



PGA

Kentucky Section

December 8, 2014
Holiday Inn Louisville East
Louisville, KY

2014 FALL MEMBER CONFERENCE

Presented By:



A Textron Company

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Call to Order

Kelly Williams, KPGA President, called the meeting to order at 8:02 a.m.

Invocation & Moment of Silence in Memory of Members

Keith Reese delivered the invocation.

2014 PGA Championship

Brett Sterba spoke about attendance, tickets, volunteering, hospitality and parking at the Championship. Kerry Haigh spoke about championship set up and his philosophies. These PowerPoint presentations are available online.

Kentucky Golf Association Report

Tom Cooksey, KGA President shared the State Amateur Championship will be held at Cherry Blossom in June. Seven additional events have been added to the KGA schedule because of the merger with the KSGA. The Kentucky Family Championship (formerly the Father-Child Championship) has been revamped for 2014 for all family makeups. The tournament will be a one day event in May at Persimmon Ridge Golf Club. The KGA is always searching for championship locations and can bring cart fee, range fee, food and beverage and golf shop credit revenue to courses. If your facility is interested in hosting, please contact Bill Coomer. The statewide decline in handicaps is being addressed by a panel of Kentucky business leaders: Wayne Martin, Steve Stallings and Brandon Neal. Mr. Williams and Mr. Cooksey stressed the importance of amateur and professional leaders working together to fix the problem.

Approval of Minutes

Jim Osborne made a motion to approve the minutes. Bobby Baldwin seconded the motion. Motion carried (unanimous)

President's Report

Mr. Williams recognized Member Conference sponsor Dever, Inc. | E-Z-GO and representative, Dave Macke. Mr. Williams wants KPGA Members and apprentices to participate in PGA Junior League Golf and PGA Golf Day, increase the amount of golfers with a handicap and support the Kentucky PGA Junior Tour. Polo Golf and Samsung have recently become major PGA partners. The KPGA continues to look at new revenue streams and explore online tee time systems.

Vice President's Report

Ralph Landrum noted that Account 6400 in the 2014 was inaccurate due to Fall Member Conference invoices coming in late, an improvement in meeting facilities and record attendances. The KPGA fulfilled its pledge to Golf House Kentucky and the possible penalty for doing so early was waived.

Secretary's Report

Pete Garvey encouraged Professionals to have their apprentices attend Member Conferences and education opportunities. He recognized military veterans, Certified Professionals, Master Professionals and the following:

New Member: James Kittinger, PGA

New Apprentices: Brian Blair, Curtis Mitchell

New Section Transfers: Matthew Cain, Bobby C. Cooke, II, PGA, Anthony R. Laupp and Daniel K. Yeargin, PGA

Executive Director's Report

Steve McMillen outlined a busy and exciting 2014 season. Staff will contact facilities soon with implementation methods for the plan formulated by the aforementioned Handicap Committee. Golfers are now allowed to sign up for handicaps online using Active.com and public or semi-private facilities should speak to Patsy Fitzpatrick for participation information. Point of purchase materials and a customer-focused sales script will be provided to all facilities. Increased handicaps lead to increased revenue at facilities. Golf House Kentucky pays for much of the overhead of the KPGA and KGA. The Kentucky Golf Foundation will be taking on a major initiative in 2014 with PGA Reach. The purpose of PGA Reach is to positively impact lives of Kentuckians, particularly youth and military families through the game of golf and its traditional values. It extends the reach of local organizations. The goals of Kentucky PGA Reach include: ensure youth are properly nourished so they are able to succeed in the classroom and life, ensure military-connected children have transferable skills to meet and identify with people so they can quickly adapt when their parent is deployed or reassigned, ensure wounded warriors are taught the game of golf creating an additional avenue for rehabilitation and to ensure youth are taught the game in schools, on the playground and at the course. Two Charitable Impact Partners include Blessings in a Backpack and PGA Hope (Helping Our Patriots Everywhere). PGA Hope provides group golf activities regionally for wounded warriors. Through Down Range Clinics (developed by the VA's Office of National Veterans Sports Programs and Special Events), trained PGA Professionals deliver golf clinics to wounded warriors. There will be six chapters in Kentucky: Hopkinsville, Bowling Green, Fort Knox, Northern Kentucky, Louisville and Lexington.

Mr. McMillen introduced Beth Sedgwick from Blessings in a Backpack and Kathy Padgett and Kim Wallace from Ashland Elementary in Lexington. Blessings in a Backpack feeds 63,000 kids in 45 states and 600 schools. Blessings in a Backpack, Backpack Raisers will be conducted at KPGA Facilities from March 15-April 18 and a garden will be built at Roosevelt Perry Elementary School in Louisville on April 14. Long term, courses will adopt schools, aide their Blessings in a Backpack program, teach golf in those schools and provide golf activities and a place for kids to pick up backpacks in summer. Two key events for PGA Reach Kentucky: the National Car Rental PGA Reach Classic at Valhalla Golf Club on June 11 (a charity golf outing that Professionals are welcome to bring a team to, an additional ten Professionals are being requested to interact with the participants) and the Party at the PGA on August 4 (a cocktail party at the PGA Championship with notable PGA celebrities). The Backpack Raisers began at today's conference with KPGA members bringing a backpack or \$10. After the meeting, staff will be handing out backpack pick-up containers and Blessings in a Backpack information packets for KPGA facilities to also collect backpacks and/or \$10 from their customers from March 15-April 18. Ideally, Mr. McMillen would like 100 facilities to participate. Courses in the Louisville area are asked to bring their collections to Blessings in Backpack on April 16 at 10 a.m., where the Mayor of Louisville and media will be present. For the garden planting on April 14, about 25 people (Professionals, their members and/or families) are asked to participate

and again the Mayor and media will be present. This all ties into Mayor Fisher's "Give A Day" program and provides an excellent PR opportunity for the KPGA. Mr. McMillen wished everyone well for the 2014 season and recognized the staff.

A 30 minute break was taken and the Assistants-Apprentices Division met.

Assistants-Apprentices Division Meeting

Will Schneider took a nomination from Joey Sachs to appoint John Kells as Vice President. Mr. Kells was appointed to the position with no opposition. Kris Kleinsasser (President Elect) took over as the President of the Assistants-Apprentices Division. The Assistants Match Play will now follow the other match play events with a \$60 entry fee and additional site fee for the final four. Work is continuing with French Lick Resort on raffle prizes for the Assistants Championship and details will be provided at a later date. Mr. Kleinsasser encouraged communication among the membership and highlighted the Pro2Pro opportunities. He is open to ideas on how to get the Assistants-Apprentices Division together for a social function.

District 10 Report

Rick Murphy complimented the KPGA on the strong attendance at the conference. The Youth and Family Golf Summit provided good learning experiences and opportunities and will continue to run opposing the Teaching Summit. Mr. Murphy is hoping to expand the reach of the Y&FGS on a regional basis to touch more Professionals. There is a new culture in The PGA of "What can The PGA do for its members?" This was on display with the contract deal with NBC and The Golf Channel, the ADP funding increase and the National Car Rental sponsorship; which all will be big drivers of how money will come to sections. Polo will allow the Ryder Cup collection to be sold online and in various retail outlets and proceeds will benefit sections. The issue with the Samsung contract deals with an overlap in products to those offered by KitchenAid. The PGA Tour partnership will bring an increase of PSAs and branding during televised events. A Super Regional (including District 10) will be in Atlanta on April 29-May 1 to get to know the three candidates for Secretary better. The election will be held in Indianapolis in November. He encouraged facilities to get involved in Get Golf Ready programming, currently only 38% are engaged. He also encouraged participation in PGA Junior League Golf.

