



MICHIGAN SECTION PGA 2011 SPRING BUSINESS MEETING

March 21, 2011
Eagle Eye Golf Club
Bath, Michigan

President John Lindert called the meeting to order at 8:30 a.m. Randy White gave the invocation remembering deceased members John Monitz, Ray Sruba, Dave Toth and Bill Welch.

PRESIDENT'S REPORT

President Lindert welcomed everyone to Eagle Eye, and introduced special guests Gil Gusweiler, District 5 Director, Tom Kendrick, Career Services Consultant, Ryan Munson and Zaneta Adams, Folds of Honor. He also recognized Past Presidents in attendance.

The Strategic Planning Session held in November was a success. New goals were established as well as a vision for the future. One of the goals is to enhance and improve the Foundation. As such, a minimum of \$3,000 has been allocated in the Growth of the Game budget to be used for grants. A minimum of six (6) grants at \$500 each will be given out to Michigan PGA Facilities to help support your junior golf programs. As we continue to grow the Foundation we will look to be able to continue to do more through this grant program. The Strategic Plan will guide us over the next 3 to 5 years, with a review every 2-3 years.

President Lindert thanked all Committee chairs, Officers, Board of Directors and Section staff for their dedication to the membership. A committee will be formed to help mentor young professionals, as well as a Communications/Media Committee headed by Wally Sierakowski.

After four years of trying, it was decided by staff and the Board of Directors to discontinue the Merchandise Show. Thank you to Brian Sanderson and his committee for all of their work, and thank you to those of you who have supported the show over the years.

Kevin McKinley is Chair of the newly formed Patriot Golf Day Committee. Kevin has been a long-time supporter of Patriot Golf Day and brings a lot of passion to this project. The Committee will focus on promoting the overall initiative and encouraging as many Michigan facilities to participate as possible. They are also discussing a possible special golf event in July to raise money for the Folds of Honor Foundation and awareness for Patriot Golf Day. Kevin would like to see the Michigan Section among the leading Sections in the country in terms of participation and money raised for this great cause, and will challenge Michigan PGA Members to sign up their facilities at tomorrow's Spring Meeting.

The Section is in the process of revamping the website. We are looking to make it more user friendly as well as adding new items such as a member profile page.

It was approved at Sunday's Board of Directors Meeting that a Michigan PGA Golf Hall of Fame would be created, with the first class to be all Michigan PGA Members who are inducted into the Michigan Golf Hall of Fame. Guidelines are to be determined.

The PGA has called a special meeting of delegates for the last week in March. The officers and Kevin Helm will be attending. Vice President Gary Koenes and Secretary Doug White are the delegates for the Section. The special meeting is to vote on two resolutions: #1 recovery from Class F, and #2 time spent in Class F. In addition, information on the Boston Consulting Group project will be presented to the attendees and most of the National committees will meet. *Motion was made and seconded to allow the delegates to go uninstructed. Motion carried.*

VICE PRESIDENT'S REPORT

Vice President Gary Koenes reviewed the year end financials and investments. All three operating budgets combined were budgeted to make a profit of \$41,100 for the year and ended up making approximately \$74,200, for a positive variance of \$33,100. Association and Foundation both exceeded budget while Corporation missed budget by a relatively small amount.

The Section had a good year with its two investment accounts. As of 12/31/10, the Section General Fund account had capital reserves of \$967,796 and the Foundation had capital reserves of \$23,267. It was pointed out that during the past year Foundation utilized approximately \$153,000 from investments to pay off the mortgage on the homesite.

SECRETARY'S REPORT

Motion was made and seconded to approve the 10/11/10 Fall Meeting minutes. Motion carried.

Secretary Doug White spoke of the MSR period ending June 15, 2011, where 54 credits are required (mandatory 12 from Education and 12 from Meeting attendance). Currently, 64% of Michigan PGA Members have completed their MSR requirements. The new MSR period runs from June 15, 2011 – June 15, 2014 (back to 3 year cycle).

Doug then recognized all newly-elected, transferred and quarter century members. He also acknowledged Adam Schriber and Rick Smith as being named this year's *Golf Magazine* Top 100 Golf Instructors.

EXECUTIVE DIRECTOR REPORT

Kevin Helm briefly recapped his ED report submitted electronically and thanked staff, Officers, Board, committees, who have helped support our programs, initiatives, sponsors, etc.

CANDIDATE'S FORUM

Past President Dave Kendall conducted the Candidate's Forum. Ron Osborne discussed his commitment and desire to run for Secretary at the upcoming election during the October 31, 2011 Fall Meeting.

