



PGA

Kentucky Section

Dever | E-Z-GO Spring Member Conference

March 13, 2017 | Marriott Griffin Gate

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CONFERENCE AGENDA

SPRING MEMBER CONFERENCE

Marriott Griffin Gate
March 13, 2017
8 a.m. to 5 p.m.



Name: kypga

Pswrd: kypga

Call to Order	Ralph Landrum
National Anthem	Performed by Zack Morris
KPGA Celestial	Ralph Landrum
Invocation	Bobby Baldwin
Sponsor Moment	Dave Macke
Kentucky Golf Association Update	Phil Armbruster
Approval of Minutes	Ralph Landrum
Leadership Reports	
• President	Ralph Landrum
• Vice President	Pete Garvey
• Secretary	Craig Heibert
• Executive Director	Steve McMillen
Committee Reports	
• Assistant-Apprentice	Charles Whelan
• Education	Danny Baron
• Employment	Pete Garvey/Keith Fisher
• Player Development	Craig Heibert
• Marketing	Brad Hicks
• Tournament	Barry Payne
New Business	Ralph Landrum
Open Forum	Ralph Landrum
Special Awards Banquet	Barry Bonifield
Education Session	
• Town Hall	Paul Levy
• PGA Connect	Lindsay Williams
• LPGA/USGA Girls Golf	Allie Bodemann
• Player Development	Frank Chieppa/Kim Shafer

ASSOCIATION MEETING MINUTES

Association	Kentucky PGA
Meeting	Cunningham Yamaha Fall Member Conference Business Meeting
Date	December 5, 2016
Location	Embassy Suites Lexington

Call to Order

President, Ralph Landrum called the meeting to order at 8:07 a.m. after a short video from Jim Nantz that was played at the PGA Annual Meeting.

Opening Ceremonies

All Military Veterans were recognized. Clyde Hill led the crowd in the Pledge of Allegiance. There was a moment of silence for those who have passed. Keith Reese delivered the invocation.

Approval of Minutes

The minutes from February 29, 2016, Spring Member Conference was reviewed.

Russ Johnson made a motion to approve the minutes as written. Chris Osborne seconded the motion. Motion carried (unanimous)

President's Report

Mr. Landrum thanked everyone for their attendance. He thanked the Board of Directors for their work and time. He thanked the staff. He welcomed Sidney Overman, who will join the staff on December 15. He recognized all Committee members. He thanked Mark Jackie and Cunningham | Yamaha, the sponsors of this conference. Eight Members are running for office today; he appreciates them stepping up to serve. Revenues are up \$17,000 over budget. Middle School tournament was up to 211 participants. PGA Junior League was up to 1,018. Tournament entries increased to 1,111. Eleven new people became CPP Certified, and there are 19 registered for the Teaching and Coaching CPP Workshop, beginning tomorrow. There have also been increases in the Foundation revenues and KPGA event registrations. The relationship with KGA and joint body continue to be very good. The PGA Annual Meeting was recently held in New York City. He congratulated Kelly Williams who was sworn in as a PGA Board Member at this meeting. Paul Levy was sworn in as President, Suzy Whaley as Vice President and Jim Richerson was elected Secretary. He asked everyone to send kind wishes to Rick Murphy and Russ Libby. The PGA Merchandise Show is coming up soon, and he encouraged everyone to attend, as it is much more than merchandise. He is looking to pick a night and location for KPGA to get together. He thanked Danny Baron for his work on the Education Committee and Barry Payne for his work on the Tournament Committee. He encouraged everyone to sign up for a Small Group Meeting with Kim Shafer. Player Development programs are growing at a terrific rate. The KPGA Officers are working hard on with KGA-PGA, Inc. and the Memorandum of Understanding has proven valuable. This organization will meet on December 19. Today, Open Forum will be conducted during election vote count.

Vice President's Report

Pete Garvey wished everyone happy holidays. He submitted his report as written. A few highlights include 2016 being a year of transition, as we move into the Section Accounting System. Kentucky is now one of 35 Sections to be part of this National program. He thanked Steve McMillen and Barbara Peak for their work in making this transition seamless. The full transition begins January 31. To prepare for the transition, an audit was conducted by Strothman+Co with an A+ rating. He outlined the Third Quarter Financial Report, located in the Board Report Packet. Investments strong and growing 2-5%, revenues and expenses are healthy, and projections are on target. He thanked the staff and committee for running efficiently. Mr. Garvey is forming an Employment Committee,

and Dick Bradow has signed on to be part of this Committee. They will meet after first of the year to outline the committee needs and begin work.

Pete Garvey made a motion to approve the financial report. Mike Riley seconded the motion. Motion carried (unanimous)

Secretary's Report

Mr. Garvey gave the Secretary's Report in Craig Heibert's illness. He recognized New Professionals: Grover Justice, John Mullendore, Vincent Prather and Taylor Webb. He recognized New Apprentices: Andrew Bean, Christopher Caylor, David Dulen, Nathan Hincks, Jesse Massie, Brad Maynard, Cameron Rutherford, Cameron Wechsler and Kevin Williams. He recognized New Section Transfers: Russ Johnson, Ron Roberts, Kevin Calvin, Jamie Miller, Colin Gooch, Jake Spott, Kevin Keehan, David Kennedy, Jared Jones, Adam Webb, Steve Houg, Jacob Schakat, Douglas Hargrove, Kit Gipson, Wade Farbo and Justin Lawson. He recognized all Certified Professionals and Master Professionals. These Professionals are part of the Pro2Pro program and are experts in the Section. He encouraged everyone to call upon these top Professionals.

District 10 Report

Kelly Williams thanks everyone for allowing him to serve at the National Board Level. He thanked Mike Ahrnsbrak, Mike Thomas, and Rick Murphy for nine years of great service ahead of him. He also thanked Chris Osborne for his leadership and inspiration. He encouraged everyone to read the District 10 Report in the Member Conference Packet. The PGA of America is OUR association, and their Board Room decisions are focused on the PGA Member. To that end, section support has increased 7.4 million dollars to help Sections and Member Programs spending increased by over 50%. This money comes from great Championships such as the PGA Championship and Ryder Cup. This support money has allowed the KPGA to hire people like Kim Shafer to help grow golf locally. He complimented Shafer's efforts. Six sections were recognized for PGA Junior League growth, and Kentucky was one thanks to Ms. Shafer's work. She ran leagues, organized schedules and was the hub of PGA Junior League in Kentucky. Not all sections have that, and we are very lucky. The Program has had a few missteps along the way on the national level but continues to improve. Darrell Crall is committed to continually improving the program. Captain registration is already open for 2017 season. He shared the impressive statistics and growth of PGA Jr League. Girls participating in PGA Junior League Golf have surpassed the number of women who play golf, and we need to continue to foster that relationship. He shared the success story of Mid-Atlantic Section's Adam Fishman, who brought over \$130,000 to his bottom line from the program. There is strong momentum for the golf industry. The PGA is looking to hire a PGA Member for its Chief Membership Officer position. Scott Wellington was hired as Senior Director of Section Business Operations. Section support has increased to \$7.4 million (66% increase). Member Program spending has grown \$10 million. Simulation programs are coming online for private and public facilities. Teaching and Coaching Summit is being held at the Show (January 22-23) at Chapin Auditorium. He showed video on American Development Model. Hockey has grown by 40% using this model. It provides a framework for coaches, professionals, teachers and parents to grow kids in the sport. PGA will write the framework. Canada put this model in place and golf is now the most widely participated sport in the country. This program is about one year from rolling out in the country. The PGA of America is thinking about how to grow the game bigger and better. Mr. Williams thanked his family and the Greenbrier Golf and Country Club staff. He is proud to serve as Honorary President of the KPGA and as District 10 Director.