Committee Reports

Assistants/Apprentice Division

Mr. Kleinsasser submitted the Assistants/Apprentices Division report as written.

Business Development

Brad Morrow encouraged attendees to stop by the LexMark booth to register for a free printer. He urged those with contacts to key businesses to please let any committee member (Mr. Morrow, Eric Gilliland, Kelly Maxwell, Kevin Childers and Danny Baron) know of possible partnerships. This will allow Mr. McMillen to continue to grow partnerships for the Family of Organizations.

Education

Craig Heibert recognized his committee. The KPGA is honored to have former KPGA Member, Brian Manzella speaking to the membership today. Mr. Heibert referred to the conference

handout regarding Pro2Pro, the Pro2Pro District Forums and the KPGA Teaching Summit and outlined these items. He encouraged anyone with questions about Pro2Pro to speak with the committee. He thanked Dever, Inc. | E-Z-GO for their sponsorship.

Employment

Dick Bradow reminded everyone he is available to help with any employment or PGA related needs. The 2014 PGA Compensation Survey remains a high priority locally and nationally and runs through March 23. There are new employment resources available on PGALinks.com for Members to explore. He encouraged everyone to participate in Performance Trak, update their CareerLinks profile and take a look at the Service Plus Sales edition of PGA Magazine. Mr. Bradow will be available in the afternoon for anyone to speak with him.

Junior Golf

Kelly Newland announced two Drive Chip & Putt qualifying sites (Lexington and Louisville) in June. A Regional or Sub-Regional will be held in Indianapolis. Every kid that signs up, gets in this year. More details will be available soon. With the success of PGA Junior League in 2013, parents are more interested in the Kentucky PGA Junior Tour, thus it has proved to be an excellent “feeder system.” The tour is excited to have added eight Eastern Kentucky events to put the total in 2014 to 39 junior events. Registration opens March 4 at 9:00 a.m. The tour will put forth a customer focus philosophy of building relationships with eight “Touch Point” improvements at: registration, pre-event, entrance, onsite check-in, starter, on course, scoring area and post event. Weekly emails and social media blasts have been sent to tour parents and coaches. The tour will “Bring the Fun Back!” with short game skills challenges and frozen marshmallow long drive contests. Caddies will be allowed for all 6-hole and 9-hole participants. The events will focus on fun rather than being conducted like USGA qualifiers. There are three Early Registration promotions including: Play with a Pro! for those who register between March 4 and April 1; a free round at Valhalla for the junior, their pro and one guest, for those who register between April 1 and May 1 and three week-long, grounds passes to the PGA Championship, for those who register between May 1 and June 1. KPGA Members are needed to make these improvements a success by: being starters, being on-site, being seen, getting involved, promoting the events to their juniors and parents and helping find cook-out sponsors at their facilities. Larry Ward spoke about best practices and opportunities for caddying 6-hole and 9-hole players. He asked anyone to contact him with questions, concerns and ideas for junior golf.

Growth of the Game

Mr. Landrum urged everyone to increase revenues and customer relationships by selling handicaps, registering programs on Active.com, starting Golf in Schools programs, participating in Play Golf America initiatives and checking out the Youth and Family Golf Summit on PGALinks. Facilities will be contacted by the Growth of the Game committee to report on Golf in Schools programs. Grants are available for these programs and equipment is available from Golf House Kentucky. He gave kudos to Mr. Murphy on the Y&FGS and thanked the Growth of the Game Committee and staff.

Tournament

Chris Redle highlighted three tournament changes from the Fall Member Conference. There

is a \$30,000 increase available in prize money this year, including a significant boost for the Section Championship. The Pro-Assistant will now be the first event of the season, start at a later time and be an 18-hole event. There will be two National Car Rental Pro-Ams at Big Spring Country Club and Champion Trace Golf Club. Registration will go live on March 4. The committee is seeking to improve communications in 2014. Mr. Redle and Jason Stilley recognized Logan Watts for his \$25,000 hole-in-one at the National Assistants Championship in 2013.

KPGA Foundation Grant Presentation

Mr. Williams recognized the Past Presidents in the room and introduced Past President, Steve Shafer. Grant requests have grown from three in 2003 to 16 at the previous day's meeting. The KPGA Foundation was able to provide assistance to 13 of those requests in some form. He thanked those who participated in PGA Golf Day, as the money raised in that initiative fuels the funding. He urged Professionals to continue participating in PGA Golf Day. Several SNAG equipment sets are being purchased by Golf House Kentucky for KPGA Professionals to use for their Growth of the Game activities, in addition to blow up nets and a blow up "golf hippo." The KPGA Foundation has dissolved and will now be a restricted fund under the Kentucky Golf Foundation. This fund will be overseen by KPGA Professionals and will not change the initiatives of the KPGA Foundation. This will allow the Foundation to become more all-encompassing to growing golf in the Commonwealth.

Old Business

Mr. Williams reported there was no old business on file.

New Business

Mr. Williams called for any new business topics from the floor. Mike Fields asked about wearing shorts in KPGA events. Gary Bebelaar asked about the possibility of the Player Development Staff Position. Conversations will continue about this in board meetings and especially the Fall Planning Session. Mr. Morrow has been tasked with researching this further.

Open Forum

Mr. Williams facilitated the Open Forum. He took a straw poll for or against wearing shorts in KPGA events. A majority of the room was in opposition.

Adjournment

Brad Morrow made a motion to adjourn the meeting at 12:00 p.m. Larry Ward seconded the motion. Motion carried (unanimous).

Garry Nelson gave the Special Awards Presentation.

Dear KPGA Members and Apprentices:

The fall president's report comes to you during my trip home from the 98th Annual Meeting in Indianapolis. It was an extremely energizing and positive week, wrapped up with Suzy Whaley victorious as the new Secretary of our Association. It is a pleasure to say the Kentucky PGA supported her in the election, but not without a great deal of scrutiny as we vetted the process with all three candidates. Nearly your entire board of directors attended meetings with all of the candidates and when it came time to vote, we couldn't lose, as all three candidates were outstanding. We felt Whaley positioned The PGA of America to better reach some audiences where we have the most potential to grow our great game. We are in great hands as an association with Derek Sprague, Paul Levy and Whaley as our National Officers. It is also refreshing to know that Allen Wronowski will continue to serve as our National Honorary President.

Prior to the elections, we were treated to a keynote speech from Donald Trump. He proclaimed, "PGA Golf Professionals are great people." It is hard to disagree with that statement. It is the great people that drive our business forward. In addition to "The Donald," we heard The PGA of America's Strategic Plan for the years' ahead, presented by CEO, Pete Bevacqua. The entire plan is based on the mission "Serve the members, grow the game." Never in my time as a PGA Member have I been more confident that our national association is more focused on the rank and file PGA Member and growing the game with realistic expectations than under the current leadership. District 10 Director Rick Murphy will share details of the strategic plan in his fall report.

In addition to the strategic plan, we also got an education on inurement and the recent study conducted on behalf of the Association to learn what opportunities we may be missing. It was announced that PGALinks will launch a newly renovated site in January 2015, just prior to the PGA Show. The definite highlight of the meeting was seeing Arnold Palmer receive the first ever Deke Palmer award on behalf of his father. The award will be presented to others in the future who have overcome great personal barriers to be successful in our industry - a true honor to receive an award name on behalf of the Palmer family. Mr. Palmer was truly touched and shared his emotion with the entire delegation. I strongly encourage you to view a replay of the ceremony on PGALinks.com.

