



2016 SPRING MEMBER CONFERENCE MINUTES

Association Kentucky PGA
Meeting Dever Inc. | E-Z-GO Spring Member Conference Business Meeting
Date February 29, 2016
Location Marriott Griffin Gate Resort

Call to Order

President, Ralph Landrum called the meeting to order at 8:01 a.m.

Opening Ceremonies

All Military Veterans were recognized. Caitlyn Howard delivered the National Anthem. Greg Griffith delivered an Invocation.

Approval of Minutes

The minutes from December 7, 2015, Fall Member Conference was reviewed.

Garry Nelson made a motion to approve the minutes as written. Robert Baldwin seconded the motion. Motion carried (unanimous)

Kentucky Golf Association Report

Phil Armbruster outlined the state of the KGA and the healthy relationship they have with the Kentucky PGA. He outlined the details of the new Kentucky Scramble. The format is a progressive 4-person net scramble (at the State Championship the team will be joined by the designated professional from the qualifying site). Handicaps will be allotted as follows: Golfer A-10%, Golfer B-20%, Golfer C-30%, Golfer D-40% with a maximum handicap allowed of 20. The State Championship will be held at Greenbrier Golf & Country Club on September 28, 2016, and contested over 18 holes. There will be a minimum first prize of \$3,750 per 5 person team. Entry fee for the State Championship is \$375 per team. 36 (18-hole) Local Qualifiers will be held in Kentucky in 2016. The first 36 facilities to enter will be authorized qualifying sites. The deadline to become a qualifying site is May 23, 2016. One team per site will qualify for the State Championship. If there are less than 36 qualifying sites, the sites with the greatest number of entrants will receive another entry to the State Championship. Qualifying will be held between June 1, 2016, and August 30, 2016, on the qualifying sites choice of a date. Qualifying site must guarantee a minimum of five teams attempting to qualify. Entry fee for the teams attempting to qualify is \$300, to be collected by the qualifying site. The qualifying site will retain \$160 of the \$300 per team fee to be used for prizes, refreshments or whatever the site deems appropriate. Mr. Armbruster handed out sign up cards to each attendee and also encouraged them to sign up online.

President's Report

Mr. Landrum congratulated the Kentucky Golf Association and Kentucky PGA on the Memorandum of Understanding. He thanked everyone for their attendance and the Board and staff for their hard work and mission to serve the member and grow the game. He recognized Board Member, Garry Nelson, who is moving to Indianapolis, extended his best wishes to Mr. Nelson and thanked him for his work on the Finance and Special Award Committees. The PGA Show was a success with a 3% increase in attendance. This has become quite an event with the various activities happening during the week, and he encouraged everyone to try to attend. Mr. Landrum, Craig Heibert, Steve McMillen and Kelly Williams met with Rick Murphy during the show to discuss his Secretary candidacy. Mr. Landrum and Pete Garvey also met with Russ Libby. Mr. Landrum spoke with Jim Richerson on the phone. The officer core will be attending the Super Regional in Atlanta on March 16-17. Mr. Landrum congratulated Kelly Williams on his upcoming District 10 Director position and thanked him for this work. There is a lot that goes into this position. He also congratulated Mr. Heibert on a successful CPP Sweet 16 Education Program, which certified eight Professionals in General



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Management. Player Development efforts are also going well with special thanks to Kim Shafer. He encouraged participation in the Bluegrass Amateur Series. PGA Junior League Golf is the national focal point of player development. He strongly encouraged everyone to read the important memo in the Player Development Report outlining the Youth and Safety Program and to complete captain background checks. The KPGA Fund Trustees met on February 11 and will distribute Player Development Grants later today. Jamie DeKeuster will give a presentation on PGA Golf Day later today; this initiative raises money for those grants. He commended Kris Kleinsasser and the Tournament Committee on a terrific job with tournament efforts. He encouraged everyone to participate in events in 2016 – entries have been down the past few years. The Fall Member Conference will be held on December 5 in Lexington. He encouraged everyone to record the Kentucky PGA Spotlight on the Golf Channel tomorrow during the Morning Drive Program. This video will also be available on PGA.org. He discussed the GolfTec alliance with National – which provides no gains to the PGA. PGA PerformanceTrak is going away, and users are encouraged to utilize Golf Data Tech. In his update on District 10 activities, he outlined the #ThxPGAPro campaign, which goes along with the Centennial Celebration. The goal of the Centennial is to enhance employers' perception of the PGA Professional.