Committee Reports

Executive Director's Report

Mr. McMillen thanked everyone for their attendance. He thanked Alex Vaught and Sterling Cut Glass for providing everyone with a great member conference gift. Member Conference attendees raised Kentucky Golf Foundation donations more than \$950. Thank you! He recognized the special team on staff at Golf House Kentucky. He also welcomed Ms. Overman, a former Junior Tour Intern, and USGA Boatwright Intern. She will become the Director of Association Services, which will encompass handicap and club services plus an event portfolio. He encouraged everyone to increase their engagement in the Section by playing in an event, attending more education opportunities, becoming certified, adding a player development program and/or adding PGA Junior League at your facility. We are so busy as PGA Professionals, and we stand in front of great PGA Spouses.

PGA Family Initiative

This has brought about a new National Initiative, and Kentucky has been chosen as the pilot program. Lindsay Williams and Eric Gilliland presented the PGA Family Initiative, PGA Connect. This will provide social events for PGA Members and their spouses to create a network of support for PGA Spouses. They will have two events coming up in Lexington and Louisville. Information and sign up links will be available on kygolf.org in January, and a Facebook page is being created. The program will foster help, support, and connectivity. Ms. Williams spoke with Darrell Crall about her idea to form the committee. Kim Shafer and LeAnn Stilley on the advisory committee with Williams and Gilliland. They encouraged everyone to attend the two events and to invite others. There will be events in other areas of the state with the help of ambassadors.

Employment

Dick Bradow delivered his last speech in an official capacity, as he is retiring at the end of the year. He thanked the staff. He congratulated Mr. Williams on his District 10 Director position. Mr. Bradow is looking forward to serving on the Employment Committee. He is also excited for PGA Spouse Initiative. He has been a PGA Member for 40 years and will miss the connection daily with PGA Members in his current role. Since he signs on with the PGA as an employment consultant, many more different career options and classifications have become available. Professionals have a great impact on industry. Roles of professionals have changed from strictly service driven leaders to revenue generators and bottom line performers. Professionals' job security is now tied into the bottom line. Technology has also impacted business. He encouraged everyone to be creative in becoming more engaged, utilize the services of the PGA, go to a small group meeting, take part in education, become certified, take online and local college classes and network with fellow professionals to find out what works and what doesn't. He also encouraged everyone to be a resource to others and make a commitment to play more of the game we all love. The PGA Compensation Survey will be available in about a month. The survey provides wonderful information for you and Employment Services. The KPGA had 76% participation last year and finished fifth among other sections. We have a goal to become First. All Professionals and apprentices should complete this survey. Both Mr. Bradow and the other Directors of Employment, Jeff Beaudry is retiring, and their successors should be named soon. These directors will no longer be in consulting roles, and a map of consultants will be changing. PGA is going to put someone in an interim position. Employment is a very high priority of the PGA and will be more proactive in the future.

Assistants | Apprentices

Will Schneider's report stands as written. He asked that all Assistants and Apprentices meet at the break before lunch at the front of the room. They have very important business to discuss.

Education

Mr. Baron's report stands as written. He welcomed Midwest Section's Rick Grayson, who will provide the afternoon's education. His energy, passion, and enthusiasm for growing the game is contagious. Jay Warren was planned to speak, but the Department of Labor temporary injunction caused us to decide to postpone having him here. The Education Committee will keep an eye on this situation and have Mr. Warren prepared to speak when the time is right. There are 19 attendees for tomorrow's CPP Certification Workshop in Teaching. A Golf Operations Certification Workshop is coming up on January 9-10. The Committee is finalizing some winter workshops, and the information is forthcoming. The Spring Member Conference is Monday, March 13 at the Marriott Griffin Gate with a Teaching Summit the following day featuring Joseph Mayo. He thanked Larry Ward and Keene Trace Golf Club Keene Run Course for hosting the Teaching Summit. He asked everyone to mark their calendars for these events. He thanked the committee members: Ross Lingenfelder, Will Schneider, Jack Sauers and Josh Snider. He urged everyone to share their ideas and feedback with the Committee.

Marketing Report

Barry Payne became part of this new Committee in 2016 and is pleased with the opportunity to help. He thanked the staff for their help. His report is submitted as written. He worked with committee early and transitioned to one on one communication with Mr. McMillen after that. They are creating a Marketing Schedule, which will be a template to "plug and play" things the KPGA promotes. They are looking to update communications to everyone

by moving into notifications with text messages, unveiling a Golf House Kentucky app at Spring Member Conference and asking everyone to update their contact information. He encouraged everyone to thank KPGA Sponsors. The Sponsorship cycle begins in the Spring.

Tournament Committee Report

Mr. Payne submitted the Tournament Committee report as written. He thanked Kris Kleinsasser for his early work before leaving the Section. He also thanked the committee. It was an “up” year in events. There was a 15% increase in entries over the 2015 season and a 2% increase over the 3-year average. While entries are not as high as they were in 2013 or 2014, it was a tremendous bounce back year for the tournament program. Much of the achievement can be attributed to the success of the Pro-Pro Series events, which saw entries rise in each of the four events held. Other success stories included higher entry numbers in 2016 in all of the Kentucky Open event categories as well as an increase in entries for the Section Championship. Highlighting the 2017 schedule will be the return of the Pro-Pro team series with the first team event kicking off at Oxmoor Country Club. The Kentucky Open will return to Hurstbourne Country Club, and the 2017 Section Championship is at the University of Louisville Golf Club. They will introduce a new event, the KPGA 2X2 Pro-Am which will feature teams comprised of two Professionals and two Amateurs. The Pro-Lady will feature a format change and become a National Car Rental Pro-Am Series event at Greenbrier Golf and Country Club. Other enhancements to the tournament program are expanded use of Golf Genius Software, upgrades to the website and registration portal, and collaboration with the Marketing Committee to promote events to members in more modern and efficient channels. Kentucky Open qualifiers will be held with more continuity beginning in 2017 to enhance the experience for all registrants.

