



# PGA

Kentucky Section

## AGENDA

### FALL MEMBER CONFERENCE

Marriott Griffin Gate

February 29, 2016

8 a.m. to 5 p.m.

Wireless Access Code

**kypga**

#### Call to Order

Ralph Landrum

#### National Anthem

Caitlyn Howard

#### Invocation

Greg Griffith

#### Approval of Minutes

Ralph Landrum

#### Kentucky Golf Association Update

Phil Armbruster

#### President's Report

Ralph Landrum

#### Vice President's Report

Pete Garvey

#### Secretary's Report

Craig Heibert

#### Golf House Kentucky Report

Chris Osborne

#### Executive Director's Report

Steve McMillen

#### Committee Reports

- Education
- Employment Services
- Player Development
- Tournament
- Marketing

Craig Heibert

Dick Bradow

Ralph Landrum

Kris Kleinsasser

Barry Payne

#### Old/New Business

Ralph Landrum

#### Open Forum

Ralph Landrum

#### Special Awards

Colby Wollitz/Garry Nelson

#### Charitable Impact Moment

Pete Garvey

#### Player Development Grants

Chris Osborne

#### Kentucky PGA Junior Tour

Chris Redle

#### Education

James Sieckmann, PGA  
Shadow Ridge Country Club

# 2015 DEVER, INC. | E-Z-GO FALL MEMBER CONFERENCE

## BUSINESS 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.



# 2015 DEVER, INC. | E-Z-GO FALL MEMBER CONFERENCE

## BUSINESS MEETING MINUTES



### 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.



# 2015 DEVER, INC. | E-Z-GO FALL MEMBER CONFERENCE

## BUSINESS MEETING MINUTES



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



# 2015 DEVER, INC. | E-Z-GO FALL MEMBER CONFERENCE

## BUSINESS MEETING MINUTES



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 100<sup>th</sup> 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



# 2015 DEVER, INC. | E-Z-GO FALL MEMBER CONFERENCE

## BUSINESS MEETING MINUTES



(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](http://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](http://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



# 2015 DEVER, INC. | E-Z-GO FALL MEMBER CONFERENCE

## BUSINESS MEETING MINUTES



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.



# 2015 DEVER, INC. | E-Z-GO FALL MEMBER CONFERENCE

## BUSINESS MEETING MINUTES



### 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](http://kygolf.org). He reviewed the tour's promotional programs and thanked everyone for their support.

Derrick Griffiths 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)*



# 2015 DEVER, INC. | E-Z-GO FALL MEMBER CONFERENCE

## BUSINESS MEETING MINUTES



### **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.



2016 DEVER, INC. | E-Z-GO  
SPRING MEMBER CONFERENCE  
PRESIDENT'S REPORT



Dear Fellow Members and Apprentices:

Thanks to everyone for attending. Congratulations and thanks to all of the KPGA Board of Directors for giving both their time and expertise. Each of them is doing what they can to help the KPGA leadership fulfill its mission of serving the KPGA Member and Apprentices and grow the game. Thanks to the staff for all they do.

The PGA Merchandise Show appeared to be a success. Over 40,000 people attended and more than 1,000 exhibitors were on hand. While I did not see or hear of any one product that stole the show, the atmosphere seemed to be somewhat optimistic. The show has become more than just vendors displaying and selling their goods; events like the Pro-Pro tournaments before the show, Demo Day, Youth and Family Golf Summit and many educational seminars make the show week something each of you should consider attending.

During the PGA Merchandise Show, our Honorary President Kelly Williams, Secretary Craig Heibert, ED Steve McMillen and I met with National Secretary Candidate Rick Murphy. Craig and I also meet with Russ Libby. Both candidates delivered their thoughts on how they can improve the lives of our members while strengthening the PGA brand. I was unable to catch up with Jim Richerson, the candidate from Wisconsin. Pete Garvey, Kelly, Craig, Steve and I will all be traveling to Atlanta on March 16 & 17 to meet with the candidates and our fellow D10 District Officers.

Congratulations to Kelly Williams for beginning his journey to being our District 10 Director. He will shadow our current director this year and begin his three-year commitment at the PGA National Meeting in New York City in November.

I want to personally thank our Secretary and Education Committee Chairperson Craig Heibert for the work he did which led to 11 KPGA Members becoming PGA Certified Professionals. I can think of no way to better serve our members than by providing education and training opportunities to help our members improve their lives.

Each of you has until March 31 to complete the Annual Compensation Survey. The survey is available online at [pga.org](http://pga.org). Please consider completing the



2016 DEVER, INC. | E-Z-GO  
SPRING MEMBER CONFERENCE  
PRESIDENT'S REPORT



survey. This is a valuable tool for those who are negotiating their employment contracts.

Kim Shafer has been busy visiting with many of you. Her advice and enthusiasm on how to grow the game will help you increase your income. If you have not had the chance to meet with her, please give her a call and she will be happy to share her expertise on how to increase your income and facilities revenue through player and rounds development. This year will be the first full year of the Bluegrass Amateur Series. This new series of one-day, weekend events are designed to provide tournament play for the KY amateur who typically does not play tournament golf. The events should provide revenue for the facility and golf professionals who are hosting the events, revenue to the KPGA and increase the number of golfers who have Kentucky Golf handicap subscriptions. The PGA Jr League has become the focal point of the PGA in their player development efforts. PGA Jr League helps the PGA fulfill their commitment to serve the member and grow the game by providing revenue to the member and creating young golfers who will hopefully enjoy the game for a lifetime. I would like to personally recommend each of you take part in PGA Jr League. I find the revenue to be helpful, but more than that - I have created many new customers through PGA Jr League.

Due to the times we live in, it is unfortunate, but necessary, each of us who wish to participate in PGA Jr League will have to participate in the PGA Youth Safety Program. I completed my background check last week and it only took a few minutes. The following paragraph was copied and pasted from a document sent to me from Tom Brawley, PGA Director of Membership:

With the escalation of reported instances of sexual abuse of children that participate in sports-related activities in the United States, the PGA of America Board of Directors believed that it was of paramount importance to address this concern. The PGA Youth Safety Program has three key objectives, to elevate awareness of this problem, provide an environment designed to protect youth golfers from abuse, and ensure that PGA Professionals continue to lead in youth player development through best-in-industry practices. By meeting these objectives, the PGA of America and its PGA Professionals will continue its leadership role in youth golf.

This is the link, <https://www.pga.org/articles/pga-youth-safety-safety-program>, to the document on PGA.org which should provide you with the



# 2016 DEVER, INC. | E-Z-GO SPRING MEMBER CONFERENCE

## PRESIDENT'S REPORT



answers to any questions you may have. Before you can register your team for the PGA Jr League, you will have to complete the background check first. The background check will be free for the captain of the team. Any additional coaches or volunteers must also complete the background check and will be charged a small fee of \$16.50.

The KPGA Fund Committee held their annual meeting on Thursday, February 11at Golf House Kentucky to review the applications and award the grants. Congratulations to those deserving programs that received grants for the 2016 season.

Please consider playing in an additional KPGA tournament this year. Participation was down last year. Kris Kleinsasser and the Tournament Committee are doing their best to provide quality playing opportunities for the KPGA Membership.

If you have any questions or comments, please feel free to call me.

Be good:

Ralph Landrum  
PGA Master Professional  
KPGA President  
859-802-3478



# 2016 DEVER, INC. | E-Z-GO SPRING MEMBER CONFERENCE

## VICE PRESIDENT'S REPORT



### Kentucky PGA Consolidated Financial Summary

*Fiscal Year 2015 | As of December 31, 2015*

#### FINANCIAL POSITION

The total operations cash on December 31 was 232,797 as compared to 230,907 on September 30. Specifically the account balances on December 31 were 182,590 (Operations Account) and 50,207 (Reserve Account). The Investment Account (Vanguard) was 580,778. As of December 31 there were Account Receivables of 34,583 made up of sponsors (10,250) and PGA of America (24,333). Accounts Payable as of December 31 were 85,612 primarily made up of the planned KGA-PGA budget support (9,406) and year end contribution (19,809) and pledge (19,809) to KGA-PGA.