Vice President's Report

Mr. Garvey submitted his report as written. He thanked the staff, especially Mr. McMillen and Barbara Peak for their dedication to the finances. He recognized the Finance Committee: Mr. Heibert, Mr. Nelson, Steve Shafer, Seward Totty (non-member) and Mr. Landrum. He explained the relationship between the KGA and Kentucky PGA. The Kentucky PGA thanked the KGA for the formation of the Memorandum of Understanding by donating a portion of the \$39,000 profit of 2015 to the KGA-PGA. The Kentucky PGA needs to continue to carry the family at this time, as the KGA gives all of their profits to the joint organization. Selling handicaps is a crucial way to support this effort.

Chris Osborne made a motion to approve the financial report. Bill Moore seconded the motion. Motion carried (unanimous)

Dever, Inc. and E-Z-Go and Sales Representative Dave Macke were recognized for sponsoring the Spring Member Conference.

Secretary's Report

Mr. Heibert reported on the state of the Kentucky PGA with 274 members and 48 apprentices. He recognized new apprentices since the Fall Member Conference: Joseph M. Barr, Willie M. Gibson and Alex Webb and new section transfers: Jamie R. DeKeuster, PGA, Kyle J. Cassin, PGA, Brian Hollingshead, PGA. He presented new PGA Members with their badge: Joshua T. Griffin, PGA, Ryan A. Mitchell, PGA, Steven A. Vaught, PGA and Michael P. Williams, PGA. He recognized Certified Professionals: Daniel J. Baron, PGA, Richard A. Bradow, PGA, Tyler R. Caviness, PGA, Jamie R. DeKeuster, PGA, Jason R. Eberle, PGA, Andrew T. Freeman, PGA, Peter A. Garvey, PGA, Robert J. Gates, PGA, Christopher J. Hamburger, PGA, Craig Heibert, PGA, Matthew E. Hermann, PGA, John V. Hines, PGA, Kristopher A. Kleinsasser, PGA, Ralph Landrum, PGA, Gary D. Manes, PGA, Steve J. McMillen, PGA, Dennis B. Nash, PGA, Matt O'Keefe, PGA, John M. Piascik, PGA, Keith Reese, PGA, William E. Schneider, PGA, Scott Sedgwick, PGA, Kim A. Shafer, PGA, Steven R. Shafer, PGA, Bryan A. Slone, PGA, Joshua J. Snider, PGA, Charles E. Whelan, PGA and Kelly J. Williams, PGA. He recognized Master Professionals: Mike Thomas, PGA, Ralph Landrum, PGA and Matt O'Keefe, PGA.

Golf House Kentucky Report

Chris Osborne read a letter from Mr. Williams. The KGA-PGA have two primary current objectives: closing the 2015 fiscal year and conducting an annual performance of Steve McMillen. The review of Mr. McMillen was very favorable, and the organization is appreciative of his efforts and the work of the staff. KPGA Member



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Facilities need to continue to grow handicaps and support the Kentucky Scramble. This board will meet next on March 30. The Kentucky PGA is very lucky to have Mr. McMillen and the staff.

Executive Director's Report

Mr. McMillen thanked everyone for their attendance. The website has been updated to responsive mode. Thanks to Erin Horn for her work on this. In the next few weeks, a new mobile app will be available with great features and a directory and push notifications specific to KPGA members. This year marks the 28th season of Inside Kentucky Golf, with a renewed show. Don Russell is a great partner and friend of the family of organizations. This year will feature a Player Development segment with Ms. Shafer and #ThxPGAPro clips in each episode to continue the Centennial theme locally. He thanked all who attended Ms. Shafer's small group meetings and encouraged those who did not attend to reach out to Ms. Shafer for a meeting. He discussed the importance of the Kentucky Golf Foundation, which has accomplished quality work with youth, military and diversity and much good in the community. He explained the Split the Pot Challenge and introduced its sign up form. He also spoke about the Foundation Pro-Am at Valhalla Golf Club. He urged everyone to take action and please get involved.