CAREER SERVICES REPORT

Tom Kendrick highlighted the following:

- The Section finished 15th among the 41 PGA Sections in completion of the recent Compensation Survey, with a 57.8% participation rate, down from 61.5% from the previous year. Thanks to those that participated.
- PGAjobfinder which posts non-management positions was upgraded January 1. If you have a resume on file prior to that date, you will need to go in and update it.
- With a slowly improving economy, golf industry indicators are still mixed for 2011 but many are cautiously optimistic. Employers realize there are no additional expenses to cut and growing the business is essential. Facility managers and professionals must play "offense" to grow rounds and revenues by developing new golfers and customers.
- Talked about "Latent demand", which is defined as demand for something that is present and capable of emerging but not readily visible or obvious. A study shows that 84% of Americans do not play golf. A poll of those who don't play showed 27 million non-golfers nationwide show a true interest in golf with over half of them already having played at one point. This would be the "Latent Demand" for new potential golfers that PGA Professionals are by far the best suited individuals to bring to the game.
- We can capitalize on this opportunity using PGA Play Golf America resources like Get Golf Ready, a turnkey program designed to turn non-golfers into golfers. Go to the Play Golf America website and especially review the information for New Golfers and Get Golf Ready. Here's the website: <http://www.playgolfamerica.com/>

Any questions please contact Tom Kendrick, at tkendrick@pgahq.com or 513-738-9943.

DISTRICT 5 DIRECTOR REPORT

Gil Gusweiler spoke about The Boston Consulting Group who has been working on a project to analyze the golf industry and identify the most effective ways to grow the game as well as grow the brand of the PGA and influence of its Members. Some important statistics from the research being conducted as part of the project are: there are approximately 27 million golfers in the United States. Another 27 million people expressed an interest in playing (“very” interested – 6.5m, “somewhat” interested – 20.4m). Of these 27 million who have expressed interest, over half (57%) have played before. Targeting programs at this segment of the population and addressing the barriers that they say have kept them from playing should produce positive results.

2012 SENIOR PGA CHAMPIONSHIP

Jeff Hintz, Tournament Director for the Senior PGA Championship, was supposed to attend this meeting but was unable to attend. In his absence, Executive Director Kevin Helm talked about the 2012 Senior PGA Championship May 16-19 at The Golf Club at Harbor Shores. A promotional video was shown. Michigan PGA Members will be very active in the operation, similar to the Ryder Cup and PGA Championship support. Information will be coming out within the next month.

FOLDS OF HONOR VIDEO

Ryan Munson spoke to the membership regarding Folds of Honor scholarships, and also urging them to support Patriot Golf Day. He presented Kevin McKinley with a bomber jacket because of his tireless support of Folds of Honor. Kevin then introduced Zaneta Adams, who was injured during deployment to Iran. Zaneta talked about the future use scholarships her children have received through the Folds of Honor.

CHAPTER REPORTS

Eastern - President Alex Krumm stated that their Spring Meeting is April 4 at Fox Hills. Alex acknowledged the Chapter Officers, and also recognized Jordan Young as Chapter Champion and Player of the Year.

Northern – President Ian Ziska stated that their Spring Meeting is April 20 at Grand Traverse Resort. Ian acknowledged the Chapter Officers, and also recognized Brad Dean as Chapter Champion.

Western – President Ron Osborne stated that their Spring Meeting is April 18 at Kalamazoo Country Club. Ron acknowledged the Chapter Officers, and also recognized Sean Winters as Chapter Champion, and Gary Smithson, as Chapter Player of the Year and Match Play Champion.

Senior Organization – President Gary Robinson stated that stated that their Spring Meeting is April 25 at Eagle Eye. Gary recognized Jerry Pasco as the Senior Player of the Year. The 2011 Senior Open honorees are Bruce Keillor and Ron English.

Chapter Military Pro-Ams

Eastern Chapter (Team Selfridge) – May 31 at Red Run GC

Northern Chapter (Patriot Pro-Am) – May 31 at Treetops Resort

Western Chapter (VA Tournament) – May 31 at Custer Greens GC

COMMITTEE REPORTS

Education

Brian Cairns spoke of the success of the Referral Marketing Seminar by Tim Green in February. Bob Bales has taken over as Chair. The Committee will be looking to conduct a few stand-alone seminars this year. Bob also stated that as part of our new website development there will be an area where we will list various types of educational seminars that are approved for MSR credits.

Employment

Karen VandenBerg and the Committee, in conjunction with Tom Kendrick, are calling on courses in Michigan that do not employ a PGA Member and hope to have them completed by June 1. Thanked everyone who completed the compensation survey.

Growth of the Game

Frank McAuliffe discussed the following:

- The fee structure for paying members who teach at Play Golf America Day, Golf Shows, Special Events, etc. will remain the same for 2011: \$25/hour – Max of \$75 for one shift. Members have the option to receive payment or MSR credits.
- At the West Michigan Golf Show, the Michigan PGA teamed up with Boyne USA once again 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
- 2011 Sparrow Health Classic - the Michigan PGA will assist in the event at Eagle Eye Golf Club June 28.
- Michigan International Speedway – on June 17-19 the Michigan PGA will once again set up 2 inflatable hitting nets in vendor area during two Nascar Races. Last year, we did over 600 free lessons.
- Six (6) grants at \$500 will be given out to Michigan PGA facilities to help support their junior golf programs. Applications will be going out the last week in March.
- Congratulations to Greg Bores, Larry Tebelak and Jeff Thiessen as being placed in the Top 100 Play Golf America performers.

