



MICHIGAN SECTION PGA 2009 SPRING BUSINESS MEETING

March 23, 2009
Eagle Eye Golf Club
Bath, Michigan

President Dave Kendall called the meeting to order at 8:30 a.m... Jim Dewling gave the invocation remembering deceased member Sal Pomante and former Section employee Ron Burchi.

PRESIDENT'S REPORT

President Kendall welcomed everyone to Eagle Eye. He discussed the PGA Championship and the great pride he felt of the Michigan Section being represented in the event by Scott Hebert and Brad Dean. He was also proud of the approximately 150 Michigan PGA professionals who volunteered in some capacity to help make the event a success. He congratulated Mark Wilson, winner of the PGA Horton Smith Award and also Chair of the PGA of America Rules Committee. He also congratulated Jim Dewling, recent inductee into the Michigan Golf Hall of Fame. Scott Hebert, 08 Player of the Year, and Randy Erskine, 08 Senior Player of the Year, were also recognized.

The Michigan Section has National exposure in that the following have been asked to serve on various Committees as follows: Dave Mocini, Budget/Finance and Audit/Member Services; Dave Kendall, Tournament; John Lindert, Membership; Gary Koenes, Special Awards; Mark Wilson, Rules and Special Awards, and Kevin Helm, Junior Golf.

The Chapters and the relationship with the Section continue to grow due to the Chapter Officers and Staff who have taken on the challenge with great success.

President Kendall thanked and reviewed the Section Committee chairs: Bob Bales, Growth of the Game, Ron Osborne, Education, Brian Sanderson, Merchandise Show, Wally Sierakowski, Special Awards, Jordan Young, Teaching Summit, and Ian Ziska, Tournament.

In closing, Dave spoke of the challenges for 2009 due to the state of the economy. He urged members to keep fighting and be creative. He thanked the Officers, Board of Directors and Section staff for their dedication to the membership.

VICE PRESIDENT'S REPORT

Bob Scheuer, CPA, and Vice President John Lindert reviewed the 2008 year-end financials.

The 2008 consolidated year end report was emailed to the membership and is posted in the Members Only information page 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 10/13/08 Fall Meeting minutes. Motion carried.

Gary recognized all newly-elected, quarter and half century members. He also acknowledged Master Professional Jim Dewling who was recently elected into the Michigan Golf Hall of Fame, and Master Professional Carol Farquhar on receiving the Michigan Golf Course Owner's Association Dul Family Player Leadership Award.

He then reviewed changes regarding apprentices as follows:

- Pre apprentice-apprentice playing privileges – must attend at least one(1) Section or Chapter meeting (Fall and / or Spring meetings immediately preceding Tournament season in which they wish to

participate in) in order to be eligible for a Section Playing Permit. This policy will be in effect for the 2009 tournament playing season.

- Apprentice registration eligibility – effective July 1, 2009 registration into the PGA PGM program and earning of credits will require apprentices to be employed at “green grass facilities” (PGA recognized golf course/range) through Level 1.
- Playing Ability Test requirement - effective July 1, 2009 apprentices who enter the PGA PGM Program without having fully passed the PAT will need to attempt it at least twice a year.

EXECUTIVE DIRECTOR REPORT

Kevin Helm reviewed the Executive Director report (which was emailed and is available on-line) as follows:

- MITeetime.com – a partnership between Travel Michigan, Michigan Golf Course Owners Association, Michigan Lodging & Tourism Association and the Section whereby it provides exposure of your course information and real time booking on the Michigan.org website. The booking engine will be completed and ready for use in time for the April 1 launch of a \$10 million nationwide Pure Michigan ad campaign featuring new golf-specific ads on cable channels including the Golf Channel. Materials explaining the program will be distributed to those attending the Spring Meeting as well as via email.
- Buick Open – a corporate sales incentive program where PGA Members will be compensated for providing leads for new pro-am teams, etc. Jason will present the details later in the meeting.
- Allied Associations – continue to have valuable relationships between the GAM and the MGCOA. GAM has agreed to send to their amateur database a 1 page flyer on the Las Vegas Pro-Am in exchange for bringing a team. GAM will also be presenting the details later in the meeting.

CANDIDATE’S FORUM

Past President Jon Gates conducted the Candidate’s Forum. Doug White discussed his commitment and desire to run for Secretary at the upcoming election during the October 12, 2009 Fall Meeting.

GOLF ASSOCIATION OF MICHIGAN

Tonia Branch, David Graham and Ron Gaines of GAM reviewed the recently launched GAM/USGA handicap “score entry” kiosk, which is an internet served software application allowing golfers to post scores. They were available after the meeting to answer any questions.

BUICK OPEN

Jason Mengel from the Buick Open spoke about the PGA Professional Incentive Program being offered by the tournament. There are various incentives being offered to Professionals during Buick Open Week. Please contact Jason at Jason.mengel@gmrworks.com or 313.596.9027.

COMMITTEE REPORTS

Education

Ron Osborne talked about the Education Seminar held on March 12. It was very well attended and speakers Mike Kenney and Jim Keegan were very well received. He thanked Andy Mears and Doug White for their leadership in the best practices roundtable session. Going forward, the Committee will focus on pertinent topics with seminars being scheduled during off season times and in various Chapter areas. Ron also urged members to update their CareerLinks profile.