A break was taken until 9:35 a.m.

Steve Cisco, Club Glove Representative, was introduced and handed out complimentary towels to all attendees at the Conference as "Thank You Tee Gift." He is proud to provide these to the "captains" of golf in Kentucky. He announced the winner of the drawing for a Club Glove Collegiate Travel Bag – Jamie DeKeuster.

Committee Reports

Education

Mr. Heibert announced changes to the Career Enhancement Workshop: which will now be held at Idle Hour Country Club, include a round of golf and is limited to the first 12 assistants who register. The new date will be shared soon. The Teaching and Coaching CPP Sweet 16 Seminar will be held in November. He is excited for James Sieckmann to present today's education and asked that no video be taken during his presentation. Tomorrow's Teaching Summit is also set for a great experience with special thanks to Keene Run Course, Larry Ward and presenters: Kevin Smeltz, Scott Sedgwick and Jon Hardesty. He also thanked Danny Baron for leading the planning of the Summit and recognized the entire committee: Mr. Baron, Mr. Hardesty, Tennyne Ohr, Ross Lingenfelder and Mike Finney. He encouraged everyone to improve their skills and enhance their revenue.

Employment

Dick Bradow congratulated Certified Professionals; Kentucky is now the leading CPP Section. 2015 was an active year for jobs in the KPGA with 15 jobs done through Career Links and several more done privately. The Employment Team had a banner year and had been doing a lot of work with green grass facilities, general management positions, global opportunities and more. The new GolfTec agreement looks to create 400-500 positions for Professionals; there are also opportunities with places like PGA Super Store and Top Golf (which is opening in Indianapolis, Cincinnati, and Nashville). A new Employment Senior Director has been hired. Roger Martinez is from the Sun Country PGA Section and comes with many new, great ideas and accomplishments. Mr. Bradow is still serving a dual role. Two Employment team members recently retired and were replaced by four positions, three of which have been filled and begun training. The Compensation Survey is now live with many compelling reasons for completing this survey, including additional salary benefits. He encouraged everyone to complete this and to update their Career Links profile on PGA.org. National is continuing to make PGA.org easier to navigate, and all employment tools are still active. Revenue scorecards are also available to quantify Player Development activities. He also referenced the sunset of PerformanceTrak and the use of Golf Data Tech. The PGA Operations Survey has become more important to complete than ever



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before. He asked for assistance with networking with key decision makers at non-PGA facilities. He will be available to meet with anyone today, through the lunch break and is always available via his contact information.

Player Development Report

Mr. Landrum thanked the Player Development Committee and Ms. Shafer. Facilities can improve their bottom line by meeting with her. He highlighted six PGA Junior League Golf extra events, with registrations opening tomorrow. He encouraged captains to promote these. A facility in Kentucky created new revenues of \$21,850 from PGA Junior League activities. He shared revenues generated by Get Golf Ready and some National stats of this program. Marketing materials are available on PGA.org for Professionals to use. He highlighted the Kentucky Scramble and Bluegrass Amateur Series – facilities benefit from these events, even if they are not participating. He encouraged everyone to recommend these two events to their customers; they are especially great for high handicappers. The Middle School Championship was so popular in 2015, regional qualifiers are being held in 2016. He encouraged facilities to reach out to local middle schools for business. Registration is now open for PGA Junior League Golf; he encouraged everyone to register, complete their background checks and always wear their badges at events. Drive Chip and Putt registration is also open, and there are four local qualifiers in Kentucky – all juniors should be encouraged to play in these qualifiers. Ms. Shafer has developed three different Revenue Scorecards to benefit professionals. Three inflatables have been added to the roster of equipment at Golf House Kentucky. He challenged everyone to thank one more customer each day, introduce one more person to the game each week, create a new round/revenue program per season and track all this information and provide this information to superiors. This mantra brought on by the National Player Development Committee can grow the game exponentially.

