



MICHIGAN SECTION PGA 2010 SPRING BUSINESS MEETING

March 22, 2010
Eagle Eye Golf Club
Bath, Michigan

President John Lindert called the meeting to order at 8:30 a.m. Charlie Vandenberg gave the invocation remembering deceased member Karl Mueller.

PRESIDENT'S REPORT

President Lindert welcomed everyone to Eagle Eye. He thanked all Committee chairs, Officers, Board of Directors and Section staff for their dedication to the Membership. A Past President's Committee has been formed with Dave Kendall, Chair, along with Jon Gates, Bill Rogers, Jim Dewling and Randy Erskine. Some of the Committee's focus will be an Apprentice Orientation to help apprentices be successful working toward Membership as well as educate them on Section history, governance, and the importance of being involved in the Association. A New Member Orientation is also being considered.

The Michigan Section has tremendous National exposure in that the following serve on various Committees: Dave Mocini, Budget/Finance and Audit/Member Services; Dave Kendall, Tournament; John Lindert, Board of Control; Gary Koenes, Special Awards; Mark Wilson, co-Chair Tournament, and Kevin Helm, Junior Golf. Dave Mocini has one year left as District 5 Director. Gil Grisweiler from Cincinnati is the incoming Director.

The Michigan PGA finished 14th in completion of the recent Compensation Survey, with a 61% participation rate. Thanks to those that participated.

President Lindert referenced the previous days' Board of Directors Meeting where he asked the Board what they felt were the most important areas to focus on for the coming year. They are:

1. Financial responsibility (generate and protect assets)
2. Job security
3. Communication
4. Promotion of PGA brand
5. Tournament program
6. Education

He then briefly reviewed the revised PGA PGM 2.0 program, which now includes 3 online pre-requisite courses prior to registration into the apprentice program. For complete information on the revised program, please go to www.pgalinks.com and click on Become a PGA Member.

The first week in March, John, along with Kevin Helm, Gary Koenes, Doug White and Dave Mocini, traveled to Cincinnati to meet with the candidates for Secretary of the PGA of America. Dave collated a list of questions by each of the Sections in District 5 for a Q&A. All of the candidates did a tremendous job. At this point, the Officers have not made a decision as to which candidate to support. The next opportunity to meet and share ideas with the candidates will be in May at the Spring Conference of Leaders in Dallas, Texas.

VICE PRESIDENT'S REPORT

Vice President Gary Koenes reviewed the year end financials. The Section did well overall in 2009 exceeding the budget from operations by approximately \$6,000. Association and Foundation both exceeded budget while Corporation missed budget, mainly due to the lower than expected turnout for the Las Vegas Pro Am. Brent Kerstetter and Todd Sanford, from Sanford Financial Services, presented a brief investment overview showing an approximate 16.2% net gain for 2009.

The 2009 consolidated year end report was emailed to the membership and is posted in the Members Only area of the website. Anyone wishing to receive the complete financial compilation can do so by contacting the Section office.

SECRETARY'S REPORT

Motion was made and seconded to approve the 10/12/09 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). If a member is deficit credits as of June 15, 2011, you will be transferred to Class F. The Bylaws require Class F Members to earn any deficit MSR from any prior cycle as well as current MSR in order to transfer out of Class F. The new MSR period runs from June 15, 2011 – June 15, 2014 (back to 3 year cycle).

Doug then recognized all newly-elected, quarter and half century members. He also acknowledged Head Professional Bob Koutnik being named President of the MGCOA, Treetops Resort on receiving the MGCOA Dul Family Player Leadership Award, and Crystal Mountain Resort & Spa earning the honor of MGCOA Golf Course of the Year. He also acknowledged John Traub being elected to the Michigan Golf Hall of Fame. The induction ceremony will take place May 16 at Eagle Eye.

