

**MICHIGAN PGA
2024 Fall Meeting
Eagle Eye Golf Club
East Lansing, Michigan
October 21, 2024**

President Stephanie Jennings called the meeting to order at 9:00 a.m. Stephanie welcomed special guests John Allen, Honorary Member & Legal Counsel, Clara Fuller, MSU Classical singer, Steve Parker, District 5 Director, Stacey Rice-Dorman, Player Engagement Consultant, Todd Smith, Career Services Consultant, and all Past Presidents in attendance.

Stephanie thanked Mike Thiel and Craig Holmgren of Pepsi, and PGA National Resort & Spa for sponsoring the meeting.

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

Bryan Fegert, Andrew Ryles and Karen Vandenberg were appointed Sargent at Arms.

Clara Fuller sang a beautiful rendition of the national anthem.

Kelly Plaisier administered the invocation and remembered deceased Michigan PGA Members Rick Howles, Bob Molloy and Harry Barrett.

Secretary Jeff Rachar asked for a motion and second to approve the March 11, 2024 Michigan PGA Spring Meeting minutes. Motion carried.

President's Report

President Stephanie Jennings talked about the following:

- Stephanie presented a draft of the North Stars Strategic Plan to the Board. This draft came from work done at the two-day retreat the Board attended in February. The North Stars plan is made up of four main priority areas, each with goals and tasks that will ultimately drive the establishment of the final plan for staff, Committees and the Board to follow:
 - 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

Stephanie would like to reconvene virtually to review the draft in detail, and report back at the December Board meeting to finalize.

- Michigan Golf Alliance Economic Impact Study shows that golf's impact in the state of Michigan is \$6.079B.
- Thanked and recognized outgoing Board members Brian Corwin, Kevin McKinley, Logan Simmonds, Ward Sutton and Randy White.

Michigan PGA Member Glenn Pulice introduced Renee Fluker, founder of the Midnight Golf Program, as the 2024 Distinguished Service Award recipient. A video was shown highlighting the program. Renee was also recognized at the President's Dinner last night.

Vice President's Report

In Vice President Dan Urban's absence, Executive Director Kevin Helm reported on the two investment accounts, stating that the Section General Fund account had capital reserves of \$1,983,206 an increase of \$246,824. Foundation has \$130,211, an increase in value of \$15,267. Helm gave a brief summary of how each entity has performed throughout the year. All indications are that we will end the year very close to budget in all three entities.

Secretary's Report

Secretary Jeff Rachar reviewed new members, transferred members into the Section, and quarter century members. He also congratulated Lee Houtteman as the 2024 Michigan PGA Hall of Fame inductee.

Candidate's Forum

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

District 5 Director Election

Honorary President Dean Kolstad oversaw the election for District 5 Director. Kevin McKinley was elected District 5 Director.

At-Large Director Election

Honorary President Dean Kolstad oversaw the election for At-Large Director. There were five positions open, and five candidates nominated and seconded. Dean called for nominations from the floor. Since there were none, Wes Blevins, Brian Corwin, Casey Powers, Ward Sutton and Randy White were elected by acclamation.

Dean administered the oath of office to the five newly elected at-large directors.

Executive Director Report

Kevin Helm spoke of the following:

- Thanked staff, Todd, Stacey, Steve Parker, officers, Board of Directors, and committee chairs for their dedication to the membership. Kevin also thanked outgoing Board members.
- The PGA Membership Committee is launching a comprehensive mentoring initiative, and they are asking the Sections to assist them. The Board will work on naming a mentoring chair to work with the National Committee.
- 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. The Section has a hospitality suite for all delegates. The informal and formal sessions are open to any PGA Member wishing to register and attend.

Tournament Report

Chair Chris Moore highlighted items for 2024:

- Thanked Justin Phillips for his hard work.
- 2024 Major Winners: Hall Financial Michigan Open Championship– (Eric Lilleboe); PGA Championship – (Benny Cook); Tournament of Champions (Joe Juszczyk); Match Play Championship presented by PGA Tour (Scott Hebert). With this win Scott Hebert sets the record of most major championship wins in Michigan Section history with 18 – breaking the tie of 17 with Jeff Roth.
- Congratulated Benny Cook as the 2024 Rolex Player of the Year.

Recognize 2024 Special Award Winners

Chair Jeremy Lathwell thanked the Special Awards Committee and staff liaison Madi Guilmette. He recognized the following:

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 were celebrated and received their plaques at the President's Dinner Sunday evening at Country Club of Lansing.

Pepsi

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

"You Have the Power to Feel Your Best"

President Jennings introduced Matt Johnson, Owner of On Target Living. On Target Living is a health and performance company on a mission to transform the health and performance of humans into one-person and one-organization at a time! He is the co-author of the groundbreaking book Capacity, which sets the new standard for organizational health & performance. Matt talked about the three pillars to feeling your best: resting, eating, and moving, and how to rethink these areas!

