
ASSOCIATION MEETING MINUTES

Association Kentucky PGA
Meeting Board of Directors Meeting
Date September 24, 2015
Location Conference Call

Members Present

Pete Garvey, Craig Heibert, John Kells, Ralph Landrum, Garry Nelson, Chris Osborne, Barry Payne, Kelly Williams, Larry Ward, Charles Whelan, Colby Wollitz

Guests Present

Rick Murphy

Staff and Guests Present

Erin Horn, Steve McMillen, Chris Redle, Kim Shafer

Call to Order

President, Kelly Williams called the meeting to order at 8:00 a.m.

Approval of Minutes

The minutes from the August 27, 2015 Board of Directors Conference Call (which were previously distributed), were reviewed.

Craig Heibert made a motion to approve the minutes as written. Charles Whelan seconded the motion. Motion carried (unanimous)

President's Report

Mr. Williams asked everyone to keep Chris Osborne in thoughts and prayers. He had another eye surgery yesterday. PGA Links was officially replaced by PGA.org, which seems to be working better now that it is fully implemented. He asked everyone to continue feedback on ways to improve it. Rickie Fowler was recently named a PGA Junior League Ambassador. Two weeks ago, The Golf Channel conducted a Junior Golf week. It was great to see different angles and approaches from PGA Members, encouragement on children being fit for clubs and how parents can best talk to their kids. Mr. Williams recommended everyone login to the Social Media Hub on PGA.org to receive regular emails on articles to share via social media and promote your business.

The Kentucky PGA won the Challenge Cup under the coaching of Mr. Williams. A special thank you to Valhalla Golf Club for hosting and rolling out the red carpet for the event. Members of the KGA met to hash out the final details on the KGA-PGA Handicap Scramble. This Family of Golf Organizations activity will generate revenue for the KPGA and KGA. Information will be available soon and Mr. Williams urged everyone to participate and to encourage others to do so. Greenbrier will likely be hosting the State Championship and will make this a first class event. He asked everyone to review the PGA Annual Meeting Agenda. The delegates will be playing golf at PGA Village. New resolutions will be discussed at the Fall Planning Retreat. Expect to see an email coming out from Mr. Williams (via the Section office) about serving and nominating someone for the upcoming Fall Member Conference Board election. He thanked those who have served and all to continue to serve, especially for the open position of Secretary. Those interested should

contact any of the Officers for valuable insight into the position. He is excited about the current direction of the KPGA.

Vice President's Report

Ralph Landrum reported budget preparations will be discussed at the Fall Planning Retreat.

Secretary's Report

Pete Garvey announced the District 10 presentations by Mr. Williams and Mr. Osborne will be on October 27 and the vote will occur the morning of October 28.

Executive Director's Report

Steve McMillen thanked everyone for their attendance. He reminded everyone the Annual Meeting is fast approaching. Let him know attendance plans as soon as possible. The arrival date is November 9 and the departure date is November 14. The Board will be playing golf on November 10 in Port St. Lucie and anyone attending the meeting is invited to play. Hotel rooms have been reserved, so any modifications need to be made soon. The Fall Planning Retreat is October 27-28 at World of Golf in Florence. Please let Mr. McMillen know if you plan to stay the night.

Last week, Mr. McMillen attended a USGA Town Hall Meeting and is excited to share some internal information with the board (the KGA officer core has also been notified). These meetings will continue over the next 45 days. The USGA announced a new business model and a plan for how handicaps will be handled in the future. They are anticipating a profound impact made to handicaps in the next 5-9 years. They are ramping up efforts and making alliances to create a World Handicap System. The seven international bodies who govern handicapping will create a unified handicapping system that will most reflect the USGA's method. All have agreed to this concept in principle. This will allow for the handicap to become more important, more frequent revision updates, cutting off internet companies who sell inferior products, anyone who has a handicap to also have a USGA membership and enhanced literature about why players need to have handicaps and how to get one. This will launch in 2018. This was a refreshing meeting, where the USGA admitted to wrongdoings in the past and spoke with a vigor that has not been present before. They will also launch the Membership Ecosystem, internet-based software that will replace GHIN and TPP. This system will provide interesting tools and collect data valuable to golfers, teachers and facilities. Technology updates will begin first quarter of next year and gain momentum from there. The next update will occur during the PGA Annual Meeting. There was a discussion. Mr. Williams thanked Mr. McMillen and the staff.

District 10 Director's Report

Rick Murphy asked for feedback on PGA.org and the PGA Grand Slam. He will ask for more feedback on the Grand Slam at the Fall Member Conference. The Advisory Group met in San Francisco on August 7-8 discussing the PGA's global footprint, monetizing PGA Junior League and digital broadcasting rights. The General Council Christine Garrity retired and was replaced with Henry Smokler. Mr. Smokler has excellent qualifications. He reported on a perfect PGA Championship. He asked about what the KPGA Fall Planning Retreat entailed. The Youth and Family Golf Summit is now a two-day event at the PGA Show. That Tuesday there will be a roundtable workshop for people around the world to discuss synergy in youth and family golf teaching methods. Everyone should expect to see more information the PGA Pak and email marketing. He hopes to see everyone there. PGA Junior Golf Camps were piloted in 2015 and baselines for attendance exceeded expectations. Feedback from current facilities is very positive and they are hoping to increase to 75 locations around the country next year. Anyone in the KPGA interested in hosting one of these camps should contact Mr. Murphy or Bob Baldassari. He thanked everyone for allowing him to be part of this call.

Education Committee Report

Mr. Bevacqua and Nicole Weller will be speaking at the Fall Member Conference in Lexington. He is excited Pro2Pro Workshops are going in a new direction. He will provide more detailed information at the Fall

Planning Retreat. The Committee is working with outside agencies to put certification opportunities on the website for the membership easily access.

Tournament Committee

The Committee met yesterday, looked at revamping the 2016 schedule and moving a few dates around in April and May. They are hoping to get a schedule finalized ahead of the Fall Member Conference. Kris Kleinsasser asked for feedback from the Board prior to the Fall Planning Retreat. He and Bill Coomer will provide the board with an updated schedule.

Adjournment

Craig Heibert made a motion to adjourn the meeting. Charles Whelan seconded the motion. Motion carried (unanimous).

The meeting adjourned at 8:50 a.m.

The next meeting is the Fall Planning Retreat at World of Golf in Florence. On October 27 the meeting will begin at 2:00 p.m. with dinner to follow. On October 28 the meeting will be from 8:30 a.m. to 3:00 p.m.