



MICHIGAN SECTION PGA 2021 VIRTUAL SPRING MEETING

March 22, 2021

President Bob Bales called the meeting to order at 8:30 a.m. He welcomed special guests John Allen, Legal counsel, Linnet Carty, Director of Inclusion & Community Engagement, Brian Jones, District 5 Director, John Lindert, PGA of America Vice President, Kim Shafer, Regional League Manager, Todd Smith, Career Services Consultant, and all Past Presidents in attendance.

John Allen read the first half of the rules of how the meeting will be conducted.

Kevin McKinley delivered the invocation and remembered deceased Michigan PGA Members Ken Horvath and Jim Lipkowitz.

President's Report

President Bales reviewed the following:

- Thanked staff of doing a wonderful job during COVID-19 on keeping the office being run smooth remotely, and members operating their businesses responsibly.
- The Back2Golf guidelines administered through PGA were updated regularly allowing golf courses guidelines and restrictions that applied to golf operations.
- Spoke of the upcoming Secretary election at the Fall Meeting. Dan Urban and Randy White have been nominated and seconded to date. Members can still get their name on the ballot if they are nominated and seconded 30 days prior to the October 25 Fall Meeting.
- USGA is in the process of adjusting the rules regarding allowing amateurs to accept cash instead of prizes. Section Officers are adamantly opposed to this proposed change. He urged members to give their feedback to amstat@usga.org before March 26.
- PGA HOPE training scheduled for April. In order to expand the program to other cities, more trained instructors are needed.

Vice President's Report

Vice President Dean Kolstad thanked Brent Kerstetter from Sanford Financial, Kevin Helm and staff.

Dean stated that the three operating budgets combined ended up losing \$67,500, including \$28,200 in depreciation. That was approximately \$2,000 better than budget.

Corporation missed budget by approximately \$28,800, mainly due to less profit from the tour event qualifiers and smaller fields on some rescheduled events.

Foundation missed budget by approximately \$8,800 mainly due to no PGA Jr. League post season.

Association beat budget by approximately \$40,000 due to no in person member, board, and committee meetings.

The Section General Fund account had capital reserves of \$1,588,086 an increase of \$20,000. Foundation has \$81,257, an increase of \$6,356. Through operations, investment activities, and depreciation net assets decreased by approximately \$13,145.

Secretary's Report

Motion was made and seconded to approve the 11/9/20 Fall Meeting Minutes. Motion carried.

Secretary Stephanie Jennings spoke of the Michigan PGA Hall of Fame nomination process and stated the Committee is currently seeking nominations for 2021. Stephanie recognized new members and transferred members into the Section. She also acknowledged quarter and half century members.

Diversity & Inclusion Presentation

Linnet Carty, Director of Inclusion & Community Engagement spoke of “Assumptions & Unconscious Bias”. It was a session that incorporated everyday life stories to illuminate, engage and sustain deeper dialogue.

Candidate’s Forum

Honorary President Kevin McKinley directed the Candidate’s Forum where Dan Urban and Randy White spoke of their desire to run for the office of Secretary via video.

Executive Director Report

Kevin Helm thanked the staff, Officers, Board, Committees, and our allied associations who have helping navigate working remotely during COVID. He briefly recapped his ED report, which was submitted to the membership via email, and spoke of the following:

- Michigan PGA Member Jason Snow formed a new company called Golf League Guru which primarily provides golf league and event software. The Section has entered into a partnership with Golf League Guru where they will donate 20% of all league player fees from Michigan golf courses to charity – 10% to the Folds of Honor Foundation and 10% to our Foundation, PGA REACH Michigan.
- PGA Tee Times-PGA of America and Supreme Golf entered into a multi-year partnership to launch a new tee time booking marketplace that only promoting/selling commission inventory for courses, no trade is listed on the marketplace. We will be communicating a lot of details, FAQs, and how to participate in the coming weeks.
- PGA Compensation and Benefits Survey-this is a vital tool for the Career Consultants to impact compensation for you and your peers. Data is kept confidential and will live within your pga.org profile, allowing you to update your profile at any time during the year. PGA and the Section will be sending out information and links to complete the profile/survey. Let’s put the Michigan Section among the top in the country in terms of participation!
- Fingertip Directory – reminder that we will no longer be printing the Fingertip Directory. The Michigan Section was the last of the 41 Sections still printing a book. All the information that was in the book will now be available and accessed on our website. Kevin went through a few slides detailing where to find the information on michiganpga.com. Thanked Anna Epkey for all of her hard work on the conversion.