During my first year as president, it is clear that we have made great strides as a Section and here are just a few of the accomplishments your board of directors has worked toward during 2014:

1. Record PGA Junior League Attendance
2. Attainable debt service retirement plan for Golf House Kentucky
3. Successful execution of PGA Championship at Valhalla
4. Lucrative contribution to the Kentucky Golf Foundation through PGA REACH Kentucky
5. Hiring Director, Marketing-Events of Golf House Kentucky
6. New and exciting junior golf initiatives included in 2015 KPGA Business Plan
7. Maintaining a strong and positive relationship within the family of golf organizations

There is still much work to do, but it is truly exciting to see our clear cut direction for the future. You should be very proud of the commitment of my fellow board of directors, who take their

responsibility very seriously every time we conduct the business of your association.

In closing, I would like to thank all KPGA Members for their support over the last five years. Please know my lines of communication are always open; please call, text, e-mail, tweet or send me a smoke signal at any time you have a constructive idea or concern regarding OUR association.

Sincerely,

Kelly Williams, PGA
Club Manager
Greenbrier Golf & Country Club
(859)299-5002
@GreenbrierGCC @KWPGA



FINANCIAL SUMMARY REPORT Fiscal Year 2014 | As of September 30

KENTUCKY PGA

Financial Position

The total operations cash as of September 30 were \$170,907 as compared to \$364,185 as of June 30. Specifically the bank account balances as of September 30 were \$120,909 (Operations Account) and \$49,998 (Reserve Account). The Investment Account (Vanguard) was \$475,487. Account Receivables as of September 30 was \$28,125 primarily made up of sponsorships. There are ten accounts 90 days past due. Three of these accounts are large corporations and the invoices are being worked through the hierarchy of their accounts payable. Payment has been received for four of the accounts in October.

Statement of Activities

Third Quarter Net Ordinary Income was (\$5,879) as compared with the budget of \$26,066. Year to date (September 30) Net Ordinary Income was (\$68,508) as compared with the budget of \$95,895 for an unfavorable variance of (\$164,403).

Revenues

Third Quarter Ordinary Revenues were \$228,034 as compared to the budget of \$270,679. Year to Date (September 30) Ordinary Revenues were \$521,173 as compared to budget of \$525,649 for an unfavorable variance of \$4,476. There were no significant variance compared to budget – see Variance of Activities report.

Expenses

Third Quarter Ordinary Expenses were \$233,913 as compared to the budget of \$244,614. Year to Date (September 30) Ordinary Expenses are \$589,681 as compared to budget of \$429,753 for an unfavorable variance of \$159,927. YTD key variances are summarized on the Variance of Activities report. Significant variances include: Contributions & Grants \$159,513 were higher due to the retirement of the Golf House pledge. Member Education was \$4,845 less due to cancelation of the teaching summit. PGA Championship Expenses were \$11,626 less due to strategic planning and utilization of best practices from past hosts. PGA Meeting Expenses were \$3,191 less due to not having a PGA leadership conference in September. Tournament Expenses were \$22,213 higher due to estimates of when the expense would occur. It is expected Tournament Expense will be in line with the overall year-end budget.

Commentary

Although there are several budget to actual variances as shown on the Variance of Activities Report, the \$164,403 unfavorable ordinary net income variance is attributable to the retirement of the Golf House Pledge. In regards to the credit balances on the A/R Aging Summary, these are attributable to an accounting software procedure that resulted in payments not being applied directly towards invoices. The accountant has been contacted to ensure the entries are properly adjusted.

Kentucky PGA

Consolidated Financial Statements | Fiscal Year 2014

As of September 30, 2014

CONSOLIDATED STATEMENT OF ACTIVITIES

INCOME/EXPENSES (YTD)	Actual	Budget	Variance	Notes
Ordinary Income	521,173	525,649	(4,476)	
Other Income	305	-	-	
Ordinary Expenses	589,681	429,753	159,927	
Other Expenses	-	-	-	
NET INCOME	\$ (68,203)	\$ 95,895	\$ (164,403)	

STATEMENT OF FINANCIAL POSITION

ASSETS	30-Sep-14	30-Jun-14	\$ Change	Notes
Operations Acct	120,909	232,953	(112,045)	Business Checking
Reserve Acct	49,998	131,232	(81,234)	Reserve Savings
Investment Acct	475,487	295,910	179,576	Mutal Funds -- Vanguard
Account Receivable	18,125	21,875	(3,750)	See A/R Summary
Account Receivable Closing	10,000	-	10,000	Expected funds not invoiced
TOTAL ASSETS	\$ 674,518	\$ 681,971	\$ (7,453)	
LIABILITIES & EQUITY	30-Sep-14	30-Jun-14	\$ Change	Notes
Accounts Payable	2,201	1,158	1,043	
Accounts Payable Closing	3,000	3,699	(699)	Payables with invoice pending
Equity	669,317	677,114	(7,797)	
TOTAL LIABILITIES & EQUITY	\$ 674,518	\$ 681,971	\$ (7,453)	

A/R AGING SUMMARY COMPARATIVE STATEMENT

Days Past Due	30-Sep-14	30-Jun-14		
Current	(250)	17,500		
31-60 Days	-	6,250		
61-90 Days	10,250	2,125		
91-120 Days	(6,000)	-		
121-150 Days	2,750	-		
150+/ Days	11,375	-		
TOTAL	\$ 18,125	\$ 25,875		

