



MICHIGAN SECTION PGA 2011 FALL MEETING

**October 31, 2011
Eagle Eye Golf Club
Bath, Michigan**

President John Lindert called the meeting to order at 8:30 a.m. Mr. Lindert welcomed everyone to Eagle Eye Golf Club. Jim Dewling gave the invocation and remembered deceased members Dick Couturier, Mac McElmurry, Sam Molnar and Butch VanBeverluyts.

President Lindert welcomed special guests Allen Wronowski, Bob Baldassari, John Allen, Ken Devine, and Jeff Hintz, and recognized all Past Presidents in attendance.

A motion was made and seconded to accept the 3/20/11 Spring Meeting minutes. Motion carried.

John acknowledged and thanked all Committee chairs, Officers, Board of Directors, and Section staff for their dedication to the membership, and also thanked the membership for their support. He also thanked our sponsors and urged the membership to thank them as well.

President Lindert highlighted the following from his outgoing President's letter:

- In June, the Officers and Kevin Helm attended Legislative Day at the Capital. Michigan PGA professionals provided free lessons throughout the morning and early afternoon.
- Attended the PGA Championship in Atlanta, where he followed Michigan PGA Section Members Brian Cairns and Dan Olsen. They represented themselves and the PGA of America in a very professional manner.
- Awarded Scott Hebert his fifth PGA Championship trophy. Scott will lead as many as fifteen of the Michigan PGA's best players to the PNC Championship next June in California. The Michigan PGA Professional Championship has been hosted by Eagle Eye and Hawk Hollow the past six years. I want to thank Alex Coss and his staff for the tremendous job they did for the Michigan Section. As you may be aware, in order to host the Section PNC Championship, the host facility must be a Club Car facility. With Eagle Eye and Hawk Hollow changing cars it was necessary for us to look for another venue. As of this writing, Bill Rogers and Oakland University will host this major event on their wonderful Katke and R & S Sharp golf courses. We look forward to building a new relationship with Oakland University.
- Midnight Golf Program - in October, the Officers and Kevin Helm attended the grand opening of the new practice facility at Marygrove College, designed by Tom Doak. The practice facility will be used to help support the efforts of the Midnight Golf Program. It was wonderful watching 100 students from the heart of Detroit receive instruction from PGA Members Brian Cairns, Glenn Pulice, Frank McAuliffe, Andrew Mogg, Bruce Conroy, Alex Krumm and Winn Moore. Congratulations to Frank McAuliffe on being named the new golf coach at Marygrove College.
- Michigan PGA Hall of Fame - the Board determined that all Michigan PGA Members currently in the Michigan Golf Hall of Fame, be inducted into the Michigan PGA Hall of Fame, as we further develop the criteria for the selection process. We have decided to induct this group of Michigan PGA Members over the next three years. I am proud to announce the first class inducted into the Michigan PGA Hall of Fame: Gene Bone, Walter Burkemo, Jim Dewling, Randy Erskine, Walter Hagen, Chick Harbert, Lynn Janson, Warren Orlick, Horton Smith, John Traub, Al Watrous, and Mark Wilson. These gentlemen were officially inducted at the President's Dinner on Sunday, October 30. Congratulations to this wonderful group of PGA Professionals.
- At our Fall Annual Meeting, we will elect a new slate of Officers. We have two candidates that have been nominated and seconded for the office of Secretary; Bob Ackerman, and Ron Osborne. Gary Koenes and Doug White have been nominated and seconded for the office of President and Vice President, respectively. I am very confident that your next officer group will do a great job in representing the Michigan PGA over the next few years. They will get their first opportunity the day after the elections as they travel to Port St. Lucie for a PGA of America Leadership Conference and Hall of

Fame Ceremonies. They will be joined by Kevin Helm, Dave Mocini and I in various other capacities.

- Kevin Helm's car lease came to term this month. As you may know, the PGA of America contracted with Mercedes Benz to be the official car of the PGA of America. As part of the contract, each Section would receive a monthly support payment if they purchased or leased a Mercedes Benz. Your Board grappled with the message that would be sent by the Executive Director of the Section driving a Mercedes, especially given the recent economic impact on our state's automobile industry. Kevin worked diligently on various options that would both support the PGA of America's program and allow him to drive an American made automobile. After months of research, Kevin negotiated a deal with Lincoln that would not increase our current expense line. Lincoln has been a longtime supporter of the Michigan PGA and they came through with a lease program that alleviated any increase in cost to the Section. Thank you to Matt Demmer and Jack Demmer Lincoln in Dearborn.
- Your Officers are currently working on a new contract for Executive Director Kevin Helm. Kevin's current five year contract comes to an end December 31, 2011. We have been working with Legal Counsel, John Allen, Honorary PGA, on the rewrite of Kevin's contract. It is our desire to have a new contract in place by the end of November.
- Looking ahead to 2012, the state of Michigan will be host to the 2012 Senior PGA and USGA Senior Open. The Golf Club of Harbor Shores will be hosting the Senior PGA from May 21- 27. Michigan Section PGA professionals will be needed to help facilitate this event throughout the week. We will have two of our own PGA Members participating in the event, as Lee Houtteman and Ron Beurmann qualified by their finish in the Senior PNC this past month.
- Operational procedures of the Michigan Section PGA, with special attention paid to Administration Fees. John provided a thorough explanation of how the Section operates and why items such as rent and admin fees need to be paid from one entity to another. John also showed documents from PGA of America and the IRS tax code that explain inurement and that specific activities (education, tournaments, etc.) need to cover the expense to run themselves from revenues generated by the program itself.

