



MICHIGAN SECTION PGA 2017 SPRING BUSINESS MEETING

March 27, 2017
Eagle Eye Golf Club
East Lansing, Michigan

President Ron Osborne called the meeting to order at 8:30 a.m. Jim Dewling administered the invocation and remembered deceased honorary member Dr. Lowell LeClair.

Ron then welcomed everyone to Eagle Eye, and recognized special guests John Allen, Legal Counsel, Pete Bevacqua, CEO PGA of America, Duane & Dawn Bucklin, Tiffany, Marlee & Myles Eckert & Kaila Glonek, Folds of Honor, Frank Chieppa, PGA, Player Development Regional Mgr, David Graham, GAM, Tim Marks, PGA Employment Consultant, Sabrina Potterpin, who will sing national anthem, and all Past Presidents in attendance. He thanked PGA National Resort & Spa for hosting the meeting, WholesaleGRIPS.com for sponsoring the luncheon and Orange Whip for sponsoring the Teaching & Coaching Summit.

At this time, the town hall portion of the meeting began with Executive Director Kevin Helm facilitating, and Pete Bevacqua, President Ron Osborne and District 5 Director John Lindert performing a question and answer session from the membership. The Michigan PGA was thrilled to have Mr. Bevacqua in attendance today. (Due to the town hall portion of the meeting, some of the Committees and none of the Chapters delivered their reports. They can be found on www.michiganpgagolf.com).

PRESIDENT'S REPORT

Ron spoke about the Michigan PGA Strategic plan which began in December and is being led by Jennifer Booher, a consultant with extensive experience helping Foundations and Associations through the Strategic Planning process. Initial planning sessions were followed by a 2-day full board and staff retreat at Treetops. A smaller committee is now working towards completion with hopes to have the plan in place before May. Much like the PGA of America, this document will guide decisions over the next few years.

VICE PRESIDENT'S REPORT

Vice President Kevin McKinley stated that the three operating budgets combined were budgeted to make a profit of \$7,300 for the year and ended up losing approximately (\$4,300), mostly due to awarding approximately \$4,000 more on Growth of the Game than had been budgeted. Corporation was on track to exceed budget, but the two travel Pro-Ams missed projected goals by approximately \$12,000.

Executive Director Kevin Helm stated the Section General Fund account had capital reserves of \$1,207,754, an increase of \$71,419. Foundation has \$43,353, an increase in value of \$2,306. Through operations, investment activities, and depreciation net assets increased by approximately \$20,669 in 2016.

SECRETARY'S REPORT

Motion was made and seconded to approve the 10/24/16 Fall Meeting Minutes. Motion carried.

Secretary Bob Bales spoke of the Michigan Golf Hall of Fame nomination process and stated the Committee is currently seeing nominations for 2017. He also recognized new members, transferred members into the Section, and quarter/half century members.

Bob congratulated 2017 Michigan Golf Hall of Fame inductees Bob Ackerman, Brian Cairns and the late Alex Ross, the Section's first President.

CANDIDATE'S FORUM

Honorary President Doug White oversaw a Candidate's Forum where John Pershern and Wally Sierakowski spoke of their desire to run for the office of Secretary.

EXECUTIVE DIRECTOR REPORT

Kevin Helm thanked the staff, Officers, Board, and Committees who have helped support our programs, initiatives, sponsors, etc. He also spoke of the following:

- Section Business Operations – All 41 Sections are working through the development of a strategic plan to create greater alignment between sections and national, and ultimately help deliver greater value to the membership via the Sections.
- PCI Compliance – Staff is working through the initiative to make sure that there is no, or very limited, risk in how credit card information is handled through the Office.
- STEP Program – this program is designed to introduce the game of golf to individuals with disabilities.

PGA EMPLOYMENT REPORT

Tim Marks was recently promoted to Director-PGA Employment Services. He thanked the Section for their support over the past three years. Tim then spoke of a new staff model which will increase the number of consultants to 18 which will allow for more advanced career counseling and in-person meetings with members and employers.