ASSETS	31-Dec-15	30-Sep-15	31-Dec-14	Chg. 9/30/15 - 12/31/15	Notes
Operations Acct	182,590	180,734	192,999	1,856	Business Checking
Reserve Acct	50,207	50,173	50,042	34	Reserve Savings
Investment Acct	580,778	567,005	487,134	13,773	Mutual Funds -- Vanguard
Accounts Receivable	34,583	14,750	7,968	19,833	See A/R Summary
Pre Paid Expenses	-	-	-	-	
Fixed Assets	-	-	-	-	
<b>TOTAL ASSETS</b>	<b>\$ 848,157</b>	<b>\$ 812,662</b>	<b>\$ 738,143</b>	<b>\$ 35,495</b>	

LIABILITIES & EQUITY	31-Dec-15	30-Sep-15	31-Dec-14	Chg. 9/30/15 - 12/31/15	Notes
Accounts Payable	85,612	3,777	16,276	81,836	Payables invoiced but not due
Deferred Education Fees	-	-	-	-	
Deferred Tournament Entries	250	-	-	-	
Equity	762,295	808,885	721,867	(46,590)	
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>\$ 848,157</b>	<b>\$ 812,662</b>	<b>\$ 738,143</b>	<b>\$ 35,245</b>	

A/R AGING SUMMARY	31-Dec-15	30-Sep-15	Note
Current	24,333	14,000	
31-60 Days	-	-	
61-90 Days	-	(125)	
91-120 Days	10,000	-	
121-150 Days	-	-	
150+/- Days	250	750	
<b>TOTAL</b>	<b>\$ 34,583</b>	<b>\$ 14,625</b>	



# 2016 DEVER, INC. | E-Z-GO SPRING MEMBER CONFERENCE

## VICE PRESIDENT'S REPORT



### Kentucky PGA Consolidated Financial Summary Fiscal Year 2015 | As of December 31, 2015

#### STATEMENT OF ACTIVITIES

Fourth Quarter Net Ordinary Income was (52,303) as compared with the budget of 6,270 for an unfavorable variance of 58,573. Year End Net Ordinary Income was 54,671 as compared with the budget of 56,694 for an unfavorable variance of 2,023.

#### Revenue

Fourth Quarter Ordinary Revenues were 143,274 as compared with the budget of 123,158 for a favorable variance of 20,216. Year End Ordinary Revenues were 639,316 as compared with the budget of 635,120 for a favorable variance of 4,196. Year End key variances are summarized on the Variance of Activities report. Significant variances include: 4400 Player Development Programs was 13,373 more due to addition more PGA Jr. Leagues teams than forecasted, and the addition of the PGA Middle School Championship and PGA Jr. Leagues Series, which were not budgeted activities. 4800 Tournament Program was 11,914 less due to total entries were below the entry forecast.

#### Expenses

Fourth Quarter Ordinary Expenses were 195,576 as compared with the budget of 116,888 for an unfavorable variance of 78,688. Year End Ordinary Expenses were 584,644 as compared with the budget of 578,426 for an unfavorable variance of 6,218. Year End key variances are summarized on the Variance of Activities report. Significant variances include: 5000 KGA-PGA Support was 49,024 more due to a planned support that was not budgeted (see additional details in Additional Comments). 5100 Professional Fees was 15,674 higher due to KGA-PGA 5 yr. forecast project and Financial Audit (2015), which were not budgeted activities. 6500 Member Education was 18,145 less primarily due to not having to spend a majority of the speaker fees (10,000). In addition, attendance at both the Spring/Fall Member Conferences and this resulted in lower variable costs. Overall hotel costs (room rental/food) were also lower than forecasted. 6900 PGA Meetings was 16,346 lower due to a fewer board members attending the PGA Annual Meeting as well as the travel/hotel costs being lower per person than forecasted. 7100 Tournament Expenses were 23,320 due to fewer total entries than forecasted. One key factor in lower turnout was several events were postponed due to weather and entrants could not play on the rescheduled dates.

INCOME/EXPENSES (YTD)	PY Actual	Actual	Budget	Variance to Budget
Ordinary Income	635,326	639,316	635,120	4,196
Ordinary Expenses	663,235	584,644	578,426	6,218
<b>Net Ordinary Income</b>	<b>(27,909)</b>	<b>54,671</b>	<b>56,694</b>	<b>(2,022)</b>
Other Income	8,256	(11,243)	-	-
<b>Net Income</b>	<b>(19,653)</b>	<b>43,428</b>	<b>56,694</b>	<b>(2,022)</b>

### Kentucky PGA Consolidated Financial Summary Fiscal Year 2015 | As of December 31, 2015

VARIANCE OF ACTIVITIES	+/- Budget	Explanation for Variance
4400 Player Development Programs	13,373	More PGAJLG teams than forecasted, addition of Middle School Champ & PGAJLS events
4620 PGA Meeting Reimbursement	(5,969)	Budgeted for Leadership Conference which was not held
4800 Tournament Revenue	(11,914)	Total entries were below the entry forecast
Other Income accounts	8,706	
<b>Income Variance Total</b>	<b>\$ 4,196</b>	<b>Favorable</b>
5000 KGA-PGA Support	49,024	High contribution due to planned support not in budget and year contribution/pledge
5100 Professional Fees	15,674	KGA-PGA 5 yr. forecast and financial audit (2015) were not budgeted activities
5500 Printing	(3,905)	Monthly printing usage is lower than forecasted and printing project in Q2 was not needed
6500 Member Education	(18,145)	Lower attendance resulted in lower costs, lower facility costs and did not have to use speaker bdgt
6700 Player Development Exp	8,705	Middle School Champ, PGAJLS and Bluegrass Amateur Series were not budgeted activities
6900 PGA Meetings	(16,346)	Not all Officers and ED could attend District 10 Meeting
7100 Tournament Exp	(23,320)	Fewer entries than forecasted through Q2 and several events being postponed
Other expense accounts	(5,469)	
<b>Expense Variance Total</b>	<b>\$ 6,218</b>	<b>Unfavorable</b>
<b>Variance to Budget</b>	<b>\$ (2,022)</b>	<b>Unfavorable</b>

#### COMMENTARY

The KPGA Board of Directors approved at the February 16 Board Meeting to fund a KGA-PGA's budget deficit until 16,000. As this was approved after the KPGA budget was set this created a planned variance in account 5000 KGA-PGA Support. The KGA-PGA's actual net income deficit was 9,406. Additionally, at the December 6, 2015 KPGA Board Meeting the KPGA approved a contribution of 50% of the KPGA's 2015 Net Income less Investment Income/Dividends. 50% of the contribution would be made to the KGA-PGA at once (Fiscal Year 2015) and the remaining would be pledged as a future contribution. Per DMLO (KPGA's Accountant) 100% of this expense had to be recognized during the 2015 Fiscal Year, and thus created an additional variance to account 5000 KGA-PGA Support. The actual amount of the contribution was 39,618. 19,809 will be transferred to KGA-PGA during the first quarter of 2016 and the remaining 19,809 will be held as an Accounts Payable until the KPGA Board authorizes the payment.