Marketing

Barry Payne asked the audience to send out a social media message highlighting the KPGA Spotlight on the Golf Channel tomorrow and shared a sample tweet. He highlighted the sponsorship cycle and encouraged everyone to thank them for their support – it is crucial! He recognized Committee Members and how this new committee is working with staff to promote the KPGA Member through various avenues. He encouraged those interested in having a professional photo taken, to see Patsy Fitzpatrick at the Conference. The Committee is also looking to promote the Kentucky Open and Bluegrass Amateur Series to drive revenue to KPGA Members.

Tournaments

Mr. Kleinsasser thanked the Tournament Committee: John Bachman, Otis Smith, Mr. Payne, Chad Douglas and Mr. McMillen and Bill Coomer. They have received feedback that many events are “stale.” To that end, they have come up with some new concepts for events. The Pro-Assistant will now also feature a Pro-Pro Division, for those who do not have Assistants to participate. The Tri-Pro Nassau will replace the KPGA Classic and professionals will sign up as individuals and paired by blind draw. The format of the event is a 3-person team playing nine holes of scramble, best ball and alternate shot. The Pro-Pro-Indy will replace the Tournament Series Championship – this will still be a two-day event featuring individual stroke play scoring and four-ball competition. Players will compete in nine-holes of individual stroke play and four-ball team competition (played simultaneously) on the first day, followed by a fun team shoot-out (seeded by the morning event). The final day will continue with 18-holes of individual stroke play and four-ball team competition (played simultaneously). The individual stroke play aspect still allows this event to assist in determining player of the year standings. One additional event is a culmination of these three events and the Pro-Pro Championship. By signing up for the 2016 KPGA Players’ Fee, professionals can compete in the KPGA Pro-Pro Series event. This event will divide even numbers of teams to compete against one another in a season-long battle for a cash prize to be given out to each team member at the Fall Member Conference. Prize monies will come from sponsorships and participation. Team captains will be chosen by the Tournament Committee to divide the

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teams. This will encourage more member play, fun, and camaraderie. A new Pro-Am has also been added to the tournament calendar. This event will be held on Thursday, October 13 at Lake Forest Country Club and sponsored by Feeders Supply. Thanks to Keith Ohr for his work on this event! Registration opens tomorrow for all events! There was a discussion about the purse for the Senior KPGA Championship and a few questions about the Pro-Pro Series events. Mr. Landrum thanked Mr. Kleinsasser and the Tournament Committee.

Old Business

There was no old business on file.

New Business

There was no new business requested.

Open Forum

Jon Hardesty led a discussion about wearing shorts at tournaments. The Tournament Committee will continue discussions about this on the Board Level.

Clay Hamrick inquired about the GolfTec business model. Mr. Landrum explained the salary range at those facilities and that they are also offered benefits packages. These positions are not desirable to all Professionals, but there is definite interest across the Nation.

Chris Osborne made a motion to adjourn the meeting at 10:31 a.m. Larry Ward seconded the motion. Motion carried (unanimous)

The Special Awards Presentation was conducted by Colby Wollitz and Garry Nelson.

There was a Charitable Impact Presentation made by Pete Garvey and Jamie DeKeuster.

Chris Osborne presented the KPGA Fund and Kentucky Golf Association Player Development Grants to Wasioto Winds, World of Golf and Golf House Kentucky.

Chris Redle made a presentation about the Kentucky PGA Junior Tour.

Assistants | Apprentices Division Meeting

Will Schneider encouraged Assistants to get involved and discussed the ideas of goals being formed for the Division. There was a discussion about Pro2Pro Workshops. Robert Costello was nominated (uncontested) and elected Vice President of the Assistants | Apprentices Division.