EXECUTIVE DIRECTOR REPORT

Kevin Helm briefly recapped his ED report submitted electronically and also highlighted the following:

- Technology/Education Seminar – to be held April 28 featuring Bionic Glove, SkyCaddie and possibly Nike Golf. This event is a new attempt for us and is mainly a result of continuous requests from companies asking to be involved in education seminars instead of tournament sponsorships. We plan to offer three continuous one-hour seminars followed by lunch and an informal golf event for those wishing to participate.
- Thanked the Committee members and Chairs for all of their efforts.
- Explained that it is difficult but we are in pretty good shape with sponsorships for the coming year.
- Thanked Section staff for their hard work and dedication to the Membership.

PGA MEMBER BENEFITS PRESENTATION

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

FOLDS OF HONOR VIDEO

An emotional video was shown regarding the work being done by the Folds of Honor Foundation which featured some families benefiting from the college scholarships . Michigan PGA Member Chip Ferlaak urged member participation in Patriot Golf Day.

DISTRICT 5 DIRECTOR REPORT

Dave Mocini highlighted the following:

- Board is very active in the oversight of the financial strategy for operating the Association.
- Key revenue streams are spectator championships, Reserve Fund investment proceeds, and business development partnerships.
- A combination of recovering investments, marketing of the strong PGA Brand, and managing down operating expenses has allowed the Association to meet financial targets through the first two quarters of this fiscal year.

He then asked the membership what messages they would like discussed at the Spring Conference of Leaders in May. Several members addressed this issue.

CHAPTER REPORTS

Eastern - President Alex Krumm stated that their Spring Meeting is April 5 at Fox Hills. Alex acknowledged the Chapter Officers, and also recognized Jeff Gniewek as Chapter Champion, and Jordan Young, Chapter Player of the Year.

Northern – President Ian Ziska stated that their Spring Meeting is April 21 at Grand Traverse Resort. Ian acknowledged the Chapter Officers, and also recognized Brad Dean as Chapter Champion. A benefit for Bruce Keillor (former Michigan PGA Member), who has been stricken with health issues, will be held in August. He also invited the membership to play in any Northern Chapter event as there will be a non-member entry fee instituted this year.

Western – President Ron Osborne stated that their Spring Meeting is April 19 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 their Spring Meeting is May 4 at Eagle Eye. Gary recognized Jeff Roth as the Senior Player of the Year. The 2010 Senior Open honorees are Max Anderson and Thom Rosely.

Chapter Military Pro-Ams

Eastern Chapter (Team Selfridge) – June 1 at Red Run GC

Northern Chapter (Patriot Pro-Am) – June 1 at Treetops Resort

Western Chapter (VA Tournament) – June 1 at Custer Greens GC

COMMITTEE REPORTS

Education

Brian Cairns spoke of the Tim Kremer Seminar to be held after the Spring Meeting. A Technology/Education Seminar will be held April 28 at Eagle Eye featuring Bionic Glove, SkyCaddie and possibly Nike Golf. There will be three continuous one-hour seminars followed by lunch and an informal golf event for those wishing to participate.

Employment

Karen VandenBerg and the Committee, in conjunction with Tom Kendrick, are calling on over 230 courses in Michigan that do not employ a PGA Member. She also urged the membership to utilize www.pgalinks.com and it contains very valuable information relative to employment, etc.

Growth of the Game

Frank McAuliffe and the Committee have instituted a fee structure to pay members who teach at Play Golf America Day, Golf Shows, Special Events, etc. as follows: \$25/hour – Max of \$75 for one shift. Members have the option to receive payment or MSR credits.

Events for 2010 include:

- 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 over 472 free lessons.
- Play Golf America Day – Thursday, June 3 at Fox Hills Golf & Banquet Center, the first of two Play Golf America Days. Dennis Walters will join us again as we will have free lessons, demos and a junior skills challenge.
- 2010 Sparrow Health Classic - the Michigan PGA will assist in the event at Eagle Eye Golf Club on Wednesday, June 16. The event is a function of the Sparrow Foundation benefiting Children's Miracle Network. PGA Professionals will provide instruction for participants in the event prior to the afternoon shotgun. The section will also help secure donated items for prizes such as foursomes at various golf courses. In exchange, Sparrow will make a donation to the Michigan PGA for the supporting efforts.