Player Development Report

Colby Wollitz thanked everyone who is running for Board Positions this afternoon; it is an honor and privilege to serve. He also thanked the Player Development Committee: Jamie DeKeuster, Tyrus York, Jason Eberle, Kim Shafer and Chris Redle. Kentucky was one of six sections recognized for their outstanding work in Player Development. He asked for a round of applause for Ms. Shafer. The Committee is rolling out a new program for KPGA Professionals this year that will be an adult Drive, Chip, and Putt concept. An email about this will be launched in mid-January. He encouraged everyone to get involved in this program. He urged everyone to attend a small group meeting and get involved in Drive Chip and Putt, PGA Junior League Golf and Get Golf Ready programs.

Old Business

There was no old business on file.

New Business

Leadership Recognition

Mr. Landrum recognized outgoing Board Members Jamie DeKeuster, Barry Payne and Colby Wollitz for their service. Mike Riley, Eric Gilliland, and Kevin Main recognized Dick Bradow and presented him with a commemorative rocking chair. Kelly Williams recognized the Past Presidents in attendance.

Elections

Mr. Williams held the Elections for District 3 Director, District 2 Director and two At-Large positions. Mr. Riley, Steve Shafer, and Chris Osborne helped tally the votes.

Elections began with the District 3 Nomination of Barry Payne. No other nominations made from the floor, after Mr. Williams called for any additional nominations. By acclamation, Barry Payne was elected District 3 Director.

Mr. Williams asked for additional nominations from the floor for District 2 Director and two At-Large positions. There were no additional nominations. Candidates were asked to leave the room and apprentices to move to the back to the back of the room.

Robert Costello spoke.
Barry Bonifield spoke.
Colby Wollitz spoke.
Jake Spott spoke.
Colin Gooch spoke.
Sara Stephens spoke.
Kevin Main spoke.

District 2 election was held and won by Barry Bonifield.

The At-Large election was held for two positions and won by Kevin Main and Sara Stephens.

Open Forum

Kim Shafer spoke during the vote counting of elections. She asked everyone to please attend a small group meeting. The meeting schedule was available at each seat during the conference and can also be found at kygolf.org. She is sharing the concept of the adult Drive Chip and Putt program, LPGA Girls Golf, PGA Junior League Golf and a Player Development “hub” on website – just to name a few. She is very excited about the PGA Family Initiative. She asked anyone who cannot attend a Small Group Meeting to please contact her for a one-on-one meeting.

Chris Redle spoke during the vote counting of elections. The KPGA Junior Tour is under the Kentucky Golf Foundation and is a statewide tour. They increased in 2016 to 579 members, 3500 tournament entries, and 75 events. Mr. Redle is dedicated to growing the program and moving into Eastern Kentucky. The Foundation meets on December 19. The Tour Championship will be held again at Keene Trace Golf Club Keene Run Course. 140 kids participated in the Championship last year, also at Keene Run. He has reached out to facilities to host an event in 2017. He utilized a labor force this year of high school seniors to keep costs down and give tour participants someone to look up to.

Danny Baron made a motion to adjourn the meeting at 11:34 a.m. Charles Whelan seconded the motion. Motion carried (unanimous)

PRESIDENT'S REPORT

Welcome to our 2017 Dever | E-Z-GO Kentucky PGA Spring Member Conference. Thanks to each of you for taking time away from your family and busy careers to attend. I would especially like to thank our new KPGA Board Members: Sara Stephens, Kevin Main, Barry Bonifield and Robert Costello for committing their time and expertise to serve you. I am sure each of them will provide new ideas and leadership styles which will enhance the service your KPGA Board of Directors delivers. Welcome to, and congratulations, to the two new members of Golf House Kentucky team, Sidney Overman and Connie Saner. Thank you to our Golf House Kentucky Staff for their work to organize this meeting, as well as, the professional service they provide each of you throughout the year.

Special welcome to PGA President Paul Levy! After lunch Paul will speak for a few minutes about the latest hot topics occurring at National. Paul will then be joined by our District 10 Director and Honorary President, Kelly Williams, and me for a town hall type meeting. During this meeting, please ask any questions or share comments which you may have that involve either a National or Section issue. To keep the town hall meeting organized, please raise your hand if you have something to say, stand when I recognize you, and one of our KPGA Board Members will bring the microphone to you so the audience will be able to hear you speak. I will limit the discussion time for each question or comment to five minutes in order to cover as many topics as we can in our limited time frame.

For myself and all of the KPGA Board Members, I would like to say thanks to our various committee chairs and members. Each of the committees has been given a set of goals, all of which have been approved by your KPGA Board of Directors. A time-line time has been developed for each committee to reach their goals in a timely manner. The committees have each developed a list of tasks they need to complete in order to reach their goals efficiently. Each of the committee chairs has presented their reports to you as written. Today during their time to speak, the committee chair will focus their discussion on the highlights of their report, as well as, answering questions on how their committee will better serve our KPGA Members or grow the game of golf in Kentucky.

Kelly Williams will cover some highlights of activities and news from the National Board of Directors during the Town Hall Meeting in the afternoon.

Our lunch today will be an exciting time to recognize and honor our various award winners. Congratulations, not just to those who won an award, but to all who were honored by being nominated. To be recognized by your peers as the best is something we should all strive for. The game of golf in Kentucky and the KPGA are made better by sharing talented leadership and proven success of all our award winners, past and present. Thanks to Colby Wollitz and his committee for their efforts to improve the awards ceremony.

Steve McMillen will be speaking to you. One particular topic Steve will share will be the new player development program coming to Kentucky, "Youth on Course". I am very excited about Youth on Course and the positive impact it can have on the business of golf in Kentucky. More importantly, this program provides the opportunity for kids who may not be able to afford the game, to now have the chance to play more golf on several courses who are participating in the trial run of this new program. The Youth on Course program in Kentucky is owned by the Kentucky Golf Foundation. The Kentucky Golf Foundation needs your support to keep Youth on Course, and the other programs, such as, the Kentucky PGA Jr. Golf Tour funded. Please consider playing in the PGA REACH Kentucky Pro-Am at Valhalla Golf Club or participating in the PGA Golf Day. Both of these events will help fund the KY Golf Foundation.