VICE PRESIDENT'S REPORT

Vice President Gary Koenes reviewed investments through the third quarter. The general fund and Foundation fund were down -11.58% and 13.1%, respectively, where the S&P 500 was down -13.87% for the same period. October is looking promising with approximately 1/2 of the 3rd quarter losses being recovered this month.

Kevin Helm reviewed the year to date budget through the three quarters. We are on track to have a good financial year.

SECRETARY'S REPORT

Motion was made and seconded to approve the 3/21/11 Spring Meeting Minutes. Motion carried.

Doug acknowledged and welcomed new Michigan Section Members, quarter and half century members as well.

CANDIDATE'S FORUM

Candidates Bob Ackerman and Ron Osborne spoke to the membership about their desire to serve the Section as Secretary and asked for their support.

ELECTION OF OFFICERS

Past President Dave Kendall reviewed the candidates for Secretary, Vice President and President. Dave asked for nominations from the floor for President and Vice President, respectively. Since there were none, Gary Koenes, President, and Doug White, Vice President, were elected by acclamation.

Since there were two candidates for the office of Secretary, no nominations were asked from the floor. The vote for Secretary proceeded. Ron Osborne was elected Secretary.

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

VOTING FOR 2012 SPECIAL AWARDS FINALISTS

Special Awards Chair Paul Lehnert reviewed the finalists for the 2012 Special Awards. Each of the following members will have an interview with the Special Awards Committee:

Assistant Golf Professional – Josh Fryer, Rick Slaght, Dan Urban
Bill Strausbaugh Award – Denis Husse, Lynn Janson
Golf Professional of the Year – Ron Osborne, Wally Sierakowski
Junior Golf Leader – Shaun Bezilla, Dean Marks, Dan Thomas
Merchandiser of the Year-Private – Matt Barton, Adrian Jolliffe
Merchandiser of the Year-Public – Erich Kuhlman, Doug Lichty, Gary Smithson
Merchandiser of the Year-Resort – Rob Fuhrman, Mike Rey
The Patriot Award – Kevin McKinley, Wally Sierakowski
PGA Horton Smith – Frank McAuliffe, Dick Stewart
President's Plaque – Ina Davis, Dean Marks, Jordan Young
Teacher of the Year – Patti Butcher, Jason Guss, Jordan Young

The Committee will then decide the winner of each category and they will be announced at the 2012 Spring Meeting.

GOLF 2.0 PRESENTATION

Bob Baldassari and Allen Wronowski spoke to the membership about Golf 2.0 which is a targeted, focused, long-range strategic plan for the golf industry to substantially increase the number of golfers, the rounds of golf played and the revenue generated from golf over the next decade among current and potential consumers of the game.

Golf 2.0 will build toward that goal on three core strategies:

1. Retain and Strengthen the Golfing Core;
2. Engage the "Lapsed"
3. Drive New Players.

These strategies are comprised of 12 distinct strategic initiatives for driving growth, each of which provides golf facilities with a blueprint for deepening their engagement with current customers, connecting with potential women customers, targeting kids and minorities, and more.

SENIOR PGA CHAMPIONSHIP

Jeff Hintz, Tournament Director for the Senior PGA Championship, talked about the 2012 Senior PGA Championship May 21-27 at The Golf Club at Harbor Shores. A promotional video was shown. Michigan PGA Members will be very active in the operation.

CHAPTER REPORTS

Eastern Chapter – Jordan Young will take over as President, Matt Barton, Vice President, and Andrew Mogg and Chris Moore, Co-Secretaries. John Seltzer was Chapter Champion as well as Player of the Year.

Northern Chapter – Mike Cote, President, Shaun Bezilla, Vice President, and Harry Dixon, Secretary. Scott Hebert was Chapter Champion as well as Player of the Year.

Western Chapter - Dean Kolstad, President, Gary Smithson, Vice President, Tom Rose, Secretary, Sam Stover, Tournament Chair, and Joe Pollack, Sponsor chair.

Senior's Organization – Dave Kendall, President, Gordy Carlson, Vice President, and Frank McAuliffe, Secretary. Player of the Year was Lee Houtteman and the Senior Open Honorees were Ron English and Bruce Keillor. Dave thanked Indianwood G&CC and Warwick Hills G&CC for hosting events this year.

COMMITTEE REPORTS

Education

Bob Bales indicated the afternoon session will feature Jim Giosia from Customer Creation Centers speaking about email marketing, text message and social media marketing.