2016 DEVER, INC. | E-Z-GO  
 SPRING MEMBER CONFERENCE  
 VICE PRESIDENT'S REPORT



# Kentucky PGA

Statement of Activities

Fiscal Year 2015 | As of December 31

ORDINARY INCOME		Q1	Q2	Q3	Q4	YTD Actl	YTD Bdgt	PY Actl	YTD Var	YE Bdgt
4000	Member Dues	218	10,799	37,510	1,037	49,563	47,160	49,832	2,403	47,160
4100	Member Education	19,025	165	50	14,715	33,955	33,950	26,750	5	33,950
4300	Special Events	-	-	-	-	-	1,250	6,350	(1,250)	1,250
4400	Player Development Programs	-	-	3,655	19,718	23,373	10,000	250	13,373	10,000
4500	Investment Income/Dividends	2,858	4,010	\$ 3,091	5,094	15,053	10,000	6,013	5,053	10,000
4600	ADP Funding	-	-	78,528	78,528	157,056	157,050	150,000	6	157,050
4610	PGA Championships Funding	-	-	-	-	-	-	25,000	-	-
4620	PGA Meetings Reimbursement	1,435	-	-	7,096	8,531	14,500	7,794	(5,969)	14,500
4630	PAT Funding	-	725	25	1,150	1,900	1,500	400	400	1,500
4700	Partnerships	-	3,882	-	14,706	18,588	16,500	20,302	2,088	16,500
4800	Tournament Program	69,191	140,788	120,087	1,230	331,296	343,210	342,635	(11,914)	343,210
<b>Total Income</b>		<b>\$ 92,727</b>	<b>\$ 160,369</b>	<b>\$ 242,946</b>	<b>\$ 143,274</b>	<b>\$ 639,316</b>	<b>\$ 635,120</b>	<b>\$ 635,326</b>	<b>4,196</b>	<b>635,120</b>
ORDINARY EXPENSES		Q1	Q2	Q3	Q4	YTD Actl	YTD Bdgt	PY Actl	YTD Var	YE Bdgt
5000	KGA-PGA Support	60,000	-	-	51,024	111,024	62,000	26,000	49,024	62,000
5100	Professional Fees	500	29	2,395	16,000	18,924	3,250	3,190	15,674	3,250
5200	Bank Services	-	-	-	12	12	300	411	(288)	300
5300	Licenses & Permits	-	15	-	-	15	275	45	(260)	275
5400	Office Supplies	-	2,038	-	-	2,038	2,775	2,442	(737)	2,775
5500	Printing	619	1,390	41	160	2,210	7,050	6,187	(4,840)	7,050
5600	Postage & Shipping	83	2,611	675	333	3,702	5,700	3,398	(1,998)	5,700
5700	Technology Expenses	3,518	-	-	-	3,518	5,350	6,240	(1,832)	5,350
5800	Insurance	-	4,709	-	-	4,709	4,620	4,328	89	4,620
5900	Automobile Expenses	1,849	68	1,605	2,607	6,130	7,050	3,957	(920)	7,050
6000	Dues & Subscriptions	300	-	-	-	300	300	100	-	300
6100	Uniforms	409	40	-	2,673	3,123	2,700	727	423	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	3,125	12,165	12,400	167,914	(235)	12,400
6400	Committee & Meeting Expenses	8,410	1,002	655	16,177	26,244	27,163	22,152	(919)	27,163
6500	Member Education Expenses	9,146	-	-	11,459	20,605	38,750	23,874	(18,145)	38,750
6600	Special Events Expenses	-	3,068	2,825	1,357	7,250	5,250	7,479	2,000	5,250
6700	Player Development	606	168	4,416	8,515	13,705	5,000	-	8,705	5,000
6800	PGA Championships Expenses	-	-	-	-	-	-	18,609	-	-
6900	PGA Meetings Expenses	1,869	2,734	220	13,881	18,704	35,050	13,502	(16,346)	35,050
6850	PAT Funding	-	-	-	-	-	-	-	-	-
7000	Marketing	1,405	9,797	-	2,163	13,366	13,247	8,515	119	13,247
7100	Tournament Expenses	616	80,307	166,013	66,089	313,026	336,346	341,139	(23,320)	336,346
<b>Total Expense</b>		<b>\$ 92,357</b>	<b>\$ 114,825</b>	<b>\$ 181,886</b>	<b>\$ 195,576</b>	<b>\$ 584,644</b>	<b>\$ 578,426</b>	<b>\$ 663,235</b>	<b>6,218</b>	<b>578,426</b>
<b>Net Ordinary Income</b>		<b>\$ 370</b>	<b>\$ 45,544</b>	<b>\$ 61,060</b>	<b>\$ (52,303)</b>	<b>\$ 54,671</b>	<b>\$ 56,694</b>	<b>\$ (27,909)</b>	<b>(2,022)</b>	<b>56,694</b>



2016 DEVER, INC. | E-Z-GO  
SPRING MEMBER CONFERENCE  
SECRETARY'S REPORT



**State of the Kentucky PGA**

**Members: 274**

**Apprentices: 48**

**New Members since Spring Member Conference:**

Joshua T. Griffin, PGA	Persimmon Ridge Golf Club
Ryan A. Mitchell, PGA	Country Club of Paducah
Steven A. Vaught, PGA	Sterling Cut Glass
Michael P. Williams, PGA	Highland Country Club

**New Apprentices since Spring Member Conference:**

Joseph M. Barr	Moss Hill Golf Course
Willie M. Gibson	The Links at Novadell
Jonathan (Alex) Webb	University of Louisville Golf Club

**New Section Transfers since Spring Member Conference:**

Jamie R. DeKeuster, PGA	Oxmoor Country Club
Kyle J. Cassin, PGA	Club Specialists Int.
Brian Hollingshead, PGA	Persimmon Ridge Golf Club

**New Certified Professionals:**

Jason Eberle, PGA	Gibson Bay Golf Course	General Management
Pete Garvey, PGA	Idle Hour Country Club	General Management
Craig Heibert, PGA	Shawnee Golf Course	General Management
Matt Hermann, PGA	Oldham County Country Club	General Management

# 2016 DEVER, INC. | E-Z-GO SPRING MEMBER CONFERENCE

## SECRETARY'S REPORT



Gary Manes, PGA	Elizabethtown Country Club	General Management
Steve McMillen, PGA	Golf House Kentucky	General Management
Kim Shafer, PGA	Golf House Kentucky	Player Development
Kim Shafer, PGA	Golf House Kentucky	Teaching & Coaching
Bryan Slone, PGA	Weissinger Hills Golf Course	General Management
Charles Whelan, PGA	Ben Hawes Golf Course	General Management
Kelly Williams, PGA	Greenbrier Golf & CC	General Management

### Certified Professionals:

Daniel J. Baron, PGA	Hurstbourne Country Club	General Management
Richard A. Bradow, PGA	PGA of America	Golf Operations
Tyler R Caviness, PGA	Eastern Kentucky University	Golf Operations, Teaching & Coaching
Jamie R. DeKeuster, PGA	Oxmoor Country Club	Golf Operations
Jason R. Eberle, PGA	Gibson Bay Golf Course	General Management
Andrew T. Freeman, PGA	Valhalla Golf Club	Golf Operations
Peter A. Garvey, PGA	Idle Hour Country Club	General Management
Robert J. Gates, PGA		Golf Operations
Christopher J. Hamburger, PGA		Golf Operations
Craig Heibert, PGA	Shawnee Golf Course	General Management
Matthew E. Hermann, PGA	Oldham County Country Club	General Management
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



2016 DEVER, INC. | E-Z-GO  
 SPRING MEMBER CONFERENCE  
 SECRETARY'S REPORT



Gary D. Manes, PGA	Elizabethtown Country Club	General Management
Steve J. McMillen, PGA	Golf House Kentucky	General Management
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
Kim A. Shafer, PGA	Golf House Kentucky	Player Development, Teaching & Coaching
Steven R. Shafer, PGA	Hurstbourne Country Club	Golf Operations
Bryan A. Slone, PGA	Weissinger Hills Golf Course	General Management
Joshua J. Snider, PGA	Oxmoor Country Club	Golf Operations, Teaching & Coaching, General Management, Retail, Executive Management
Charles E. Whelan, PGA	Ben Hawes Golf Course	General Management
Kelly J. Williams, PGA	Greenbrier Golf & CC	General Management

**Master Professionals:**

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

# 2016 DEVER, INC. | E-Z-GO SPRING MEMBER CONFERENCE

## EXECUTIVE DIRECTOR'S REPORT



Fellow Kentucky PGA Members:

**Member engagement** is the result of a **member** investing time and/or money with the association in exchange for value. The more of these precious resources they invest, the more engaged they are.

We know everyone is busy with your positions and family, but we would not be doing our jobs if we did not encourage more member engagement. As such, we are focused on making being involved as a KPGA member as easy as possible. There are so many ways to be engaged in Section activities and below I want to highlight some:

### Communications

Earlier this month we launched a redesigned website. The key reason for this was to make it "responsive," which means it adapts the platform you are viewing it (desktop, tablet, mobile). Next month, we will be launching a new mobile App. One of the key features will be notifications so you can sign up to receive notifications about your interests. A key thing to keep in mind is the website, social media sites and APP are designed to encompass Kentucky's Family of Golf Organizations. This is purposely done so we can cross promote our entire family. Stay tuned for the launch date of the App and I trust you will download it as soon as it is available.

