



MICHIGAN SECTION PGA 2013 SPRING BUSINESS MEETING

March 25, 2013
Eagle Eye Golf Club
Bath, Michigan

President Gary Koenes called the meeting to order at 8:30 a.m. Randy White gave the invocation remembering deceased members Jason Leising, Jack Todhunter and Steven Tyler.

PRESIDENT'S REPORT

President Koenes welcomed everyone to Eagle Eye, and introduced special guests Tony Biata, Folds of Honor Foundation, Frank Chieppa, Player Development Regional Manager at PGA, Gil Gusweiler, District 5 Director and Claudia Swegert, Folds of Honor recipient.

President Gary Koenes talked about the recently attended Leadership Conference with Vice President Doug White, Secretary Ron Osborne and Executive Director Kevin Helm. A lot of the discussion centered around PGA Village, which will be talked about under Gil Gusweiler's report.

Gary thanked all Committee chairs, Officers, Board of Directors, and Section staff for their dedication to the membership.

VICE PRESIDENT'S REPORT

Vice President Doug White stated that the three operating budgets combined were budgeted to make a profit of \$18,500 for the year and ended up losing approximately \$20,500. Association and Foundation both performed well and pretty much hit budget despite awarding \$8,300 in unbudgeted adult player development grants from Association and \$3,500 more than budgeted in junior grants from Foundation. 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 reviewed investment accounts showing a good year and an increase in value. As of 12/31/12, the Section General Fund account had capital reserves of \$1,014,195, an increase in value of \$77,512 for the year. The Foundation account had capital reserves of \$34,480, an increase in value of \$2,896.

SECRETARY'S REPORT

Motion was made and seconded to approve the 10/29/12 Fall Meeting minutes. Motion carried.

Secretary Ron Osborne recognized new members, transferred members into the Section, quarter century members and Michigan PGA Hall of Fame 2013 inductees Steve Brady, Dave Kendall and Ron LaParl. Steve Brady is also an inductee into the Michigan Golf Hall of Fame. Congratulations to all!

Ron also reviewed the current Membership report which totals 782 Members and Apprentices, down 3 from the same period last year.

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.

He also highlighted the following:

- Michigan Open - The 2012 event was the second in a two year agreement to host the event at The Orchards Golf Club.
- Las Vegas Pro Am – it is becoming difficult to keep the amateur cost down due to ever increasing food and beverage costs in Las Vegas, staff has been researching other travel pro ams. The goal has always been to make it affordable to the amateur as well as play great golf courses.

CANDIDATE'S FORUM

Honorary President John Lindert conducted the Candidate's Forum. Brian Cairns and Kevin McKinley discussed their commitment and desire to run for Secretary at the upcoming election during the October 28, 2013 Fall Meeting.

DISTRICT 5 DIRECTOR REPORT

Gil Gusweiler spoke about the special task force that identified ways to improve operations at PGA Village in Port St. Lucie. PGA Past President Gary Schaal has been retained on an interim basis. They are actively seeking a General Manager, and have hired a new Superintendent.

PGA has key expenditures they are targeting this fiscal year such as Growth of the Game initiatives, Section Affairs, and PGA Education.

GROWTH OF THE GAME REPORT

Frank Chieppa, Player Development Regional Manager at PGA, reviewed a slide presentation and showed a video highlighting Get Golf Ready and the PGA Junior Golf League.

FOLDS OF HONOR SCHOLARSHIP RECIPIENT

Tony Biata, Folds of Honor Foundation, presented a scholarship to Claudia Swegert, on behalf of her children.

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 Jordan Young said the Chapter looks to maintain a membership near 100 players in 2013. 13 events scheduled for 2013 with three open dates to fill. In 2012 members played for \$39,916.71 and the Championship purse was \$27,500. Welcomed new board member, Jeff Rachar, Tournament Co-Chair and John Pershern/ Steve Vecellio as Sponsor Co-Chairs. The Spring Meeting is April 8 at Fox Hills Country Club followed by a 3 man event.