Kentucky PGA

Statement of Activities - Fiscal Year 2014

As of September 30, 2014

Acc't	Category	Q1	Q2	Q3	Q4	YTD	YTD Bdgt	PY Act	YTD Var	YE Budget
ORDINARY INCOME										
4000	Member Dues	\$ 202	\$ 11,677	\$ 37,509	\$ -	\$ 49,388	\$ 47,480	\$ 56,512	1,908	48,230
4100	Member Education Revenues	\$ 15,975	\$ 50	\$ -	\$ -	\$ 16,025	\$ 19,200	\$ 14,545	(3,175)	33,200
4300	Special Events Revenues	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 350	-	-
4400	Marketing Programs Revenues	\$ 250	\$ -	\$ -	\$ -	\$ 250	\$ -	\$ 3,500	250	-
4500	Investment Income/Dividends	\$ 110	\$ 652	\$ 1,511	\$ -	\$ 2,272	\$ 3,000	\$ 5,283	(728)	5,000
4600	ADP Funding	\$ -	\$ -	\$ 75,000	\$ -	\$ 75,000	\$ 75,000	\$ 46,320	-	150,000
4610	PGA Championships Funding	\$ -	\$ 15,000	\$ 10,000	\$ -	\$ 25,000	\$ 25,000	\$ -	-	25,000
4620	PGA Meetings Reimbursement	\$ 1,489	\$ 2,837	\$ -	\$ -	\$ 4,326	\$ 7,500	\$ 5,479	(3,174)	20,500
4630	PAT Funding	-	\$ 75	\$ -	\$ -	\$ 75	\$ 662	\$ 725	(587)	1,500
4700	Partnership Revenues	-	\$ 4,906	\$ 7,500	\$ -	\$ 12,406	\$ 14,178	\$ 10,209	(1,772)	17,650
4800	Tournament Revenues	\$ 70,350	\$ 169,566	\$ 96,514	\$ -	\$ 336,430	\$ 333,628	\$ 310,463	2,802	339,152
Total Income		\$ 88,376	\$ 204,764	\$ 228,034	\$ -	\$ 521,173	\$ 525,649	\$ 453,386	(4,476)	640,232
ORDINARY EXPENSES										
5000	Staffing Expenses	\$ 19,000	\$ -	\$ -	\$ -	\$ 19,000	\$ 19,000	\$ -	-	21,000
5100	Professional Fees	\$ -	\$ 2,300	\$ -	\$ -	\$ 2,300	\$ 2,500	\$ 2,200	(200)	2,500
5200	Bank Services	\$ -	\$ -	\$ 345	\$ -	\$ 345	\$ 225	\$ 273	120	300
5300	Licenses & Permits	\$ -	\$ 15	\$ -	\$ -	\$ 15	\$ 250	\$ 15	(235)	275
5400	Office Supplies	\$ 2,442	\$ -	\$ -	\$ -	\$ 2,442	\$ 2,525	\$ 199	(83)	2,775
5500	Printing & Reproduction	\$ 5,128	\$ 503	\$ 271	\$ -	\$ 5,902	\$ 6,450	\$ 1,040	(548)	7,450
5600	Postage & Delivery	\$ 2,366	\$ 264	\$ 420	\$ -	\$ 3,051	\$ 4,575	\$ 1,016	(1,524)	5,125
5700	Technology Expenses	\$ 3,240	\$ -	\$ 3,000	\$ -	\$ 6,240	\$ 6,240	\$ 812	-	8,400
5800	Insurance	\$ 4,328	\$ -	\$ -	\$ -	\$ 4,328	\$ 4,200	\$ 4,113	128	4,200
5900	Automobile Expenses	\$ 3,798	\$ (2,947)	\$ 1,553	\$ -	\$ 2,404	\$ 2,451	\$ 2,257	(47)	4,205
6000	Dues & Subscriptions	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 650	\$ -	(650)	650
6100	Uniforms	\$ 727	\$ -	\$ -	\$ -	\$ 727	\$ 1,500	\$ 1,779	(773)	1,500
6200	Travel	\$ 3,024	\$ -	\$ -	\$ -	\$ 3,024	\$ 2,700	\$ 170	324	2,700
6300	Contributions & Grants	\$ 160,213	\$ 1,600	\$ 3,000	\$ -	\$ 164,813	\$ 5,300	\$ 60	159,513	8,400
6400	Committee & Meeting Expense	\$ 13,014	\$ 142	\$ 496	\$ -	\$ 13,652	\$ 13,279	\$ 9,257	372	17,646
6500	Member Education Expenses	\$ 13,181	\$ 153	\$ 72	\$ -	\$ 13,405	\$ 18,250	\$ 19,457	(4,845)	29,450
6600	Special Events Expenses	\$ 2,769	\$ 188	\$ 3,947	\$ -	\$ 6,904	\$ 6,500	\$ 8,693	404	7,250
6700	Marketing Programs Expenses	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 5,146	-	-
6800	PGA Championships Expenses	\$ -	\$ 1,154	\$ 17,221	\$ -	\$ 18,374	\$ 30,000	\$ 1,403	(11,626)	30,000
6900	PGA Meetings Expenses	\$ 3,291	\$ 2,218	\$ -	\$ -	\$ 5,509	\$ 8,700	\$ 10,181	(3,191)	24,700
6850	PAT Funding	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	-	-
7000	Partnership Expenses	\$ 6,720	\$ 230	\$ -	\$ -	\$ 6,950	\$ 6,375	\$ 80	575	6,645
7100	Tournament Expenses	\$ 8,912	\$ 97,795	\$ 203,588	\$ -	\$ 310,295	\$ 288,083	\$ 268,353	22,213	332,369
Total Expense		\$ 252,152	\$ 103,616	\$ 233,913	\$ -	\$ 589,681	\$ 429,753	\$ 336,506	159,927	517,539
Net Ordinary Income		\$ (163,776)	\$ 101,148	\$ (5,879)	\$ -	\$ (68,508)	\$ 95,895	\$ 116,880	(164,403)	122,693
OTHER INCOME										
Gain/(Loss) on sale of Investment		-	-	103	-	103				
Unrealized Gain/(Loss) on Investment		-	2,222	(2,020)	-	202				
Total Other Income		\$ -	\$ 2,222	\$ (1,918)	\$ -	\$ 305				
NET INCOME		\$ (163,776)	\$ 103,370	\$ (7,797)	\$ -	\$ (68,203)				

Kentucky PGA

Variance of Activities - Fiscal Year 2014

As of September 30, 2014

Income Accounts		+/- Budget	Explanation for Variance
4100	Member Education Revenues	\$ (3,175)	Cancelation of Teaching Summit thus workshop fees are less than forecast - see acct 6500 below
4620	PGA Meetings Reimbursement	\$ (3,174)	Budget assumption included a Leadership Conference in September - see acct 6900 below
	Other accounts	\$ 1,873	
Total		\$ (4,476)	unfavorable
Expense Accounts		+/- Budget	Explanation for Variance
6300	Contributions & Grants	\$ 159,513	Contribution to retire the 2006 Golf House commitment
6500	Member Education Expenses	\$ (4,845)	Cancelation of Teaching Summit thus workshop fees are less than forecast - see acct 4100 above
6800	PGA Championship Expenses	\$ (11,626)	Cost savings related to stratgic plan and best practices from other past hosts
6900	PGA Meeting Expenses	\$ (3,191)	Budget assumption included a Leadership Conference in September - see acct 4200 above
7100	Tournament Expenses	\$ 22,213	Allocation of the budget, year end is forecasted to be in line with budget
	Other accounts	\$ (2,137)	
Total		\$ 159,927	unfavorable
Net to Budget		\$ (164,403)	unfavorable



Dear KPGA Members and Apprentices:

It's my pleasure to report to you the state of Kentucky PGA membership. I respectfully submit the KPGA Secretary's Report for the fall of 2014.

2014 was a year of growth in the ranks of the Kentucky PGA. Membership rose by nine professionals, resulting in 278 current members making up our body. Even with a slight drop in apprentices, we realized an overall positive growth for our Section. With regard to apprentices, I want to thank all the professionals that hire, tutor, mentor and encourage the young men and women of the KPGA to continue with their professional career and hopefully one day reaching their goal of membership.

At the bottom of this report are the current membership and apprentice numbers, new members, section transfers, new apprentices and a current Certified Professional and Master Professional list. I'd like to welcome all new Members and apprentices and congratulate those Professionals challenging themselves to become better stewards of this great game through the PGA's Certified program.

We are rapidly approaching the end of our current MSR cycle. Congratulations to those that have taken the time to improve themselves as Members and have completed this cycle's requirement. As of November 15, the association as a whole has only seen a completion rate for MSR of 40%. The Kentucky Section currently is at 45.5% making us 14th in the association. I want to encourage all professionals to take advantage of this fall's education offering as well as the program for the Spring Conference in Lexington on Monday, February 23. The Education Committee has been working diligently to offer pertinent education opportunities to not only achieve your MSR, but to allow you to grow as a professional. Did you know there are over 20 free MSR opportunities on pgalinks.com? Simply click on the Education tab then click on Complimentary PGA Education MSR. It's very simple and time saving.

In closing, I want to remind you that you, the Kentucky PGA member, are the horse power to "drive" the game of golf forward in our state. "Driving the Game Forward" was the theme of this year's PGA Annual Meeting in Indianapolis. It was a great three days of meetings, keynote speakers, presentations, exchange of ideas and the election of Suzy Whaley as our new national Secretary. Details of a new Long-Term Strategic Plan were unveiled by CEO Pete Bevacqua with a new mission to Serve our Members and Grow the Game. Collectively we can improve the lives of all Kentucky PGA members by individually growing the game at our facilities. Regardless if you are a private, public, off course or teaching professional, you have a hand in our future success. It's time to reach out. It's time to embrace being the stewards of this wonderful game. It's time to ask, "How have I grown the game today"? I truly believe a rising tide will lift all boats.

