



## MICHIGAN SECTION PGA 2019 SPRING BUSINESS MEETING

March 25, 2019  
Eagle Eye Golf Club  
East Lansing, Michigan

President Kevin McKinley called the meeting to order at 8:30 a.m. and welcomed everyone to Eagle Eye Golf Club. He welcomed special guests John Allen, Legal counsel, Chris Coffman, The Ally Challenge, Tiffany Eckert, Folds of Honor, John Lindert, PGA of America Secretary, Retired Sargent Dustin Mansour, Ron Osborne, District 5 Director, Kim Shafer, Regional League Manager, Todd Smith, PGA Career Services Consultant, and all Past Presidents in attendance.

Thanks to PGA National Resort & for hosting the meeting, WholesaleGRIPS for sponsoring the luncheon, and Mizuno and SuperSpeed Golf for sponsoring the Teaching & Coaching Summit.

Joe Schumer delivered the invocation.

### PRESIDENT'S REPORT

President McKinley reviewed items discussed at the Board of Directors Meeting yesterday:

- Section Constitution – terminology changes to mirror the PGA's Constitution, as well as potential Article changes. Will put the changes in a format that the membership would understand, for a vote in the fall.
- Strategic plan – the goals, objectives and strategies in each of the core values in the 10-year plan have not changed, however, it was good to revisit what needs to stay the same, disappear, change or be added.
- Membership Committee – create a mentorship program for Associates and their head professionals – **helmet sticker**.
- The first annual Career Services Summit on May 29-30 at Boyne Highlands with golf and dinner to key facility owners from around the state – **helmet sticker**.
- So far in 2019, there are 30 CareerLinks job postings thus far, 7 of which are GM positions.
- Leadership - encourage chapter leaders to be more involved to become Section leaders – **helmet sticker**.
- The Office of Secretary election in the Fall will be a contested election - **helmet sticker**.
- Tournament – to grow sponsorship, an initiative will be rolled out that any member who secures a sponsor will receive monies
- Foundation – new scope of focus will be in place no later than Fall Meeting, which will mirror the PGA's scope – **helmet sticker**.
- Adrian Jolliffe as a Board of Director lead in donations to the Michigan PGA Foundation - **helmet sticker**.
- Education – designated Certified Professional Program in Golf Ops to be held December 9-10 – **helmet sticker**.
- Player Development Programs – celebrate the successes of Bill Mory as the PGA Member who has used the inflatables the most times, Michael Kettler, Junior Player Development Grant recipient, Doug Temple, Adult Player Development Grant recipient, and Mike Rey who used grant funds to create a date night at his club. Congratulations to Chris Whitten on being hired as the Executive Director of the GAM, and Jeff O'Malley and his staff at Pilgrim's Run for being the #1 friendliest club in the country as voted by web users of Golf Advisor – **helmet sticker**.

Like football helmet stickers, also known as reward decals and pride stickers which denote either individual or team accomplishments, the Section has adopted the same approach. Each time an action item is completed, a Board member is awarded a success sticker.

## **VICE PRESIDENT'S REPORT**

Vice President Bob Bales stated that the three operating budgets combined ended up losing approximately \$10,102.

Executive Director Kevin Helm stated the Section General Fund account had capital reserves of \$1,321,304 a decrease of \$50,292. Foundation has \$46,897, a decrease in value of \$1,488. Through operations, investment activities, and depreciation net assets decreased by approximately \$90,100. While not great news, this comes after 2017 net assets increased by \$125,400.

## **SECRETARY'S REPORT**

*Motion was made and seconded to approve the 10/29/18 Fall Meeting Minutes. Motion carried.*

Secretary John Pershern spoke of the Michigan PGA Hall of Fame nomination process and stated the Committee is currently seeing nominations for 2019. John recognized and gave Member pins to new members and transferred members into the Section. He also acknowledged quarter and half century members. John congratulated 2019 Michigan Golf Hall of Fame inductees George Bayer, Ron Beurmann, Bernie Friedrich and Al Mengert.

## **CANDIDATE'S FORUM**

Honorary President Ron Osborne oversaw the Candidate's Forum where Stephanie Jennings, Dean Kolstad (absent-via video) and John Seltzer (absent-via video) spoke of their desire to run for the office of Secretary.