Northern – President Mike Cote stated that the Chapter has another great 15 venue schedule for 2013. Three new facilities have been added this year, Red Hawk, Manitou Passage, and Bucks Run. The season will wrap up at Tullymore in September as Scot Cucksey and his team hosts their first Northern Chapter Championship. The Spring Meeting will be April 17 at Traverse City Golf and Country Club.

Western – President Dean Kolstad stated that the Chapter has another great schedule for 2013, thanks to Sam Stover. The Chapter Championship will be hosted by the CC of Jackson on September 16-17. Adrian Jolliffe has done a good job with sponsorship. The Spring Meeting will once again take place at Kalamazoo CC on April 22.

Senior Organization – President Dave Kendall stated that the 2013 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-Pros is April 23 Eagle Eye.

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 much work was done to set up the 2013 Teaching Summit with many thanks to Brian Cairns for getting the process started and to the dedicated staff in the Section office. There is an excellent line-up of speakers featuring Karen Keller, PhD, who will introduce participants to the dynamics and importance of

soft skills; the second half of Monday afternoon will be Judy Alvarez, PGA LPGA covering teaching golf to persons with various disabilities.

On Tuesday we are honored to have Mike Bender who was the 2009 PGA of America National Teacher of the Year. Tuesday will end with a roundtable discussion by leading Michigan Section teachers Jordan Young, Jason Guss, Bill Baldwin, Paul Haase and Dave Kendall. The discussion will be moderated by Charlie Vandenberg.

The Committees' future plans include an Aim Point presentation and both meeting based and standalone presentations based on the needs identified by the member survey.

Employment

Chris Sobieck reported that 453 Michigan PGA members completed the 2013 Compensation Survey (67.6% - ranks 13th; National Percentage – 63.4%). He also stated that we should stay Active in CareerLinks. Anyone who did not complete the new Profile survey before January 10th was deactivated from CareerLinks. There are currently 69 Michigan PGA Members who were participating in 2009 (the last time we updated the ProFile survey) who are not participating now because they have not completed the new ProFile Update.

Communications

Adrian Jolliffe stated that during the December BOD meeting, it was discussed that the Section consider submitting a survey to derive a “pulse” of our membership, while gathering important data and feedback on varying topics from both the Section and Committee levels. This survey will be sent out within the next few weeks. Upon completion, members will receive one (1) credit.

Growth of the Game

Wally Sierakowski discussed the following:

- 25th Annual Western Michigan Golf Show - Michigan PGA teamed up with Boyne and provided 487 free lessons. 19 Michigan PGA members participated.
- Motor City Golf Show - Michigan PGA teamed up with Fox Hills and provided 217 free lessons. 11 Michigan PGA members participated.
- Growth of the Game Grants - Junior Golf & Adult Player Development grant applications have been emailed out to the membership. We currently have \$12,000 available in Junior Golf grants and \$9,000 available in Adult Player Development grants.
- Family Golf Day - IMA Brookwood Golf Club along with the PGA of America, Boys and Girls Club of America and the First Tee of Mid Michigan are holding a Family Golf Day on Saturday, May 4th. Michigan Section PGA members are being asked to provide 5 minute free golf lessons. We are working with Joe Simpson, Director of Instruction at IMA Brookwood Golf Club, to finalize our involvement.
- Sparrow Hospital - PGA members will be providing free golf instruction before Sparrow Hospital's golf outing at Eagle Eye and Hawk Hollow on June 19th. For providing the golf instruction, Sparrow Hospital will make a donation to our Foundation.
- NASCAR Race at MIS Speedway - Barry Gibson has been contacted to see if we can continue our involvement in June. We are waiting confirmation.
- Detroit Tigers - have contacted the organization about partnering to provide free golf instruction in front of Comerica Park. Our initial contact has offered us the space for \$2,800 per game. We are working on trying and reduce that charge. More info to come.
- PGA Junior League - Justin is working closely with Keith Johnson, PGA Jr. League Golf director, to get Michigan Section members involved with the Jr. League. Justin has emailed multiple letters and flyers explaining how the Jr. League functions to our membership. We currently have 28 facilities signed up.
- Golf 2.0/Tee it Forward - Survey the membership and find out what is being done at member facilities to help grow the game. Our plan is to share these successful ideas with the rest of the membership to encourage them to try new things to grow the game at their facility.
- Mobile SNAG Golf unit – possibly purchase a SNAG Large Group Learn & Play Kit, accessories (white suit & dragon) and a trailer and allow members to utilize at their facility, take into schools in their area

