



**MICHIGAN SECTION PGA
2013 FALL MEETING**

**October 28, 2013
Eagle Eye Golf Club
Bath, Michigan**

President Gary Koenes called the meeting to order at 8:30 a.m. Mr. Koenes welcomed everyone to Eagle Eye Golf Club. He thanked PGA National Spa & Resort for sponsoring the meeting. Jim Dewling gave the invocation and remembered deceased members Robert Clark, Ben Davis and Tom McCormick.

Gary welcomed special guests John Allen, Frank Chieppa, Gil Gusweiler and Tim Marks, and all Past Presidents in attendance.

Motion was made and seconded to accept the 3/25/13 Spring Meeting minutes. Motion carried.

PRESIDENT'S REPORT

President Gary Koenes gave his outgoing speech and thanked committee chairs, fellow board members, as well as the section staff. He also talked about what an honor and privilege it has been to serve as President.

Gary also recognized Mike Cote, Lynn Janson, Dave Kendall, Dean Kolstad, John Lindert, Wally Sierakowski, and Jordan Young and presented them with outgoing Board plaques. He appointed Gene Bone and Chad Hersman to serve as Sargent at Arms.

Gary talked about the PGA of America Annual Meeting in November. Delegates for the Meeting will be himself and Doug White. Ron Osborne and the Secretary elect will serve as alternates. *Motion was made and seconded allowing the delegates attending the Annual Meeting go uninstructed. Motion carried.*

VICE PRESIDENT'S REPORT

Vice President Doug White reviewed investments through the third quarter. The General Fund and Foundation Fund returned 3.94% and 3.17%, respectively. The year-to-date returns were 9.23% for the General Fund and 7.98% for the Foundation Fund. Account balances at the end of third quarter were \$1,090,733 for the General Fund and \$37,232 for the Foundation Fund.

Kevin Helm reviewed the year-to-date budget through the three quarters. We are on track to have a good financial year with a couple exceptions. Corporation performed well all season until the Vegas event where we missed budget by six teams. Association and Foundation look pretty good other than we awarded more adult player development and junior grants than were budgeted for.

SECRETARY'S REPORT

Secretary Ron Osborne recognized new members, transferred members into the Section, quarter century members and Michigan PGA Hall of Fame 2013 inductees Steve Brady, Dave Kendall and Ron LaParl. Congratulations to all!

CANDIDATE'S FORUM

Candidates Brian Cairns and Kevin McKinley spoke to the membership about their desire to serve the Section as Secretary and asked for their support.

ELECTION OF OFFICERS

Past President John Lindert reviewed the candidates for Secretary, Vice President and President. John asked for nominations from the floor for President and Vice President, respectively. Since there were none, Doug White, President, and Ron Osborne, Vice President, were elected by acclamation.

Because there were two candidates for the office of Secretary, no nominations were asked from the floor. The vote for Secretary proceeded. Kevin McKinley was elected Secretary.

John administered the oath of office to the new officers, as well as chapter officers and Board appointees in attendance.

VOTING FOR 2014 SPECIAL AWARDS FINALISTS

Special Awards Chair Paul Lehnert reviewed procedure for determining our Special Awards winners and indicated the candidates to be voted on as finalists for the 2014 Special Awards.

DISTRICT 5 DIRECTOR REPORT

Gil Gusweiler thanked the Board and Staff for their relationship as this is his last meeting as District 5 Director. Chad Seymour from Cleveland, Ohio will take his place.

Gil talked about the PGA having the leading player-development program in Get Golf Ready, and it's being supported by our industry with spots filmed by our 2014 Ryder Cup Captain Tom Watson that have aired during the U.S. Open and PGA Tour events. In addition it has been promoted during our televised events, such as the PGA Championship, Senior PGA Championship presented by KitchenAid and the PGA Grand Slam of Golf.

At a time when we really need to grow the game in unique ways, there were 2,100 courses last year that were actively hosting a Get Golf Ready program. Gil encouraged the Board that if you're not already an approved Get Golf Ready Facility please do so.

