



## MICHIGAN SECTION PGA 2018 SPRING BUSINESS MEETING

March 26, 2018  
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 Chris Coffman-The Ally Challenge, Hannah Davis-Folds of Honor Scholarship Recipient, Kim Shafer-Regional League Manager-PGA Jr. League, Todd Smith-PGA Career Services Consultant, Alex Wassom, who sang the national anthem, the Honor Guard from VFW Post 7309 in Mason, Michigan and all Past Presidents in attendance.

After the ceremony from the Honor Guard, Mr. Wassom sang a wonderful rendition of our national anthem. Raquel Bryant then delivered the invocation and remembered deceased Members Curtis George, Stan Jawor and Larry Tomasino.

### **PRESIDENT'S REPORT**

President McKinley reviewed items discussed at the Board Meeting yesterday:

- As part of the Strategic Plan one of the Membership objectives is to recruit Associates and PGM students. To assist in this endeavor the Board talked and approved a \$12,500 donation to Ferris State University who will match that amount and create a \$25,000 investment to endow a Michigan PGA Scholarship for a PGM Student to the Ferris Futures Scholarship Program.
- The Career Services Committee will host an event this season to invite key facility owners from around the state that would be good candidates for hiring PGA Professionals. The Committee would also invite owners that have success stories they can share about why they hired a PGA Professional.
- At-Large Director elections to be held in the fall. Looking forward to a contested election.
- Kevin reviewed several of the Michigan PGA Strategic plan completed action items as well as some items requiring actions. 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 in the Strategic Plan, a Board member is awarded a success sticker. Stephanie Jennings and Doug Kreis each placed success stickers on the helmet!
- Still in need of volunteers for the 2018 KitchenAid Senior PGA Championship. Please see Diane if you are interested.
- District 5 Director John Lindert is one of four candidates running for National Secretary. John is off to a great start as he has spoken at all four super regionals held thus far. The officers and Kevin Helm have attended most all of them.

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

Vice President Bob Bales stated that the three operating budgets combined were budgeted to lose \$11,000 for the year and ended up losing approximately \$15,600. That includes some expenses related to the Strategic Plan and the Ferris State University Learning Center that were intended to be paid out of investment income instead of the operating budget.

Executive Director Kevin Helm stated the Section General Fund account had capital reserves of \$1,371,596, an increase of \$163,842. Foundation has \$48,385, an increase in value of \$5,032. Through operations, investment activities, and depreciation net assets increased by approximately \$125,400.

The Section has purchased a Padcaster, which transforms an iPad into an all-in-one mobile production studio. Padcasters enable you to shoot, edit, and upload video on the fly—or stream live right from the iPad.

### **SECRETARY'S REPORT**

*Motion was made and seconded to approve the 10/23/17 Fall Meeting Minutes. Motion carried.*

Secretary John Pershern spoke of the Michigan Golf Hall of Fame nomination process and stated the Committee is currently seeing nominations for 2018. He also recognized new members, transferred members into the Section, and quarter century members. John congratulated 2018 Michigan Golf Hall of Fame inductee Tom Harding.

### **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 which was submitted to the membership via email. He also spoke of the following:

- At-Large Director elections will be held in the fall.
- Thanked our sponsors and host facilities for supporting the Section.
- Michigan Open is returning to the Bear. Thanked Mark Hill and staff. The Section has secured Yamaha Golf Cars Plus and Mercy Elite as presenting sponsors and Pepsi in a supporting sponsor role as well.
- PGA WORKS fellowship – the Section has hired Hannah Marcusse. The fellowship is designed to help establish a deep bench of diverse talent who are prepared to ascend into key employment positions within the game and business of golf. It is a 12-month paid position funded by PGA REACH.

### **EDUCATION REPORT**

Chair Dave Mocini talked about the seminar in the afternoon featuring Dawes Marlatt and Todd Sammons. The Committee is planning to increase awareness of the Certified Professional Program and will schedule a 2-day event later in 2018. This is designed to increase Section Member participation and grow the number of CPP certified professionals.