Congratulations to those who will receive Player Development Grants from the KPGA fund. While the committee would have enjoyed awarding grants to all of the wonderful causes that applied, limited funds and other various reasons, only allow the committee to offer so many grants. Please note 50% of your PGA Golf Day fundraising efforts will go to the charity of your choice, while 25% respectively, will go directly to the KY Golf Foundation and the KPGA fund.

I am hoping the warm weather this winter has had a positive effect on both the number of rounds and the bottom line at your facility. I ask each of you to introduce the game to one new person each week, to host a new player development event each month, to attend an additional educational opportunity this year and to play in one additional KPGA golf tournament this season.

Respectfully Submitted and Be Good:

Ralph Landrum, PGA Master Professional
President - Kentucky PGA
General Manager, World of Golf
rlandrum@landrumgolf.com

Kentucky PGA Financial Summary - Fiscal Year 2016 | As of December 31, 2017

FINANCIAL POSITION

The total operations cash on December 31 was 196,671 as compared to 222,118 on September 30. Specifically the account balances on December 31 were 144,304 (Operations Account) and 52,366 (Reserve Account). The Investment Account (Vanguard) was 669,047. As of December 31 there were Accounts Receivable of 54,124 and primarily monies owed from the PGA of America and KGA-PGA that were accrued in 2016. Accounts Payable as of December 31 were 83,869 and primarily monies owed to KGA-PGA in 2016, but due to transition to the Section Accounting System are being dispersed in 2017. These monies included the year end support contribution and credit card reimbursement.

ASSETS	31-Dec-16	30-Sep-16	31-Dec-15	\$ Change	Notes
Operations Acct	144,305	171,817	182,590	(27,512)	Business Checking
Reserve Acct	52,366	50,301	50,207	2,065	Reserve Savings
Investment Acct	669,047	660,969	580,777	8,078	Brokerage Acct - Vanguard
Accounts Receivable	54,124	31,729	43,989	22,396	See A/R Summary
Pre-Paid Tournament Expenses	-	-	-	-	
Fixed Assets	-	-	-	-	
TOTAL ASSETS	\$ 919,842	\$ 914,815	\$ 857,562	\$ 5,027	
LIABILITIES & EQUITY	31-Dec-16	30-Sep-16	31-Dec-15	\$ Change	Notes
Accounts Payable	4,931	52,195	82,612	(47,264)	Payables invoiced but not due
KGA-PGA Contribution Payable	88,800	-	-	88,800	
Deferred Education Fees	40	-	250		
Deferred Tournament Revenues	-	24,430	-	(24,430)	
Equity	826,072	838,190	774,701	(12,119)	
TOTAL LIABILITIES & EQUITY	\$ 919,842	\$ 914,815	\$ 857,562	4,987	
A/R AGING SUMMARY	31-Dec-16	30-Sep-16	Note		
Current	-	-			
31-60 Days	-	-			
61-90 Days	-	4,000			
91-120 Days	-	-			
120+ Days	4,000	2,500	Outstanding sponsorship; is being researched by sponsor		
TOTAL	\$ 4,000	\$ 6,500			

STATEMENT OF ACTIVITIES

Net Income

Fourth Quarter Net Ordinary Income was (15,939) as compared with the budget of (3,116) for an unfavorable variance of 12,823. Other Income for the Fourth Quarter was 3,819 making the Net Income for the Fourth Quarter (12,119). Year-to-Date Net Ordinary Income was 20,036.28 compared with the budget of 56,831 for an unfavorable variance of 14,678. Other Income Year-to-Date was 31,335 making the Net Income for Year-to-Date 51,371.

Revenue

Fourth Quarter Ordinary Revenues were 175,762 as compared with the budget of 163,587 for a favorable variance of 12,175. Year-to-Date Ordinary Revenues were 684,716 as compared with the budget of 664,322 for a favorable variance of 20,393. Year-to-Date key variances are summarized in the Variance of Activities. Significant variances include: 4400 Player Development Revenue was 9,647 higher due to higher participation than forecasted for the Middle School Championship - higher revenue is offset by higher expenses - see acct 6700. 4500 Investment Income/Dividends was 12,713 less due to the market performing below the forecast. The forecast was based on a 5% growth for the year and the total (27,500) was allocated equally for each quarter. 4800 Tournament Revenue was 23,696 higher due participation outperforming the forecast in key events, and year end sponsorship from the PGA national partners programs exceeded forecast.

Expenses

Fourth Quarter Ordinary Expenses were 191,700 as compared with the budget of 166,703 for an unfavorable variance of 24,997. Year-to-Date Ordinary Expenses were 664,680 as compared with the budget of 629,609 for an unfavorable variance of 35,071. Year-to-Date key variances are summarized in the Variance of Activities. Significant variances include: 5000 KGA-PGA Contribution was 17,808 higher due to net ordinary income being better than forecast. 6700 Player Development was 7,296 higher due to higher participation at the Middle School Championship (offset by higher revenue - see acct 4400). 6900 PGA Meetings Expense was 13,806 less than forecast due to lower cost of attending the PGA Annual Meeting. The PGA absorbed the District 10 dinner costs, ability to have members attend the special dinners, and controlled spending of members. 7100 Tournament Expense was 20,591 higher primarily due to higher participation in events, which resulted in higher variable costs (carts, food, and purse.)

INCOME/EXPENSES (YTD)	YTD Actual	YTD Budget	Var to Bdgt	YTD PY Actual
Ordinary Income	684,716	664,322	20,393	639,316
Ordinary Expenses	664,680	629,609	35,071	582,484
Net Ordinary Income	20,036	34,714	(14,678)	56,831
Net Other Income	31,335	-	-	7,611
Net Income	51,370	34,714	(14,678)	64,442

Net Summary of Activities	YTD Actual	YTD Budget	Var to Bdgt	Notes
General & Administration	\$ (6,178)	\$ 11,269	(17,448)	
Membership	\$ (3,098)	\$ (11,593)	8,495	
Education & Membership Meetings	\$ (12,830)	\$ (13,760)	930	
Tournaments	\$ 18,575	\$ 14,597	3,978	
Player Development	\$ 8,900	\$ 6,550	2,350	
Investments	\$ 14,667	\$ 27,650	(12,983)	

