



## MICHIGAN SECTION PGA 2012 SPRING BUSINESS MEETING

March 26, 2012  
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 Ernie Burgess, Dennis Burns and Bill Marx.

### **PRESIDENT'S REPORT**

President Koenes welcomed everyone to Eagle Eye, and introduced special guests Gil Gusweiler, District 5 Director, Tom Kendrick, and PGA Employment Consultant.

Gary thanked the membership for wearing jackets. He reiterated the Section policy that a sport coat will be required for everyone attending the Section meetings. A member not wearing a sport coat will not be allowed to vote or receive credits for the meeting. Gary reinforced that we are professionals and it is important to treat our business meetings as such.

Dave Mocini is one of seven candidates currently running for the office of Secretary of the PGA of America. At the end of February, the Officers and Kevin Helm traveled to Chicago for the first Candidates Forum where we were joined by the leadership of the Southern Ohio, Wisconsin, Illinois and Indiana Sections. Dave did a great job and got off to a good start in the campaign.

The recently completed new Section website, [www.michiganpgagolf.com](http://www.michiganpgagolf.com), is far more appealing to visit, easier to navigate, and offers a lot more flexibility in utilizing photos and video. On the admin side, it is much easier to use and a majority of edits and design changes can be done by the section staff. This was a major project and I want to thank the staff for all of their work throughout the process. While the site is very functional and contains a lot of information, we are not completely done and will be working on some additional features.

Sr. PGA Championship at The Golf Club at Harbor Shores the week of May 21-27. We will have close to 100 Section Members volunteering throughout the week. Adding further to the excitement of the week is having our own Lee Houtteman and Ron Beurmann playing in the event. Lee and Ron earned their spots in the field via their great play at the 2011 Senior PGA Professional Championship, and we wish them both the best of luck.

The tournament schedule is loaded with some great playing opportunities as evidenced by the 28 minute event sell-out of the Club Car Spring Scramble at Oakland Hills Country Club.

Player Development – last year, the Michigan PGA Foundation awarded \$8,000 in junior golf grants. In addition to these junior grants, we have budgeted up to \$20,000 in Association for adult player development grants in 2012. Information on these grant programs will be sent out right after the Spring Meeting.

Golf 2.0 – Darrell Crall from the PGA of America will do a presentation on Golf 2.0, a new industry wide initiative, led by the PGA and each PGA member to grow the number of golfers, rounds and revenues over the next decade.

### **VICE PRESIDENT'S REPORT**

Vice President Doug White reviewed the year end financials and investments.

The three operating budgets combined were budgeted to make a profit of \$53,600 for the year and ended up making approximately \$38,000. All three entities performed reasonably well, although each slightly missed budget.

Executive Director Kevin Helm reviewed investment accounts showing a slow year and a decrease in value following a relatively good 2010. As of 12/31/11, the Section General Fund account had capital reserves of \$936,682, a decrease in value of \$31,115 for the year. The Foundation account had capital reserves of \$31,583, an increase in value of \$8,316 which is mainly due to contributions made throughout the year of \$11,816.

## **SECRETARY'S REPORT**

*Motion was made and seconded to approve the 10/31/11 Fall Meeting minutes. Motion carried.*

Secretary Ron Osborne also spoke of the revised MSR requirements effective June 16, 2012 through June 15, 2015 as follows:

- 54 Total Credits with a minimum of 36 coming from PGA Meetings, Education, and/or Golf 2.0/Player Development programs.
- PGA Meeting/PGA Education - meetings or education conducted by Chapters, Sections or PGA of America. Other education (non PGA) will apply toward the total.
- Golf 2.0/Player Development – the credits can be earned via the reporting on [www.pgalinks.com](http://www.pgalinks.com) of actual creation, activation and engagement of golfers into the programming that supports Golf 2.0 initiatives and/or education and training on the strategic plan, its initiatives and related program administration.

Ron recognized new members, transferred members into the Section, quarter century members and Michigan Golf Hall of Fame 2012 inductees Larry Mancour, Jack Seltzer and Rick Smith.

He also reviewed the current Membership report which totals 785 Members and Apprentices, down 9 from the same period last year.

Honorary President John Lindert and Ron attended a 100<sup>th</sup> birthday party in February for Ben Davis, the first African American member in the Michigan PGA.