Finally, as your Secretary, I'm your direct link to National should you encounter any issues regarding your membership or apprenticeship. Let me be your point man and help you find the answer. I value the trust you put in me.

The State of the Kentucky Section:

Currently there are 278 PGA Members in the KY Section of The PGA of America.

Currently there are 48 Apprentices registered in the KY Section of The PGA of America.

We welcome the following new members since the spring meeting:

Christopher S. Boysel, PGA	Man O'War Golf
David Curry, PGA	South Park Country Club
Andrew Freeman, PGA	Valhalla Golf Club
Perry French, PGA	Cleveland Golf
Andrew Lardner, PGA	Seneca Golf Course
Tommy Spampinato, PGA	Triple Crown Country Club
Nick Sweeney, PGA	Heritage Hill Golf Club
Justin L. Thomas, PGA	PGA Tour

We welcome the following transfers to the Kentucky Section since the spring meeting:

Stan Bickel, PGA	not affiliated
Seth H. Christian, PGA	Andover Golf & Country Club
Mark S. Flitton, PGA	Lindsey Golf Course
Robert J. Gates, PGA	Bardstown Country Club at Maywood
Bradley M. Hicks, PGA	Champion Trace Golf Club
Justin J. Holland, PGA	Golf Galaxy, Louisville
Andrew F. Kaczmarek	Lake Cumberland Golf Club
Sean P. Lowry, PGA	GolfTEC, Louisville
James R. Maxam, PGA	Maxam Swing Solutions
Matt O'Keefe, PGA	Matt O'Keefe Golf

We welcome the following new apprentices since the spring meeting:

Alex P Pietrandrea	Hunting Creek Country Club
David Shearn	Audubon Country Club
Nick Stivers	Henry County Country Club
Matt S Way	Frankfort Country Club
Christopher J. Taber	Greenbrier Golf and Country Club

Master Professionals

Mike Thomas	Golf Operations
Ralph Landrum	Instruction

Certified Professionals

Danny Baron	General Management
Dick Bradow	Golf Operations
Tyler Caviness	Golf Operations
Jamie DeKeuster	Golf Operations
Lizzy Freemantle-Schremp	Executive Management, General Management, Golf Operations, Instruction, Ownership/Leasing and Retail
Chris Hamburger	Golf Operations
Ralph Landrum	Instruction
Dennis Nash	Instruction

(continued)

Matt O'Keefe

Golf Operations, Instruction, Retail, Executive Management,
Ownership/Leasing

John Piascik

Golf Operations

Keith Reese

Executive Management, General Management and Golf
Operations

Will Schneider

Golf Operations

Scott Sedgwick

Golf Operations, Instruction and Retail

Steve Shafer

Golf Operations

Josh Snider

Executive Management, General Management, Golf
Operations, Instruction and Retail

Respectfully submitted,

Pete Garvey, PGA

Secretary, Kentucky PGA

Dear KPGA Members and Apprentices:

I would like to thank the Kentucky PGA for your support in my first year as your District 10 Director. It is indeed an honor to represent Kentucky and District 10 on the PGA Board of Directors. Your national board has had some very important decisions to make over the past year and you should know that my decisions and input are based upon what is the right thing to do and what is the right thing for the Kentucky PGA. We have a bright future! It is one of the most exciting times I can remember as a 32-year PGA member. I am very fortunate to be serving and being a part of us and our association in "Driving the Game Forward"!

Your Kentucky PGA officers, board of directors and staff have been outstanding to work with. You should be proud of your leadership! They represent you with a passion and engagement that bodes well for all of the 325 Kentucky PGA Members. Most notably, was their comprehensive decision making process in the selection of the next Secretary of The PGA of America. They acted in your best interest and came together unified in their support of one candidate. When your leadership is representing you at PGA events outside of the section, you are represented well. They have a genuine passion for you, a vision for the future and what is best for the Kentucky PGA and its members.

On the national level, your PGA Officers, Board of Directors and staff are driven to promote the PGA Member, offer support to you and grow the game. We are driving new benefits and dollars to the Kentucky PGA, as is evident with increased ADP Funding. This funding will grow to the level of \$180K over the next four years. It is up to you and your leadership to determine the most efficient and effective way to use these funds for the betterment of the Kentucky PGA and growing the game.

It is indeed an exciting time to be a PGA Member and to see the vision we have for the future. Your CEO Pete Bevacqua has hit many home runs for us and on many levels. One would be the new television contract he negotiated for our championships. A critical part of this negotiation has led to the increased exposure of the PGA Professionals and coverage on the Golf Channel. This is a great branding tool, gives us the opportunity to tell our story to the world and will drive dollars and more to your section to do the things you think are important (growing the game, education and more).

At our PGA Annual Meeting in Indianapolis, Pete Bevacqua our CEO rolled our strategic plan through 2017. This was a plan that was fully vetted by your Officers, Board of Directors, Past Presidents and Section Leaders. There were two missions: growing the game and serving the PGA Member. The document is designed to adapt to market conditions and economic realities.

The Pillars of Our Strategic Vision:

- Constant pursuit of excellence: committed to innovation, collaboration and improvement
- Commitment to diversity and inclusion that resonates throughout The PGA of America, its programs and practices
- Teamwork and talent must define our culture and be exhibited in our communication, accountability, honesty, trust and impact

The strategy lays out a new approach to the marketplace. Instead of National developing and pushing down - initiatives will be born and tested at the Member and Section level.

Eight core products will be focused on: employment, education, player development, championships, sections, properties, global and PGA REACH. To measure the plan's success, we are developing a series of Key Performance Indicators to track how we are performing on an ongoing basis.

The plan takes a hard look at our long-term digital strategy as well. This includes the repositioning of our member website (PGALinks.com) and renaming it PGA.org beginning in January. This will provide three primary benefits to PGA members:

- Personalized features that allow members to customize the version of PGA.org that works best for them
- Simplified experience to help members find content and tools they need
- Enhanced tools to make teaching the game, managing a facility or advancing the industry easier from any device—desktop, phone or tablet.

Finally, our Centennial Celebration will be a focus and a major part of telling our story and sharing the history of the PGA and what we do as PGA Members. The PGA's Centennial celebration in 2016 will be a member and section focused 100-day celebration that will start at the 2016 PGA Merchandise Show in January and run through May 5, 2016. It will be focused on raising the profile of members with employers and golfers in general.

Darrell Crall, our COO, has made get strides with our day to day operations and increased communication between all sections and the national office. Monthly phone calls are made between the national office and your Executive Director, Steve McMillen. There is a concentrated effort to communicate regularly with section leadership. Your PGA Board of Directors has monthly conference calls in addition to regularly scheduled board meetings. With this we are able to make more timely decisions that are necessary for our association. It is evident to me that through this increased communication it will and has allowed your board to make better decisions based upon more facts and information.

Congratulations to our new Secretary of the PGA Suzy Whaley! She will do a great job representing us and will compliment both Vice President Paul Levy and President Derek Sprague as our officer team. In addition, Allen Wronowski's term as PGA Honorary President has been extended two years.

In closing, thanks for all that you do to grow the game on many levels. The Kentucky PGA should be proud of what you do and thankful for the outstanding leadership you have. Please do not hesitate to reach out to me with any ideas or concerns you have.

Warm Regards,

Rick Murphy, PGA
District 10 Director



Dear KPGA Members and Apprentices:

On behalf of the Golf House Kentucky staff, thank you to everyone who helped make this year successful. This was an exciting year and your support and efforts were truly appreciated!