## **EXECUTIVE DIRECTOR REPORT**

Kevin Helm thanked the staff, Officers, Board, Staff and Committees who have helped support our programs, initiatives, sponsors, etc. He briefly recapped his ED report which was submitted to the membership via email, and spoke of the following:

- The Section is using a new credit card processing company for all credit card transactions
- PGA WORKS Fellow – thanked Hannah Marcusse who will be leaving in May. Hired Katie Sharp, an MSU golf alum, as our second PGA WORKS Fellow.
- Mastercard credit card program offered through the Section for businesses and individuals.

## **CAREER SERVICES REPORT**

Todd Smith reviewed a slide presentation and reiterated that the focus is creating new opportunities for PGA Members and enhancing current PGA positions. He also urged the membership to complete the 2019 PGA Compensation Survey no later than March 31<sup>st</sup>.

## **PGA JR. LEAGUE**

Regional League Manager Kim Shafer talked about new items in 2019 including:

- Redesigned team kit with home and away jerseys, t-shirt, hat, drawstring bag, bag tag and stickers, along with captain's jerseys and rec league champion medals.
- Program expansion to 16U and 17U.
- Earlier reg start date of March 1.
- Formation of a fall rec league.
- On-Line Store – each Captain will have the opportunity to generate increased revenue every time a team member or family member purchases merchandise on their team store.
- PGA REACH Scholarship Program - available to families with financial need. Captains receive \$100 per scholarship player on the team.

## **TOURNAMENT REPORT**

Chair Ian Ziska highlighted items for 2019:

- USGA Rules for 2019 - Justin Phillips and Mark Wilson have worked together to revamp the tournament hard card. PLEASE be sure to review the hard card and review new rule changes for 2019.

- Rocket Mortgage Classic - hosted by Detroit Golf Club, June 27-30, 2019. The Section will facilitate the pre-qualifier at TPC Michigan on June 19<sup>th</sup> and the Monday qualifier on June 24<sup>th</sup>.
- Michigan Golf Course Superintendents Association State Championship Exemption - Committee was asked to consider giving their State Champion an exemption into the Michigan Open. Committee felt it was a great idea to strengthen the relationship between the Section and the MGSCA. The MGSCA State Champion and only the Champion, will be given an exemption into the Michigan Open the following year of their event.
- Change to Eligibility Rule for Major Championships - to be eligible for the Michigan Open, Match Play, Michigan PGA Professional Championship a Class A Member would have to be employed in the Michigan Section 30 days prior to the start of the Championship. Life Member and Retired Member must be a member of the Michigan Section 30 days prior to the start of the Championship. This was previously 60 days and the Committee feels that it is too long of a period. The TOC has been removed from this rule, as exempt living outside of Michigan are now eligible.
- Non-Resident Amateur Eligibility – the Committee discussed allowing amateurs who are out of state residents to participate in a few team events including: Spring Scramble, State Pro-Am, Midwest Turf Pro-Am and Fall Pro Scratch. The Committee ultimately decided not to approve this change.
- New Sponsorship Lead Member Incentive Program – Committee is looking to provide financial incentives to members who assist in connecting or creating a lead for an event partner or tournament sponsor. More information will be shared as it becomes available.
- Michigan Open Championship will return to Grand Traverse Resort & Spa in 2019 and 2020.
- Michigan PGA Professional Championship will return to Flint Golf Club in 2019 and 2020. Scott and the membership have been great hosts the last two years and are looking forward to our return.
- Senior Junior Championship - Committee discussed the future of the Senior Junior Championship. Over the past few seasons there has been reduced participation, and all things were discussed from changing the event from 36 to 18 holes, to removing the event from the schedule. The Committee felt this is one of the most important events on our schedule and feel a change of date would help participation. The Committee also felt it was important to keep the event at 36 holes. After added discussion and reviewing the demographics of our tournament players in the section, we felt a format change would also improve the event by adding a new age category.

