



**MICHIGAN SECTION PGA
2026 SPRING MEETING
Eagle Eye Golf Club
East Lansing, Michigan**

March 9, 2026

President Dan Urban called the meeting to order at 8:30 a.m. He welcomed special guests Kevin McKinley, PGA (District 5 Director), Stacey Rice-Dorman, PGA (Player Engagement Consultant), Todd Smith, PGA (Career Services Consultant), Dusty Hull (PGA HOPE Ambassador), Julian Arceo (Arceo Studio Collective), Dave Schneider, PGA (General Manager at Medinah Country Club), Cory Cox (Senior Manager, Foodservice Sales – PepsiCo), Connor Day (Territory Manager-West MI for Cleveland Srixon), all Past Presidents in attendance, and all Associates.

- Dan read the first half of the rules outlining how the meeting will be conducted.
- A rendition of the National Anthem was played.
- Thanks to PGA National Resort & Spa and Pepsi for sponsoring the Meeting.
- Kelsey Malone delivered the invocation and remembered deceased Michigan PGA Members Jim Fournier and Larry Mancour, as well as long-time sales rep Dave Woodsum.

Motion was made and seconded to approve the October 20, 2025 Fall Meeting Minutes. Motion carried.

President's Report

Dan Urban stated that this meeting marks the start of the season as facilities prepare to open and Michigan PGA professionals return to growing the game and serving their communities. He noted that during the December 10, 2025 Board Meeting, the board approved a 3% dues increase to help maintain and enhance member programs and services amid rising costs, supporting education, tournaments, PGA HOPE Michigan, junior golf, and other initiatives that add value to the membership.

He noted that the meeting will focus on updates, initiatives, and preparation for the season ahead, while also recognizing the efforts of professionals, Associates, partners, and programs such as PGA HOPE Michigan. He expressed appreciation to the members for their continued dedication to the game and to the Michigan PGA.

Vice President's Report

Jeff Rachar and Executive Director Kevin Helm reported on the two investment accounts, stating that the Section General Fund account had capital reserves of \$2,208,123 an increase of \$177,975. The Foundation account held \$147,218 marking an increase of \$13,915. Kevin briefly spoke about each of the three entities, noting that all three finished 2025 ahead of budget. Across all financial operations, net assets increased by \$208,433, bringing total assets to \$2,664,796 as of December 31, 2025.

Secretary's Report

Ward Sutton reviewed new members, transfers into the Michigan Section, and Associates, and recognized members reaching Quarter Century and Half Century career milestones. He also acknowledged Kosta Ramirez as the 2025 Bill Strausbaugh Teacher Award recipient from the Ferris State PGA Golf Management Alumni Association.

Ward noted the upcoming At-Large Director election at the Fall Meeting and asked that anyone interested in running email him.

District 5 Director's Report

Kevin McKinley talked about the following:

- The membership year ended June 30, 2025, which saw increases across all categories: Members, Associates, Affiliates, and Students. Also saw a third straight year of growth in membership elections, reaching 705, and recorded 2,836 new Associates, our second consecutive all-time high.
- The 2026 PGA Merchandise Show reached record levels, drawing more than 34,000 attendees, its highest attendance in 16 years, along with nearly 1,200 vendors.
- Terry Clark was named CEO in February after a 20-year career with UnitedHealth Group, where he most recently served as Chief Marketing Officer. A PGA board member since 2024, he has extensive experience leading large, global organizations.
- Based on the “Area of Interest” statement from the United States Golf Association and The R&A, it seems they are moving away from the phased approach to a single date approach. This single date for the golf ball roll back in 2030 is viewed as a positive step. PGA will continue working with both organizations to address concerns and support a smooth rollout.
- To expand access to golf for youth and Veterans, the Arthur M. Blank Family Foundation, in partnership with PGA TOUR Superstore, has newly committed \$7.6M over three years to the PGA of America REACH Foundation to enhance its programming.
- Deferred Compensation plan year ends March 31, and participants must submit their points within 30 days of completion; over \$4.9M has been paid out to PGA Members in the first two full years of the program; the goal is that, over time, investments will grow and provide supplemental income for members upon reaching age 65.
- PGA leaders and staff, with the addition of CEO Terry Clark, are committed to supporting Sections and its members.

