



MICHIGAN SECTION PGA 2012 FALL MEETING

**October 29, 2012
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 hosting the meeting. Jim Dewling gave the invocation and remembered deceased members Ernie Fuller (Honorary), Ed Kelbel (former Michigan Member) and Bernie Schirle.

Gary welcomed special guests John Allen, Legal Counsel, former Executive Director Ken Devine, Heather Andrews from PGA of America, Janel Pickens-Loose from Pepsi, and all Past Presidents in attendance.

Motion was made and seconded to accept the 3/26/12 Spring Meeting minutes. Motion carried.

PRESIDENT'S REPORT

President Koenes highlighted the following:

- The officers and Kevin Helm have attended various district meetings with Dave Mocini, one of seven candidates currently running for the office of Secretary of the PGA of America. The main purpose for these meetings was to conduct candidate forums for the officers and executive directors of each Section. Dave has proved to be a very strong candidate thus far in the campaign.
- The Play Golf America Day during the Senior PGA Championship was very well attended. Michigan PGA instructors provided lessons to over 250 people in the Benton Harbor community.
- Great participation once again at the West Michigan Golf Show, giving over 400 lessons.
- The Senior PGA Championship was a great success. We had approximately 100 Section Members volunteer throughout the week. Adding to the excitement was having our own Lee Houtteman and Ron Beurmann playing in the event.
- Michigan Open entries were up slightly with 384 total entries, up 9 from 2011. Thank you to The Orchards for hosting. We will return there in 2013.
- The new Match Play format was very well received generating 89 entries. Midland Country Club hosted the Section Championship and did a great job.
- The Michigan PGA Championship was very successful in its first year at Oakland University.
- At the Sunday evening President's Dinner, the 2012 Michigan PGA Hall of Fame recipients Ray Bolo, Ben Davis, Ray Maguire, Larry Mancour, Jeff Roth, Jack Seltzer, Rick Smith and Buddy Whitten were officially inducted, as well as the 2012 Special Awards winners were acknowledged. Congratulations to this wonderful group of PGA Professionals.

Honorary President John Lindert highlighted the resolutions to be voted on at the PGA Annual Meeting (see attached for a detailed synopsis):

- Resolution 1 – resolution to reconcile MSR requirements
- Resolution 2 – allow Apprentice Teaching Professionals (B-6) to initially register and earn credits under PGA Member Director of Instruction (A14) at a PGA Recognize Indoor Facility.
- Resolution 3 – allow Apprentices to initially register and earn credits as a College Golf Coach.
- Resolution 4 – required meeting attendance
- Resolution 5 – retroactively award experience credits following suspension
- Resolution 6 – Apprentice grace period for eligible employment

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

President Koenes thanked Brian Cairns and Karen Vandenberg for the service and presented them with outgoing Board plaques. He appointed George Bowman and Gene Bone to serve as Sargent at Arms.

VICE PRESIDENT'S REPORT

Vice President Doug White reviewed investments through the third quarter. Brent Kerstetter of Sanford Financial Services then talked about the General Fund and Foundation Fund returned 3.73% and 4.2%, respectively. The year-to-date returns were 7.87% for the General Fund and 7.11% for the Foundation Fund. Account balances at the end of third quarter were \$1,010,380 for the General Fund and \$33,828 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 seven 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 and quarter/half century members. He also congratulated the 2012 Michigan PGA Hall of Fame recipients Ray Bolo, Ben Davis, Ray Maguire, Larry Mancour, Jeff Roth, Jack Seltzer, Rick Smith and Buddy Whitten.

AT-LARGE DIRECTOR ELECTIONS

Honorary President John Lindert asked for nominations from the floor. The winners of the election were Bob Bales, Adrian Jolliffe, Paul Lehnert, Kevin McKinley and Chris Sobieck. John administered the oath of office to the five newly elected at-large directors.

VOTING FOR 2013 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 2013 Special Awards. After the membership voted, each of the following members will have an interview with the Special Awards Committee:

Assistant Golf Professional – Dan Flynn, Josh Fryer, Paul Townsend
Bill Strausbaugh Award – Ron Beurmann, Wally Sierakowski
Golf Professional of the Year- Shaun Bezilla, Tom Rose
Junior Golf Leader – Shaun Bezilla (2012), Amy Pollack, Dan Thomas
Merchandiser of the Year-Private – Matt Barton (2012), Roger Bliss, Dave Layman, John Pershern, Russ Walk
Merchandiser of the Year-Public – Brian Kotowicz, John Paul Westbrook
Merchandiser of the Year-Resort – Mike Rey (2012), Josh Richter, Jekab Vigants
The Patriot Award – Bob Bales, Kevin McKinley
PGA Horton Smith – John Lindert, Aaron Waltz
President's Plaque – Jason Guss, John Lindert
Teacher of the Year – Dick Drager, Mike Fay, Jason Guss, Brandon Roby

PGA BUSINESS DEVELOPMENT

Heather Andrews from PGA of America Business Development reviewed all of the National member benefit programs. For the complete listing, please visit www.pgalinks.com and log into the Members Only area, and then click on PGA Benefits.