## **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:

- Once again, the MSR system has been tweaked and all of you will have a new recertification system for the next cycle that runs from June 16, 2012 to June 15, 2015. We will be communicating the details of this new policy extensively in the coming weeks, but in a nutshell the new system requires 54 Total Credits with a minimum of 36 coming from PGA Meetings, Education, and/or Golf 2.0/Player Development programs.
- Player development needs to be a priority for PGA of America, their allied associations, the Michigan PGA, our allied associations, and each and every PGA Member. GOLF 2.0 is the new industry wide initiative, with the PGA of America and each PGA Member leading the way, focusing on growing the number of golfers, rounds and revenues over the next decade. While servicing your memberships and customers is demanding and time consuming, time must also be spent cultivating additional business by introducing the game to new players and motivating existing players to play more rounds.
- We will not have the support of long-time Section sponsor Lincoln. The dealer association, who we had our relationship with, has been disbanded and the corporate marketing department was not interested in continuing the sponsorship. DTE Energy will be back as a presenting sponsor for the Michigan Open having committed for 2012 and expressing a desire to be involved for at least one or two additional years.
- The Michigan PGA Professional Championship moves to Oakland University, where we have a three year agreement to utilize the Katke Cousins and R&S Sharf courses. Bill Rogers and the leadership at Oakland University have stepped up and offered their facilities and we appreciate their generous

support. Thanked Eric Fink and staff at Eagle Eye and Hawk Hollow for six fantastic years hosting this premier championship.

- Senior PGA Championship at Golf Club at Harbor Shores in Benton Harbor May 21-27. We have approximately 100 volunteers working in various capacities such as the practice range, putting green, short game area, and starting time boards. Our Members will also be providing tips/lessons at the KitchenAid Fairway Club, Mercedes-Benz Performance Center, and at a Community Relations Day serving various youth organizations in and around Benton Harbor. We have nearly filled all of the assigned shifts.
- Insurance program update – it is not looking likely that we would be able to work with an insurance carrier to offer affordable plans for our members. Kevin is still working with one company that has expressed interest and will be talking with them in the coming week.

### **PGA EMPLOYMENT CONSULTANT REPORT**

Tom Kendrick referred to his report in the handouts and briefly highlighted the following:

- The Section finished 12<sup>th</sup> among the 41 PGA Sections in completion of the recent Compensation Survey, with a 60.3% participation rate, down from 61.8% the previous year. Thanks to those that participated.
- The PGA of America appropriately named its strategic plan, Golf 2.0, a much needed “system upgrade” for the game. **For our sport to grow and thrive, we must reconnect with our core player and actively recruit new golfers.** Check out the Golf 2.0 website, <http://www.golf20.net>, access with your PGA username and password.

Any questions please contact Tom Kendrick, at [tkendrick@pgahq.com](mailto:tkendrick@pgahq.com) or 513-738-9943.

### **DISTRICT 5 DIRECTOR REPORT**

Gil Gusweiler spoke about how Golf 2.0 is a prime example of the Association realigning PGA Education to parallel the changing landscape of golf. Working with employers and allied organizations, Golf 2.0 is the outcome of an extensive study of the industry conducted by the respected Boston Consulting Group.

He also commented on Dave Mocini being a great candidate for National Secretary.

### **CHAPTER/SENIOR ORGANIZATION REPORTS/COMMITTEE REPORTS**

Since the Spring Meeting agenda was shortened due to the Golf 2.0 presentation, all Chapter reports and Committee reports have been submitted in writing and are found on [www.michiganpgagolf.com](http://www.michiganpgagolf.com), PGA Members, Section Meetings area. Four Committees reports are highlighted below.

#### **Growth of the Game**

Wally Sierakowski discussed the following:

- West Michigan Golf Show February 11-13 – teamed up with Boyne USA to sponsor the free lesson portion. Teachers from both the Michigan PGA and Boyne USA taught for three days and gave 425 free lessons. Thank you to all of the instructors that helped out with this event.
- Play Golf America Day at Kitchen Aid Headquarters February 14-15 - was a way for the Kitchen Aid employees to connect with what their company is doing with the Senior PGA Championship and also a great Golf 2.0 initiative. We had 17 Michigan PGA Professionals provide over 200 free lessons using indoor hitting nets and a putting green inside the Kitchen Aid Headquarters.
- Community Relations Day – As a part of the Senior PGA Championship we will be assisting with this initiative on Monday, May 21 at Point O’Woods. Our Michigan PGA Members will provide instruction to different area organizations that will bussed in for the afternoon. **For those of you that would like to help out we are still in the need of a few instructors.**
- 2012 Sparrow Health Classic - will assist in the 2012 Sparrow Health Classic at Eagle Eye Golf Club on June 20. The event is a function of the Sparrow Foundation benefiting Children’s Miracle Network. Ten PGA Professionals will be on hand to provide instruction for participants in the event prior to the afternoon shotgun. In exchange, Sparrow will donate a portion of the money raised to the Michigan

PGA Foundation. This will be the 3<sup>rd</sup> year that the Michigan PGA has partnered with Sparrow on this event.