Additionally, the Education Committee is working closely with Section Staff and the Membership Committee in a joint effort to provide opportunities and assist Section Members in successfully meeting their MSR requirements prior to June 15.

### **CAREER SERVICES REPORT**

PGA Member Todd Smith introduced himself to the membership as the new PGA Career Consultant for the Indiana and Michigan PGA Sections. Todd stated that PGA has hired eight new consultants to expand to 18 to assist in managing smaller territories.

Additionally, Todd highlighted the newly enhanced job board on PGA.org. Intended for positions at golf facilities and within the industry at various levels, the new job board offers increased ease of use for both employers and applicants. Additional resources available through PGA Career Services include career consulting, resume review and job placement outreach, among others.

### **PGA JR. LEAGUE**

Kim Shafer introduced herself as the Regional League Manager for Indiana, Michigan, Northern and Southern Ohio Sections. Kim talked about new items in 2018 including:

- Improved team kit with home and away jerseys, t-shirt, hat, drawstring bag, bag tag and stickers.
- Significant expansion of Scholarship program - opportunities for more kids to participate through scholarships to include free or reduced lunch in school, hardship in the family (loss of job, medical expenses, etc.) and a military component.
- 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.
- New Post Season Structure - Stroke Play Aggregate Qualifiers will lead into Final Four Match Play Section Championship.

### **TOURNAMENT REPORT**

Chair Ian Ziska highlighted a few items for 2017:

- Michigan Open returns to The Bear at Grand Traverse Resort.
- The Committee agreed to continue the Assistant/Apprentice Series with three events for 2018.
- The Michigan PGA Kiawah Island Pro-Am presented by Linksoul is October 21-24.

## **SPECIAL AWARDS**

Doug Kreis thanked Committee members. The 2018 winners were selected from the interviews held in January: Golf Professional of the Year Greg Babinec, Assistant Professional of the Year AJ Partenio, Merchandiser-Private Mike McGonigal, Merchandiser-Public Ian Ziska, Merchandiser-Resort Elliott Oscar, Youth Player Development Kelly Sivier, Player Development Scott Wilson, Patriot Award Paul Hawkins, PGA Horton Smith Ian Ziska, Bill Strausbaugh Kevin McKinley, Teacher of the Year Adam Schriber, and Media Award Bill Hobson. Monty Elam is a National Deacon Palmer Award finalist, as well as McGonigal, Ziska and Oscar for Merchandisers of the Year. Doug commented that all the finalists who were interviewed were very well qualified.

## **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 10-16. The Section is conducting a pre-qualifier Friday, September 7<sup>th</sup> at Indianwood-Old Course, and the event qualifier Tuesday, September 11<sup>th</sup> at Spring Meadows Country Club.

## **TOWN HALL**

After a short break, the remainder of the meeting were town hall discussions with President McKinley introducing Hannah Davis, Folds of Honor Scholarship Recipient, who gave a poignant speech and thanked PGA members for their continued support of the organization.

Tournament Chair Ian Ziska, along with Jim Deiters, Jason Guss and Cody Haughton, talked about what playing in events means to them and how they feel playing can help Professionals in their career.

Growth of the Game Chair Stephanie Jennings then recognized the Youth Grant Program of the Year Award to Brian Kotowicz and Adult Grant Program of the Year Award to Pam Phipps. Along with Kotowicz and Phipps, they were joined by Andre Pillow and Kelly Sivier talking about various best practices, etc. regarding junior programs and how they tailor their respective programs to their participants.

The last portion of the town hall featured District 5 Director John Lindert and National Secretary Candidate, along with Jim Dewling, Andre Pillow and Mike Rey, talking about their own experiences as it relates to governance and leadership.

Meeting concluded at 12:00 p.m.

Thank you to Ahead and WholesaleGRIPS.com for sponsoring the luncheon, and on the way out help yourself to some beef jerky sticks courtesy of FireCreek Jerky.