PEPSI/PGA CONTRACT

Janel Pickens-Loose from Pepsi talked about the twenty year partnership with PGA of America and the start of a new seven year partnership including fountain and bottle and can (please see attached for further details).

CHAPTER REPORTS

Eastern Chapter – there were 102 members for 2012 season with 12 events. The total overall purse was: Professional Purse \$39,916.71; Amateur Purse \$23,757.50; Total Purse Pro-Am Purse \$63,674.21, with the

Championship Purse at \$27,500. Thanks to Sponsors Taylor Made, Rob Backus, Winston Leather and Allen Edmonds, Mark Jenkins, Hantz Group, and Greg Norman, Joe Pollack. Congratulations to 2012 Chapter Champion and Player of Year Brian Cairns.

Northern Chapter – 2012 season ended on Monday, October 22 with the Fall Meeting and Pro-Pro at Katke Golf Course in Big Rapids. There were 38 in attendance at the meeting and 11 teams played in the event. This concept mirrors the spring meeting format and has replaced the old fall meeting which has historically been hosted on the final day of our Chapter Championship. This change has been a great success.

There were 94 members, up 3 from 2011, with 402 paid team entries vs. 380 last year. The largest event was at Arcadia Bluffs where 44 teams played for a purse of \$6,175 narrowly beating out Forest Dunes where 42 teams competed. The Chapter is happy to have donated \$6,220 to charity in 2012.

Crystal Mountain Resort hosted the Chapter Championship competing for a \$34,000 purse. Mike congratulated Gary Lewandowski as the Player of the Year. The 2013 schedule is almost completed with multiple venues expressing an interest in hosting the 2013 Chapter Championship.

Western Chapter – Dean Kolstad thanked the Chapter Board Members for all their hard work. There were 14 pro ams. He thanked all of the host courses as well as Mike Cote and Jordan Young, who with the help of the section office came up with a spread sheet that all the chapters used.

Dean congratulated Tim Katanski as he was the Player of the Year, Chapter Champion, Assistants Champion, and Match Play Champion.

Senior's Organization – Dave Kendall congratulated Player of the Year Ron Beurmann and Dick Dewling as the Senior Open Honoree. Dave also thanked all of the sites that hosted pro ams this year.

COMMITTEE REPORTS

Education

Bob Bales indicated the afternoon education session will feature Laura Bergells who will speak about getting the most out Facebook, while helping do a better job of updating your page with relevant content and doing a better job of marketing to the Facebook world.

Part two of the afternoon session will be Tom Mitchell and Larry Baldrige of Mitchell Golf talking about various ways to make you more valuable through club repair and fitting.

Bob also talked about PGA HOPE (Helping Our Patriots Everywhere) program. This fall 8 Michigan PGA professionals provided golf instruction to 18 veterans at the Battle Creek VA Medical Center. This program was funded by the PGA of America as part of its "leave behind" initiative after a major event (in this case the Senior PGA). Bob will be meeting with the staff at the VA as a follow up and will put forth a plan for continuing HOPE into the future.

Employment

Karen Vandenberg thanked the Board for the opportunity to serve. Since last October, 15 clubs have used CareerLinks to post Head Professional or Management positions. Two of the 15 were Non-PGA facilities. Hopefully, this number can still improve heading into the hiring season.

Karen encouraged all members to complete the 2013 CareerLinks ProFile Survey prior to the deadline of December 31. This must be completed in order to stay active and keep receiving CareerLinks job notifications, plus you earn 2 MSR credits.

The 2013 PGA Compensation Survey should also be completed by March 15th. This survey is the most important employment tool as it is used by PGA Professionals and PGA Employment Consultants to help with job searches, negotiating, budgeting, and working to upgrade compensation.

Lastly, with regard to Golf 2.0, she encouraged members to develop an action plan for 2013. There are many strategies and resources to help with player initiatives that can be found at www.golf20.net.