### Player Development

We have a great asset in having Kim Shafer on our team. I hope you were able to attend one of Kim's small group meetings. If you did, you know Kim has many ideas and best practices to share with you about player development, which translates into growing your bottom line. If you could not make one of the meetings, I encourage you to reach out to Kim and find a time to meet with her one-on-one. Trust me, it will be well worth your time.

### Education

The Education Committee led by Craig Heibert worked hard to put together a great line up of education for 2016. Two of the Pro2Pro workshops have already been held, but two remain on the schedule. In addition to the Pro2Pro workshops, we launched the Sweet 16 Certification Seminars. I attended the first one on General Management and obtained my certification. The next one scheduled for the fall and it is for Teaching & Coaching Certification. What makes these seminars stand out is the interaction you get to have with your fellow members.

### Tournaments

The 2016 Tournament Schedule provides opportunities for all players regardless if you are the best player in the Section, or someone who does not



# 2016 DEVER, INC. | E-Z-GO SPRING MEMBER CONFERENCE

## EXECUTIVE DIRECTOR'S REPORT



get to play very much. In 2016, the Section Championship returns to Valhalla. Not many sections get to boast they have their section champions at a venue that has held a PGA Championship. At the Spring Member Conference, you are going to hear about a new Pro-Pro Series. These events are structured to be fun, pro-only team events and who knows you might even spot your ED playing in at least one! Bottom line, I challenge you to play in at least three events this year: one pro-am, one pro-pro series event and the Section Championship.

### Foundation Activities

You have heard me talk many times about the importance of our Kentucky Golf Foundation. We have charted a course for our foundation to do some great things inside and outside of golf to positively impact Kentucky lives. At the Fall Member Conference, I announced the Split the Pot Challenge. We need 100 KPGA members to participate. At the Spring Member Conference, you will have the opportunity to get signed up and started. Top ways we would like to see you involved are:

- Participate in PGA Golf Day (be creative, you don't have to play 100 holes)
- Host a Kentucky Golf Scramble Local Qualifier
- Bring a team to the Kentucky PGA-REACH Pro Am at Valhalla Golf Club on August 1

Respectively Submitted,

Steve J. McMillen, PGA  
Executive Director

# 2016 DEVER, INC. | E-Z-GO SPRING MEMBER CONFERENCE

## DISTRICT 10 DIRECTOR'S REPORT



Welcome to your Spring Member Conference!

We are seeing strong momentum for the PGA and golf industry early in 2016. It will be an exciting year with our Centennial Celebration, positive participation trends and a great year of Championship golf featuring some bright, young stars.

It is our Centennial Celebration Year! The objectives for our 100th Birthday Year are to enhance employer perceptions, elevate golfer perceptions and strengthen our association connectivity with all golfers and the industry. Activation of the plan formally launched with a ceremonial tee shot by representatives of all 41 Sections and PGA Junior League Golfers at Demo Day at the PGA Show. This kicked off a 100-day celebration thru May 4 centered on five key pillars:

- **PGA MERCHANDISE SHOW LAUNCH** – Utilized Demo Day and Show opening to promote the history of PGA Professionals, as well as the future, with the launch of PGA Verified.
- **SECTION SPOTLIGHTS** – Each PGA Section will be highlighted on Golf Channel through vignettes, providing an overview and in-depth look at a feature program of the Section.
- **CENTENNIAL LEGACY BOOK** – Coffee table book by PGA Master Professional Billy Dettlaff highlights the history of the PGA Professional sent to employers at 15,500 facilities nationwide.
- **#THXPGAPRO** – An integrated marketing platform where golfers, ranging from PGA Tour members to aspiring players, thank their PGA Professionals in a series of national TV spots and user-generated content pieces
- **PGA NATIONAL INSTRUCTION DAY** – Golf Channel will broadcast an entire day of instructional coverage from six sites on May 4, showcasing PGA Professionals' contributions to golf instruction. Plan is for annual event.

We are seeing our industry making some positive growth with 2015 rounds nationwide **up +3.4%** and youth participation **up +6.6% 3.2M**. However, we will still need to monitor the country's general economic conditions. Golf facility performance in 2015 concluded on a high note, thanks in part to six consecutive months of positive growth in rounds played through December. The average number of rounds played in December 2015 grew by 18.9% over December 2014 and contributed to a year-ending 3.4% increase in same-store rounds played across the country. **The 2015 increases in median facility revenues ranged from +2.7% for golf fee revenues to +6.0% for F&B.**

The PGA Merchandise Show which is often a strong indicator of the year ahead, showed real growth. Attendance of 42,000+ from 91 countries was up +3%, despite effects of the snow storm we experienced. Demo Day saw a 9% increase in attendance, a 8% for PGA Professionals,



# 2016 DEVER, INC. | E-Z-GO SPRING MEMBER CONFERENCE

## DISTRICT 10 DIRECTOR'S REPORT



PGA Professional participation was at an all-time high with more than 7,000 and the 2016 PGA Youth & Family Golf Summit had more than 200 attendees!

We are going to have an unprecedented year for Championship Golf. This year lines up to be one of the most intriguing for compelling championships, as we visit the New York area, the Midwest and the Pacific Northwest for some of our marquee events.

- **PGA Championship:** Held in biggest media market in the world (New York) and shifted to July for first time since 1968 (to accommodate Olympics), the PGA Championship continues to elevate the role of the PGA Professional. Its financial success enables us to invest in our mission, thanks to record merchandise, ticket and hospitality sales and broadcast revenues
- **Ryder Cup:** Will be held at Hazeltine National for the first time since the 2009 PGA Championship and it is the first Ryder Cup in Minnesota.
- **KPMG Women's PGA Championship:** Returns to Sahalee for the first time since the 1998 PGA Championship for our premier women's event.
- **Olympics:** Golf is returning to the Olympics for the first time in over 100 years. The PGA supports the Olympic movement, as we sit on the International Golf Federation Board. Part of our long-term global strategy is to promote growth of the game worldwide, and we should be excited about the potential impact the Olympics could have on a global scale.

With the Long Term Strategic Plan acting as our guide, particular focus will be in the areas of Education, Employment and Youth. Recognizing unemployment and under-employment trends, the PGA is strategically shifting resources behind member employment and education opportunities. Newly hired Senior Director of Employment Roger Martinez, PGA will head up our Employment Services Department. Roger is the former CEO of Santa Ana Golf Corporation. In addition, we added three new Employment Consultants: former PDRM Jonathan Gold, PGA (Eastern Region - Metropolitan, New Jersey, Philadelphia Sections), Doug Turner, PGA returns as an Employment Consultant (Texas Region – Northern & Southern Texas) and Cory Fletcher, PGA (Midwest Region - Nebraska, Minnesota, Iowa, Midwest Sections). The next step is to create a business plan focused on building a department that works closely with the Sections and provides value to our membership.

PGA Education has developed an interactive simulation to enhance the leadership and management training of our Members in a fun and competitive environment. The goal is to enhance learning in growing your business and managing efficient operations for greater profitability. This experience will allow for an interactive platform which will bring you together with your fellow PGA Members in a group setting to improve your skill set and business

# 2016 DEVER, INC. | E-Z-GO SPRING MEMBER CONFERENCE

## DISTRICT 10 DIRECTOR'S REPORT



decisions in a very effective learning environment. The objective is to outperform your fellow competitors by making smart business decisions that can give you a practical knowledge base that can help create success in your job and provide more value to your employer.

Junior golf has increased participation by 800,000 since 2011, which is the largest jump compared to all other youth sports – soccer, basketball, hockey, football, baseball, etc. One of the reasons is the success we have experienced in PGA Junior League Golf, growing about 70% each year. We have seen growth from 9K to 30K in two years. Improvements focused around refining the technology platform (website and registration) and enhancing both quality and fulfillment of the team kits is completed and registration of coaches is now up and running.