District 5 Director Report

Steve Parker highlighted the following:

- PGA has been looking for a CEO to replace Seth Waugh. The process has been overseen by the officers and board, headed by President Lindert. PGA hopes to be able to announce the position at the PGA Merchandise Show January 2025.
- After multiple working sessions, the Committee embraced the use of the new logo design along with the word "Member" below it. They understood the importance of one unified brand design. They also recommended the use of gold in logo designs would be exclusively reserved for Members and Member events like the PPC and the Show.
- There have been several articles on the increase in the Ryder Cup ticket price. Based on research, the ticket prices are in line with comparable international events and reflect the unique, all day (approximately 12 hours) fan experience that the Ryder Cup offers. It includes unlimited food and non-alcoholic beverages.
- Golf Ball Rollback - 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. It appears recreational golfers will see a greater reduction in distance than we would advise. While this decrease has been lessened, we continue to recommend being more moderate on the swing speed change for the golf ball conformance test.
- Looking for sponsorship for the PGA Senior Championship at Congressional Country Club.
- KitchenAid, Whirlpool and National Car Rental offerings will remain in place though partnership structure will change for 2025.
- Very excited to come to Grand Rapids for the PGA Annual Meeting in November.
- The second part of the Department of Labor new contractor rule is scheduled to begin January 1, 2025.
- PGA continues to see significant growth in the adoption of PGA.Coach by its Members.
- Deferred compensation continues to grow by its members. The aim is that over the years these investments will grow and provide a supplemental income for the members upon reaching the age of 65.
- Thanked the Michigan PGA staff, and Kevin Helm for the great job he has been doing as the Chair of the Executive Director Committee.

"Promoting Mental Wellness & Suicide Prevention"

President Jennings introduced Stephanie Rosales, a Licensed Master Social Worker and Certified Trauma Therapist with over 20 years of experience. She specializes in the mental well-being of athletes and trauma survivors, bringing empathy and expertise to her role as a psychotherapist, teacher, trainer, and mindfulness coach.

Stephanie talked about suicide prevention and mental wellness, addressing the unique pressures and mental health issues we face and emphasizing the connectedness of physical and psychological health. Additionally, she provided valuable resources such as hotlines and counseling services. The session concluded with a Q&A, leaving participants with knowledge and tools to support mental wellness and how to cope with loss.

Career Services Consultant

Todd Smith talked about the following:

- Thanked Kevin, section staff and the Board of Directors for their continued hard work.
- In Michigan this year, 124 jobs were posted as follows: Assistant Professional 37, Executive Management 7, Golf Ops staff 17, Head Professional 11, Teaching/Coaching 11, Sales 11, and others 30.
- The Section is currently ranked 36th in compensation profile completion at 59%. Submitting your profile allows PGA Career Services to better serve your fellow professionals and employers within the industry with the goal of increasing compensation for all PGA Professional.

Player Engagement Consultant

Stacey Rice-Dorman talked about the following:

Key Dates:

- November 4, 2024: Program/Coach Registration for 2025 Opens
- December 13, 2024: Last Ship Date for 2024 Team Kit Fulfillment
- January 7, 2025: Player Registration Opens
- January 20, 2025: First Ship Date for Team Kit Fulfillment
- End of January 2025: PDR Credits for the 2024 Season will be posted (*All PGA Jr. League Coaches and Assistant Coaches must complete registration and pass a mandatory background check and Abuse Prevention (APS) training in order to receive PGA Jr. League PDR Credits.*)
- March 1, 2025: 2025 Season Start Date.

Program Updates:

- The annual #GameChanger Club fee is increasing to \$110.
- The platform fee is reduced from 5% to a standard processing fee of 3%.
- New uniform designs in 2025!
- Team Kits will be updated yearly with new uniform designs.
- No significant changes to the Conditions of Play in 2025.
- PGA REACH scholarships will be available in 2025 with updated processes and policies which are still being finalized.

Modern Coach:

- 14 PDR's available at PGA.Coach

Growth of the Game Report

Chair Kelly Kuhlman spoke about the following:

- The Section awarded 37 junior Grants (\$30,900) and 22 adult grants (\$19,200). Grant summaries are open and due by December 1.
- Girls Junior PGA Championship was held at Washtenaw Golf Club. Boys played at Bedford Valley Golf Course. 115 participants played with the Overall Champion being Cooper Reitsma from Grand Rapids.
- DCP - registration started a bit later in 2024, but overall 16 local qualifiers with 1,496 juniors in attendance.
- PGA HOPE Cup was on September 17 at The Fortress. Sixty-eight veterans were part of this event.

Madison Maurier talked about the two new events that just happened this fall: PGA HOPE CUP on

September 4th at The Fortress with 17 professionals and their 4-person team playing in a 9-hole scramble for a chance to qualify for the shootout and become the overall winner. Doug Temple's team won the 2024 PGA HOPE CUP. Overall, 68 Veterans were part of the event making it a huge success with planning for the 2025 HOPE CUP happening now! A video was then shown which showcased this event.

The second event was the PGA HOPE Operation: Hero Challenge on October 14th with 32 teams (64 Veterans). This was an 18-hole scramble with DCP skills thrown in during the round. Teams were tasked with raising money to support the event. To date, over \$15,000 has been raised with donations still coming in.

Madison thanked all of the sites that hosted a DCP, especially Amy Pollack of Boulder Creek and Jeff Stalcup of The Orchards for hosting sub regionals.

Thirty-four PGA HOPE sessions were completed to date, with 430 veterans graduating. She thanked all the sites for their support of PGA HOPE.

Old Business

None submitted.

New Business

None submitted.

Meeting adjourned at 3:17PM