



MICHIGAN

**MICHIGAN PGA  
2025 Fall Meeting  
Eagle Eye Golf Club  
East Lansing, Michigan  
October 20, 2025**

President Stephanie Jennings called the meeting to order at 9:00 a.m. Stephanie welcomed special guests: John Allen, Honorary Member & Legal Counsel, Jonah Weber, MSU Classical French horn player, Kevin McKinley, Incoming District 5 Director, Dusty Hull, PGA HOPE Ambassador, Brent Kersetter, Mercer Advisors, Mike Sullivan and Justin Rose, Make The Turn, Stacey Rice-Dorman, Player Engagement Consultant, Todd Smith, Career Services Consultant, Past Presidents Dean Kolstad, Kevin McKinley, John Lindert, Bob Bales, Ron Osborne, and Doug White.

Stephanie thanked presenting sponsor Michael O'Toole of Fairways to Heaven and supporting sponsor Cory Cox of Pepsi for their generous support of the meeting.

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

Joe Simpson, Tim Hurja and Sydney Emmel were appointed Sargent at Arms.

Jonah Weber performed a beautiful rendition of the national anthem.

Doug White administered the invocation and remembered deceased Michigan PGA Members Chris Grandy and Dave Kendall.

*Secretary Jeff Rachar asked for a motion and second to approve the March 10, 2025 Michigan PGA Spring Meeting minutes. Motion carried.*

**President's Report**

President Stephanie Jennings spoke about the following:

- The past six years have been a rewarding journey filled with pride and gratitude for the talented, passionate, and dedicated professionals who make up the Michigan PGA Section.
- Significant progress has been made toward our North Star goals, focusing on growth, structure, and collaboration.
- Stephanie then reviewed several completed action items from the Michigan PGA Strategic Plan. The Section has implemented a “success sticker” system, inspired by football reward decals, to recognize and celebrate the completion of strategic initiatives. Each time an action item is completed, a success sticker is awarded as follows:
- Strengthened the committee framework, launching a Mentoring Committee led by Ward Sutton, to provide guidance and support to Associates - **helmet sticker placed by Ward Sutton**.
- All Board materials were organized in Boardspan, the association’s online governance platform, providing Board members the opportunity to review items in advance and come prepared for discussion - **helmet sticker placed by Diane Lazaros**.
- The Membership Committee continues to assist members by providing guidance, resources, and support to enhance their engagement and connection within the Section. The committee also focuses on recruiting, retaining, and engaging members within their local geographic areas to strengthen overall participation - **helmet sticker placed by Brian Corwin**.
- The Michigan Golf Alliance (MGA)—a partnership of six statewide golf organizations—is pursuing the creation of a Michigan Golf fundraising license plate. Proceeds from plate sales will go to the GAM Foundation, which will distribute charitable grants supporting statewide golf initiatives and community impact programs - **helmet sticker placed by Kevin Helm**.
- The Growth of the Game Committee continues to lead efforts that increase participation and accessibility to the game. The committee works with PGA Professionals, facilities, and allied associations to grow involvement among juniors, adults, and military communities through

programs that foster player development and long-term engagement - **helmet sticker placed by Kelly Kuhlman.**

- PGA REACH Michigan task force meeting held October 8, 2025 - the group met to review and discuss recent fundraising performance and the foundation's overall financial progress, noting positive momentum toward long-term goals. In addition, formalizing the Board's structure, composition, and governance processes, including defining officer roles and responsibilities to ensure stronger leadership continuity and accountability was discussed. That also includes establishing a trustee committee to boost donor engagement. The meeting also emphasized the importance of continued collaboration, transparency, and strategic planning to sustain growth and impact across PGA REACH Michigan's key initiatives. - **helmet sticker placed by Bob Bales.**
- Extended a heartfelt thanks to past Michigan PGA Presidents for their mentorship, guidance, and example, each of whom has shaped her leadership journey.
- Thanked and recognized outgoing Board members Dean Kolstad, Kelly Kuhlman, Chris Moore, Scott Ashley, Josh Fryer, John Seltzer and Ron Beurmann.

### **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 \$2,171,196 an increase of \$201,738. Foundation has \$143,922, an increase in value of \$13,746. Helm gave a brief summary of how each entity has performed throughout the year. The budget summary reflected a slight deficit, primarily due to the addition of a new staff position hired in May.

### **Secretary's Report**

Secretary Jeff Rachar reviewed new members, member transfers into the Section, and recognized Quarter Century Members. He congratulated Ron Osborne, the 2025 Michigan PGA Hall of Fame inductee, who was recognized at the President's Dinner last night.

### **Candidate's Forum**

Honorary President Dean Kolstad oversaw the Candidate's Forum for the office of Secretary. Ward Sutton was formally nominated and seconded for this position and was given three minutes to address the membership and present his platform.