The second session features Brent Kerstetter from Sanford Financial, talking about personal financial planning, current market environment, retirement plan options, estate planning and what to look for in life and disability insurance.

Employment

Karen VandenBerg and the Committee called on approximately 290 courses in Michigan that do not employ a PGA Member. Out of the 290 courses, the Committee was able to secure employment for a PGA Member at two or three facilities. The 2012 Compensation Survey will be available on www.pgalinks after January 1.

Growth of the Game

Frank McAuliffe discussed the following:

- At the West Michigan Golf Show, the Michigan PGA teamed up with Boyne USA to sponsor the free lesson portion of the West Michigan Golf Show. Teachers from both the Michigan PGA and Boyne USA taught for three days and gave 472 free lessons.
- Play Golf America Day – June 1 at Fox Hills Golf & Banquet Center with over 200 people. He thanked Jordan Young and staff.
- 2011 Sparrow Health Classic – ten Michigan PGA professionals gave lessons prior to the event at Eagle Eye Golf Club June 28. The Sparrow Foundation received excellent comments from the participants.
- Michigan International Speedway – on June 17-19 the Michigan PGA set up 2 inflatable hitting nets in vendor area during two Nascar Races. Instructors were busy the entire time providing lessons and tips.
- Legislative Day - Michigan PGA professionals provided free lessons throughout the morning and early afternoon for legislators and their staff.
- Sixteen (16) grants at \$500 were given out to Michigan PGA facilities to help support their junior golf programs.

Patriot Golf Day

Kevin McKinley talked about how successful the efforts of his Patriot Golf Day Committee were in Michigan in 2011. Kevin thanked the Committee and all of the professionals and facilities that raised money this year. In 2011:

- 186 facilities signed up
- 102 facilities donated (as of this writing)
- \$160,281 dollars raised
- Michigan is ranked 4th nationally

Kevin thanked the following Michigan facilities and golf professionals who ranked in the top 100 nationally for money donated:

- CC of Lansing – John Lindert, PGA
- Ann Arbor Golf & Outing Club – Brian Stange, PGA
- Lost Dunes Golf Club – Pete Han, PGA
- Wuskowhan Players Club – Kirk Scheerhorn, PGA
- Brookwood Golf Course – Joe Thomas, PGA
- Western G&CC – Jason Iding, PGA
- Treetops Resort – Kevin McKinley, PGA and Michael Rey, PGA

The improvements from 2010 to 2011 are:

- 54 more facilities signed up
- 14 more facilities donated SO FAR
- Raised an eye popping \$113,804 more than 2010 SO FAR
- Improved 13 spots in our national ranking.
- Michigan made the largest improvement from 2010 to 2011, an increase of 245%

Special Awards

Paul Lehnert awarded all 2011 Special Awards winners in attendance their plaques.

Teaching

Brian Cairns informed the Board that Titleist has offered to bring in at least two of their national staff presenters to provide an education seminar the afternoon following our Spring Meeting.

Tournament Report

Gary Smithson reviewed the following Board approved policies:

- ♦ **Pre Apprentice – Apprentice Playing Privilege Policy** – This policy was changed this past year to include that Reinstated Apprentices must fulfill the meeting requirements of attending at least One (1) Section or Chapter Meeting (Fall and / or Spring) – Immediately Preceding Tournament Season. Those Pre Apprentices, Apprentices or Reinstated Apprentices applying for their first Section Playing Permit will not be subject to the meeting requirement.
- ♦ **Senior Tees** - For the 2012 Tournament Season there has been a change to the Senior Tee Policy. For the State Pro Am, Pro – Pro, Pro Assistant and Spring Scramble: Senior ages 60-69 play from 94% and Seniors ages 70+ play from 84%. All the other events will remain the same.
- ♦ **Purse Payout** - For the upcoming 2012 Tournament season a change has been made to pay no less than 25% and no more than 30% for all events; excluding the majors where everyone that makes the cut receives a check. In 2011, the Section changed from paying 25% of the field to paying 33%.

The Orchards did an excellent job hosting the Michigan Open Championship for the first year and we received a lot of great comments on the golf course. Owner Ron Dalby was very pleased and looking forward to hosting next year. The dates for next year have moved to June 11-14, 2012.

This past year was the last year for Eagle Eye and Hawk Hollow to host the Michigan PGA Championship. They have hosted this event for the past 6 years and done a wonderful job. We are pleased to announce that the 2012 Michigan PGA Championship will be held at Oakland University on August 20-22, 2012. Thank you to Bill Rogers for helping us secure this venue and we look forward to a great event.

Gary congratulated the following event winners:

- ♦ Randy Hutchison - Michigan Open Championship presented by Lincoln & DTE Energy
- ♦ Lee Houtteman – Boyne Tournament of Champions
- ♦ Scott Hebert – Michigan PGA Professional Championship
- ♦ Brian Cairns - Match Play Championship presented by Cutter & Buck

He also congratulated the 2011 Player of the Year Brian Cairns.

OLD BUSINESS

None discussed.

NEW BUSINESS

None discussed.

Meeting adjourned at 12:10 p.m.