



MICHIGAN SECTION PGA 2014 SPRING BUSINESS MEETING

March 24, 2014
Eagle Eye Golf Club
East Lansing, Michigan

President Doug White called the meeting to order at 8:30 a.m. Randy White gave the invocation.

PRESIDENT'S REPORT

President White welcomed everyone to Eagle Eye, and introduced special guests Bob Baldassari, PGA, Director Youth Golf Development, Frank Chieppa, PGA, Player Development Regional Manager, Gilles Gagnon, PGA, Director of Golf Operations at Casa de Campo, Brent Kerstetter, Sanford Financial Services, Tim Marks, PGA, Employment Services Consultant, and Chad Seymour, PGA, District 5 Director.

Doug spoke about the following:

- The Officers and Kevin Helm recently attended a Super Regional Meeting in Chicago to participate in a candidate forum and debate with the 3 candidates running for the office of Secretary for PGA: Michael Haywood, Southwest Section, Russ Libby, North Florida Section, and Suzy Whaley Connecticut Section.
- PGA of America is in the beginning stages of creating a long term plan for player development. Each Section will be forming a task force to help with this initiative.
- Possible Section Board retreat to review long range planning.
- A potential golf in schools program targeting elementary and middle school students.
- Once again the Section will serve as Host Section for the 2014 Senior PGA Championship at the Golf Club at Harbor Shores the week of May 19-25. If your schedule allows you to spend a day or two at the championship please do so.
- This year we will partner with the Golf Association of Michigan to conduct the Drive, Chip and Putt Championship with 11 local sites, 2 sub and 1 regional to advance kids to compete at Augusta National in April, 2015.
- Casa de Campo travel pro am in the Dominican Republic November 5-9 and will be played on two incredible Pete Dye golf courses – Teeth of the Dog (ranked 43rd in the Top 100 in the World) and Dye Fore.
- The Junior Golf League is a new program that mirrors the little league concept for golf. The idea is to provide a welcoming team environment similar to other popular sports where kids can play on a team instead of in individual tournaments.

VICE PRESIDENT'S REPORT

Vice President Ron Osborne stated that the three operating budgets combined were budgeted to make a profit of \$18,500 for the year and ended up losing approximately \$16,500. Association and Foundation both performed well and pretty much hit budget despite approximately \$16,500 more than budgeted in adult player and junior development grants. Corporation was performing reasonably well to budget throughout the year but finished poorly with a down year in the Las Vegas Pro-Am.

Executive Director Kevin Helm and Brent Kerstetter reviewed investment accounts showing a good year and an increase in value. As of 12/31/13, the Section General Fund account had capital reserves of \$1,146,932, an increase of \$132,737 over the previous year after management fees and a withdrawal of \$16,500 to help cover awarding more player development grants than budgeted. The Foundation account ended the year at \$38,758, an increase in value of \$4,278 net of management fees.

SECRETARY'S REPORT

Motion was made and seconded to approve the 10/26/13 Board of Director Meeting Minutes. Motion carried.

Secretary Kevin McKinley talked about the MSR period ending June 15, 2015 where 54 credits are required (mandatory 36 from PGA Meeting/Education/Golf 2.0/Player Development). If a member is deficit credits as of June 15, 2015, you will be transferred to Class F. The Bylaws require Class F Members to earn any deficit MSR (in that category) from any prior cycle as well as an amount equal to the deficit amount in the current MSR cycle (in that category) in order to transfer out of Class F. The new MSR period begins June 16, 2015 – June 15, 2018 (back to 3 year cycle).

Kevin also recognized new members, transferred members into the Section, and quarter century members.

EXECUTIVE DIRECTOR REPORT

Kevin Helm thanked the staff, Officers, Board, and Committees who have helped support our programs, initiatives, sponsors, etc. He briefly recapped his ED report submitted electronically and also highlighted the following:

- Casa de Campo pro am - the Las Vegas Pro-Am has ended its run in Vegas as we are moving the event this year to Casa de Campo Resort in the Dominican Republic November 5-9. We are very excited about the quality of golf and amenities at Casa de Campo in an all-inclusive style package and have already received a lot of positive interest from teams.
- An intern has been hired to conduct the Drive, Chip & Putt events. The schedule includes 11 local sites, 2 sub and 1 regional to advance kids to compete at Augusta National in April, 2015. For more information, please visit www.drivechipandputt.com.
- Player Development - each Section will be forming a task force to help with this initiative and provide grass roots PGA Member insight, feedback, and ultimately approval of what plan is developed. In the early stages of this process, it has been explained that as an Association we are very good at specific pieces of the puzzle of developing golfers, but not nearly where we need to be to consistently “develop” large numbers from the beginning exposure stage all the way through to committed core golfers.
- Junior League Golf - the idea is to provide a welcoming team environment similar to other popular sports where kids can play on a team instead of in individual tournaments. Uniforms consist of golf shirts with numbers on the back and teams play a league schedule of 9-hole matches, typically played on Sunday afternoons. Please visit www.pgajrleaguegolf.com for more information and to sign up a team.

PGA EMPLOYMENT SERVICES REPORT

Tim Marks reviewed a brief slide presentation and stated there were 45 job openings and 19 of them were promoted via CareerLinks. From September 1 until now, Tim has had 210 contacts with Michigan PGA Members to discuss employment related matters, 36 resumes critiqued and had 44 contacts with Michigan employers. The Michigan Section had 453 Members participating in CareerLinks and they received 11,675 CareerLinks notifications. In 2012, Michigan had 454 Members complete the Compensation Survey. To date, we have had 339 complete the survey and the deadline is March 31. If you have not already done so, please complete the survey by the deadline and help this tool be as accurate and helpful to our Members, employers, and Tim as he tries to work with employers to offer appropriate compensation packages.

DISTRICT 5 DIRECTOR REPORT

New District 5 Director Chad Seymour stated he is excited to serve as District Director and highlighted the following:

- Ralph Lauren/Polo is new sponsor for Ryder Cup and there will be some exciting opportunities for PGA Members to sell the team uniform shirts in their shops.
- The National Awards program held during the PGA Merchandise Show will be revised to boost attendance.
- Foot golf, which uses soccer balls on a traditional golf course with 21-inch diameter cups, is being utilized to drive non-golfers to play.
- It is likely that background checks will be required for all PGA Professionals.
- The National Board of Directors has approved increasing ADP funding to all Sections by \$60,000 in the next fiscal year. This amount will increase per year until 2018 when it will have doubled from the current \$90,000 to \$180,000 per year.

- Attended the Super Regional Meeting in Chicago along with your officers and Kevin Helm.
- PGA Junior Golf League saw a 500% increase in teams since 2012.
- TaylorMade will contribute \$500,000 over the next five years to support the PGA Junior League Golf.
- The inaugural Youth & Family Golf Summit supported by U.S. Kids Golf outlined a variety of specific ideas, practices and strategies to more than 200 industry professionals to take proven programs back to their facilities and communities and apply them through unique and exciting initiatives.
- Course renovations and upgrades continue to occur at PGA Village.

GROWTH OF THE GAME REPORT

Frank Chieppa and Bob Baldassari reviewed a slide presentation highlighting player development and how members should focus on how to increase rounds of golf and number of players.

CASA DE CAMPO PRO AM

Gilles Gagnon showcased the beautiful Casa de Campo property with a slide show presentation.

CHAPTER/SENIOR ORGANIZATION REPORTS

All of the Chapter reports are available in their entirety on www.michiganpgagolf.com, Section Meeting link. Listed below is a brief recap.

Eastern – President Matt Barton stated that the Chapter has another great schedule for 2014 thanks in part to Jeff Rachar. The hope is that with lots of events to play in, the Chapter can increase total participation in the Chapter Championship. The Spring Meeting will be April 7 at Pine Lake Country Club, but unfortunately due to the weather golf has been cancelled.

Northern – President Shaun Bezilla stated that the Chapter has another great schedule for 2014. Marquette Country Club and Greywalls have been added this year. The season will wrap up at Tullymore in September as Scot Cucksey and his team once again hosts the Northern Chapter Championship. The Spring Meeting will be April 16 at Traverse City Golf and Country Club.

Western – President Gary Smithson stated that the Chapter has another great schedule for 2014. The Chapter Championship will be hosted by Spring Lake Country Club in September. The Spring Meeting will once again take place at Kalamazoo Country Club on April 21.

