a Special Award to submit their forms by Monday, December 14 at 4:00 p.m. There were 104 nominations and Mr. Wollitz would like to see a solid percentage of those nominated to complete their forms.

Sponsorship & Fundraising

Garry Nelson submitted his report as written.

Tournaments

Kris Kleinsasser thanked the staff, Co-Chair Barry Payne and the committee for their efforts. He presented the 2016 Tournament Calendar. He highlighted the Kentucky PGA Championship at Valhalla Golf Club and Challenge Cup at The Club at Olde Stone. The Challenge Cup will undergo a new team makeup in 2016. Teams will be comprised of 12 players from previous year's top six on KPGA Points List, Player of the Year, Senior Player of the Year and Assistant Player of the Year, top two players of the year in the current Player of the Year Points list and two captain's picks. Tournament entries were down 15% in 2015 and Mr. Kleinsasser said the committee is looking at feedback from the Membership Survey to improve the framework for 2017. These are great networking opportunities and more entries means more payout money from the PGA Tour and National Partners. He asked anyone interested in serving on the Tournament Committee to contact him. He also asked those interested in playing in casual golf events in the shoulder seasons to speak to add their name to a list compiled by Barbara Peak that day.

Old Buiness

There was no old business on file.

New Business

Leadership Recognition

Mr. Williams recognized and congratulated Greg Morrett, long time sales representative of Titleist, who is retiring. He recognized any present Past Presidents, Board and committee members. He thanked the staff (Tommy Brummett, Greg Meadors and Jeremy Martin) and membership of Greenbrier Country Club, as well as the Officers of the Kentucky PGA Board of Directors and his wife, Lindsay and son, Cameron.

He recognized those who have completed Board of Director's Terms:

Chris Osborne, Honorary President

Ralph Landrum, Vice President

Pete Garvey, Secretary

Larry Ward, District 1 Director

Craig Heibert, Director at Large

Charles Whelan, Director at Large

Mr. Osborne recognized Mr. Williams for his service as President.

Elections

Mr. Osborne conducted the election process and encouraged anyone interested to get involved.

Ralph Landrum was nominated and seconded to the position of President. Ralph Landrum was elected the position of President, running unopposed.

Pete Garvey was nominated and seconded to the position of Vice President. Pete Garvey was elected the position of Vice President, running unopposed.

Craig Heibert was nominated and seconded to the position of Secretary. Craig Heibert was elected the position of Secretary, running unopposed.

Brad Hicks was nominated and seconded to the position of District 1 Director. Brad Hicks was elected the position of District 1 Director, running unopposed.

Danny Baron and Charles Whelan were nominated and seconded to the two open positions of Director at Large. Danny Baron and Charles Whelan were elected the positions of Director at Large, running unopposed.

Open Forum

Chris Redle announced the dates of the Middle School Regionals and Championship. He encouraged those interested to host one of these events or a Kentucky PGA Junior Tour event this season. Membership registration is now open at kygolf.org. He reviewed the tour's promotional programs and thanked everyone for their support.

Derrick Griffitts would like some clarification on the Player Development Grant process and to know where grant recipient information is posted.

Pete Garvey showed the video presentation prepared by retired Southwest Airlines Chief Marketing Operator Dave Ridley, that was displayed at the PGA Annual Meeting.

Adjournment

Robert Costello made a motion to adjourn the meeting at 11:20 a.m. Mike Fields seconded the motion. Motion carried (unanimous)

Assistants | Apprentices Division Meeting

Mr. Yeargin thanked everyone for a great year and encouraged those interested to get involved with the Assistants | Apprentices Division. An election was held for President, where Will Schnieder ran uncontested and was elected. Mr. Garvey spoke about the upcoming Pro2Pro Education Series Workshop designed for assistants to take their careers to the next level.