Drive, Chip & Putt registration opened on January 26. Early numbers are well ahead of last year. PGA Professionals and Sections are scheduled to host 300+ qualifiers over the next year and the Championship event will continue to occur on the Sunday before the Masters.

Following the comments of Donald Trump, which were not reflective of the PGA's commitment to diversity, the 2015 PGA Grand Slam of Golf was cancelled last year. The Grand Slam has been an historical event for the PGA of America over the years bringing together great competition between the four major Champions. Your PGA board is analyzing the next step for this event.

It's vital that the Association evolves the face of our talent at all levels, including volunteer leadership roles at the Chapter, Section and National levels, where diverse representation, particularly among women and racial and ethnic minorities, is dramatically and disproportionately low. With this in mind, PGA LEAD was created by the PGA of America and its National Diversity & Inclusion Committee, in an effort to identify, groom and progress diverse PGA members, who aspire to lead in the Association, along a guided path to governance roles. PGA LEAD has identified 15 emerging leaders, one from each of the Association's Districts and one unaffiliated overseas member, who will participate in a leadership development experience that has already begun at the 2016 PGA Merchandise Show. The selection for District 10 is Megan Padua, PGA/LPGA.

As always, please contact me if you have any questions or anything you would like to discuss. I look forward to hearing from you. My phone number is 336-210-7715.

Regards,

Rick Murphy, PGA

PGA Board of Directors, District 10



2016 DEVER, INC. | E-Z-GO  
SPRING MEMBER CONFERENCE  
ASSISTANTS | APPRENTICES DIVISION REPORT



Dear Members and Apprentices,

There is still time to sign up for the two remaining Pro2Pro Educational Series Workshops. On March 7, 2016 Pete Garvey & Dick Bradow will present *Taking Your Career to the Next Level* at Golf House from 10 a.m. - 1 p.m. and on March 28, 2016 Kim Shafer and Donnie Caldwell will present *Implementing Player Development at Your Facility* from 10 a.m. - 1 p.m. at Eastern Kentucky University's PGM Facility. Both of these workshops are great opportunities to further your education and make yourself a better golf professional. We would like to thank Craig Heibert, PGA and the rest of the Education Committee for putting together a great series of Pro2Pro Workshops. We would also like to thank all of our presenters and future presenters who have agreed to provide quality education to our members.

The tournament season includes two events specifically designed for Assistants and Apprentices in Kentucky. The first event is the 2016 KPGA Assistants Match Play. Special thanks to Justin Mullannix, PGA and Kearney Hill Golf Links for agreeing to host the Final Four on September 22. The registration deadline for this event is April 28.

In the middle of August, Summit Hills Country Club and William Schuetz, PGA, will serve as hosts for the 2016 National Car Rental KPGA Assistant Championship. We will be doing a raffle program similar to the ones that have been done in the past as a way to help assistants and apprentices cover their entry fees for the tournament as well as build additional prize money. KPGA Tournament Director Bill Coomer, PGA has developed a program allowing for just one entry deadline for the \$30 national registration fee which will be due by August 17<sup>th</sup>. Section entry fees and raffle sales will not be due until the day of the tournament on August 22.

A new Assistants/Apprentice Division President Elect will be elected at the 2016 Fall Member Conference. I encourage any Assistant interested in becoming more involved in the Section to consider running this fall. I welcome the feedback of Members, Assistants and Apprentices prior to the Spring Member Conference, so I can help to answer any questions you may have.

Respectfully yours,

Will Schneider, PGA  
Certified PGA Professional  
Assistant/Apprentice Division President

2016 DEVER, INC. | E-Z-GO  
SPRING MEMBER CONFERENCE  
EDUCATION REPORT



Dear Fellow Professionals,  
Welcome to the 2016 Spring Member Conference. It is with great pride I submit the Education Report. We are equally excited for today's Education Program and all the opportunities for our members in 2016. As experts in the game and business of golf, it is our responsibility to continue to educate ourselves so we can continue to move the game forward.

We are pleased to feature PGA Professional James Sieckmann at the Spring Member Conference. Sieckmann has been the Director of Instruction at Shadow Ridge Golf Academy in Omaha, Nebraska since 1994. He has been recognized by GOLF Magazine as a Top 100 Teacher in America and Golf Digest Top 50. He has won the NE Section Teacher of the Year nine times. He currently coaches 13 PGA, LPGA or Champions Tour players. He is on the National Advisory Board for the Titleist Performance Institute and has presented his thoughts on short game performance at The World Golf Fitness Summit and for the PGA's of Columbia, Spain and Sweden. Before starting his teaching career James played four years of professional golf in Asia and South America.

We are also excited for tomorrow's Teaching Summit at Keene Trace Golf Club (Keene Run Course) featuring keynote speaker, Kevin Smeltz and local teaching experts Jon Hardesty, Scott Sedgwick and Larry Ward. Smeltz will share his knowledge of high level teaching, Sedgwick will present how to create a teaching and coaching method to ensure your students reach their potential while you have fun and reach your potential as an instructor and Hardesty will present "Bringing it all Together - why players do what they do and how the golf swing works." Larry Ward will join the three speakers for an hour-long round table discussion to round out the day. Special thank you to Larry for generously donating the facility, coffee, donuts and pizza for this fantastic day of learning!

**Certified Professional Program - Sweet 16!**

We hosted a group of leading Kentucky PGA Professionals in January for an intense, two-day session of learning the Certified Professional Program's General Management certification. Eight Professionals walked out of this seminar Certified in General Management. We gained knowledge during this pilot program and extend our gratitude to PGA Headquarters' Todd Sammons and Bill Cioffoletti for conducting this education opportunity. They were able to gather valuable feedback from us to bring us an even better experience with the CPP Sweet 16 Teaching & Coaching Certification Seminar this fall.



### **PRO2PRO Educational Series**

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 Donnie Caldwell at Eastern Kentucky University 10 a.m. to 1:00 p.m.

Thanks to all who attended our first two Pro2Pro Education Series Workshops for Teaching and Retail at University of Kentucky's Golf Complex and Golf House Kentucky. We had good attendance and positive feedback at both workshops.

### **PRO2PRO KPGA Professional Subject Matter Experts**

Pro2Pro Experts are listed in the PGA Login area of our website. If you need assistance in an area of your business, there are many professionals across Kentucky that are willing to help. If you would like to be listed, please contact Erin Horn. Also, be on the lookout on the first of each month (beginning March 1) for a Pro2Pro Best Practices Monthly Email, which will feature helpful Best Practice Articles on a variety of subjects, submitted by Pro2Pro Subject Matter Experts.

### **Certifications Listed Online**

There are many ways to separate yourself as PGA Professional. Gaining certifications are one great way. Check out the PGA Login area [kygolf.org](http://kygolf.org) for a listing of the major certifications available. Thanks to Tyrus York and Jamie DeKeuster for their assistance.

The 2017 Fall Member Conference will feature Kentucky native, Jamie Miller of Disney Golf, who will speak about customer service and Four Disciplines of Execution implementation in your business!

I would like to thank the education committee members: Tennyne Ohr, Danny Baron, Jon Hardesty and Mike Finney for their hard work and dedication to provide our Members and apprentices with educational opportunities. 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

# 2016 DEVER, INC. | E-Z-GO SPRING MEMBER CONFERENCE

## EMPLOYMENT REPORT



As we begin the 2016 season, here are some updates and reminders about PGA Employment Services activities and resources:

### PGA Employment Department Update

As I had discussed at the KPGA Fall Member Conference, a number of staffing changes have been in the works for the PGA Employment Services Department. This includes the recent hiring of Roger Martinez, PGA, for the newly created position of Senior Director of Employment. A long-standing leader and award winning PGA member in the Sun Country Section, Roger has a proven track record of innovative and dynamic achievements as a golf operations manager and executive, including 20 plus years of service at Twin Warriors Golf Club, Santa Ana Golf Club, and most recently as Chief Executive Officer of the Santa Ana Golf Corporation.