- Michigan International Speedway June 15-17 - will once again take part in the NASCAR Race at MIS by setting up two of the inflatable hitting nets. PGA Professionals will be on hand to give free 5 minute lessons. **Please let us know if you can help as we always need instructors for this event.**
- 2012 Legislative Day - will again team up with the Michigan Golf Course Owners Association and the Golf Association of Michigan. Two inflatable hitting nets will be set up on the Capital lawn and free lessons will be given to different legislators. The leaders of the three Michigan Golf Organizations will meet with different representatives and share data on the impact of the golf business and how it relates to the economy.
- 2012 Growth of the Game Grant Program - Last year the Michigan PGA Foundation gave away grants to PGA Members and facilities for their junior golf programs. The Foundation was able to give a \$500 grant to everyone that submitted an application. A total of 16 grants were awarded for a total of \$8,000.00. The Foundation will continue this program this year and looks to give away the same number of grants again to applications that meet the criteria.

New this year the Association will be able to provide grants to adult player development programs that meet the established program criteria. The Adult Growth of the Game grants will be awarded in \$750 increments. The goal is to award a maximum of \$20,000 based on the number of applications that meet the grant criteria. Priority will be given to those programs that focus on the three strategies of Golf 2.0. The Grant applications for both the Junior Golf Grants and the Adult Player Development Grants will be on our website and emailed out to everyone the beginning of April.

### **Patriot Golf Day**

Kevin McKinley stated that the Michigan PGA was the 7<sup>th</sup> highest state in terms of donation (\$160,000). He would like to surpass that in 2012 with \$200,000 in donations.

Erik Meisner, the 2011 Patriot Golf Day Shootout winner, presented a Folds of Honor Scholarship to Wentz Jerome Henry Shanaberger IV, whose father was KIA while serving our country in 2004. The scholarship is named on behalf of Medal Of Honor Recipient Leroy Petry.

### **Special Awards**

Paul Lehnert thanked Committee members. He announced the 2012 winners as they were selected from the interviews held February 6-7. Paul commented that all of the finalists who were interviewed were very well qualified.

### **Tournament Report**

Lynn Janson reviewed new items for 2012:

- Senior Tees (Reminder) - the State Pro Am, Pro-Pro, Pro Assistant and Spring Scramble : Senior ages 60-69 play from 94%, and Seniors ages 70+ play from 84%. All the other events will remain the same.

A senior division has been added to the Women's Open this year for participants 50 and over. The participants will have to declare that they are playing in this division before they tee off and will play for a separate purse from tees 90% - 94% of the total yardage.

- Match Play Championship - new format will consist of 16 players that have qualified through their Chapter/Senior Organization or the Open Qualifier. This was done to try and increase participation and incorporate the Chapter's and Senior Organization with the Section event.
- Section Schedule - please make note that the Michigan Open presented by DTE Energy has moved back to June 11-14 and returns to The Orchards. The Michigan PGA Professional Championship will take place August 20-22 at Oakland University.

- New Events

Taylor Made Pro Am (Gross & Net divisions) – a two person event with both Gross & Net Divisions at Meadowbrook Country Club on July 9. Taylor Made has committed to the sponsorship as well as providing a tee favor for all players and having a Taylor Made Tour Staff member onsite that day.

Fall Pro Scratch - four person team event open to both Michigan PGA Professionals and Amateurs. Each team must have at least one Michigan PGA Professional or Apprentice. It will take place on October 8<sup>th</sup> at the Country Club of Lansing.

Pro–Junior - Katke Golf Club-FSU July 24. Please look for details and the entry form soon.

- Cell Phone Policy - A new policy has been put in place by the Tournament Committee that states: *It is recommended that cell phones be turned off and stored in the player's bag. If there is a situation where the player needs to use the phone their intentions should be announced to fellow competitors and staff. Due to the fact that smart phones contain functions that do not conform to the Rules of Golf they may not be used as a Distance Measuring Device. This policy does not apply to pro ams.*
- Direct Deposit -for those of you that would like direct deposit for your Section and Chapter tournament winnings please complete a form available on [www.michiganpga.golf.com](http://www.michiganpga.golf.com). This will allow you get your payments a lot quicker.

#### **OLD BUSINESS**

None submitted.

#### **NEW BUSINESS**

None submitted.

#### **GOLF 2.0 PRESENTATION**

PGA of America staff member Darrell Crall, Senior Director - Golf 2.0, led a presentation during the second half of the meeting to introduce the program and engage our Section Members. Please visit [www.Golf20.net](http://www.Golf20.net) to learn more.

President Koenes thanked WholesaleGRIPS.com for hosting the luncheon.

Meeting concluded at 12:15 p.m.