



PGA
Michigan Section

Presidents Report

Wednesday, October 14th we had our virtual meeting for the NMPGA. The meeting took about an hour and things were very basic. There was no “old business” to handle and there were a few points that Scott Wilson brought up in new business that the BOD’s will look into this winter. I am so pleased to work along side these fine professionals. The leadership for the NMPGA is strong and I see some great things coming our way.

VP Report

- Events included 5 Pro-Ams, the Match Play, Chapter Championship Pro-Am, and the Chapter Championship.
- Average number of teams per pro-am was 20 teams – up 2 from last season.
- 2020 Chapter Championship - We had 27 teams (down 5 from last year) and we played for a purse of \$21,246.07.
- NMPGA Balance moving forward for 2021 is \$2635.00.

Secretary’s Report

I would like to congratulate the winners of the 2020 NMPGA Special Awards:

- Bill Strausbaugh – Kevin McKinley
- Player Development – Mike Husby
- Teacher of the Year – Scott Wilson
- Youth Player Development – Pete Kelbel
- Merchandiser of the Year, Resort – Steve Scheurmann
- Merchandiser of the Year, Public – Brad Dean
- Merchandiser of the Year, Private – Marty Joy
- Assistant Professional of the Year – Brandon Dean
- Golf Professional of the Year – Scott Wilson
- PGA Professional Development – Shaun Bezilla
- Patriot Award – Doug Temple
- Distinguished Service – Barry Owens

Tournament Chair Report

We ended up having an 8-event schedule including the Match Play, 5 regular pro-am’s, the Chapter Championship Pro-am and Chapter Championship. Unfortunately, we lost the spring meeting Pro-Pro event due to covid restrictions, the Bay Meadows Pro-Family due to lack of participation, and the Harbor Point Pro-Ladies event based on a decision by the membership which we totally understand. Thank You to all the professionals and their facilities for hosting our events. In all with everything going on in this challenging year we were still had good turnout and fantastic events throughout the season.

The biggest change to our normal process this year was the addition of Blue Golf. Overall, I think BG was a great asset to the ability to manage our events. Registration, once we all got on board, was easier for us to manage as well as our host sites. We will continue to work with the section office to smooth things out going forward. Some events were able to coordinate live scoring into the day, some didn’t. I think the live scoring feature of BG is something that is a huge positive not just by adding excitement to each event but also helping in final result communication and payment processing. What slowed that process this year was the fact that if live scoring was not implemented, the host pro had added time consuming responsibilities of entering in hole by hole scoring for all participants. We will have more information regarding BG in the spring meeting.

At this time, I would like to open up nominations for the 2020 pro-am of the year. Cast your vote by using the chat prompt and simply type in the course of your choice. Crystal Mountain, Forest Dunes, Tullymore, Tree Tops, and Arcadia Bluffs South would all qualify for pro-am of the year. The course with the most entries in the chat feature by the end of the meeting will win the award.

New Business:

1. The NMPGA Charity Cup... Charity aspect is still something we are missing and need to highlight more. This will hopefully inspire more guys to play that maybe wouldn’t normally. Most importantly it will give us a better opportunity



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to approach sponsors for support, knowing their investment is going towards the greater good in their community. Finally, as I start to create the 2021 schedule, it would be important that we have equal playing opportunity in each zone. In other words, if we end up with a 12-event schedule, 4 events in each zone.

Charity Cup: The three zones, see map I will illustrate better later, would compete over the entire season based solely on participation points. The zone with the most participation points throughout the entire chapter season at every event will claim the cup and present a check, from the entire charity fund of chapter, to the charity of their choice. Another twist, we could make associate member rounds count for double.

2. To approach would be host sites, I think it's crucial that we take some illness of raising the amount of sponsorship \$ required to host a pro-am. As I was reaching out to other possible sites this spring, it was a major issue for places like Brad Dean in Interlochen & Garland, who had interest but.... Anyway, I think it's important that we reduce these fees a lot. I'm thinking \$500 or \$1000, 50/50 split to chapter/charity, or F&B/charity something like that?
3. So how do we replace that sponsorship \$ you ask? Two ways, that combined could work I believe.... The math as I see it, which is scary....12 events at the normal \$1300 +\$300, \$1600 total=\$19,200. \$15,600 chapter, \$3600 charity. Wouldn't \$3600 going to a local charity from a group from Northern Chapter PGA members make more of a splash with media??

So that leaves us with a minimum \$15,000 that we would still have to raise in sponsorship. Two ways as I see that it could work.....

- a. Pool corporate rep sponsors, I've talked with a few and they all like the idea and now is the time to let them know so they can include it in their 2021 budget. Many of the sponsors already come from these companies; Club Car, Callaway, Yamaha, EzGo, etc. Shoot for say \$15-2500 each. Have another tier at \$1000 for more local sponsors. We would make sure each sponsor is highlighted at every event with a sponsor sheet. Basically, the goal: 7 \$1500 sponsors=\$10,500, 5 \$1000 sponsors= \$5000, there's \$15k and I think we could possible do more...
- b. Put the illness on all of the members to raise personal sponsors, if we have 40 players in total, and each one raises \$500 towards the chapter, that's \$20,000 right there. Maybe as incentive we reduce or eliminate playing permit, anyone who doesn't raise that amount the normal playing permit fee increases?
- c. If both go well together, we could be right back up in the \$35-\$40K chapter championship sponsors we used to have. Thoughts?

Bottom line, increase charity awareness, take some illness of sponsorship off host sites so we can get better venues & locations, supplement that with outreach to vendors and smaller sponsors, and finally make all of us responsible a takes some ownership for what we play for each fall.

I welcome anyone to contact me anytime with thoughts, concerns or are willing to help reach out to your local reps for sponsorship.