Growth of the Game

Wally Sierakowski discussed the following:

- West Michigan Golf Show – teachers from both the Michigan PGA and Boyne USA taught for three days and gave 425 free lessons.
- Play Golf America Day at Kitchen Aid Headquarters event was a great success. Seventeen Michigan PGA Professionals provided over 200 free lessons using indoor hitting nets and a putting green inside the Kitchen Aid Headquarters.
- Play Golf America Day during the Senior PGA Championship - Michigan PGA Professionals took part in the Play Golf America Day on May 12. Fourteen Michigan PGA instructors along with PGA Director of Fitness David Donatucci were on hand to provide lessons to over 250 people despite the cold and rainy weather.
- 2012 Sparrow Health Classic - we once again assisted with the 2012 Sparrow Health Classic at Eagle Eye Golf Club on June 20th. Ten Michigan PGA Professionals were on hand to provide instruction for participants in the event prior to the afternoon shotgun. In exchange, Sparrow donates a portion of the money raised to the Michigan PGA Foundation. This was the 3rd year that the Michigan PGA has partnered with Sparrow on this event.
- 2012 Legislative Day - The Michigan PGA teamed up with the Michigan Golf Course Owners Association and the Golf Association of Michigan. Michigan PGA Professionals provided free lessons. The leaders of the three Michigan Golf Organizations met with different representatives and shared data on the impact of the golf business and how it relates to the economy.
- 2012 Growth of the Game Grant Program-Junior Golf Grants - the Michigan PGA Foundation gave away grants to PGA Members and facilities for their junior golf programs. The Foundation was able to give away (24) \$500 grants. The Foundation will continue this program next year and looks to give away the same number of grants again to applications that meet the criteria. These grants help to offset some of the cost in running these junior golf programs and provide a direct benefit to the participants. Adult Player Development Grants - the Association was able to provide grants to adult player development programs that met the established program criteria. Priority was given to those programs that focused on the three strategies of Golf 2.0. The Adult Growth of the Game grants was awarded in \$750 increments. All 12 that applied received grants this year for a total of \$9,000.

Patriot Golf Day

Kevin McKinley talked about how successful the efforts of his Patriot Golf Day Committee were in Michigan in 2012 as follows (as of this writing):

- 181 facilities signed up
- \$74,738 dollars raised
- Michigan is ranked 3rd nationally

Since 2010, Michigan has gone from 18th to 3rd nationally. Kevin also thanked all of the Michigan facilities and golf professionals who ranked in the top 100 nationally for money donated.

Special Awards

Paul Lehnert thanked Committee members Doug Kreis, Adam Howe, Doug Bell, Jeremy Lathwell, Pat Markley, Josh Lathwell and Charley Vandenberg.

The Media Award and Distinguished Service Awards have been a great addition. Any member can nominate individuals all year long and once someone has been nominated, their name remains on the list. All 2012 Special Awards recipients in attendance were awarded their plaques.

Teaching

Brian Cairns informed the membership that the 2013 Teaching and Coaching Summit will be held March 25-26. Monday afternoon there will be an Aim Pointe presentation by Stephen Aumock who will present the latest

in green reading technology. He is Level II certified and has a strong teaching background including 10 years with Hank Haney.

On Tuesday Mike Bender will take the stage and discusses his philosophies on the game and his success teaching a major winner on the PGA Tour, Zach Johnson. He is very well known and respected in all golf circles and has worked with the best players in the world. He is a top 100 instructor with a very strong playing background. It will be a great two days of insight and learning from some of the best in the industry

Tournament Report

Lynn Janson reviewed the following:

- Overall tournament entries hit or exceeded budget in 12 of 17 events. The two new events this year, Taylor Made Pro Am at Meadowbrook and the Fall Pro Scratch presented by All Star Pro Golf at the Country Club of Lansing, sold out. We look to continue those two new events next year.
- Michigan Open Championship will return to The Orchards for 2013.
- Michigan PGA Championship - this was the first year at Oakland University and they did a tremendous job hosting. Thank you to Bill Rogers for helping make this happen and to all of their staff. The event will be there through 2014.
- Match Play Championship - this was the first year with the new format of players qualifying for the Section Championship through the Chapter and Senior Organizations, which was successful with 89 total entries. A big thanks to Jim Deiters and Midland Country Club for hosting the Section Match Play Championship. We will continue the same format for 2013 with possible minor changes at the Chapter qualifiers, with Midland Country Club once again hosting the event.
- Women's Senior Tees will be added at events that have a Men's Senior Tee, which will mirror the same age of the men's senior tee.
- The Section is conducting a Pro Am at Hammock Beach Resort in Palm Coast, Florida January 26-29, 2013 (following the PGA Merchandise Show). There is no cost to PGA Professionals along with a \$500 honorarium for bringing a full team. Detailed information and registration can be found at www.michiganpgagolf.com.
- 2012 Major Winners are:
 - Michigan Open Championship presented by DTE Energy – Barrett Kelpin
 - Tournament of Champions – JR Roth
 - PGA Championship – Scott Hebert
 - Match Play Championship presented by Cutter & Buck - Lee Houtteman

Lynn congratulated the 2012 Player of the Year Brian Cairns.

OLD BUSINESS

None discussed.

NEW BUSINESS

None discussed.

President Koenes thanked Pepsi for hosting the luncheon.

Meeting adjourned at 11:45 a.m.