Net Ordinary Income	\$ 20,036	34,714	(14,678)
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VARIANCE OF ACTIVITES	+/- Budget	Explanation for Variance
4400 Player Development Revenue	9,647	Middle School Championship higher participation - see acct 6700 for offset
4500 Investment Income/Dividends	(12,713)	Market under performed forecast
4620 PGA Meetings Reimbursement	(3,289)	Leadership conference was budgeted and not held by PGA HQ
4800 Tournament Revenue	23,969	PGA national sponsorship and event participation better than forecast
Other Income accounts	2,779	
Income Variance Total	\$ 20,393	Favorable
5000 KGA-PGA Contribution	17,808	Per MOU formula contribution was higher than forecasted
6400 Board & Committee Expenses	3,092	SMS training was a non-budgeted expense and cmte mileage was higher than forecasted
6700 Player Development	7,296	Middle School Championship higher participation - see acct 4400 for offset
6900 PGA Meetings Expense	(13,806)	Expenses to PGA Annual meeting less than forecast
Tournament Expenses	20,591	Event participation was better than forecast thus higher variable costs
Other expense accounts	90	
Expense Variance Total	\$ 35,071	Unfavorable
Variance to Budget	\$ (14,678)	Unfavorable

COMMENTARY

DMLO has closed out the 2016 Fiscal year for the Kentucky PGA. During the closing they verified all inter-company accounts were balanced and receivables and payables were accurate. DMLO tax department will now prepare the KPGA's 990. Typically, DMLO will file an extension and complete the 990 after the May 15 filing deadline. As the transition continues to the PGA Sectional Accounting System (SAS), the fiscal year end statement of activities will be provided to our staff accountant so the books can be fully transferred over to the PGA SAS. As a reminder, the KPGA's fiscal year is based on the calendar year, thus the first quarter will close on March 31. PGA SAS will close our quarter and release preliminary reports to Steve McMillen (Executive Director) and Pete Garvey (Vice President) with 35 days of closing date. The final report will be issued and made available to the KGPA Board with 45 days of fiscal period closing. It is important to know the chart of accounts are very different, thus the ability to micro compare line items in fiscal year 2018 will be impracticable. The reporting focus in 2017 will be at a macro level with education of the reports. Executive Director, Steve McMillen will continue to provide a management report on a quarterly basis.

SECRETARY'S REPORT

State of Kentucky PGA

- Members: 285
- Apprentices: 45

KPGA Celestial since December 1, 2016

- Gene T. Fawbush, PGA – December 9, 2017
- Gordon Waldespuhl, PGA – February 19, 2017

New members since December 1, 2016

- Austin L. Davenport, PGA - Valhalla Golf Club
- Whitney N. Deaton, PGA – University of Louisville Golf Club
- Jeremy N. Decaminada, PGA – Valhalla Golf Club

New Apprentices since December 1, 2016

- Clifton A. Miller – Keene Trace Golf Club
- David K. Tooley – Indian Hills Country Club

New Section Transfers since December 1, 2016

- James G. Kelly, PGA - Athens Golf Center
- Jordan D. Koeller, PGA - Frankfort Country Club
- Michael C. Vanderveer - University of Louisville Golf Club
- Ryne H. Burnett, PGA – Triple Crown Country Club
- John G. Gilchrist, PGA - Hunting Creek Country Club

New Certified Professionals

- | | |
|--|---------------------|
| • Joshua T. Griffin, PGA – Wildwood Country Club | Golf Operations |
| • Matthew E. Hermann, PGA – Oldham County Country Club | Golf Operations |
| • John C. Schuler, PGA – Nevel Meade Golf Course | Teaching & Coaching |
| • Colby C. Wollitz, PGA – Persimmon Ridge Golf Course | Teaching & Coaching |

Master Professionals

- Ralph Landrum, PGA – World of Golf
- Mike Thomas, PGA – Harmony Landing Golf Course
- Matt O'Keefe, PGA – Matt O'Keefe Golf

Certified Professionals

Daniel J. Baron, PGA	Hurstbourne Country Club	General Management
Richard A. Bradow, PGA	Life Member	Golf Operations
Tyler R Caviness, PGA	Eastern Kentucky University	Golf Operations, Teaching & Coaching
James R. DeKeuster, PGA	Oxmoor Country Club	Golf Operations

Jason R. Eberle, PGA	Gibson Bay Golf Course	General Management
Peter A. Garvey, PGA	Idle Hour Country Club	General Management
Joshua T. Griffin, PGA	Wildwood Country Club	Golf Operations
Craig S. Heibert, PGA	Shawnee Golf Course	General Management
Matthew E. Hermann, PGA	Oldham County Country Club	General Management, Golf Operations
John V. Hines, PGA	The University Club at Arlington	Golf Operations, Teaching & Coaching, Retail
Ralph Landrum, PGA	World of Golf	Teaching & Coaching
Gary D. Manes, PGA	Elizabethtown Country Club	General Management
Steve J. McMillen, PGA	Golf House Kentucky	General Management
Dennis B. Nash, PGA	Maysville Country Club	Teaching & Coaching
Matt O'Keefe, PGA	Matt O'Keefe Golf	Executive Management, General Management, Golf Operations, Teaching & Coaching, Retail
Bryan K. Reese, PGA	Valhalla Golf Club	General Management, Golf Operations
William E. Schneider, PGA	Harmony Landing Golf Course	Golf Operations
John C. Schuler, PGA	Nevel Meade Golf Course	Golf Operations, Teaching & Coaching
Scott Sedgwick, PGA	Louisville Country Club	Golf Operations, Teaching & Coaching
Kimberley A. Shafer, PGA	Golf House Kentucky	Teaching & Coaching, Player Development
Steven R. Shafer, PGA	Hurstbourne Country Club	Golf Operations
Bryan A. Slone, PGA	Weissinger Hills Golf Course	General Management
Joshua J. Snider, PGA	Oxmoor Country Club	General Management, Golf Operations, Teaching & Coaching, Retail
Jacob A. Spott, PGA	University of Louisville Golf Club	Golf Operations
Charles E. Whelan, PGA	Ben Hawes Golf Course	General Management
Kelly J. Williams, PGA	Greenbrier Golf & Country Club	General Management
Colby C. Wollitz, PGA	Persimmon Ridge Golf Club	Teaching & Coaching

DISTRICT 10 DIRECTOR'S REPORT

Dear Kentucky PGA Members,

Let me again say what an honor it is to represent you at the National governance level. My first three months on the job have gone by at an unbelievable pace, but so much has been learned during that time. In addition to the fast pace, it is also fulfilling to see how committed our National Board of Directors is to thinking progressively and doing everything we can to benefit the lives of the PGA Professional. During my tenure as your District 10 Director, I hope you will engage me in all of your challenges and successes in our business during my next three years of service to our Section. My door is always open, phone is always on and my thirst to interact with fellow PGA Professionals is never quenched.