- Michigan International Speedway - 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 for the first event and it was a great success. Event #1 – June 11–13; Event #2 – August 13–15.
- Play Golf America Day – Saturday, July 24 - Pheasant Run Golf Club will host the second Play Golf America Day which will be geared towards minorities and women. The event is a NEW initiative by PGA of America and Michigan is one of six sections across the country that will be hosting this type of Play Golf America Day.

Membership

Doug White stated that that it is the Section's responsibility to make sure each member is properly classified; therefore, the Committee is conducting a membership sweep of all classifications.

Merchandise Show

Brian Sanderson reiterated that comments regarding the 2009 Show from both vendors and Professionals were positive as more Professionals are starting to incorporate the Show into their merchandising plans. Information on the 2010 Show will be communicated in mid April.

Special Awards

Wally Sierakowski thanked Committee members and staff member Carrie Bates. He announced the 2010 winners as they were selected from the interviews held February 8-9. Wally commented that all of the finalists who were interviewed were very well qualified.

Teaching

Jordan Young asked for Committee volunteers for the coming year. He also stated that the Committee would like to conduct workshops specific to technology, equipment and the internet. The second Teaching & Coaching Summit will be March, 2011.

Tournament Report

Gary Smithson reviewed the following for the upcoming tournament season:

Michigan Open Championship

We excited to announce that the Michigan Open Championship will be hosted by The Orchards Golf Club in 2011 and 2012. We look forward to working with Jeff Stalcup (Head Professional at The Orchards GC) and Ron Dalby (Owner of The Orchards Golf Club).

In an effort to attract more Michigan PGA Members to play in the Michigan Open, a few changes were made:

Member Only Qualifier – New for 2010 is the Michigan Open Championship Member owner qualifier at Prestwick Village GC. The member owner qualifier will receive six additional spots into the Michigan Open.

Host Professionals for the Michigan Open Championship qualifiers can play for no charge in a Michigan Open qualifier. If they qualify, they will pay the full entry fee.

In addition, the committee reduced the second chance qualifying fee at The Orchards GC for for Michigan PGA members to \$50.

Finally, the Committee reviewed the proposed 2011 Tournament Schedule. For 2011, Michigan Open will move to July, Tournament of Champions to August, the PGA Championship will stay the last week of August and keep the Match Play the second week of September.

Michigan PGA Stroke Play Series

The Michigan PGA has created a six event Stroke Play Series which will include six events (2 Spring/4 Fall). We have great facilities including Oakhurst, Orchard Lake CC, The Fortress, Thousand Oaks, Pine Lake CC

and Barton Hills CC. The events will include Amateurs and Michigan PGA Professionals with an event purse, skins game and Section Player of the Year points based on the series long point standings. WholesaleGRIPS.com has signed on to be the Title Sponsor and SkyCaddie has signed on to be the presenting sponsor.

Michigan PGA Championship

The Board approved to set Round 1 and Round 2 tee times for the Michigan PGA Championship (no repair for Round 2 – that would provide each group an early and late start over the first two days). Round 3 will remain the same and be repaired by score.

Las Vegas Pro Am

A sub-committee of PGA Professionals gathered to discuss changes to the 2010 Callaway Las Vegas Pro Am. The committee has reduced the Amateur Fee to \$1995, making for a more affordable trip. PGA Professionals will receive \$1,000. Another great set of courses with Dragon Ridge/Coyote Springs/Rio Secco.

New Groove Regulation

All Michigan PGA Section events and PGA of America Club Professional events are **not** adopting the new grooves as a Condition of Competition in 2010. There is not a decision yet on when this rule will be adopted for these competitions. Any club professional that qualifies for the PGA Championship or the Senior PGA Championship will need to have clubs that conform for these two championships.

OLD BUSINESS

None submitted.

NEW BUSINESS

None submitted.

Meeting concluded at 11:40 a.m.