



MICHIGAN SECTION PGA 2015 SPRING BUSINESS MEETING

March 23, 2015
Eagle Eye Golf Club
East Lansing, Michigan

President Doug White called the meeting to order at 8:30 a.m. Jim Dewling administered the invocation and remembered deceased members Jeff Sanborn and Tom Talkington.

PRESIDENT'S REPORT

President White welcomed everyone to Eagle Eye, and introduced special guests Paul Levy, PGA Vice President, Frank Chieppa, PGA, Player Development Regional Manager, Tim Marks, PGA Employment Consultant, all Past Presidents in attendance and Tiffany Eckert, guest speaker for Patriot Day and Pay It Forward. He thanked to PGA National Resort & Spa for sponsoring the meeting and WholesaleGRIPS.com for sponsoring the luncheon.

Doug spoke about the following:

- The Board of Directors held a retreat in February where two days was spent discussing various topics and areas of Section activities. Everyone that attended felt like the time was well worth it and the format allowed for genuine discussion on topics and sharing of ideas.
- The PGA recently completed a new strategic plan and the two main objectives are to "Grow the Game and Serve the Members" which the Section will embrace.
- The Board authorized the purchase of three more SNAG kits to be kept in each Chapter to allow more Professionals to use the equipment and make it easier to handle transporting the items from location to location. The chapter Vice Presidents will also be in charge of the use and distribution of the SNAG equipment.
- As a way to bring awareness to some of our history, the Section will have on display at the Spring Meeting the Michigan PGA trophy with an easel of past champions, etc.

VICE PRESIDENT'S REPORT

Vice President Ron Osborne stated that the three operating budgets combined were budgeted to make a profit of \$29,400 and ended up making approximately \$15,300. Overall, we performed very close to budget except it was decided to spend money on a few non-budgeted items that totaled more than the deficit. Some examples are a WJR live broadcast at the PGA, a contribution to Midnight Golf and year-end staff bonuses.

Executive Director Kevin Helm reviewed investment accounts with the General Fund showing capital reserves of \$1,169,319, an increase of \$22,387. After a \$33,700 withdrawal to purchase a van and donate \$10,000 to Midnight Golf, Foundation ended the year at \$41,261, an increase in value of \$2,504 net of management fees. Net assets increased by approximately \$43,000.

SECRETARY'S REPORT

Motion was made and seconded to approve the 10/26/14 Fall 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). He stated an email went out in February to members who were deficit MSR's at that time. A follow up email for those still lacking credits will go out in April.

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

CANDIDATE'S FORUM

President White and Secretary McKinley oversaw a candidate's forum with Bob Bales talking about his desire to run for Secretary, and John Lindert for District 5 Director, respectively.

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:

- As part of the 100 year PGA Centennial Celebration, the Golf Channel will be airing Section spotlights during a 100 day stretch in 2016. A feature will be done on each Section highlighting diversity, junior golf or Growth of the Game programs.
- During weekly ED conference calls, an airport project in Minneapolis which would feature an interactive experience, an update was given in a PGA branded lounge with f&b, golf simulators, golf lessons and a retail shop.
- An update was also given on some pilot PGA branded learning centers and PGA Junior Golf camps.

PGA EMPLOYMENT SERVICES REPORT

PGA Employment Consultant Tim Marks gave a brief statistical overview of consultations and resume critiquing he gave through the winter with Section Members. He also urged those that have not completed the compensation survey to do so.

GROWTH OF THE GAME REPORT

Frank Chieppa, PGA of America Player Development Regional Manager, showed a video promoting Drive Chip & Putt, who stated that 2014 was an amazing first year of competition and it was terrific to see the general excitement and enthusiasm among the kids. Eight kids advanced from the regional conducted at Prestwick Village and will compete at Augusta National on Sunday, April 5.

He also showed a video on PGA Junior League Golf. The feedback from participants, parents, and PGA Professionals has been tremendous. PGA expects to have another huge increase in the number of teams and leagues in 2015.

CHAPTER/SENIOR ORGANIZATION REPORTS

Eastern – President Matt Barton stated that the Chapter has another great schedule for 2015. The Spring Meeting will be April 6 at Fox Hills Golf Club, a last minute change from Pine Lake Country Club. Motor City Casino will continue as a sponsor for 2015. New sponsor, Zimm's Vodka, will be at every pro am to distribute and give away sample and gift packages of their vodka.

Northern – President Shaun Bezilla stated that the Chapter has another great schedule for 2015. The Spring Meeting will be April 15 at Bucks Run. The Chapter would like to welcome Deer Lake, Little Traverse Bay and Crystal Mountain back onto the schedule. He thanked the other host facilities and professional for their commitment to the Chapter.

Western – President Gary Smithson stated that the Chapter has another great schedule for 2015. The Spring Meeting will once again take place at Kalamazoo Country Club on April 20. The Chapter Championship will be hosted by Kent Country Club in September.

Senior Organization – In Frank McAuliffe's absence, Vice President John Lindert talked about the Spring Meeting & Pro-Pro on April 21 at Eagle Eye and the Senior Pro Senior Am at Atlas Valley May 14. The Senior Match Play contested throughout the season will seed players based on the senior point list. They are working on a series of pro am events, which will most likely be held on Thursday. Elections of officers will take place this August. Congrats to Dave Kendall on being inducted into the Michigan Golf Hall of Fame.