Growth of the Game

Bob Bales thanked all of the members who gave over 550 lessons during the West Michigan Golf Show. He also discussed 2009 activities as follows:

- Play Golf America Day – May 9, 2009 at Forest Akers
- Michigan International Speedway Event – Friday-Sunday, June 12-14, 2009
- Buick Open Events – Tuesday, June 28, 2009 and Thursday-Sunday, June 30-August 2, 2009 at Warwick Hills during Buick Open

Volunteers are needed. Please contact Tim Czelada at tczelada@michiganpga.com for further information.

Bob briefly explained the PGA of America's Get Golf Ready program. Facilities would offer a five lesson group instruction package. The cost to the student will be \$99 per person (pricing may vary) which includes on-course activities during each of the five lessons. Visit http://pdf.pgalinks.com/p-g-a/GGR_manual.pdf or email tczelada@michiganpga.com for more information.

Merchandise Show

Brian Sanderson reiterated that comments regarding the 2008 Show from both vendors and Professionals were positive and momentum seems to be building as more Professionals are starting to incorporate the show into their merchandising plans. The Committee will continue to strive to make this Show a valuable tool for both professionals and exhibitors. Information will be communicated in mid April.

Special Awards

Wally Sierakowski thanked Committee members and announced the 2009 winners selected from the interviews held February 9-10, 2009. Wally commented that all of the finalists who were interviewed were very well qualified. Going forward, he spoke of a few modifications that will possibly be made to the Special Awards process. Wally thanked section staff Carrie Bates and Diane Lazaros.

President Dave Kendall presented a plaque to Mark Wilson, the 2008 National Horton Smith Award winner.

Teaching

Jordan Young spoke of the first ever Michigan PGA Teaching & Coaching Summit that has drawn over the top pre-registration numbers. The 1-½ day event will feature Jim Flick along with Michigan PGA instructors. Going forward, the Committee will focus on such topics as fitness, nutrition and junior golf development.

Tournament Report

Ian Ziska highlighted the following for 2009:

Michigan Open Championship - Date and Location

- 2009 – Orchard Lake Country Club – June 8th – 11th, 2009
- 2010 – Orchard Lake Country Club – June 14th – 17th, 2010
- Total Field Size is 156

2009 Tournament Schedule Updates

- Adams Etonic Pro Pro Championship by Ogio – Monday, July 6th, 2009
- Callaway Assistant Championship – Monday, August 31st, 2009

Michigan PGA Professional Championship

The Michigan PGA is no longer allowed to pay 100% of the field in any section event. In 2008, the entire field in the Michigan PGA Professional Championship received a minimum of \$100. Due to the new regulation, the entry fee has thus been reduced to \$225 (\$300 in 2008) and those missing the cut cannot receive \$100.

Callaway Las Vegas Pro Am

The Callaway Las Vegas Pro Am will be held October 25th – 28th, 2009. As a reminder, Professionals will receive a \$1,500 honorarium in this year's event. New course rotation includes Rio Secco, Coyote Springs and Bears Best.

Golf Buddy Pro Assistant Championship

The Pro Assistant Championship will move back up north to Treetops North. In addition, there will also be an optional Sunday shootout on Threetops. In order to help increase opportunities for Professionals to play, a few eligibility changes were made:

- Professional - Any Class A PGA Member in good standing
- Assistant - (A-8 or B-8 with a current year's playing permit)
- In addition, a Professional may play with an Assistant from another facility providing the Professional doesn't have an Assistant and a team at that other facility is already playing in the event.

McGladrey Team Championship Updates

- PGA Professionals at non green grass facilities are now eligible to host Local Qualifying
- Amateur handicap allowance has been increase from 50% to 75%
- 7 – 17 Teams – 1 Team Advances / 18 or More – 2 Teams Advance to Sectional
- National Championship – October 26th – 28th, 2009 at Pinehurst Resort, N.C.

Match Play Championship presented by Cutter & Buck/Tour Edge

- Tam O'Shanter Country Club on September 14th - 17th, 2009
- All entrants will advance directly into the match play starting on Monday.
- Players will be seeded off of the previous years' points
- If more than 64 players sign up for the event, "play in" matches will be played Monday morning, with the 64 person bracket starting late morning.

A you tube video clip was shown regarding the Iraq war. President Dave Kendall talked about the May 26, 2009 Chapter military pro-ams and urged members to participate:

- Eastern Chapter – Team Selfridge Pro-Am at Red Run Golf Club
- Northern Chapter – Patriot Pro-Am at Treetops Resort
- Western Chapter – VA Tournament at Custer Greens Golf Club

Dave asked members to sign up their facility to support Patriot Golf Day, and thanked all members who participate in raising money for military families. He also thanked Bob Koutnik for his Camp Grayling event.

OLD BUSINESS

None discussed.

NEW BUSINESS

Bill Shriver spoke about the Folds of Honor Marathon, a 1 day marathon with proceeds donated to the Marine Corps and their families to provide scholarships for dependents and spouses of service members that have been killed or disabled as a result of their military service. Anyone interested in donating or running can go to www.foldsofhonormarathon.com.

Dick Stewart thanked Ron Osborne and the Education Committee for putting together an educational and informative seminar March 12.

Kevin McKinley informed members that they may now purchase their Chapter playing permits online.

Meeting concluded at 11:15 a.m.