



MICHIGAN

**MICHIGAN SECTION PGA  
2024 SPRING MEETING  
Eagle Eye Golf Club  
East Lansing, Michigan**

**March 11, 2024**

President Stephanie Jennings called the meeting to order at 8:30 a.m. She welcomed special guests John Lindert, President-PGA of America, Steve Parker, District 5 Director, Chris Whitten, Executive Director-Golf Association of Michigan, Stacey Rice-Dorman, Player Engagement Consultant, Todd Smith, Career Services Consultant, Geoff Metzger, Pepsi, Jim McGovern, Pass Charters (new sponsor), Tracey Faenza, Corebridge Financial (Golf Retirement Plus/Deferred Comp), Sabrina Dahlgren and any Past Presidents in attendance.

Thanks to Pepsi for sponsoring the Meeting.

President Jennings read the first half of the rules of how the meeting will be conducted.

Sabrina Dahlgren sang a wonderful rendition of the national anthem.

Kelly Kuhlman delivered the invocation and remembered deceased Michigan PGA Members Al Lopez and Ken Niblock.

*Motion was made and seconded to approve the October 23, 2023 Fall Meeting Minutes. Motion carried.*

**President's Report**

President Jennings reviewed the following:

- The Board, Committee chairs and staff attended a two-day retreat led by Regional Director Josh Riley. Some topics that came out of our discussion and what will ultimately drive the establishment of our North Stars are as follows:
  - MEMBER: Members/Associate engagement and recognition; Member satisfaction; Relevant Member Education
  - PEOPLE: Onboarding for new Board/Chapter/Committee members; Committee goals; Improved Communication
  - GAME: Program growth; Foundation growth & vision; Telling the story of golf in Michigan
  - BUSINESS: Future of the Foundation; Business Development
- A video was shown highlighting the second annual Charity Hockey Game held February 18 at Munn Ice Arena in East Lansing. The event was a great success raising over \$65,000. After expenses, we expect to pay Michigan PGA HOPE \$20,000, Spikes K9 \$15,000 and Folds of Honor \$30,000. Stephanie thanked all PGA professionals who played as well as the Red Wing Alumni. Thanks also to George Bowman, Dean Kolstad, Doug Kreis, Jordan Young, Ian Ziska, and Justin Phillips who organized and delivered another fantastic event.
- The Special Awards Committee, led by Doug Brody, conducted over 30 in-person interviews with the award finalists and had a very challenging job of making the final decisions on the award winners. Thank you to Doug Brody who led the committee through both the 2023 and 2024, and who will be passing the committee chair position on to Jeremy Lathwell.
- The Michigan PGA was the recipient of the Michigan Golf Hall of Fame's historical Special Award. This award honors the history and work of our over 800 members who bring the love of the game to their facilities each and every day. It also recognizes the growth of the game efforts through PGA Hope, Midnight Golf, PGA Jr. League and so many other development programs. This was just the sixth time this award was presented.
- For the first time in Michigan, four PGA HOPE graduates and Captain Dean Kolstad will represent the Section in the 2024 PGA HOPE Secretary's Cup Team. The event serves as a kickoff to the PGA Championship in Louisville, Kentucky in May.

### **Vice President's Report**

Vice President Dan Urban reported on the two investment accounts, stating that the Section General Fund account had capital reserves of \$1,736,382 an increase of \$205,480. Foundation has \$114,044, an increase in value of \$11,252. Executive Director Kevin Helm reported that the three entities combined made \$26,217 from operations. Through operations, investment activities and depreciation our net assets increased by \$278,098 and as of 12/31/23 were \$2,264,505.

### **Secretary's Report**

Secretary Jeff Rachar reviewed new members, transferred members into the Section, and quarter and half century members.

### **Candidate's Forum**

Honorary President Dean Kolstad oversaw the Candidate's Forum for District 5 Director. Bob Bales, Kevin McKinley and Ron Osborne have been nominated and seconded. Each candidate was given three minutes to address the membership and discuss their platform.

### **Executive Director Report**

Kevin Helm spoke of the following:

- Thanked staff, Todd, Stacey, Jeff VanPutten, officers, and committee chairs for their dedication to the membership. He reiterated the great relationship with the Michigan Golf Alliance.
- 2024 Department of Labor new contractor rule which went into effect March 1. It is a rule which will impact various professionals in the golf industry, including teachers, caddies and fitness instructors. For resources and any questions, the National Golf Course Owners Association is hosting a free webinar on March 19.
- On May 27 there is a "Play Like a Pro" event to raise monies for PGA REACH Michigan. It is an opportunity to play the final round set-up of the KitchenAid Senior PGA Championship. Information and registration can be found on michiganpga.com.
- The Section will be hosting the 108th PGA Annual Meeting November 4-8 at the Amway Grand Plaza in Grand Rapids. President Lindert will be ending his term as President in November, and it is customary for the annual meeting to be held in the home Section of the outgoing President during an election year. The informal and formal sessions are open to any PGA Member wishing to register and attend. More information will be shared later in the year.