There will be three age divisions and players can form two-person teams by combining any two of the following divisions:

- Junior (49 & Younger)
- Senior (50-64)
- Super Senior (65+)

- New Fall Pro-Pro - based on the feedback from last season's survey, there is a new event to the schedule. The Fall Pro-Pro will be hosted by Thornapple Pointe in Grand Rapids, Wednesday, September 11, 2019. The format will be a "6-6-6", best ball, scramble, and modified alternate shot. Two-person teams can encompass all players; however, two players may not create a team if they are both inside of the top 20 of the 2018 Player of the Year Points List.
- Chapter Black Out Dates - the following dates will be in effect for the 2019 season:
 

April 29	Club Car Spring Scramble
May 6	Pro-Pro Championship
June 3-4	Adidas Golf State Pro-Am
August 19-21	Michigan PGA Professional Championship
August 26	Senior Junior Championship
September 3	Pro-Assistant Championship

## **EDUCATION REPORT**

Chair Dave Mocini stated that the Committee will be scheduling the Certified Professional Program in Golf Ops December 9-10, 2019. Dave also reminded the membership to sign up for the upcoming Teaching & Coaching Summit following the meeting and Tuesday if they have not already done so.

## **LIFELONG LEARNING – VIDEO & PRESENTATION**

A video was shown on Lifelong Learning, where PGA Members can go through Specialist, Certified and Master Professional programs in the three career paths of Teaching and Coaching, Golf Operations and Executive Management. This initiative is to better promote the PGA Member and help employers understand the value of Lifelong Learning in each of the three career tracks.

Aaron Waltz reviewed the three levels along with a timeline of each.

## **SPECIAL AWARDS**

The 2019 winners were selected from the interviews held in January: Golf Professional of the Year Doug Kreis, Assistant Professional of the Year Emily Rohdy, Merchandiser-Private Doug Brody, Merchandiser-Public JP Westbrook, Merchandiser-Resort Elliott Oscar, Youth Player Development Scott Wilson, Player Development Mike Fay, Patriot Award Dean Kolstad, PGA Horton Smith Kevin McKinley, Bill Strausbaugh Bernie Friedrich, Teacher of the Year Dave VanLoozen.

## **THE ALLY CHALLENGE**

Chris Coffman from the The Ally Challenge presented by McLaren spoke about the PGA Tour Champions event that will be contested at Warwick Hills Golf & Country Club September 13-15. The Section is conducting a pre-qualifier Friday, September 6<sup>th</sup> at Spring Meadows Country Club, and the event qualifier Monday, September 9<sup>th</sup> at Flint Golf Club.

## **TOWN HALL**

After a short break, the remainder of the meeting were town hall discussions beginning with PGA of America Secretary John Lindert, District 5 Director Ron Osborne and Executive Director Kevin Helm. A video on PGA.COACH was shown which is the ultimate coaching resource that teaches PGA Professionals about the American Development Model (ADM), and how to apply the concepts to coaching golf. John urged the membership to complete the FREE 3-hour course.

John and Ron also spoke about current PGA of America initiatives, as well as the recent PGA Professional rocker logo change. The reason behind the change was made that the “Professional” rocker wasn’t giving enough value to the years spent becoming a PGA Member. Thus, a logo was created that better represented that work and better differentiated between PGA Member and Associates – all of whom are “Professionals”. The change is to better promote the PGA Member and help employers understand the value of Lifelong Learning in each of the three career tracks.

Growth of the Game Chair Stephanie Jennings then awarded the Youth Grant Program of the Year Award to Michael Kettler, and Adult Grant Program of the Year Award to Doug Temple. In Doug’s absence, Retired Sargent Dustin Mansour spoke about how Doug’s program has helped his daily struggles connecting to the world around him. Sargent Mansour is excited to grow Doug’s program to connect Veterans to a support system through the game of golf.

Michael talked about various best practices, etc. regarding his junior programs and how he tailors his program to his participants.

President McKinley was pleased to welcome back Tiffany Eckert, Folds of Honor, who updated the membership on her family, and gave a poignant speech to thank PGA members for their continued support of the organization.

Steve Brady and Doug Bell talked about the successes of their Patriot Golf Day at their facilities.

Meeting concluded at 12:00 p.m.