Executive Director Report

Kevin Helm provided updates, including the following:

- Corrin Howard, who joined us last spring as Operations Coordinator, is transitioning into a new role where she will support various events while training under Diane Lazaros in preparation to assume her responsibilities following her retirement at the end of 2026. Recently hired Jessie Munson as Finance/Office Administrator. To further support the tournament program, Jacob Lambert will start in May as Assistant Tournament Director, and Lily Boehm as the PGA WORKS Fellow.
- Team Michigan – U.S. National Development Program (USNDP), launched by the USGA, expands the pathway for elite junior golfers while strengthening national junior golf. Team Michigan is selected by a committee of GAM and Michigan PGA representatives. Athletes earn points through 2026 events, with eight boys and eight girls chosen primarily from standings, along with consideration of performance, conduct, work ethic, and team-oriented qualities.
- The Section is excited to have Founders Brewing Company join as a new co-title sponsor for the Michigan Open alongside Hall Financial, which served as title sponsor for the fourth consecutive year, supported by Make the Turn and Harbor Title. The event returns to Cedar River.

Tournament Report

Chair Michael Prior reported that David Hall and Hall Financial have returned for a fifth year, with Founders Brewing Co. joining as a co-title sponsor of the Michigan Open.

Additionally, the Section has added a Travel Pro-Am at French Lick Resort scheduled for April 19–22, noting the venue’s world-class amenities. The event is currently open for team registrations.

Arceo Studio Collective

Julian Arceo, founder of Arceo Studio Collective, shared that he is offering complimentary headshots and encouraged attendees to take advantage of the opportunity. He specializes in creating luxury portrait experiences for members of private clubs, including on-property photography of instruction, events, courses, and overall club environments, all delivered through a discreet, club-aligned approach.

Special Awards

Chair Jeremy Lathwell stated the Special Awards Committee met in January and interviewed some amazing candidates. Jeremy thanked committee members and staff member Madi Guilmette.

The following are the 2026 Special Awards winners:

Assistant Professional of the Year-Bryan Fegert
Bill Strausbaugh-Kyle Martin
Golf Executive of the Year-Chris Sobieck
Golf Professional of the Year-George Bowman
Merchandiser of the Year-Private-Matt Smith
Merchandiser of the Year -Public-Emily Cutler
Merchandiser of the Year -Resort-Chad Maveus
Patriot Award-Doug Temple
Player Development- Jimmy Wisinski
Professional Development-Ward Sutton
Teacher & Coach of the Year-Adam Schriber
Youth Player Development-Kelly Kuhlman
Distinguished Service Award-Ken Hartmann

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

Education Committee

Chair Jimmy Wisinski discussed the following:

- Registration is still open for the Teaching & Coaching Summit. Exploring changing it to a one-day biennial event held earlier in the year.
- Established a new partnership with the Greater Michigan Club Managers Association (GMCMA) to expand educational opportunities.
- The Fall Coaches Roundtable is scheduled for October 27, 2026 at Sunnybrook Country Club hosted by Tyler Wong.
- The Committee has secured podcast host and public speaker Chandler Withington to present at the Michigan PGA Fall Meeting.
- The Lunchtime Learning Series continues to perform very well.

Golf Association of Michigan (GAM)

Executive Director Chris Whitten provided a brief overview of GAM, outlining its core services and membership growth. He emphasized that PGA Professionals are critical partners and thanked members for their continued support. He also noted that the 2026 GAM Award recipient for Champion of Diversity, Equity & Inclusion is PGA HOPE Michigan. Additionally, he reported that changes have been made to the GHIN admin portal.