Kelly Williams shared with you the seven key accomplishments of the Kentucky PGA. I want to stress how several of those accomplishments are related to our family of golf organizations. Like a marriage, our family of organizations is a lot of hard work, but the benefits are priceless. The longer I am around, the more I appreciate this family of organizations. Our goal is to increase your knowledge of this relationship, so you can better understand how it benefits you as a KPGA member.

One of those areas is our foundation's PGA REACH Kentucky initiative. At our Spring Member Conference, we shared the purpose of PGA REACH Kentucky (to positively impact lives in Kentucky, specifically youth and military families using golf as our toolkit). Since February, we have made a lot of progress in the initiative's development. Thanks to individual donors and corporate partners who believed in our vision, we are starting to make an impact. Through our Charitable Impact Partners - Blessings in a Backpack and USA Cares - we are providing food to over 150 under-nourished youth in three different cities (Louisville, Lexington and Hazard) on weekends and supporting 45 military families in crisis. Now close your eyes and envision the following:

Imagine the day when every PGA Member facility in Kentucky adopts a school and provides at least 50 kids in that school with food for the weekend. Building upon that relationship, imagine the PGA Professional of that facility introducing golf in the classroom and creating an onsite after school program to those who have taken an interest in the game. Imagine those after school program kids being transitioned to a golf course where they can begin to play the game. Imagine those PGA Professionals being compensated for their instructional time.

Imagine a military hero injured in combat who cannot afford to take time away from work for treatment because they are unemployed or employed with companies that cannot pay them while they receive treatment. Imagine a military family unable to pay simple bills (such as housing, food or utilities) because they have been called to duty and have suddenly suffered significant loss of income; or because of being reassigned, their pay is delayed for several weeks. Imagine how financial support and advocacy (golf programs) can impact the lives of these military families making the sacrifice to protect our freedom.

You do not have to imagine, this is PGA REACH Kentucky! Do you want to be part of this special initiative? In 2015, you will have the opportunity. Stay tuned! Soon, we will be sharing more details on exactly how you and your course can become involved.

What else can you do in 2015? Here are some things to consider:

- Complete your MSR requirements well before the June 15 deadline
- Host a PGA Junior League team at your course
- Actively market handicap accounts at your facility
- Make time to play more golf...growing the game starts by example

In closing, I want to say thank you to the Golf House Kentucky staff. These individuals

work hard every day serving the membership of not one but two organizations. They are a dedicated group of people who balance their duties and regardless of the challenges always find a way to get things done while managing to keep a smile on their face and a smile in their voice.

God bless our family of organizations and our great nation!

Steve J. McMillen
Executive Director

Dear KPGA Members and Apprentices:

I want to thank everyone for electing me as the Assistants | Apprentices Division President this past year. It was a great learning experience and truly an honor to represent you not only within our Section, but also at our PGA National Annual Meeting in Indianapolis. It's been a productive year and hard to believe that 2014 is quickly coming to an end.

Currently we have 33 Assistants (A-8) and another 47 Apprentices in the KPGA. I would like to welcome all the new Assistants and Apprentices and encourage everyone to get actively involved. I would like to congratulate all of those who completed the Apprentice Program this year and for your achievement of becoming a PGA Class A member. For those who are currently working through the program, I encourage you to bear down and continue to work your way through it. Now that the weather has turned and the golfing season has pretty much ended, these next few months are a great time to take advantage of your free time and complete a lot of the work and activities that are required. If you have already completed the program, I encourage you to seek out the Certified Professional Program. We must continue to learn and educate ourselves so that we can be the best golf professionals that we can be.

A part of becoming actively involved in the KPGA is participating in our tournament schedule. Two major tournaments for our Assistants and Apprentices every year are the KPGA Assistant Match Play Championship and the National Car Rental Kentucky PGA Assistant Championship. This year our Assistant Match Play Championship Finals were held at Frankfort Country Club and our Assistants Championship held at Bardstown Country Club at Maywood. I would personally like to thank PGA Head Golf Professionals Alex Martin (Frankfort) and Chris Osborne (Bardstown) for hosting our events at their facilities this year. The facilities were great and a good time was had by all who participated. If you see Alex or Chris, I encourage you to also thank them for their support of our division this year. Thank you to those who participated and supported not only our events, but all of our KPGA events as well. As far as the winners of those events, congratulations to Austin Meyer (2014 Assistants Match Play Champion), Blake Watts (2014 KPGA Assistants Championship Champion) and John Bachman (2014 KPGA Assistants Championship Runner Up). Blake and John qualified for the 2014 National Assistants Championship in Port St. Lucie from October 30 - November 2 and represented us well. Nice playing guys!

We are all so blessed and very lucky to be doing what we love for a living. I urge all of you to continue striving to not only be the best professional you can be, but to also take pride and help our section to become the best within The PGA. We are all in this together and as always, if there is anything I can do for you, please let me know. All the best!

Respectfully submitted,

Kris Kleinsasser, PGA
Assistants | Apprentices Division President

Dear KPGA Members and Apprentices,

“Give me six hours to chop down a tree and I will spend the first four sharpening the axe” - Abraham Lincoln

Welcome to the 2014 Fall Member Conference. It is with great pleasure I submit the Kentucky PGA Education Report. The above quote, made famous by Abraham Lincoln, is so true for us as PGA Professionals. We must continue to sharpen our skills to continue to improve in our craft - the business of golf.

At the PGA Annual meeting held earlier this month in Indianapolis, we were continually reminded of our mission to “serve our members and grow the game.” This ties well to our Fall Member Conference Education Program. We are honored to have Mike O’Donnell, Senior Director of Golf 2.0 and Player Development at the PGA of America; Bob Baldassari, Director, Youth Development at the PGA of America and Frank Chieppa, our Player Development Regional Representative. I truly hope you enjoy their presentation on “Best Practices for Growing Golfers.”

Last winter, the Education Committee took on a very ambitious task of creating a new program called “Pro2Pro.” During that time, we made a strong attempt to reach out to every PGA Member and apprentice and ask for your support. The mission of Pro2Pro is to bring the fraternal aspect back to our Section member on a personal level. We want to build camaraderie. We are “pro helping pro” by sharing ideas that can make us all better golf professionals. The next phase of Pro2Pro is to identify subject matter experts and have them listed on the PGA Log In area of kygolf.org. If you completed the KPGA Member Survey, there were questions tied to this initiative. If not, there are forms available for you to participate. We, the KPGA Professionals, are the leaders in the business of golf and this initiative will strengthen our association, its members and the game of golf.

Next June marks the end of the MSR requirement period. Please check the PGALinks website for your MSR status. The KPGA Education Committee will have significant educational opportunities over the next 7 months to not only help you get your MSR hours, but provide you with opportunities to grow as a professional. Additionally, PGALinks has several free online MSR opportunities available.

The 2015 Member Conferences will provide more opportunities for education hours and offerings. 2015 will be the return of the two day member conferences. In the spring, we will have our normal program on Monday as well as a merchandise show on Tuesday. Our fall meeting will be a Teaching and Coaching Summit. Please stay tuned to the Monday emails about these and other educational opportunities.

I would like to encourage you to look beyond the MSR requirements and embrace education as a means to not only better yourself a professional, but to better our game. One area you can explore is the Certified Professional Program. I am delighted KPGA Professional Josh Snider has agreed to assist KPGA Members looking to achieve Certified status by providing study sessions throughout the off season. The first session will be at Golf House on December 18 at

3:00. There is no cost to attend, and I am sure you will be glad you took this important step in becoming a Certified Professional.