Patriot Golf Day

Kevin McKinley stated that the Committee will focus on promoting the overall initiative and encouraging as many Michigan facilities to participate as possible. They are also discussing a possible special golf event in July to raise money for the Folds of Honor Foundation and awareness for Patriot Golf Day. Kevin would like to see the Michigan Section among the leading Sections in the country in terms of participation and money raised for this great cause, and challenges Michigan PGA Members to sign up their facilities after the Meeting. He recognized Michigan PGA Members Bob Koutnik and Wally Sierakowski for their efforts in raising funds for Camp Grayling and Sefridge, respectively.

An emotional video was shown featuring Patriot Golf Day founder Dan Rooney. Kevin also introduced Duane & Dawn Bucklin, parents of deceased veteran Brock Bucklin.

Special Awards

Paul Lehnert thanked Committee members. He announced the 2011 winners as they were selected from the interviews held February 7-8. Those that were in attendance received a certificate. Paul commented that all of the finalists who were interviewed were very well qualified. The Committee has requested that Charlie Vandenberg be forwarded to National for Teacher of the Year, as well as Scott Wilson for Junior Golf Leader and Wally Sierakowski. At Sunday's Board of Directors Meeting, the Board passed a motion to modify the policy and procedures.

Teaching

Brian Cairns spoke of the upcoming Michigan PGA Teaching Summit to be held Monday afternoon and Tuesday. The 1-½ day event will feature a great line up of presenters including keynote speaker and top 100 teacher, Mike Adams. Featured speakers also include Gale Peterson, a top 100 instructor from Sea Island, Georgia and Norm Van Wieren from the Golf Professional Marketing Academy. Detroit Medical Center and the Titleist Performance Institute will have a segment on "How to Incorporate Golf Fitness into Your Teaching Business". The Summit will also feature swing analysis from some of our top Michigan PGA instructors including a segment with Brad Dean from Crystal Mountain Resort teamed up with Chris Welch from Zenolink as well as a segment with Scott Hebert from Grand Traverse Resort.

Tournament Report

Gary Smithson reviewed the following:

Michigan Open Championship presented by Lincoln/DTE Energy will be July 11-14 at The Orchards:

- PGA Member Only Qualifier, Prestwick Village Golf Club, June 22nd (6) additional qualifying spots.
- Host professionals can enter a qualifier at no charge; if they qualify they then pay the entry fee.

- Second Chance qualifying at Greystone Golf Club for Michigan PGA members has been reduced to \$50.
- Military Qualifier – June 13 at Selfridge Golf Course for Active / Retired and Military Reserves (1) low qualifier receives free entry into the Michigan Open.

WholesaleGRIPS.com Michigan PGA Stroke Play Series

- (6) events throughout the year
- Open to Michigan PGA Professionals/Apprentices and Amateurs that reside in Michigan
- WholesaleGRIPS Series Points Race
- Section Player of the Year Points awarded based on Series finish

Callaway Las Vegas Pro Am October 16-19

- New hotel, The Cosmopolitan
- 2011 Golf Courses - Dragon Ridge CC, Anthem CC, TPC Las Vegas
- Professionals receive \$1000 for bringing a full team

New Groove Regulations

- All Michigan PGA Section events **ARE NOT** adopting the new groove regulations.
- PGA of America – Professional National Championship, Senior PNC, and National Assistants Championship along with the US Open (including local qualifiers) **ARE** adopting the new groove regulations.

Cart/Walking Policy for Section Events

- Team Events – Riding is mandatory
- Individual Stroke Play Events – Walking is allowed

Club Car Spring Scramble at The Wyndgate May 2, 2011 – New Senior Tees

- Seniors ages 50-69 will play from a Senior Tee and Seniors ages 70 and over will play from a Super Senior Tee

As a reminder the following major events have new dates for 2011:

- Michigan Open - July 11-14
- TofC – August 1-3
- Michigan PGA Professional Championship – August 29-31

Gary also stated that Marc Wilson will be conducting a training session for rules officials the first week in May.

OLD BUSINESS

None submitted.

NEW BUSINESS

Four items were submitted as follows:

Item #1 – Allow amateurs to play in our stroke play events; Item #2 – Discriminating against walking and the overall lack of promotion of walking as a healthy alternative to golf cars; Item #3 – Financial transparency and Item #4 – Admin fees are too high.

All items were addressed appropriately.

President Lindert thanked PGA National Resort & Spa for hosting the luncheon.

Meeting concluded at 12:25 p.m.