Membership/Mentorship Committee

Randy White reported on the following items:

- Thanked Ward, Diane, Corrin, and the Mentorship Committee for the work put in to getting the mentorship program up and running.
- Reserved tables have been arranged for Associates at the Spring Meeting to encourage questions and share ideas.
- On February 24, the National Education Team hosted a webinar, *Understanding the PGA PGM Program*, to help members better support PGA Associates and learn more about the program.
- Mentioned the concept of "Mentor Match Play," where members partner with Associates for a round of golf to share ideas along with meaningful conversations, and encouraged members to connect with and engage Associates.

Career Services Consultant Report

Todd Smith discussed the PGA's development of a new Career Profile, a tool designed to better reflect the work, experience, and aspirations of PGA Professionals. Todd hosted small, targeted focus groups to gather direct feedback from PGA professionals.

Leadership: Learning Through Time

Dave Schneider, PGA, General Manager at Medinah Country Club, delivered a spirited presentation on his journey and the leadership lessons he has learned along the way, including the mistakes he has made and what he has taken from them. He shared his transition from a traditional golf professional into general management and offered his perspective on continuously improving and adding value to his team, membership, and club.

PGA REACH Michigan

Honorary President Stephanie Jennings talked about the following:

- The PGA REACH Michigan Foundation has established a formal Board structure, including an Honorary President Chair and officers, with Bob Bales and Dean Kolstad in leadership roles. Work is underway to update the bylaws and add independent directors.
- Birdies Fore REACH event will be held October 1st at Eagle Eye Golf Club. The event is a fundraising challenge where Michigan PGA Professionals take on the golf course with one goal: rack up as many birdies as possible!
- Other ways to support the Foundation include hosting a member-guest event, organizing holiday giveback initiatives, and incorporating on-course challenges.

Growth of the Game Committee

Chair Doug Temple recapped a few items:

- PGA Jr. League Section Championship will once again be held at Binder Park Golf Course on August 6-8, 2026.
- Drive, Chip and Putt registration is open for the 2026 season, with 16 local qualifiers.
- Junior PGA Championships will be hosted at Bedford Valley Golf Course, with the Girls competing on June 17–18 and the Boys on June 25–26.
- In 2026, PGA HOPE Michigan is expanding with 5 new program locations, which is scheduled to operate 52 sessions across 26 locations serving nearly 600 Veterans.
- PGA HOPE Ambassador Dusty Hull is leading efforts to connect with facilities interested in offering Veterans discounts and hosting a PGA HOPE Play Day.
- Encouraged those who have not yet done so to become PGA HOPE Certified Instructors, noting that two certification dates are available on April 15 at Eagle Crest Golf Club and April 16 at Boulder Creek Golf Club.
- The Section was once again selected to bring a team to participate in the 2026 PGA HOPE Secretary's Cup.

Grant POY Awards

Stephanie recognized outstanding contributions to player development. Ethan Busch-Anderson was named Junior Program of the Year, Dan Lock received Inclusion Program of the Year, and Doug Temple was honored as Military Program of the Year. Each shared brief remarks about their programs. Their achievements have also made them eligible for additional grant funding in 2026 to further support their efforts to grow the game.

Player Engagement Consultant

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

- The Section had another great year. PGA Jr. League Growth is up, with coaching revenue generating over \$20M for PGA Coaches nationwide.
- To empower junior golfers both nationally and sectionally, the Arthur M. Blank Family Foundation will provide support through scholarships, Golf With Us, and Project Play.
- Changes to PGA Coach will focus on enhancing training and marketing strategies to position Members as premier coaches.
- In 2026, PGA Family Golf will be transitioning from a standalone program to a group event available through PGA Coach and published via PGA.com.
- New guidelines went into effect at the beginning of 2026 regarding posting of PDR's: 3 credits per 6 registrations; 6 credits per 12 registrations; 9 credits per 24 registrations and 12 credits per 36 registrations.

Cleveland/Srixon

Connor Day, Territory Manager for West Michigan, announced the launch of the company's new global brand platform, "Obsessed with It," marking a bold reintroduction of the brand's voice, identity, and global vision, and reinforcing its commitment to innovation and consistency across markets worldwide.

New Business

None submitted.

Old Business

None submitted.

Meeting concluded at 12:25PM.