District 5 Director Report

Brian Jones spoke of the following:

- The Masters Tournament will be conducted with similar health and safety standards to those previously instituted in November 2020. With those protocols in place, they have decided they are unable to provide complimentary credentials to PGA of America Members for the 2021 Masters Tournament.
- The PGA of America announced an expansive agreement with Swiss watch manufacturer Rolex, whose roots as a long-term supporter of the game of golf date back to 1967. As part of this landmark partnership, Rolex becomes the Official Timekeeper and Official Partner of the PGA of America and its three annual Major Championships: the PGA Championship, KPMG Women’s PGA Championship and KitchenAid Senior PGA Championship.
- PGA Financial Scholarship is open until April 5, 2021.
- The PGA of America Hall of Fame honors and recognizes individuals who through their lives, careers, service, and support have made significant contributions to the PGA. The nomination period will close April 15, 2021.
- The PGA Board of Directors during their meeting on February 24th modified the events eligible to be counted toward the PAT requirement by adding PGA Section Events, State Opens, State Amateur Championships and 36-hole qualifiers administered by the United States Golf Association. The updated list and complete policy, which requires all PGA minimum standards for the Playing Ability Test to be met, is found on PGA.org. As such, there will no longer be a separate PAT registration option for those participating in the Section Assistant Championship, as those scores, like from other qualifying Section events will be submitted with the link above.
- PGA Family Cup (*minimum 5-6 teams*) - 1-day event Host PGA Professional 4 PGA Required MSR credits. Other PGA Professionals participating/volunteering 2 PGA Required MSR credits for 5-8 hours

participation, 1 PGA Required credit for 4 hours participation; 2+ day or series 8 PGA Required MSR credits. Other PGA Professionals participating/volunteering 2 PGA Required MSR credits for 5-8 hours participation, 1 PGA Required credit for 4 hours participation. A maximum of 8 credits per MSR cycle year can be earned.

- As announced in September 2020, the 2020 PGA Special Awards Night is being moved to the 2021 Annual Meeting, with a new Awards model that will announce the 2021 Award Winners in January 2022, and award at the 2022 PGA Annual Meeting. Therefore, the 2021 Special Awards nomination process will begin on May 4, 2021, with Section nominations due by July 8, 2021.
- PGA Master Professional Cathy Harbin, owner of Pine Ridge Golf Course in Paris, Texas, and founder of On Course Operations, has joined the PGA Board of Directors as the second-ever At-Large Director. Harbin follows PGA Hall of Fame Member Renee Powell, who fulfilled her term. Harbin will co-chair committees designed to help grow the game, including Adult Player Development and A Place to Play. A PGA Member since 1992, Harbin is also a member of the LPGA and Club Management Association of America (CMAA) and Secretary of the National Golf Course Owners Association (NGCOA). With more than 30 years of experience as an operator in the golf business, including 12 years managing the World Golf Village golf courses, Harbin has perfected training and operational systems that create both a consistent world-class experience and sustainable profits.
- Plans are underway to celebrate the PGA Annual Meeting in-person in Milwaukee, Wisconsin, this November. PGA will continue to monitor the health situation, and work with national and local authorities. Although not final, we wanted to provide a tentative schedule, and will continue to communicate with the Delegation in the coming months.
- Brian is co-chair of the PGA HOPE Committee, so any feedback please give to him or President Bales.