PGA EMPLOYMENT REPORT

Tim Marks talked about six CareerLinks jobs currently available in Michigan. He also stated that Michigan ranks 23rd of all Sections with 92.4% of eligible members participating in CareerLinks. He reminded the Board to make sure you are getting the most out of CareerLinks by reviewing and updating your CareerLinks Profile.

Michigan currently ranks 15th of all Sections with 65.8% participation in the 2013 PGA Compensation Survey. There needs to be major emphasis made to the highest wage earners in the Section to get them to participate. All Members will benefit if the high wage earners participate.

If any member would like assistance with any PGA employment services, please contact Tim at (815) 630-5196 or marks@pgahq.com.

GROWTH OF THE GAME REPORT

Frank Chieppa reviewed a brief powerpoint presentation highlighting player development and how members should focus on how to increase rounds of golf and number of players. He also talked about PGA Junior League Golf (JLG). JLG is the little league approach for golf, featuring a team vs. team scramble in a structured league setting providing more fun and less stress for juniors. He thanked the facilities that hosted events in 2013.

Frank briefly spoke about Active.com Registration Solution which is a new, modernized online registration solution for your Player Development and Get Golf Ready events. Active.com is the leading platform for sports registration with over 50 million transactions and one billion page views. The solution allows for the promotion and payment for all player development events.

Another initiative is PGA Pro-Motion. This is an area of PGALinks.com that provides communications, marketing and public relations resources that can help you grow your business and the game of golf. New to this area is the "Creative Resource Center" where you will find templates that you can customize for your business or simply choose materials we've created for you.

CHAPTER REPORTS

All of the Chapter reports are available in their entirety on www.michiganpgagolf.com, Section Meeting link. Listed below is a brief recap.

Eastern Chapter – Jordan acknowledged new officers Matt Barton, President, Chris Moore, Vice President, Jeff Rachar, Secretary and Co Tournament Chair, AJ Partenio, Co Tournament Chair, and John Pershern, Sponsor Chair. There were 109 members for the 2013 season with 13 events. The total purse for the Chapter Championship was \$25,540. Thanks to Sponsors Taylor Made, Rob Backus, Winston Leather and Allen Edmonds, Mark Jenkins, Hantz Group, and Greg Norman, Joe Pollack. Congratulations to 2013 Chapter Champion John Seltzer.

Northern Chapter – season ended October 21st with the fall meeting at Katke Golf Course. Congratulations to our newly elected board members Shaun Bezilla, President, Harry Dixon, Vice President and Matt Smith, Secretary.

The playing season concluded with the Chapter Championship at Tullymore Golf Resort. Jim Deiters from Midland Country Club was the Chapter Champion. Jim also earned enough points in the regular pro-am series to be the NMPGA's Player of the Year. Heath Scott won the Assistants Championship, and Scott Hebert took home the Chris Cheney Shootout trophy.

Western Chapter – Dean Kolstad thanked the Chapter Board Members for all their hard work. He acknowledged new officers Gary Smithson, President, Tom Rose, Vice President, Sam Stover, Secretary. Dean thanked all of the Sponsors, and everyone that hosted an event this year. Congratulations to TJ Roberts, Chapter Champion and Assistants Champion, and Ron Beurmann Player of the Year.

Senior's Organization – The Seniors Organization elected new Officers at its Annual Meeting: Frank McAuliffe, President, John Lindert, Vice President, and Jack Seltzer, Secretary. Dave thanked the Senior Organization Membership and Officers and all of the great host facilities, past and present, for their generous support of their events. He also congratulated Player of the Year Ron Beurmann, and Jim Scott and Tommy Valentine as the Senior Open Honorees.

COMMITTEE REPORTS

All of the Committee reports are available in their entirety on www.michiganpgagolf.com, Section Meeting link. Listed below is a brief recap.

Communications

Adrian Jolliffe talked about 72% of members (517) who recently completed the membership survey. In addition to the question and answer data, there were a lot of good comments. The data will be analyzed by the Board and the appropriate Committees so input will be taken into account in all areas.