### **Officer Election**

Honorary President Dean Kolstad announced that Dan Urban was unable to attend the meeting due to a prior commitment. He conveyed Dan's regrets for not being present and noted his appreciation for the membership's support during the election.

He then reviewed the candidates for President, Vice President and Secretary and called for nominations from the floor for each office. With no additional nominations received, Dan Urban (President), Jeff Rachar (Vice President), and Ward Sutton (Secretary) were elected by acclamation.

### **Executive Director Report**

Kevin Helm spoke of the following:

- Thanked staff, Board members, committee chairs and outgoing Board members for their dedication, leadership, and contributions to the Section.
- Team Michigan Launch: Michigan will establish a state junior golf team under the U.S. National Development Program (USNDP) to expand opportunities for elite golfers ages 13–18. Led by the GAM and Michigan Section PGA, the program will strengthen local player development and connect juniors to national competition. A state committee will set selection criteria, with the first Team Michigan—eight boys and eight girls—to be named in late 2026.
- The Michigan Golf Alliance (MGA) - a partnership among six statewide golf organizations - is pursuing the creation of a Michigan Golf Fundraising License Plate. Proceeds from plate sales will be directed to the Golf Association of Michigan Foundation (GAM Foundation), which will administer charitable grants aligned with statewide golf initiatives. The project is

designed to advance golf's public, charitable, and community impact while highlighting the industry's \$6.1 billion contribution to Michigan's economy. Participating organizations are GAM, Michigan PGA, Michigan Golf Course Association, Michigan Golf Course Superintendents Association, Greater Michigan Club Managers Association, and Michigan Turfgrass Foundation.

- The 2026 Michigan PGA Women's Open: Now an official event on the Annika Women's All Pro Tour, featuring a 132-player field (80 Annika members, 37 amateurs, 15 Legends), a \$60K purse, and two Epson Tour exemptions for the top finishers. The event will be walking only (except Legends), move to a Tuesday–Thursday schedule with a Monday Pro-Am, require additional lodging/host housing, and include tiered entry fees by player category.
- Founder's Brewing Company will serve as co-title sponsor of the Hall Financial-Founders Michigan Open Championship in 2026, and the Section is excited to partner with such a strong Michigan brand to further elevate and promote this premier championship.

### **Tournament Report**

Chair Chris Moore highlighted items for 2025:

- Thanked Justin Phillips for his hard work throughout the season.
- The Section met budget goals in 12 of 18 events, with 3 of the 6 shortfalls missing the target by five entries or fewer.
- A total of 64 Associate permits were purchased in 2025, an increase of 10 from the previous year.
- 2025 Major Champions:
  - *Hall Financial Michigan Open Championship*: Otto Black
  - *Michigan PGA Professional Championship*: Patrick Wilkes-Krier
  - *Boyne Tournament of Champions*: Jay Jurecic
  - *Michigan PGA Match Play Championship*: Cameron Ruge
- Congratulations to Ryan Lenahan, recognized as the 2025 Rolex Player of the Year.

### **Sponsor: Fairways to Heaven**

Michael O'Toole of by Fairways to Heaven Travel showed a brief slide presentation, highlighting their ability to design customized golf experiences based on individual or group preferences. With over 25 years of experience, the company specializes in creating unique, world-class golf travel packages.

### **Recognize 2025 Special Award Winners**

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

Assistant Professional of the Year-Ryan Bayer  
Bill Strausbaugh- Dave Kendall  
Golf Executive of the Year-Josh Richter  
Golf Professional of the Year -Glenn Pulice  
Merchandiser-Private-Wally Sierakowski  
Merchandiser-Public-Wes Blevins  
Merchandiser-Resort-Jackson Davison  
Patriot Award-George Bowman  
Player Development Award-Kelly Plaisier  
Player of the Year-Ryan Lenahan  
Professional Development-Jimmy Wisinski  
Teacher & Coach of the Year-Jimmy Wisinski  
Youth Player Development Award-Raquel Bryant  
Distinguished Service Award-Dave Kendall

All were celebrated and received their plaques at the President's Dinner Sunday evening at The Graduate.

## **Make The Turn Presentation**

Education Chair Ward Sutton introduced Mike Sullivan and Justin Rose, who presented on the topic “The Power of Video Content in Golf.” They discussed how video serves as the leading marketing tool for golf professionals and facilities—enhancing instruction, course promotion, member engagement, and tournament visibility—and emphasized its effectiveness in growing both audience reach and revenue.