I would like to thank the education committee members: Pete Garvey, Brad Morrow, Tennyne Ohr, Chris Hamburger, Danny Baron, Jon Hardesty and Mike Finney for all their hard work and dedication to provide our Members and apprentices with educational opportunities. And lastly, I would like to thank Kevin Kramer and Bridgestone Golf for sponsoring the Fall Member Conference Education Program. Because of support of companies like Bridgestone, we are able to present the highest quality educational opportunities to serve our membership.

Respectfully Submitted,

Craig Heibert, PGA

Dear KPGA Members and Apprentices:

I hope you have had a successful 2014 season. As we move into the off-season in Kentucky, it's a good time to think about ways to enhance your personal and professional growth. Think of it as the PGA initials – Professional Growth Activities. What can you do to improve your skills and put yourself at the “Top of the Class” of PGA Professionals?

It starts with a sincere desire to achieve success both inside and outside of the PGA. Here are some ideas:

- Become a PGA Certified or Master Professional
- Take advantage of every PGA and KPGA educational opportunity
- Seek a leadership opportunity by volunteering for a KPGA committee or running for the KPGA Board
- Get involved in your community with volunteer work, fund raising, speaking at service clubs, etc.
- Promote golf at the local level – Get Golf Ready, PGA Junior League Golf, introducing golf in schools, etc.
- Be a mentor and a resource to other PGA Professionals
- Play in more KPGA tournaments in 2015
- Improve your personal and facility profile through written or electronic media

In addition to your own professional growth, it's also important to showcase your value to your employer, who may not always be aware of everything you do. Develop an action plan for 2015 with new activities and programs that can positively impact the operational and financial success of your facility. Then utilize the ideas in the Employer Communication Plan and the Executive Summary template on the PGALinks Employment homepage to help you communicate your plans and successes to your employer. For example:

- Do a SWOT analysis (Strengths/Weaknesses/Opportunities/Threats) on your golf operation or facility and develop specific and measurable objectives for 2015. Don't be afraid to get input from your staff, employer, and key customers to help in the planning process.
- Prepare a report for your employer listing your successes in 2014 and objectives for 2015.
- Develop a regular weekly or monthly communication plan with your employer to keep them informed.
- Take advantage of the ideas in the Golf 2.0 Playbooks and PGA Best Practices on PGALinks to develop some new programs that can increase rounds, revenues, sales, memberships, etc.
- Capture better contact information for your customers and use this information to promote your activities. There are excellent ideas on how to do this and enhance your Customer Relationship Management (CRM) in the Know Your Customer Playbook.
- Review the PGA Employer Guide for ideas on hiring and training staff, mentoring your assistants, developing job descriptions, conducting performance reviews, and more.

Maintain your commitment as a PGA Professional by participating and utilizing the tools provided by the PGA to help you and your fellow KPGA Professionals:

- Complete the 2015 PGA Compensation Survey in January – this should be done by every active KPGA member and apprentice. The survey provides you with valuable data on

compensation, benefits, lessons, merchandising, and more.

- Review and update your PGA CareerLinks ProFile to make sure CareerLinks is working for you.
- Participate in PGA PerformanceTrak and the PGA Operations Survey - each provides you with facility data and operational information.

Finally, don't forget about the resources and tools available on the PGA Employment homepage to help you with your job and your career development, including the Job Hunter's Tool Kit, the Career Fitness Manual, information about CareerLinks and PGA Jobfinder, and a variety of resource samples.

Please contact me if I can assist with your career and employment needs, or with any PGA programs.

Dick Bradow, PGA Certified Professional
PGA of America Employment Consultant
Phone (502) 458-2002, E-mail dbradow@pgahq.com



Dear KPGA Members and Apprentices:

Kentucky PGA Junior Tour

478 Junior Members

- o 70 Eastern Kentucky Members

36 Total Events

- o 28 single day summer events
- o 2 single day spring events
- o 1 two -day spring championship
- o 1 two-day fall championship
- o Junior PGA Championship Qualifier
- o Kentucky Junior Amateur Championship
- o 2 Kentucky PGA Junior Tour Tournament of Champions

17% Increase in Membership, 9.2% Increase in Rounds Played from 2013

Year	Members	%+/-	Rounds Played	%+/-	Avg. Event Per Member
2012	597	-	2589	-	4.34
2013	410	-31%	1958	-24%	4.76
2014	478	+17%	2138	+9.2%	4.47
Totals	+68		+180		

Member Survey - 129 Responses / 27% of Membership

- o How would you rate customer service on a scale of 1-10: 9.47 Average
- o Net Promoter Score: 85

Drive Chip & Putt

185 junior participants

- o 86 at Lakeside Golf Course
- o 99 at Seneca Golf Course

4 Kentucky juniors qualified for Regionals in Carmel, Indiana:

- Madison Hudson, Dry Ridge, Girls 7-9
- Drew Wallace, La Grange, Boys 11-12
- Alex Doss, Campbellsville, Boys 14-15
- Lauren Bracken, Union, Girls 14-15

PGA Junior League Golf

There were 44 PGA Junior League teams (the goal was 50) in 2014. This is a 55% increase from last year. The State Championship was held at Quail Chase Golf Course on Sunday, August 24. The Semi Finals began with tee times at 9 a.m., as the Louisville All Stars took on the Florence All Stars and the Lexington All Stars took on the Paducah All Stars. The Louisville Team was able to defeat the Florence Team 9 points to 3 and the Lexington Team defeated the Paducah Team 7 1/2 points to 4 1/2 points. The Louisville All Stars (led by PGA Professional at Hurstbourne Country Club, Robert Costello) and Lexington All Stars (led by Lexington Country Club's Joey Sachs) battled for the Finals, while the Florence (led by the World of Golf Staff) and Paducah (led by PGA Professional Todd Butts and Ryne Burnett) All Stars battled for Consolation Match honors. The Louisville Team continued their dominant play with a 7-4 final victory, while the consolation bracket resulted in a tie.

The victorious Louisville All Stars moved to the Regional Championship at Sevierville Golf Club in Tennessee on September 13-14, taking on winning All Star Teams from Tennessee and the Carolinas. The Kentucky Team finished fourth in that event with 20.5 total points in the three sessions.

Regards,

Larry Ward, PGA
District 1 Director



Dear KPGA Members and Apprentices:

The Player Development Committee would like to thank Mike O'Donnell, Bob Baldassari and Frank Chieppa for speaking at our Fall Member Conference. Their enthusiasm, knowledge and commitment to Player Development will help you increase rounds of golf at your facility, while increasing your personal revenue.

Your 2014 Player Development Committee would like for each Kentucky PGA Member & apprentice to participate in each of the following:

- A) Please report to Golf House Kentucky staff the name of the school(s) and the number of kids you have taught golf to in those schools. This information will be used to help the Foundation raise monies. To this date we have only had five Members provide this information. If you are not visiting a school to introduce the game to the students please consider doing so.
- B) The PGA Marketing Resource Center is now available on PGALinks.com. The center can help you create professional marketing materials to be used in promoting your player development programs.
- C) Register all of your Growth of the Game programs on active.com or PGALinks.com. You may wish to visit PGA.com to confirm your personal information and picture is up-to-date. PGA.com is a popular web site which can help drive golfers to your instructional business.
- D) PGA PerformanceTrak in Cooperation with the NGCOA is an alliance research program that delivers "data and tools" to support PGA Professionals, owners and the industry in managing and evaluating the performance of their facility. Monthly Rounds Played data collection and reporting is one key element of PGA PerformanceTrak in Cooperation with the NGCOA. It only takes a few minutes once a month to insert your information. This information has great value to you, your fellow members and of course the PGA.
- E) To help you fund your programs visit the web site of the following organizations to see what grants they have available. Do not forget the Kentucky Golf Foundation has funding and equipment for you and your player development programs. Below are a couple of organizations which provide grants for player development programs:
 - A) The National Alliance For Accessible Golf
 - B) USGA LPGA Girls Golf
 - C) National Alliance for Youth Sports


If you have any questions, comments or would like to speak about anything related to player development, please feel free to call me.