or utilize with charity associations. Also, create test sites within in the state where PGA golf professionals would work with PE teachers to have golf in gym classes.

Patriot Golf Day

Kevin McKinley stated that the Michigan PGA was the 8th highest state in terms of donation (\$148,000). The goal for 2013 is to inch towards the top spot amongst Sections and get into the top 5 amongst states. Some ideas include a State Wide Raffle, of which a raffle license has been applied for from the state. Once approved, Kevin will communicate the specifics.

Special Awards

Paul Lehnert thanked Committee members. He then presented all 2013 Special Awards recipients in attendance their plaques.

Tournament Report

Lynn Janson reviewed items for 2013:

- Match Play – last year the Section experienced a nice increase in the number of entrants, obviously due to reorganizing the event in which we eliminated players in order to get to sixteen qualifiers through the three chapters, the Senior's Organization and an open qualifying event. We will continue with this format for 2013 and return to Midland Country Club for the final matches.
- New Events - the Section also administered two new events in 2012, the Taylor Made Pro-Am and the Fall Pro-Scratch. For 2013 the Taylor Made Pro-Am is being hosted by Detroit Golf Club and has been extended to play all 36 holes, and the Fall Pro-Scratch will be at Barton Hills Country Club.

The pro am in January at the Hammock Beach Resort in Palm Coast Florida was a successful event with 15 teams. We will be returning to Hammock Beach next January.

- Women's Senior Tees - the Section experimented with using senior tee locations for the Women's Open. There were originally two entries desiring to play from those tees with a separate purse and a senior category. One of those entrants withdrew prior to the event leaving one women left who then decided it didn't make much sense and she played from the same tees as everyone else. For this particular event we feel there is not nearly enough interest for a Senior Division that is played from a separate set of tees so we will not offer that option at least for the foreseeable future.

Women's Tees have been added for all team Section events and will mirror the policy for the men. In the Senior/Junior, women over the age of 50 will play from a Senior Women's tee. In the following events women over the age of 60 will play a senior tee: Club Car Spring Scramble, State Pro Am, Pro/Pro, Pro/Assistants, Taylor Made Pro Am and the Fall Pro Scratch.

- Las Vegas Pro Am – many thanks to Callaway and Jim Dougherty for their sponsorship of the Las Vegas Pro Am. Jim was a part of this event when Ashworth was the sponsor and then with Callaway the past four years. We are pleased to announce that Ahead is the new sponsor of the Las Vegas Pro Am. The event returns to The Cosmopolitan of Las Vegas. Courses include Anthem Country Club, Dragon Ridge Country Club and Spanish Trail Country Club.
- Marking One's Ball - received more than one complaint last Fall of fellow competitors marking the position of their ball on green with a poker chip or object the size of a poker chip and then when asked to use something smaller because it was distracting the fellow competitor refused to do so. Although legal according to the rules of golf, it seems the simple and polite gesture would be to use a smaller object in a case like this especially within ten feet or so from the hole.

Lynn emphasized how important it is to say thank you to the sponsors and their reps who make our events professional and fun to play.

OLD BUSINESS

None submitted.

NEW BUSINESS

None submitted.

President Koenes thanked WholesaleGRIPS.com for hosting the luncheon.

Meeting concluded at 12:00 p.m.