Here are some key items that we have been doing at the National level since our last Section meeting in December:

- John Easterbrook, named Chief Membership Officer of the PGA of America, officially began his duties on March 9. John's newly created role will oversee the core PGA Member-focused areas of the organization, including education, employment, member services and section business operations. A 30-year member of the PGA of America and grandson of a PGA Member, John Easterbrook's responsibility is to better serve our members and grow the game.
- PGA Properties at Port St. Lucie have never been better, both financially and by golf course condition. The Wannamaker Course received rave reviews during the PGA Winter Series and the re-grassing project on the Dye Course is now complete and is outstanding. Service levels are also tremendous and membership at the club is growing. Members are particularly pleased with the clubhouse renovation and the members only bar area, which makes it feel like their "club" and has instilled a sense of pride and privilege. The biggest complaint is the driving range and the Properties Advisory Committee is aware of this and exploring options for future improvement.
- Valhalla is also undergoing a clubhouse renovation which is both on budget and scheduled for a soft opening in May. Valhalla was recently rated 81st in America's Top 100, up 16 spots from the previous rating. Kudos to Keith Reese, PGA and the entire team at Valhalla for representing us so well in the National spotlight. Thanks also to Keith for his involvement on the Properties Advisory Committee, led by Secretary Jim Richerson.
- Dick's Sporting Goods donated \$500,000 through their "Sports Matter Foundation" to fund access to underprivileged children for PGA Junior League. In addition to the donation, the agreement also grants access to one of the largest consumer databases in all of sports, so that we may market PGA Junior League to families who may not have otherwise experienced golf. This marketing will drive participants back to PGA Professional staffed facilities for participation. The initial pilot of this program will take place in the Boston market in 2017 and looks to expand into an additional 20 markets in 2018 if successful. To reiterate, Dick's Sporting Goods does not have any marketing rights as part of this agreement, nor is PGA Junior League co-branded with Dick's Sporting Goods.
- PGA Show 2017 PGA Professional attendance increased 3% year-over-year, which is extremely encouraging considering all of the marketing that was done for the 2016 PGA Centennial Show. Energy on the Show floor was great and media attendance requests were up 21%. The PGA of America continues to explore ways to get non-PGA Professional decision makers to attend the Show in order to better experience the value of the PGA Member and what it could mean for their facilities. Vendors on the advisory committee also reported increased bookings at the 2017 Show.
- The PGA of America will now allow shorts to be worn in the practice rounds of all of its championships, highlighted by the PGA Professional Championship and the PGA Championship. This progressive approach is yet another step in showing how the PGA of America is forward thinking in our industry.

- The Dixie Section voted at its Annual Meeting to change its name to the Alabama-Northwest Florida Section, which reflects the location of where its members are based.
- Ryder Cup at Hazeltine exceeded all expectations of the sports world and offers tremendous momentum as we point toward France in 2018. By all accounts, Jim Furyk figures to be a tremendous captain and has already been actively engaged in planning the next United States victory – which would be the first on foreign soil since 1993!

This is just a high level sampling of all that is going on at the National level within our association. I will have just returned from the Board Planning Session at PGA Headquarters prior to the spring meeting, so there will definitely be more to share when we meet in person. There will be a great deal of news generated from each meeting throughout the season and I plan to share a periodic report to keep everyone updated during my time as your District 10 Director.

In closing, I want to encourage everyone to play more golf this season. Let's get away from the rhetoric that golf is difficult and takes too much of our time and instead embrace all golf experiences, whether they are 18 hole championship rounds or a few holes with your children in the backyard in the evening. We are the experts in playing and teaching the game, so we must lead by example. With that in mind, please use my email address kwilliams@greenbriergcc.com or cell phone 859-312-5927 to contact me at any time and let's try to find a time to tee it up together in 2017!

Respectfully Submitted,

Kelly Williams, PGA Certified Professional
Husband & Father
Club Manager, Greenbrier Golf & Country Club
District 10 Director – PGA of America
kwilliams@greenbriergcc.com

EXECUTIVE DIRECTOR'S REPORT

Welcome to the 2017 Dever | E-Z-GO Spring Member Conference. I trust everyone feels refreshed and ready to tackle a new golf season. The Golf House Kentucky team has had a busy winter preparing events and activities, so we the members can grow the game in Kentucky. Speaking of the GHK Team, I want to welcome our two new team members, Sidney Overman and Connie Saner. Sidney was our 2013 USGA Boatwright Intern and is responsible for our Association Services, which includes, handicap computation and tournament management software, course rating and a portfolio of tournaments. Connie comes to us from the Association of Fundraising Professionals, and her key area of responsible is membership and administration. A big welcome to both Sidney and Connie, they are great new assets to the Golf House Kentucky team.

When I stood before you at the Fall Member Conference last December, I encouraged you to be engaged in the Section. To be engaged, you have to be informed. To make sure you are effectively informed, we recognize we have to mass-communicate in a variety of ways. Some of you prefer phone calls and others prefer email or text. Over the winter, in partnership with our marketing partner, The Marketing Squad, we have put forth a lot of planning and investment into our communication vehicles to make sure we can communicate effectively in the following ways.

- Phone Calls (via One Call Now)
- Email (KPGA Weekly, KPGA Special Bulletin, and KPGA Sponsor Alert)
- Text Alert (via One Call Now)
- Mobile APP notifications (Golf House Kentucky APP)
- Website article posts
- Social media

In regards to being engaged, I want to highlight ways you can get involved.

PGA Golf Day – PGA Golf Day is a great public relations tool with your members/patrons and possible media. Moreover, you get to raise money for a local charity that you are passionate about, as well as, the Kentucky Golf Foundation and the KPGA Fund.

Player Development Program – Conduct a player development program that creates revenue for your facility.

Launch Pitch & Roll – Be one of the 25 local qualifying sites for the State Launch Pitch & Roll competition. To learn more about this program contact Kim Shafer.

Ky Best Ball – The Ky Best Ball (formerly Kentucky Scramble) generates revenue for your course. Be one of the 36 local qualifying sites and entertain your members/patrons at the state championship. To learn more about this program, contact Phil Armbruster or Steve McMillen.

Pro-Pro Series – Remember the guys who stood in front of you at the Fall Member Conference and collected \$500 in cash? Don't miss out on your chance to be that person this year and play with your fellow professionals in fun pro-pro events. Become a Players Card member before April 17 and be automatically eligible to be placed on a series team.

PGA REACH Kentucky Pro-Am – Entertain your members/patrons at the only Pro-Am held at Valhalla Golf Club. Proceeds benefit the youth and military programs of the Kentucky Golf Foundation. This year's pro-am is July 31. Entry forms will be available by April 17.

Las Vegas Pro-Am – It's back! On November 12-16, you can entertain four of your members/patrons in Las Vegas. Cascata Golf Course highlights the list of courses in the 54-hole best ball event. Lodging is at MGM Grand, and the opening reception is at Top Golf. The entry fee for amateurs is 2,250. Transportation will be added to the fee once total number of teams is known and the most efficient transportation is arranged. The PGA Professional guarantee is \$750. There is no cost except airfare and incidentals to the PGA Professional if they are sharing a room. Full details and entry forms will be available soon with the first deposit being required by May 22. To learn more contact, Steve McMillen.