PGA of America Vice President Report

John Lindert spoke of the following:

- Congratulated Dan Urban and Randy White for running for the office of Secretary.
- PGA Palm Beach Gardens renovation is almost at completion. Staff will be moving in shortly. A portion of the building can be leased out should the need arise.
- PGA Frisco will be hosting the first face to face BOD meeting. Golf courses are all seeded and sodded to hopefully open August 2022. The first major tournament to be held there will be the 2023 Senior PGA Championship.
- The Board voted on a 1-year budget for 3 new items:
 - Increase funding to PGA HOPE. No viable request will be turned down for 2021, and funds will be used to defray costs for district meetings.
 - PGA Jr League will have no fees incurred for both regional and national players.
 - Increase in ADP funding to incentivize sections if they support some of the policies and procedures.
- PGA.Coach is a vehicle to help PGA Professionals understand American Development Model (ADM) principles and how to apply them at their facilities. Great program and urged members to take the training.
- Phase one of renovation of the PGA Golf Club practice facility is completed with the end closest to the parking lot. The second phase will start in May 2021 and will be completed over the summer.
- PGA LEAD is in its sixth year, is designed to mentor PGA Members from diverse backgrounds in their pursuit of leadership positions at the Chapter, Section and National level. Application deadline is September 14.
- He is part of a task force USGA part of task force and the officers have had several calls with concerns about allowing amateurs to receive cash instead of prizes. A letter will be sent to the USGA from the officer group expressing displeasure.

Career Consultant 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 2021 PGA Compensation Survey no later than September 1.

PGA Jr. League

Regional League Manager Kim Shafer reviewed a slide presentation, highlighting the following:

- Create more opportunities for local league flexibility
- Implement postseason updates to align with the American Development Model for golf.
- 13U and 17U local league and championship new structure changes.
- New team kit items include team photo, tote bag, poker chip markers and wireless mini speaker.
- Encouraged members to complete the PGA.COACH training. The resources will enable PGA Members to promote their business through our marketing services so they can sell and retain customers at an executive level.
- The PGA of America has entered into a partnership with RetailTribe which will provide PGA andLPGA Members with highly discounted access to RetailTribe's consumer marketing platform.

Grant POY Interview

Growth of the Game Committee Chair Scott Wilson thanked Committee members and staff Chelsea Guynes. A video was shown with Kelly Kuhlman, Junior Grant Program of the Year winner, and Doug Temple, Adult Grant Program of the year, providing their best practices and the programs they conduct at their facilities.

Tournament Report

Dan Urban highlighted items for 2021:

- To maintain continuity with all 3 chapters registration will be online only for every event. If a tee time is needed, the professional needs to email the host pro directly. Event reg opens two Tuesdays before the event, deadline is Thursday before at midnight.
- Turtle Creek Casino remains the title sponsor of the Michigan Open but has lowered the sponsorship amount from \$100,000 in 2020 to \$50,000 this year. The Section is working with Grand Traverse Resort to secure presenting sponsors of the event and also work towards a multi-year commitment from the resort and Turtle Creek Casino.
- The Tournament of Champions Pro Am and Championship is scheduled July 26-28 after the event was cancelled in 2020 due to COVID-19. Boyne will kick in an additional \$10,000 to bring the total purse to \$65,000.
- This year marks the 100th playing of the August 16-18 Michigan PGA Professional Championship. After four years at Flint Golf Club the event moves to Prestwick Village Golf Club.
- The Tournament Committee approved adding a separate female division to the Section Championship. It will be a separate 36-hole event held the first two days in conjunction with the Section Championship. There would be a separate purse and a female Section Champ would be crowned at the conclusion of play the second day. Players will have the opportunity to enter only this 36-hole Women's Section Championship or enter both this and the Section Championship and compete for the spots to advance to the PNC.
- September 21-22 is the Match Play Championship at Country Club of Lansing.

Special Awards

Chair Doug Bell announced the 2021 winners who were selected from virtual interviews held in January:

- Assistant Professional of the Year-Brandon Dean
- Bill Strausbaugh-Chris Sobieck
- Golf Executive of the Year-Bernie Friedrich
- Golf Professional of the Year -Dean Kolstad
- Merchandiser of the Year-Private-Paul Lehnert
- Merchandiser of the Year -Public-Ian Ziska
- Merchandiser of the Year -Resort-Elliott Oscar
- Patriot Award-Wally Sierakowski
- Player Development Award-Andre Pillow
- Professional Development Award-Glenn Pulice
- Teacher of the Year-Jason Guss
- Youth Player Development Award-Kelly Kuhlman

- Distinguished Service Award-Justin Phillips
- Media Award-Anna Epkey

New Business

None submitted.

Old Business

None submitted.

Meeting concluded at 10:50am