Additionally, four new Employment Consultants have been hired with the retirement of long time Consultants Bill Keys and Tom Kendrick, along with the expansion of the Consultant team and realignment of territories. These changes will enable the Employment Department to maximize services to PGA Professionals, employers, and 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 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 statistics, the KPGA needs every active member and apprentice to complete the survey, from assistants to members in the highest profile positions. The survey also provides valuable information when we work with employers on your behalf to upgrade KPGA compensation.

The survey has been streamlined and is more user friendly than in the past. Please take a few minutes to complete the survey on [PGA.org](http://PGA.org), 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 March 31 will earn up to 2 MSR credits.

### Employer Communication Plan

If you are in a golf operations or facility management position, you know how important it is 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 on the Employment area of [PGA.org](http://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 tool which many



2016 DEVER, INC. | E-Z-GO  
SPRING MEMBER CONFERENCE  
EMPLOYMENT REPORT



PGA Professionals have already used successfully to quantify the total incremental revenue they have driven to their facilities through player development programming.

CareerLinks Reminder

Now is a good time to review and update your CareerLinks ProFile, located on the Employment area of PGA.org. 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 current and previous facility information is complete. Please contact me if you have any questions about CareerLinks or if you would like me to review your ProFile.

Kentucky Non-PGA Facilities

One of our ongoing initiatives is to contact non-PGA staffed facilities to promote the benefits of employing a PGA Professional, with the goal of creating more PGA job opportunities. It can help if we have a local PGA Professional who knows a key decision maker at a non-PGA facility. If you have a key contact in your area and feel there is a possibility of a viable PGA opportunity, please contact Steve McMillen or me and we will follow up.

Best wishes for a successful 2016 season, 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](mailto:dbradow@pgahq.com)*

2016 DEVER, INC. | E-Z-GO  
SPRING MEMBER CONFERENCE  
PLAYER DEVELOPMENT REPORT



Dear Fellow KPGA Members and Apprentices:

The PGA of America continues to supply you with tools to help you grow the game and at the same time grow your or your facilities' revenue. Below are a couple examples of what is available to you:

- A) PGA Jr League has grown from 70 participants in 2011 to 30,000 in 2015. One KY golf facility reported revenue of \$21,850 in 2015 from PGA Jr. League.
- B) Get Golf Ready continues to be a great entrance into the game for adults. In 2015, 107,500 golfers took part in Get Golf Ready. In 2014, a GGR participant spent an average of \$1,022 each on golf in their first year of playing. Get Golf Ready graduates have spent over \$1.08 billion since the inception of this program.
- C) PGA.org has a section of marketing ideas and templates to help you promote your business.

The KY PGA has also provided you with several tools to grow the game and the increase revenues at your facilities:

- A) The new KY Golf Scramble is scheduled to begin in 2016. This event will provide fun for your golfers and revenue to you. Space is limited; please register your facility ASAP.
- B) The Bluegrass Amateur Series is a new amateur golf tour created by your Board of Directors. The tour is designed to offer weekend, flighted golf tournament opportunities to the amateur who may not participate in tourney golf. This tour will increase rounds in the state, revenue at host facilities and handicap revenue to benefit the KGA-PGA. Please call Kim Shafer if you are interested in hosting an event.
- C) The first KY PGA Middle School Tournament event in 2015 was such a success that regional qualifying will now be held to see who advances to the state championship. Rounds and revenue will be produced for all of those involved. Please contact your local middle school to start a team in your area.

Kim Shafer has completed her small group meetings. If you have any questions concerning player development, give her a call. Her knowledge, professionalism and enthusiasm will help you increase your revenues.

Captain Registration is open for PGA Junior League Golf – be sure to actively recruit players for your teams. Contact Kim if you need any assistance. All Captains of the team receive a free background check. It is very important



# 2016 DEVER, INC. | E-Z-GO SPRING MEMBER CONFERENCE

## PLAYER DEVELOPMENT REPORT



that all other volunteers/coaches, etc. register on the website as a volunteer and pay a \$16.50 fee for their background checks.

Please promote the PGA Jr. League Golf Tournament Series. These are six events at the end of the regular season that will be \$20 per player. They are fun events to encourage the kids to continue to play after the regular season has ended. Keep an eye on your email for a flyer and more information from Kim Shafer. Please be sure to share this with your teams.

Drive Chip & Putt Registration has opened with four local qualifying sites in Kentucky. Please promote to your families.

Kim has 3 different Revenue Scorecard spreadsheets for your use: a regular revenue scorecard, a PGA Jr. League Math Scorecard and a Ladies Clinic Scorecard. These can be accessed at [kygolf.org](http://kygolf.org) in the PGA Login area (password: kpga) or by contacting Kim. There is also a simplified Revenue Scorecard now available on [pga.org](http://pga.org). These scorecards allow you to showcase your Player Development programs and promote your value to your facility.

Remember to contact Kim as soon as possible if you would like to request any of the complimentary Player Development Equipment available to you at Golf House Kentucky. This includes: SNAG sets, SNAG suit, and the inflatable Golfzilla, hippo, gator and shark. These can create a fun atmosphere at your facility for any event or Player Development program you are hosting.

Be good:

Ralph Landrum  
PGA Master Professional

## **PGA YOUTH SAFETY PROGRAM**

For nearly a century, the PGA of America and PGA Professionals have led the way in growing the game of golf through youth golf programs and activities. As a leader, we know that this leadership comes with many responsibilities, the most important being that of providing safe programming and participation venues for youth to participate.

With the escalation of reported instances of sexual abuse of children that participate in sports-related activities in the United States, the PGA of America Board of Directors believed that it was of paramount importance to address this concern. The PGA Youth Safety Program has three key objectives, to elevate awareness of this problem, provide an environment designed to protect youth golfers from abuse, and ensure that PGA Professionals continue to lead in youth player development through best-in-industry practices. By meeting these objectives, the PGA of America and its PGA Professionals will continue its leadership role in youth golf.

With the initial rollout of the PGA Youth Safety Program in 2015, the need to consent to and complete a general background screening process will include a select group of PGA leadership, PGA and Section staff, and PGA Professionals. Individuals included in the select group will be notified of the requirement and instructed how to complete the background screening process. In future years, the PGA Youth Safety Program will include annual background screening for PGA Professionals engaged with any youth golf activity, as well as a required education component as an additional resource and information on this important topic. The additional step of having all active PGA Professionals participate in the PGA Youth Safety Program in this manner will ensure that the PGA of America and its PGA Professionals maintain and enhance the leadership position established in growing the game of golf through youth.

Once the screening process is successfully complete, the PGA of America will provide a PGA Youth Safety Advocate credential badge. As part of the PGA Youth Safety Program, it is essential that individuals wear and display the credential badge anytime while attending and/or participating as an instructor, coach, administrator, host, or mentor at any youth golf activity. By displaying the credential, individuals will be signifying to participants, parents and guardians, spectators, and the public that the PGA of America takes seriously the matter of youth safety, as well as identifying individual PGA Professionals and staff as leaders in the welfare of youth in the golf community.

Finally, in the effort to inform and educate PGA Professionals on the PGA Youth Safety Program, following is the PGA Youth Safety Policy as approved by the Board of Directors:

### **PGA Youth Safety Policy**

The Professional Golfers' Association of America ("PGA") is committed to providing a safe environment for participants in PGA of America and PGA Section youth golf programs ("Youth Golf Programs") and will not tolerate any sexual abuse or misconduct toward any Youth Golf Program participant ("Participant").

Sexual abuse and misconduct shall be defined as any sexual interaction between a Participant and another person who is in a position of power over the Participant, which may include another



child. The person perpetrating such actions may be, but may not necessarily be limited to, a golf professional, a golf instructor, a staff person from the golf facility, an intern or a volunteer working in connection with the Youth Golf Program. Specific acts may include inappropriate physical contact with a Participant, viewing pornography with a Participant, exposing oneself or enticing others to expose themselves to a Participant, use of inappropriate language of a sexual nature, or any other behavior that includes any conduct that is sexually inappropriate that has an adverse physical and/or emotional effect to a Participant. The definitions of all misdemeanors and felonies that constitute infractions of a sexual nature against a minor in each applicable jurisdiction shall be considered sexual abuse and misconduct for the purpose of this policy.