Youth on Course

The Kentucky Golf Foundation is excited to announce we are bringing Youth on Course to Kentucky. Youth on Course is an initiative providing youth ages 6-18 with access to life-changing opportunities through golf. Youth on Course was created ten years ago as a result of the Northern California Golf Association recognizing a decline in youth golf. Through research, a primary factor identified cost was a barrier. Youth on Course Members pay a green fee of \$5 or less at participating courses. For the golf course, the difference between the green fee and the rack rate junior fee is subsidized by the Kentucky Golf Foundation. While it all starts with giving youth access to golf for \$5 or less at participating courses, it doesn't end there. We will set them up for success beyond the green through a planned Caddie Academy, paid high school internships, and college scholarships. In 2017, there will be a controlled launch in Louisville, Lexington and Northern Kentucky with plans to fully roll out to the entire state by 2019. Stay tuned for more details as we get closer to the launch. If you are interested in being a Youth on Course participating course, please contact Steve McMillen (smcmillen@kygolf.org).

Respectfully Submitted

Steve McMillen, PGA Certified Professional
Executive Director, Kentucky PGA
smcmillen@kygolf.org

ASSISTANTS | APPRENTICES DIVISION REPORT

Committee Business Plan Goals

- Increase participation in KPGA Education Opportunities by Assistants & Apprentices by 10%* above baseline by the end of 2017. If this does not increase by 10% we are going to require that each Assistant/Apprentice go to at least 1 education offering per year. (**We are currently working with the PGA on gathering data on participation to give us a baseline allowing us to make SMART goals.*)
- Update contact information with best phone number and best e-mail for all Assistants & Apprentices in the Section by April 15, 2017 allowing us a better opportunity to reach out via texts, emails and one-calls about upcoming events.

Results

What lead measures has the committee completed since the last report and what are the results?

Currently we have talked to 90% of the most updated Assistants/Apprentices list that we received from Golf House Kentucky and asked them a 5 question questionnaire and have logged the results from that questionnaire. Question examples include, "Have you been to any Pro2Pro sessions in the past year"? And, "If you haven't been, what are some reasons why you haven't"? The results are all logged between Robert Costello, Will Schneider and Myles Mahan. While reaching out and asking this questionnaire we have also been able to update contact information.

Challenges

Are there any challenges the committee is facing right now?

Currently the biggest challenge faced by the Assistant/Apprentices is participation by Assistants and Apprentices in Pro2Pro education offerings. The goal is mentioned above that we want to increase participation by 10% above the baseline by the end of 2017.

Plan

What is the committee's high-impact tactical commitments for the upcoming 60-90 days?

The plan going forward is to continue to communicate with Assistants/Apprentices via text message, phone calls, and e-mails to let them know about any and all upcoming education offerings. The plan is also to fully update the communication list with best e-mails and best phone number to stay in constant contact with all Assistants/Apprentices by April 15th 2017.

Updates

The 2017 NCR Assistant KPGA Championship will be held at Wildwood Country Club on August 14th and will feature a new, lower entry fee of \$100 less than last year's entry fee. The goal here is to increase the participation in the tournament and consistently increase participation over the next 5 years to gain an extra qualifying spot for the National Assistant Professional Championship. We would like to thank Blake Watts, PGA and his staff for hosting the Championship this year. We would also like to thank French Lick Resort for again providing us with the raffle prize. Our Assistant/Apprentice Professionals will again have the chance to sell raffle tickets this year to offset the entry fee.

The 2017 KPGA Assistant Match Play Finals will be held at Idle Hour Country Club on September 28th. We would like to thank Pete Garvey, PGA and his staff for hosting.

Robert Costello, PGA has been elected as the new President of the Assistants/Apprentices Division and will officially start March 13, 2017 at the Spring Meeting.

Respectfully Submitted

Robert Costello, PGA
Incoming President, Kentucky PGA Assistants-Apprentice Division
rcostello@pga.com

EDUCATION REPORT

Welcome to the 2017 Dever | E-Z_GO Spring Member Conference! I hope you were able to get a little break away over the limited winter we did have as it looks like Mother Nature is kick-starting the golf season a couple months early in 2017!

Congratulations to all the PGA Members that took advantage of the two PGA Certification courses that were held this past December and January. A total of 35 KPGA members took advantage of the interactive two-day seminars in Teaching and Golf Operations. Thank you to PGA employees and members; Todd Sammons, Eric Hogge, and Bill Cioffoletti for visiting the Kentucky PGA and administering the seminars. We plan to host the Player Development certification course in the fall of 2017 so please stay tuned for more information as we finalize the details.

We have an exciting line-up planned for the afternoon of the Spring Member Conference. We welcome PGA President, Paul Levy, to the Kentucky Section. Mr. Levy will be speaking to the membership and will sit on a panel discussion with KPGA President Ralph Landrum and PGA District 10 Director, Kelly Williams. Members are encouraged to send in questions for President Levy prior to the meeting and there will also be opportunities for Q&A during the panel discussion portion of President Levy's visit.

Lindsay Williams will report out on the implementation of the PGA Connect program and the success of the first two events which were held in Lexington and Louisville. Lindsay will give an update on where this program is heading and what to expect in the future with PGA Connect.

The KPGA welcomes National LPGA Programs Coordinator, Allie Bodemann to our Spring Member Conference. Allie will be educating the membership on the vast opportunities of engaging females into the game of golf. The "Girls Golf" program of the LPGA has grown to over 60,000 girls across the globe where they not only learn about how fun golf is, but are also empowered with confidence and are taught valuable life skills. Allie will discuss the LPGA girls Golf program and will also cover important information on what you can do to attract more girls into your Junior Golf programs, thus leading to more revenue! KPGA President, Ralph Landrum, will share his best practices on how he has grown his LPGA program from 12 girls to over 100 girls in just a few years.

PGA Player Development Regional Manager, Frank Chieppa will speak to the membership on Adult player development programs, specifically female programs. KPGA Member and Golf House Kentucky Director, Player Development Kim Shafer will accompany Frank and share her stories of success in getting more people to your facility and turning them into loyal customers.