Senior Organization – President Frank McAuliffe stated that the 2014 schedule is highlighted by our Major Championships: Senior Open hosted by Bedford Valley, Senior PGA Championship hosted by Birchwood Farms Golf & Country Club, Senior Match Play contested throughout the season. The Spring Meeting & Pro-Pro is April 22 Eagle Eye. Senior Open honorees are Gary Robinson and Paul Haase.

COMMITTEE REPORTS

All of the Committee reports are available in their entirety on www.michiganpgagolf.com, Section Meeting link. Listed below is a brief recap.

Education

Bob Bales stated that a group of section Merchandiser of the year winners, including Adrian Joliffe, JP Westbrook and Doug Brody will lead a roundtable discussion regarding merchandising. Topics will include best practices, display ideas, pricing, marketing and inventory.

The second half of Monday afternoon will be Frank Chieppa, PGA, Player Development Regional Manager, and Bob Baldassari, PGA, Director Junior Golf Development, to discuss what is available from the PGA of America and how to use these resources to support activities at your home course.

The Committees' future plans include both meeting based and stand-alone presentations based on the needs identified by the member survey.

Employment

Chris Sobieck reported that for the compensation survey Michigan currently ranks 24th of 41 Sections with 53.9% participation (as of 3/18/14). In 2013, Michigan ranked 14th with 67.4% participation. He urged the membership if they have not yet completed the survey to please do so.

Communications

Adrian Jolliffe stated that the Committee is continuing to look at ways to focus on improving member communication.

Growth of the Game

Bill Mory discussed the following:

- In February, we had Members teach at the West Michigan Golf Show.
- In May there will be a Play Golf America Day at Harbor Shores prior to the Senior PGA Championship as well as similar events on back to back Saturdays at IMA Brookwood in Flint and Fox Creek in Livonia.
- Looking to develop a pilot program within the Haslett schools to introduce the game of golf to younger kids.
- Most or all of the Growth of the Game programs conducted in 2013 will once again be conducted in 2014.

Patriot Golf Day

Kevin McKinley stated that in 2013 Michigan had 186 courses register with 77 courses make donations totaling \$171,467. This compares to 181 registered courses and 101 making donations totaling \$148,346 in 2012. There seems to be a trend nationally of fewer facilities actually raising money but the total raised by these facilities is growing.

Folds of Honor Scholarship recipient Rebecca Blaxton thanked the Section for their support of the program and gave a heartfelt speech on how the scholarship has helped her family.

Special Awards

Paul Lehnert thanked Committee members. He then presented all 2014 Special Awards recipients in attendance their plaques.

Tournament Report

Kevin Muir highlighted items for 2014:

- Michigan PGA Professional Championship will cut the field to 60 and ties when there are 150 or fewer players and 70 and ties when there are more than 150 players.
- Match Play - Senior Organization along with all three chapters will advance 4 players to the Section Championship. Those 4 players will stay within their chapter at the Section level to award a Chapter/Senior Match Play Champion the first day. There will no longer be an open division.
- Continuous play will no longer be utilized for all of the 36 hole one-day events such as the Senior Junior Championship. It was felt repairing for round two was a better way to conduct the events.
- Alcohol consumption will not be allowed during a stipulated round for the Michigan PGA, Michigan Open, Michigan Section Match Play, Tournament of Champions, State Assistants Championship, Senior PGA, Senior Open and Women's Open.
- A Tournament Sub Committee will look at the current exemptions for the T of C and make recommendations as to adding new categories and possibly extending existing ones. They will also look at possibly allowing non-Michigan residents who are otherwise eligible the chance to participate.
- PGA of America is implementing the new groove rule for their national championships and any qualifying event advancing players to them. Therefore, all players must make sure their clubs conform to the USGA's groove rule in order to participate in our PGA Professional Championship, PGA Senior Professional Championship and Assistant's Championship.
- The National Car Rental Pro-Am Series will have National providing \$7,500 to two pro-am events in each Section. We had them involved at the Hammock Beach Pro Am and will also have them at the

TaylorMade/National Car Rental Pro Am on July 7 at Walnut Creek. Since the Hammock Beach event was so early in the year, we are working at a way to have them involved with the Fall Pro Scratch event in October. The main goal for National is to increase memberships in the Emerald Club.

- Hammock Beach Resort pro am was very successful with 20 teams.

OLD BUSINESS

None submitted.

NEW BUSINESS

None submitted.

President White thanked WholesaleGRIPS.com for hosting the luncheon.

Meeting concluded at 11:40 a.m.