### **Tournament Report**

Chair Chris Moore highlighted items for 2024:

- Club Car Spring Scramble at Grosse Ile Golf & CC
- Foresight Sports/Levelwear Pro Pro at Eagle Eye/Hawk Hollow on Tuesday, May 7.
- Adidas State Pro Am will be on the Ross/Heather courses.
- The Women's PGA Professional Championship will take place this year in conjunction with the Women's Open at Crystal Mountain on June 24-25.
- Kyle Martin from The Lochmoor Club will be representing the Michigan Section at the PGA Tour's Rocket Mortgage Classic this year.
- Michigan Open Championship:
  - Great event at Oakland U last year and excited about this year
  - Hall Financial in as title for \$30,000
  - Will be working with David Hall and the other Supporting and Presenting Sponsors
  - Highest purse ever last year at \$122,500 – look to increase that this year.
- Michigan PGA Championship:
  - moves to the Golf Club at Harbor Shores - home to the 2024 Senior PGA Championship. The staff at Harbor Shores are very excited to host.

### **Special Awards**

Chair Jeremy Lathwell announced the 2024 Special Awards winners:

Assistant Professional of the Year-Cody Haughton

Bill Strausbaugh-Kevin McKinley  
Golf Executive of the Year-Chris Whitten  
Golf Professional of the Year-Doug Brody  
Merchandiser of the Year-Private-Dan Urban  
Merchandiser of the Year -Public-Jeff Stalcup  
Merchandiser of the Year -Resort-Tyler Jablonski  
Patriot Award-Dean Kolstad  
Player Development-Kelly Kuhlman  
Professional Development-Joe Hatch  
Youth Player Development-Kevin McKinley  
Teacher & Coach of the Year-Kyle Martin  
Distinguished Service Award-Renee Fluker

All will be formally celebrated at the Fall President's Dinner.

### **Pass Charters (new sponsor)**

Jim McGovern stated that Pass Charters is an air travel management company with over 40 years of experience in providing Global Air Travel Management Services for corporate and private use.

### **Corebridge Financial (Golf Retirement Plus/Deferred Comp)**

Tracey Faenza talked about the partnership with the PGA of America that manages golf retirement plus and the deferred compensation program. Tracey spoke about the importance of starting early to save for retirement. Lastly, she urged the membership to download the PGA Member app which allows members to submit activities and keep track of their points for deferred comp.

### **Pepsi**

?????? of Pepsi encouraged members to sign up for a drawing and they will announce the winner at the conclusion of the meeting.

### **Town Fall Forum**

The second portion of the meeting then went into a town hall format with President Jennings talking with PGA of America President John Lindert and District 5 Director Steve Parker.

Steve talked about the election in October for the next District 5 Director to replace him. He stated that all three candidates are very well qualified to succeed him. The winner of the election will shadow him for one year, and then begin their three-year term on the National Board of Directors in November 2025.

There are approximately 1,100 PGA Members participating in the deferred compensation program (5,500 members that signed up) to potentially earn up to \$1,500/year in a deferred compensation fund by participating in combination of 16 activities. The inaugural deferred compensation plan year will be closing on March 31.

President Lindert stated like everyone else, the PGA was surprised by the announcement of a near-term pathway to resolve the dispute between the PGA TOUR, DP World Tour and LIV Golf. The PGA's focus, as always, will be on advocating strongly for what's right for our Members, Sections, protecting our most valuable assets, growing the game, and making sure we communicate the difference between the PGA Tour and PGA of America.

John also stated the PGA remains opposed to any change that may potentially lessen the enjoyment of the game for recreational golfers or diminish the unprecedented momentum the game is enjoying regarding the USGA's proposal on the roll back of the golf ball.

### **Career Consultant Report**

Todd Smith reviewed a slide presentation, highlighting goals for 2024:

- Provide support and counseling for PGA members, PGA sections and employers.
- Promote PGA of America programs, initiatives and resources.

- Maintain liaison with leading industry management companies.
- Promote the PGA and its members to non-PGA facilities and allied associations.
- Conduct education seminars.

### **Player Engagement Consultant**

Stacey Rice-Dorman reviewed a slide presentation, highlighting the following:

- In addition to building a programming model on top of ADM ages/stages, the focus is on the three primary motivators for why someone plays golf - to socialize, escape, or compete.
- Key education which includes ADM Training and modern PGA Coach training.
- Recognized the 2023 PGA Jr. League #GameChanger Award winners in Michigan: Doug Temple, largest PGA Jr. League program, along with Kelly Kuhlman, Dean Marks, Kevin McKinley and Alex Parry.
- All-Star players must meet all of the following requirements in order to be eligible to participate on an All-Star team:
  - Active Player: All-Star players must be active PGA Jr. League participants.
  - Mileage: In order to be eligible for championship season participation as All-Star players, participants must play in a local PGA Jr. League program that is within 75 miles of either their residence or school in which they are enrolled
  - League Age: 13u All-Star players must be no younger than 10 years of age and no older than 13 years of age as of July 31, 2024, and 17u All-Star players must be no younger than 14 years of age and no older than 17 years of age as of July 31, 2024.
- PGA Family Golf – All Coaches MUST Register by March 22nd!

### **Grant POY Awards**

Growth of the Game Committee Chair Kelly Kuhlman congratulated and recognized Raquel Bryant, Adult Player Grant program of the year recipient, and Chase Kuyers, Junior Player Grant Program of the Year recipient. Both conducted excellent programs and are very deserving of being eligible for additional grant funds in 2024.

### **New Business**

None submitted.

### **Old Business**

None submitted.

Meeting concluded at 12:05PM.