COMMITTEE REPORTS

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

Education

Adrian Jolliffe talked about the Teaching & Coaching Summit to be held Monday and Tuesday. Monday

afternoon will feature Dennis Sales and Jon Sinclair. Tuesday the Summit's featured presenter Michael Breed, the 2012 PGA of America National Teacher of the Year and current host of The Golf Fix on the Golf Channel will talk, along with Michael Johnson, the Senior Equipment Editor from *Golf Digest*, and James Ridyard, a leading golf instructor.

Employment

Tim Marks stated in 2014 thirty-six jobs were promoted via CareerLinks, with four non-PGA conversions. So far in 2015, there have been another nine CareerLinks positions and four more non-PGA conversions. While we are getting close to the start of the season, there are three more positions available and ready to be posted. In 2014, Michigan had 447 Members complete the Compensation Survey (65.4%). As of this date, approximately 30% have completed the survey. If you have not already done so, please complete the survey by the March 23 deadline and help this be an accurate and helpful tool for the Members and employers.

Growth of the Game

Bill Mory discussed the following:

- The Section is hosting a SNAG Golf Seminar on April 14.
- The junior and adult player grant apps have been sent out.
- The Section acquired some SNAG equipment and is offering it along with a GolfZilla, GolfGator, and inflatable hitting nets for PGA Members to use at local events they are running or assisting with.
- Golf in schools pilot program with approximately 500 kids is almost completed. Thanks to Joe Simpson and Shaun Bezilla for their assistance.
- At tomorrow's Spring Meeting, there will be a brief questionnaire available if any member has any in school program or is interested in doing one.
- Looking at conducting Family Golf Days around major championships.
- Met with Michigan PGA Member Butch Rhodes regarding his upward bound program at MSU; it is a program that prepares under privileged kids to go to college with a golf component to it.

Tournament Report

Kevin Muir highlighted items for 2015:

- The Pro Assistant will take place on Tuesday, September 8 at Grand Traverse Resort-The Bear, the Senior Junior will take place on Monday, August 10 at Lochmoor Club. Professionals can bring and play with multiple A-8's and B-8's from their facility, entry fee would be a per person entry fee for those teams. Professionals are no longer allowed to play with an assistant from another facility
- TOC field will be cut following the second round based on the total number of players at the start of the event (first starting time Monday morning). If under 100 players the field will be cut to the low 50 and ties, 100-120 players cut to 60 and ties, and over 120 entries the field is cut to the low 70 and ties.
- The 2015/16 Michigan PGA Professional Championship will take place at Egypt Valley Country Club. The field will play the Ridge Course on Monday, Valley Course on Tuesday and the Championship Course (both back nines) on Wednesday after the cut.
- Michigan PGA Section Match Play moves to Eagle Eye Golf Club on September 14-15. The format will remain the same with 16 players advancing from each of the Chapters and the Senior Organization. Chapter and Senior formats can be found on the Section website.
- Omega is a National sponsor of the Section Players of the Year. Each Section will receive \$10,000 which will be awarded to the top ten on the final POY point list.
- This past November was the first year for the Casa de Campo Pro Am. The event was very well received. 2015 dates are November 4-8.
- This past January was the 3rd year for the Hammock Beach Pro Am with 18 teams. Thank you to Greg Norman Collection for sponsoring the event. In 2016 the event will move to the Reunion Resort in Orlando. It will still take place around the dates of the PGA Merchandise Show.

Patriot Golf Day

Chair Kevin McKinley stated that donations in 2014 so far totaled \$200,549.25 from 80 facilities (average of \$2,506.87 per facility), which ranks 7th in the nation of the 41 Sections. This is an improvement over 2013 by

\$30,000. There are raffle tickets available in the lobby for anyone who wishes do something for Patriot Golf Day that has been unable to in the past or for those who would simply like to enhance what they already are able to donate.

Kevin then introduced Tiffany Eckert, whose son Myles found \$20 in a parking lot and gave it to a soldier that reminded him of his deceased father. Tiffany gave a heartfelt speech regarding the Pay It Forward initiative.

Special Awards

Doug Kreis thanked Committee members and staff member Carrie Bates. The 2015 winners were selected from the interviews held February 9-10: Golf Professional of the Year Kirk Scheerhorn, Assistant Professional of the Year Kyle Horton, Merchandiser-Private Paul Lehnert, Merchandiser-Public Jon Conklin, Merchandiser-Resort Zach Chapin, Youth Development Raquel Bryant, Player Development Ina Davis, Patriot Award Kevin McKinley, Horton Smith John Lindert, Bill Strausbaugh Mike Areddy, and Teacher of the Year Steve Brady. He then presented plaques to those in attendance.

TaylorMade Sales Rep Tracy Withey was on hand to present the Assistant Professional of the Year Award to Kyle Horton.

PGA VICE PRESIDENT'S MESSAGE

PGA Vice President Paul Levy talked about the PGA's long term strategic plan and mission statement which is to serve the Members and Grow the Game. He emphasized the initiatives of the plan: Employment, Education, Properties, Player Development, PGA Reach, Sections, Championships and Global Leadership.

OLD BUSINESS

None submitted.

NEW BUSINESS

None submitted.

President White thanked WholesaleGRIPS.com for hosting the luncheon.

Meeting concluded at 12:05 p.m.