Education

Bob Bales indicated the afternoon education session will be a roundtable discussion on the pros & cons of third party resellers and "tee time barter" as a marketing tool. The panel will consist of Eric Fink, PGA, Bill Durham, PGA, and Charlie Klaus of Golfnow and Scott Merchant of Golf Pipeline.

The second portion will be a presentation on the Affordable Care Act (Obama Care) and how it may affect us as employees or employers. Gallagher Benefits Services will present the seminar.

For the 2014 spring meeting the committee is considering seminar subjects such as merchandising, marketing and self-improvement. We will use the information obtained from the recent member survey to finalize the appropriate subjects.

Employment

See Tim Marks' report.

Growth of the Game

See report on www.michiganpgagolf.com

Patriot Golf Day

Kevin talked about how successful the efforts of Patriot Golf Day were in Michigan in 2013. He reviewed Best Practices from Michigan PGA Members. Donations are still being accepted.

Kevin then introduced Sgt. Robert Monroy who gave a heartfelt speech. Sgt. Monroy was recently introduced to the game at Treetops and wanted to thank all PGA Professionals who help support the Folds of Honor Foundation.

Special Awards

After the membership voted, each of the following finalists will have an interview with the Special Awards Committee:

Assistant Professional – Kyle Martin, Rocky Mullendore, Jeff Rachar, Heath Scott

Patriot Award – Bob Bales, Jeremy Lathwell, Kevin McKinley

Horton Smith – Ron Osborne, Aaron Waltz

President's Plaque – Bob Bales, Jason Guss

Teacher of the Year – Steve Brady, Jason Guss, Charley Vandenburg, Jordan Young

Junior Golf – Raquel Bryant, Kelly Kuhlman, Eric Martin, Brian O'Neill

Golf Professional of the Year – Ron Beurmann, Kevin McKinley

Bill Strausbaugh – Pat Crosswell, Dick Stewart

Merchandiser – Public – Max Adani, Ian Ziska

Merchandiser – Resort – Zach Chapin, Scott Cucksey

Merchandiser – Private – Doug Brody, Pat Markley, Mark Stevens

Teacher of the Year – Dick Drager, Mike Fay, Jason Guss, Brandon Roby

Tournament Report

Lynn Janson thanked the Committee and staff for their efforts and sincere concerns for our tournament program.

Lynn reviewed the minutes of the recent October 22 Tournament Committee Meeting. Some of the highlights include:

- Match Play - Senior Organization along with all three chapters will advance 4 players to the Section Championship. Those 4 players will stay within their chapter at the Section level to award a Chapter/Senior Match Play Champion the first day. There will no longer be an open division.
- A Tournament Sub Committee will look at the current exemptions for the T of C and make recommendations as to adding new categories and possibly extending existing ones. They will also look at possibly allowing non-Michigan residents who are otherwise eligible the chance to participate.
- Continuous play will no longer be utilized for all of the 36 hole one-day events such as the Senior Junior Championship. It was felt repairing for round two was a better way to conduct the events.
- Michigan PGA Professional Championship will cut the field to 60 and ties when there are 150 or fewer players and 70 and ties when there are more than 150 players.
- Alcohol consumption will not be allowed during a stipulated round for the Michigan PGA, Michigan Open, Michigan Section Match Play, Tournament of Champions, State Assistants Championship, Senior PGA, Senior Open and Women's Open.

He congratulated and acknowledged tournament winners for 2013, and presented 2013 Player of the Year Brian Cairns with a plaque.

OLD BUSINESS

None discussed.

NEW BUSINESS

None discussed.

President Elect Doug White stated he is honored and excited to serve as President. He thanked all new Board members. Doug also recognized Kevin Muir as the new Tournament Chair, as well as Bill Mory, Growth of the Game Chair. President White thanked Pepsi for hosting the luncheon.

Meeting adjourned at 11:45 a.m.