In order to avoid any perceptions of impropriety with Participants, Youth Golf Program staff and volunteers shall not:

- Be isolated with a Participant in connection with any Youth Golf Program activity, when transporting a Youth Golf Participant or at any off-site Youth Golf Activity;
- Initiate conversations (verbal, digitally or by any means) about sexual topics.
- Engage in off-site social activities with Participants outside of Youth Golf Program activities. Such interactions include, but are not limited to, meetings to play another sport, invitations to parties with one or more Participants not related to the Youth Golf Program, meeting one or more Participants to see a movie, telephone conversations, texting, e-mails, social networking, any other forms of communication that are not regular Youth Golf Program activities.

All persons working or volunteering in connection with a Youth Golf Program are prohibited from the access, display, production, possession or distribution of pornography at any site where Youth Golf Program activities are held.

Any suspected sexual abuse or misconduct will be treated as a serious matter and shall be documented by a written incident report within 24-hours. When applicable, the incident will be reported to the appropriate authorities.

All Youth Golf Program staff and volunteers are required to read and sign a statement informing them of their duty to comply with this above policy and to report suspected sexual abuse or misconduct and their willingness to cooperate fully.

All Youth Golf Program staff and volunteers will be required to submit to a criminal background screening annually to be eligible to perform duties directly or indirectly with any Youth Golf Program.

All Youth Golf Program staff and volunteers will be provided information about the PGA Youth Safety toll-free number that will enable staff, volunteers, Participants, parents or anyone with knowledge or questions about sexual abuse occurring at a Youth Golf Program to use the reporting and counseling services available nationwide.

## **PGA YOUTH SAFETY PROGRAM**

### **Frequently Asked Questions**

#### **Why is the PGA of America implementing the PGA Youth Safety Program?**

*As leaders in the growth and development of young golfers, the PGA of America takes seriously its responsibility to protect the safety and welfare of the youth that participate in the game. For nearly a century, the PGA of America and its PGA Professionals have led the industry in youth player development, and to continue to lead in this area, we must work to provide safe participation venues and programming platforms. The PGA Youth Safety Program will work to implement best-in-class practices from the youth sports space to continue to increase the value of PGA Professionals within the golf industry.*

#### **What are the objectives of the PGA Youth Safety Program?**

*The PGA Youth Safety Program is developed with three major objectives:*

- 1. Ensure that the PGA of America and its PGA Professionals continue to be viewed as leaders in the youth player development arena.*
- 2. Provide a participation environment, which is safe and designed to protect youth golfers from abuse.*
- 3. Elevate awareness among PGA Professionals, parents, and participants of the issue of sexual abuse of children, and its warning signs.*

#### **What is the implementation plan for the PGA Youth Safety Program?**

*Realizing that any program of this nature and size as being extremely large and complex, the PGA of America will implement elements of the program over a two-year time-period. For 2015, a selected group of PGA Professionals, PGA Staff, and Section staff will be required to submit to a background screening process. In future years, PGA Professionals engaged in any youth golf activity will be required to complete the background screening process. In addition, an educational component will be developed as an additional resource.*

#### **Who will be required to complete the background screening process for 2015?**

*With the initial rollout of the PGA Youth Safety Program in 2015, the following individuals will need to consent to and successfully complete the general background screening process:*

- PGA Officers & PGA Board of Directors*
- PGA Player Development Committee Members*
- PGA Youth Player Development Committee Members*
- PGA Rules Committee Members*
- PGA Executive Staff, PGA Player Development Staff & PGA Tournament Staff*
- Section Staff – Full-time, Part-time, Seasonal/Intern (staff members responsible for being on-site to administer and/or conduct any junior golf activity)*
- PGA Professionals registering a team to participate in PGA Junior League*
- PGA Professionals hosting a PGA Junior Series event*

#### **What is searched as part of the background screening process?**

*The background screening process will be searching an individual's record for criminal violations related to crimes that involve sexual actions involving children or any violent crimes in general.*



**Who will be informed regarding the results of the background screening?**

*First Advantage, the third-party vendor, will maintain the specific results and detailed report. You, as part of the process, can choose to receive a copy of the report. First Advantage will notify the PGA of America Legal Department only of the outcome, pass or fail, of the background screening.*

**What happens should I pass the screening process?**

*Individuals successfully completing the background screening will receive a PGA Youth Safety Advocate credential badge.*

**What is the PGA Youth Safety Advocate credential badge?**

*The PGA Youth Safety Advocate credential badge will be a personalized identification badge provided to all individuals completing the requirements for the Youth Safety Program. It is essential that individuals wear and display the credential badge anytime while attending and/or participating as an instructor, coach, administrator, host, or mentor at any youth golf activity. By displaying the credential, individuals will be signifying to participants, parents and guardians, spectators, and the public that the PGA of America takes seriously the matter of youth safety, as well as identifying individual PGA Professionals and staff as leaders in the welfare of youth in the golf community.*

**What happens should I fail the background screening process?**

*If action is taken to deny you participation in the Youth Safety Program based on the background screening, the Fair Credit Reporting Act requires the reporting agency to provide a copy of the report to you free of charge. Individuals may question or dispute information included in their reports.*

**Should the background screening results deny participation in the PGA Youth Safety Program, will my PGA membership be impacted?**

*The PGA of America will follow guidelines as outlined within the Association's Constitution, Bylaws, and Code of Ethics regarding unsuccessful results from the background screening process.*

**Is there a fee associated with the PGA Youth Safety Program or the background screening process?**

*Yes, individuals will be required to make payment of \$5.76. The fee must be paid at the time of the screening and is paid to First Advantage. The fee for the background screening is \$5.76.*

**How often will I be required to complete the background screening?**

*Individuals will be required to complete a background screening on an annual basis. Screening will be valid for the calendar year in which they are completed.*

**What do I need to do now?**

*If you are part of one of the groups required to participate in the PGA Youth Safety Program in 2015, you will be contacted via email by First Advantage to complete the background screening. The screening will be completed via First Advantage's website, and will take approximately 10 minutes for an individual to complete the forms provided.*

# 2016 DEVER, INC. | E-Z-GO SPRING MEMBER CONFERENCE

## TOURNAMENT REPORT



KPGA Members and Apprentices,

I hope you are doing well and this winter provided you some time to rest and recharge your batteries for the upcoming year. We as the Tournament Committee are excited to present to you a quality set of playing opportunities in 2016 and hope you will be able to get out and participate in those.

This year the Tournament Committee: John Bachman, Chad Douglas, Otis Smith, Tommy Watts, Barry Payne and myself are not only active in our KPGA events, but represent the views of all our KPGA Members, Assistants/Apprentices, and Senior Professionals in all areas of our Section. We look forward to working with our Tournament Director, Bill Coomer, this year as well as active participation and input from our Executive Director, Steve McMillen, to continually strive to improve the quality of our KPGA Tournament Program.

Since our Fall Member Conference in December, the committee has gotten off to a great start. Not only are we working on the 2017 KPGA Tournament Calendar, but we have added changes to some of our Section tournaments this year that will hopefully generate some excitement and participation in our events. We have discussed how we can enhance the events, specifically pro only events, including the Pro-Assistant, the Classic and the Tournament Series. We believe these tournaments can better serve you if they include additional elements of team events, such as offering an Open Division in the Pro-Assistant for those professionals without staff members that qualify for the assistant professional requirements. We identified the Classic as an opportunity to expand the field by changing it from an individual event to a multi-player team tournament with many fun elements. We also believe the season ending Tournament Series would be more attractive with a team element included, but still maintain the individual aspect. Another event that could find its way to our calendar is an additional Pro-Am this fall. I will further discuss this when I present the tournament report at the Member Conference. We feel like the changes are nothing but positive ones and are purely beneficial for our KPGA Members and Apprentices in our Section.

I know finding time to get out and play in events can be tough, especially with the little time we have to practice and keep our games in shape due to our jobs and facilities. However, I strongly encourage and challenge each of you to make time for yourself to get out and play. I believe the main reason we all have chosen to pursue careers in the golf industry is because we all love the game of golf and hopefully love to play the game. Playing in KPGA events is a great way to satisfy that passion for golf we all have. It's also a great way to network with other professionals and show support for our Section. As professionals, our goals are to promote and grow the game of golf. We all know this. Over the past several years we have had a 42% participation in Section events from our KPGA members. Let's all commit to play in our KPGA events and grow our participation to 50% or greater this year.