Tim Marks urged the membership if they haven't completed the 2017 Compensation Survey to please do so.

GROWTH OF THE GAME REPORT

Joe Simpson talked about several accomplishments the Committee had in 2016/2017. Here are a few highlights:

- Hired Player Development staff member Chelsea Guoynes.
- Gave out approximately \$50,000 in Player Development grants.
- Increased PGA Junior League and Drive, Chip & Putt and US Kids Golf participation.
- Started a Player Development Facebook Group.
- Hosted two Player Development seminars in the winter of 2017.
- Started "Think Tank Thursday's".
- Added one Boys and Girls Club Program.
- Purchased for each Chapter its own set of SNAG equipment for our members to use.
- Started a strategic plan

PATRIOT GOLF DAY

Chair Kevin McKinley stated that donations in 2016 so far totaled \$162,000 from 58 facilities, which ranks 9th of the 41 Sections. Thanked Kevin Arnold (and team), Eric Dye, Dennis Wolfe, Mark Hill, Kasi Hornback, Dave Mocini, Brian Corwin, Luke Emrich and Kirk Deyer for assisting at the Par 3 Challenge at the Grand Rapids Golf Show. The event raised over \$3000 for Patriot Golf Day.

Kevin then introduced Tiffany Eckert who gave a heartfelt speech on how the Folds of Honor has aided her family. Kevin then recognized the professionals from the top Michigan facilities in 2016, and Duane Bucklin presented them with an official Brock Bucklin Challenge coin.

SPECIAL AWARDS

Chair Doug Kreis thanked Committee members and staff member Anna Epkey. The 2017 winners were selected from the interviews held in January: Golf Professional of the Year Kevin McKinley, Assistant Professional of the Year Rocky Mullendore, Merchandiser-Private Jeremy Lathwell, Merchandiser-Public Ian Ziska, Merchandiser-Resort Zack Chapin, Youth Development Scott Wilson, Player Development Dean Marks, Patriot Award Doug Bell, Horton Smith Aaron Waltz, Bill Strausbaugh Jeff O'Malley, and Teacher of the Year Jason Guss. Doug commented that all of the finalists who were interviewed were very well qualified.

TOURNAMENT REPORT

Chair John Seltzer highlighted a few items for 2017:

- Section Playing Permit - in order to purchase an Apprentice Playing permit you must be eligibly employed Registered Apprentice or a student at a PGA Golf Management University. Pre-Apprentices

are no longer allowed to purchase a permit. The price of the permit was reduced from \$100 to \$50. Apprentices no longer have to wait the 60 days to purchase the permit.

- Apprentice/Assistant Series - series of 4 events open to all apprentices and any A-8. Each chapter will run one and the Section will run one, however you don't have to be a member of a chapter to play in any of these events.
- New Orleans Pro Am presented by Linksoul is heading to New Orleans on October 15-18 at Harrah's Casino downtown with a great line up of courses.
- Reunion Pro Am - January was the 5th year for the travel pro am in Florida around the PGA Merchandise Show, second year at Reunion. 26 teams this year, up 1 from 2016.
- 100th Michigan Open Championship presented by LaFontaine Automotive at Prestwick Village Golf Club.
- Michigan PGA Professional Championship moves to Flint Golf Club this August.
- At the March 26th Board of Directors Meeting, they approved to allow Professionals to wear acceptable shorts in any section event except at any time during the days of the championship rounds for the: Michigan Open Championship, Michigan PGA Championship and the Michigan PGA Section Match Play Championship.

GOLF ASSOCIATION OF MICHIGAN

Executive Director David Graham spoke about the GAM Foundation's Youth on Course Program, a program that provides youth with access to life-changing opportunities through golf. It allows youth the opportunity to play courses for \$5 or less.

Meeting concluded at 12:05 p.m.