Be good.

Ralph Landrum, PGA
Vice President

Dear KPGA Members and Apprentices:

On behalf of Kentucky PGA Members and Apprentices, I would like to offer sincere gratitude to our Section Business Partners for their generosity and support at various sponsorship levels. For the 2014 season, the sponsorship dollars have increased from 2013. The tremendous support from the PGA Tour and National Car Rental can be attributed to this rise. It is also from contacting several non-golf companies and groups to become partners. This has transformed the approach to our structure of securing sponsorship for not only the KPGA but the entire family of golf organizations. The work to reach agreements for a multi-year arrangement on a multi-level basis has started to bear fruit and in the coming years with the addition of PGA REACH Kentucky, we will be able to reach more non-endemic sponsors to fold them into our Foundation fundraising efforts. The total secured for 2014 is \$136,140. This is up from the 2013 total of \$108,986. During this challenging economic time, I am extremely impressed with the hard work and determination of Steve McMillen to not only secure past relationships, but to establish new from outside of the traditional golf related arenas. He is taking an active role in providing a new roadmap for the Golf House Kentucky family of sponsorship opportunities. I would like to also thank Bill Coomer for his exceptional efforts in pursuing any and all partnership opportunities.



PGA

Kentucky Section

2014 Business Partners

PLATINUM PARTNERS (\$8,000)

Dever | E-Z-GO
Dave Macke

PALLADIUM PARTNERS (\$6,500)

Cunningham | Yamaha
Mark Jackie & Bob Nesmith

Titleist/FootJoy
John Perdue & Greg Mornett
Ted Kitchel & Chris Hall

GOLD PARTNERS (\$4,500)

Amazon.com

Bushnell
Robb Spencer

Greg Norman | Dunning Golf
Brad Beck

Korbel California Champagnes

Lexmark

Monterey Club | Horn Legend
Charlie Albert

Prudential Financial
Garry Nelson

SILVER PARTNERS (\$2,500)

Bridgestone
Kevin Kramer

Cutter & Buck
Jeff Ammerman

Heritage Creations
Janice Thomas

Adidas | Ashworth
Joel Behlmer

Nike
Eart Turner

PowerBilt Golf | Bionic Gloves
Larry Edlin, Bill Long, Charlie Albert

CORPORATE PARTNERS

Clark's Pump-N-Shop Marathon

PNC Bank

Pepsi

BRONZE PARTNERS (\$1,250)

Bermuda Sands
Tip & Ryan Kockentiet

Cap America
Steve Cisco

Club Glove
Steve Cisco

Fairway & Green
Dan Utley

Texas Roadhouse

Sun Mountain
Paul Branlund

Under Armour
Tom Patton

EMERALD PARTNERS (\$250)

Fran Boone

Clay Faulkner

Keith Fisher

Perry French

Tim Gertz

Brian Harp

Robert Peterson

Ron Phillips

Doug Schoerke

Tim Schrand

Tom Shuter

Billy Trimble

THANK YOU

I ask each PGA member to focus their attention on who is supporting us with extra incentives towards our playing and educational opportunities. It will be the goal of the Business Development Committee to begin to examine the ways in which the companies receive value for their partnership dollars. If we are to continue to grow our partnership opportunities, we will ask everyone for their support in this new effort. We will work closely with the Tournament Committee and the KPGA staff to continue to provide the KPGA Members and apprentices with the best playing opportunities and educational resources available to our Section.

I hope that everyone has a productive off-season and look forward to seeing my fellow PGA Members and apprentices at the upcoming Member Conference.

Respectfully Submitted,

Brad Morrow, PGA
District 2 Director

Dear KPGA Members and Apprentices:

The Tournament Committee would like to offer congratulations to all of our tournament winners and thank all of the participants and sponsors of our events. Without you, we would not be able to have quality events! We look forward to recognizing champions of our events at the conference. For their accomplishments throughout the tournament season, special congratulations to Blake Watts, the 2014 Larry Gilbert Player of the Year as well as KPGA Assistant Player of the Year and Pat Stephens, 2014 KPGA Senior Player of the Year.

The 2015 Tournament Calendar will be presented at the Fall Member Conference. The tournament calendar reflects a schedule that spreads events throughout the golf season. The 2015 calendar offers an opportunity for KPGA professionals to play some of the best courses in Kentucky with a mixture of stroke play and pro-am events. The committee is excited to reintroduce a stableford points event in May at Hunting Creek Country Club. Thank you to all of the PGA Professionals that have agreed to host to our events in 2015.

Over the past year, the Tournament Committee had four meetings at Golf House Kentucky and two conference calls during the tournament season. Work was completed throughout the year to develop the 2015 calendar and provide the framework to complete the 2016 schedule. The committee started the year by developing a more detailed listing of formats and start times. The National Car Rental Pro-Am Series started with two events in 2014. The KPGA Match Play seeding formula was modified to protect the top seeds in the brackets. The KPGA Assistants Match Play was modified to eliminate the consolation round to fall in line with other KPGA Match Play events. Discussion of the eligibility requirements for the KPGA Pro-Assistant will lead to Player of the Year points being awarded only on the Assistant Points List for this event starting in 2015. The Player of the Year Points list has been adjusted to reflect national events with 36-hole and 54-hole cuts, modified Match Play allocations and the development of a "Mid-Major" category. A KPGA Stableford event is being reintroduced as a professional-only event with less of a focus on individual scores. The Challenge Cup has been moved from the jurisdiction of the KPGA Tournament Committee to the KGA-PGA Board with exciting format modifications planned in 2015. These modifications include changing the date to early September, expanding each team to 12 players, reducing play to three 9-hole matches and including special match announcement presentations on the day of the event. The eligibility requirement for the Women's Kentucky Open has been expanded to include non-resident professionals starting in 2015. The KPGA Pro-Junior has been moved to a Monday, and will include a division that incorporates the PGA Junior League format in 2015. The KPGA Pro-Lady has been moved back a few weeks in 2015 to avoid potential school and work conflicts. The 2015 Kaiser Cup has been moved back a few weeks to address weather concerns. The prize distribution matrix has been modified to allow for expanded prize payouts in major events. Expanded notifications of tournament deadlines were sent to KPGA members and apprentices through social media, e-mail and robo-calls last year.

Moving forward, the committee looks to utilize feedback from the KPGA Member Survey to address the concerns from the membership. A special thanks to the members of the 2014 Tournament Committee for their time and effort on behalf of the section. This year's committee consisted of John Bachman, Chad Douglas, Derrick Griffitts, Kris Kleinsasser, Garry Nelson, Keith Ohr, Bruce Oldendick, Barry Payne, and Mike Thomas. Thanks as well to Executive

Director Steve McMillen for his active participation with this committee, and to our Tournament Director Bill Coomer and all of our officials for their efforts toward making our tournaments run professionally.

In closing, the Board of Directors and the Tournament Committee welcome your comments and suggestions to improve our tournament calendar. If you are interested in becoming a member of the Tournament Committee in 2015, please reach out to the Board to express your interest. The committee exists to represent the views of KPGA Members, Assistants | Apprentices, Seniors and recognizing the involvement from all areas in our Section. We hope that everyone will have a productive offseason before returning to tournament play in 2015!

Respectfully submitted,

Chris Redle, PGA
Director at Large
Tournament Committee Co-Chair

Jason Stilley, PGA
District 3 Representative
Tournament Committee Co-Chair