Again, we hope you are not only looking forward to, but enjoying the tournament opportunities available to you this year. As always, please feel free to contact the Board of Directors and Tournament Committee with your comments and suggestions to help make our tournament program better. We wish you the best of luck in your 2016 competitions and look forward to seeing you out on the golf course.

Respectfully Submitted,

Kris Kleinsasser, PGA

Director at Large / Tournament Committee Chair

Barry Payne, PGA

District 3 Director / Tournament Committee Co-Chair



2016 DEVER, INC. | E-Z-GO  
SPRING MEMBER CONFERENCE  
MARKETING REPORT



Dear Fellow KPGA Members and Apprentices:

Through appointment by the KPGA Board Executive Committee, a new committee was formed for the 2016 calendar year to be named the Marketing Committee. This committee is a combination between what was called the Sponsorship Committee and a new group focused on offering a KPGA marketing perspective to work in conjunction with the Golf House Kentucky Staff. The committee will serve a function in both sponsorship and marketing. This new committee is made up of both KPGA Members and select staff.

This month marks the end of our KPGA sponsorship commitment cycle. In the past two years, we have seen growth in both sponsorship dollars as well as the number of sponsors participating and supporting KPGA events and tournaments. We have also seen in that time the resurrection of sponsorship from a few high profile golf industry companies. As our new cycle approaches in March, I am happy to report the retention level for major sponsors is 100%. In addition to the retention of sponsors, we have also added sponsorships which we believe will enhance our tournament program moving forward.

As Marketing is the newest function of the committee, the planning stages have started to commence and the committee has spent their first meeting gathering information on current staff practices, technology resources, as well as marketing tools currently available. The committee has set objectives to be accomplished in the 2016 calendar year and begun plans for a budgeted marketing plan in 2017. The objectives set out by the committee will both reinforce National PGA Marketing efforts and highlight local practices and achievements of KPGA Members.

It is important in this report to highlight the current practices executed by the KPGA staff: working with Inside Kentucky Golf to promote #ThxPGAPro campaign, promoting the KPGA Pro through the PROspective article (a questionnaire highlighting a KPGA Professional), golf tips included in Kentucky Golf Insider (Handicap Revision Email) for that month with a link to the PROspective article, social media posting tournament and event highlights and photos as well as a welcome/congrats to all New Members, Apprentices and Section Transfers of the KPGA, staff also sends out press releases on major KPGA news and events.

Objectives for the committee in 2016 include: generating/supporting at least three ways to raise awareness of the KPGA brand amongst current golfers in Kentucky (in order to further establish the KPGA Member's role as "Expert" in the game of golf), developing a budgeted KPGA Marketing Plan for 2017 to enhance the brand and mission of the KPGA to as many potential stakeholders as possible, providing at least two new resources for KPGA

2016 DEVER, INC. | E-Z-GO  
SPRING MEMBER CONFERENCE  
MARKETING REPORT



Professionals to use to market themselves to their area and potential customers, assisting the staff in fostering Sponsor/Donor relationships, as well as, develop two new opportunities to allow the membership to assist Golf House Staff in creating future Sponsor/Donor relationships.

The committee would like to seek the input of as many KPGA members as possible. For this reason, the members of the committee will be recognized at the Spring Member Conference. We look forward to working with our staff and members to promote the KPGA and the game of golf in the state of Kentucky.

Respectfully submitted,

Barry Payne, PGA  
Marketing Committee Chair



2016 DEVER, INC. | E-Z-GO  
SPRING MEMBER CONFERENCE  
SPECIAL AWARDS REPORT



KPGA Members and Apprentices:

The Special Awards Committee met on January 4, 2016 to discuss ideas on improving our nomination/selection process as well as to vote for the 2016 award winners. We look forward to a great presentation honoring our best and brightest during the Spring Member Conference.

The committee proposes the following changes be made:

1. Modify the nomination process to include "reason for nomination" by the nominator.

2. Modify committee composition to the following:

Committee - Chair, Vice Chair, an additional member and staff liaison. This committee is tasked with administrative work and will meet at least once per year.

Selection Committee (or Subcommittee) - the committee outlined above, KPGA Officers, previous year's awards recipients and Executive Director. This committee will meet once per year to vote on special awards recipients.

3. Encourage all special awards recipients to work with the committee to enhance their resume prior to submitting it to National. (Current deadline for national nominations is Feb. 12. We would either need to present in December or let section recipients know prior to the meeting.)

The committee would also like to discuss the idea of informing award winners prior to the meeting to give them an opportunity to "revamp" their paperwork prior to submission for the National Award.

Finally, the Kentucky PGA has a strong case for the Herb Graffis Award. The "Herb Graffis Award" is designed to recognize a PGA of America Section for extraordinary and exemplary contributions and achievements in the area of Player Development. Since Kim Shafer has taken the lead on Player Development, I would ask that she fill out our nomination form and it be reviewed by our Executive Director and Officers prior to submission. Deadline for Nominations for this award is April 15.

Respectfully Submitted:

Colby Wollitz, PGA

2016 DEVER, INC. | E-Z-GO  
SPRING MEMBER CONFERENCE  
KGF JUNIOR GOLF REPORT



KPGA Members and Apprentices:

It's hard to believe it has been just over a year since I became the Director, Junior Programs with Golf House Kentucky. After many years as a KPGA Board Member discussing the Kentucky PGA Junior Tour, I am excited about the growth of the program. While the Tour moved under the management of the Kentucky Golf Foundation in 2014, the support and involvement of the KPGA Professional is extremely important to the success of the Tour. As the Tour has evolved, the focus of improving the player experience combines with benefits to our host facilities.

The Kentucky Golf Foundation has approved the creation of a Junior Golf Committee in 2016. This committee members include: Chris Osborne, PGA (Bardstown, parent, tournament host), Grover Justice (Lexington, apprentice, instructor), Kellie Lee (Glasgow, parent, high school coach, past junior tour intern), and Jim Thompson (Frankfort, KGA board member, rules official).

In 2015, the Tour added handicaps for all players. Low Net awards were given out from each set of tees for players finishing outside of the top 3 in their Division. The early registration incentive program gave three juniors the opportunity to play 18-holes at Valhalla Golf Club. Two-day Regional events provided additional opportunities for Junior Golf Scoreboard rankings. The level of competition continues to improve. The Tour experienced significant growth in revenues with a slight increase in membership and a larger increase in participation. With the support of the KPGA Board of Directors, middle school golfers were introduced to the KPGA Middle School State Championship with registration exceeding capacity.

While many of the programs will continue in 2016, there are additional features I'm excited to announce. Membership and tournament registration opened earlier in 2016 with a referral program and registration incentives. Yardages for the high school age groups will reflect Invitational yardage - eliminating the need for the Open Division. For players just starting with tournament golf, a 13-18 (9-Hole) Division has been added for boys and girls. Most events have open registration with the "Member Fore A Day" program. To help grow golf in Kentucky, a high school grant program has been developed to provide funds to golf programs based on participation on the Tour. A Team Championship Series of events have been added allowing friends, or classmates, to compete as a team. In the fall, a 9-hole tournament series will lead up to KPGA Middle School Regional Championships used to fill the KPGA Middle School State Championship. Playing opportunities will expand by over 25 events in 2016.



2016 DEVER, INC. | E-Z-GO  
SPRING MEMBER CONFERENCE

KGF JUNIOR GOLF REPORT



To assist with the extra events, there are numerous volunteer and staff opportunities available to KPGA members, apprentices and golf staff. If you know someone interested in assisting with the Kentucky PGA Junior Tour this year, please have them contact me directly. The support of the KPGA is extremely important to the success of the Kentucky PGA Junior Tour as we provide a tour that stretches throughout the state with opportunities for all levels of junior competition.

Respectfully submitted,

Chris J. Redle, PGA  
Director, Junior Programs  
[credle@kygolf.org](mailto:credle@kygolf.org)