## **Growth of the Game Report**

Chair Kelly Kuhlman recapped a few items:

- Thanked the Committee and staff member Madison Maurier for their outstanding work and dedication throughout the year.
- The Section awarded approximately \$46K in grants - 36 junior grants totaling \$30.4K and 22 adult grants totaling \$11.7K, and military grants of \$3.7K. Grant summaries are now open and due by December 1.
- Congratulations to Lynn Janson, Adult Program of the Year, and JT Aude, Junior Program of the Year.
- The Girls Junior PGA Championship was hosted at Washtenaw Golf Club, and the Boys Championship took place at Bedford Valley Golf Course.
- The Drive, Chip & Putt program experienced a slightly delayed start in 2025 but remained strong, featuring 16 local qualifiers and participation from 1,496 juniors.
- PGA Jr. League continues to evolve with new structure and program updates designed to enhance the player and coach experience.
- The #GAMECHANGER and ADM Certified Coach initiatives continue to gain momentum, promoting athlete development and inclusive programming.
- PGA HOPE Cup was held on September 3 at The Fortress, with 68 veterans participating — special thanks to Madison Maurier for leading this impactful event.
- Operation HERO Challenge took place at Bedford Valley, providing another meaningful opportunity to engage and honor veterans through golf.
- Thanked John Sommerville for generously donating course fees for the inaugural Birdies FORE REACH event, and extended thanks to Tyler Kaptcia and Ryan Bayer, who led the way as the top fundraisers.

## **PGA HOPE Ambassador**

Madison Maurier provided an overview of the PGA HOPE Ambassador role and introduced Dusty Hull. She explained that Ambassadors are volunteers who promote PGA HOPE, supporting veterans' physical and mental well-being through golf. They help recruit participants, build community, and share their experiences to inspire others, many being program graduates themselves. Dusty gave a brief overview of his career and expressed his excitement to serve as a PGA HOPE Ambassador.

## **Player Engagement Report**

Stacey-Rice Dorman recapped a few items:

- PGA Jr. League continues to evolve with new structure and program updates designed to enhance the player and coach experience. A new “Jump Start to Golf” division is being introduced for players ages 4–9. This program is designed to increase participation among younger players and create an age-appropriate pathway into the 13U division.
- The #GAMECHANGER and ADM Certified Coach initiatives continue to gain momentum, promoting athlete development and inclusive programming.

## **Career Services Report**

Todd Smith talked about the following:

- 60% completion rate on the compensation profile survey in Michigan, 33 overall of the 41 Sections. Continued participation is encouraged to ensure accurate data and stronger representation for Michigan professionals.

- Level 1 Business Planning Workshop will be held this coming Tuesday; emphasized the need for more head professionals to serve as mentors and support associates through the program.
- Thanked staff and the Board for their dedication and hard work throughout the year, recognizing their efforts in advancing programs and supporting members.

### **Incoming District 5 Director Report**

Kevin McKinley spoke of the following:

- Kevin stated that it has been an interesting and valuable past year shadowing Steve Parker. He will officially begin as District 5 Director at the Annual Meeting in November.
- Kevin is serving on the Board and several committees, including membership at-large, and as Vice Chair of the PGA Jr. League Committee.
- Membership numbers continue to grow – currently at 33,000 members and associates, up from 31,000 in 2024.
- PGA COACH platform continues to evolve, with the introduction of PGA COACH+, which allows PGA Members more opportunities to support their local golf communities and create stronger network.
- Discussion continues regarding the golf ball rollback and its potential impact on facilities, professionals, and the industry overall. 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.
- Active participation on the North Stars Committee, collaborating on strategic initiatives and best practices across Sections.
- Deferred compensation program now offers expanded options across different categories, enhancing member benefits and flexibility.
- Compensation profile continues to show Michigan trending on the lower side compared to other Sections, highlighting the importance of continued focus on data collection and advocacy.
- PGA REACH structure has shifted, with changes to funding allocations among Sections. Sections are encouraged to initiate more local fundraising efforts – congratulations to Madison Maurier for her outstanding work leading these initiatives.
- Ryder Cup - PGA takes responsibility for the fan behavior and acknowledges that it "crossed the line". They remain committed to ongoing improvement.

### **Mercer Advisors Presentation**

Education Chair Ward Sutton introduced Brent Kerstetter who presented on "Fundamentals of Financial Planning". Brent discussed budgeting basics, estate planning, and the five steps to building a sound financial foundation. His presentation was very well received and provided valuable insights for our members.

### **Oath of Office**

Honorary President Kolstad administered the oath of office to Jeff Rachar, Ward Sutton and Past President Stephanie Jennings.

### **Video Address from Incoming President Dan Urban**

A video message was shown from newly-elected President Dan Urban, who thanked the membership for electing him as President, and again sending his regrets for not being able to attend.

### **Old Business**

None submitted.

### **New Business**

None submitted.

Meeting adjourned at 3:17PM