The 2017 KPGA Teaching Summit will be held on Tuesday, March 14th at Keene Trace Golf Club (Keene Run Course). The day will begin with special guest speaker, Joseph Mayo speaking from 9:00am – 12:00pm. Joseph Mayo, otherwise known as the "Trackman Maestro" in the social media world, has worked with numerous PGA Tour players in his career and is currently working with Brian Gay and Parker McLaughlin. He is the Director of Instruction at TPC Summerlin in Las Vegas and has been known to deliver exceptional presentations and has a vast knowledge of the golf swing. The afternoon agenda will begin with a presentation from KPGA Member, Larry Ward. Larry's presentation is titled, "The Forgotten Element! Skill Development". The day will end with a panel discussion involving Joseph Mayo, Larry Ward, Grover Justice, and Mike Finney. The cost for the entire day is \$50 and includes lunch. We hope you can join us for a great day of education! Special thanks to Larry Ward and the team from Keene Trace for hosting this year's Teaching Summit.

I would like to recognize and thank your KPGA Education Committee members: Kevin Main, Ross Lingenfelder, Will Schneider, Josh Snider, Chris Schuler, Kevin Childers, and Jack Sauers for their time and efforts in providing our members and apprentices educational opportunities. A special thanks to the Golf House Kentucky staff for their assistance with all our educational events.

Please do not hesitate to let me know if you ever have any suggestions on topics or speakers for Section education. Thank you very much and I hope you have a great Spring Member Conference and an awesome 2017 golf season!

Respectfully Submitted

Danny Baron, PGA Certified Professional
Education Chair, Kentucky PGA
Head Professional, Hurstbourne Country Club
dbaron@hurstbournecc.com

EMPLOYMENT REPORT

“The future depends on what you do today” - Mahatma Gandhi

Dear Members and Apprentices of the Kentucky PGA,

It's my pleasure to submit the Dever | E-Z-GO Spring Member Conference Employment Report. This newly formed committee has really taken shape since its inception this past December. I'm happy to report we've had two very productive meetings thus far. I'd like to thank the committee members for their time and commitment to the mission. Committee members include, Dick Bradow, PGA, Chris Osborne, PGA, Tommy Brummett, PGA, Donnie Caldwell, PGA and I. Also serving is Guy Huguélet, CEO PSI of Kentucky, bringing 25 years of HR expertise to the committee and a fresh look through non PGA eyes.

Our mission: To advance the careers of all Kentucky PGA Members and Apprentices by providing programs that will enhance their job seeking skills and improve their marketability in order to promote their value to future and current employers.

I promise you that every time this committee meets it will have the best interest of all Kentucky PGA professionals in mind. We will not waver from this mission and commitment. And in so doing, this committee will work closely with the Education Committee to help design pertinent programs that will allow our members and apprentices to improve their job seeking skills. We will keep you well informed of these opportunities as they develop.

To the Assistants and Apprentices in the room, I challenge you to participate in all education programs provided by the section. Opportunities don't happen, you create them. Read that sentence again. You create them by making yourself the best golf professional possible. Frankly, I don't know of any shortcuts to places worth going or jobs desired. The more educated you are in the business of golf, the more marketable you become.

As a reminder, I encourage all members and apprentices to please take the time to fill out the PGA Compensation Survey. This is a critical tool for job searchers but more importantly, employers. This survey takes less than 15 minutes and is completely confidential. The deadline is April 1.

In closing, let me specifically address the young men and women of our Section, especially the new apprentices. There is one simple question that you need to ask yourself regularly, “are you an expert, not only in the game of golf, but in the business of golf as well”? You need to be proactive and take the necessary steps to challenge yourself to be the best you can be. The PGA has available to you the tools that will help you reach this end. The mission of both the Education Committee and now the Employment Committee has you in mind as well. Take advantage of our educational offerings. Also, click on the Education link on pga.org to learn more about Continuing Education opportunities, the Certified Professional Program 2.0, the Mater Professional Program 2.0 and future USGA/PGA Rules Workshops. Have you been to the Teaching Summit? Have you ever picked up the phone and reached out to one of our many longtime head professionals in the section? I challenge you to do so. Finally, take advantage of the networking opportunities by regularly attending and contributing to our Sections Business Meetings and Education Programs.

Play in Section events regularly to broaden your net of familiarity with your fellow section professionals. Networking is a key proponent to your future. Don't be afraid to leave your footprint in the business. With a little bit of extra effort you truly can realize your goals. Remember, opportunities don't just happen, you create them!

Respectfully Submitted

Peter Garvey, PGA Certified Professional
Vice-President, Kentucky PGA
Employment Chair
Head Professional, Idle Hour Country Club
pgarvey@pga.com

PGA EMPLOYMENT SERVICES REPORT

PGA Employment Department Update

- Tim Marks, PGA and Don Sweeting, PGA have been named as the new Directors of the Employment Department.
- The employment team will be replacing four Employment Consultants to fill the positions left vacant by the retirement of Dick Bradow, and Jeff Beaudry, along with the hiring of Tim and Don as the new Directors. The team will be expanding by an additional four Consultants to put the Employment Consultant team to 18.

PGA Employment Global Initiative

As the long-term strategic plan was developed a conscious effort was made to include Global as a core product and focus area of the Association. We did this for two primary reasons:

- The growth of this game is global and PGA of America Members are the best in the business to direct this growth.
 - Between 2010 and 2014, Emerging Golf Markets (Asia, the Middle East, Latin America and Africa) saw a combined total increase in 283 courses (new or under construction minus closures).
 - During that same period, the U.S. saw a total reduction in courses of 468.
- A Global Brand is stronger than a domestic one.
 - If you look at a global brand like PepsiCo versus a domestic brand like Dr. Pepper, PepsiCo has become a stronger and healthier organization for its global footprint and therefore is able to provide a multitude of more jobs. (260k employees for PepsiCo vs. 20k for Dr. Pepper)
- As we look at Global, we are focused long-term with our priority objective being to enhance employment opportunities for our PGA of America Members outside of the U.S.
 - 600 of PGA Great Britain & Ireland Members work outside of Europe versus 250 PGA of America Members working outside of the U.S. (PGA of America Membership is nearly 4 times the size of PGA Great Britain and Ireland).
 - 700 PGA of America Members speak a second language fluently.
- However, although we have robust employment service offerings domestically, we did not have anything internationally.
 - Therefore, the first thing we have done is bring on Colt Mackenzie McNair. They are the leading golf recruitment firm outside of the U.S.
 - CMM's role is three-fold: promote PGA of America Members as the gold standard, identify jobs and promote them to PGA of America Members, and provide PGA of America Members with information on navigating the intricacies of working abroad.
 - CMM's role is complementary to what we offer in the U.S. and therefore is being seamlessly integrated into the current employment tools such as CareerLinks and PGA.org
 - This is a new service we welcome all feedback to improve.

PGA Compensation Survey

The annual PGA Compensation Survey is among the PGA's most important research initiatives and is conducted for your benefit as a PGA Professional. To make sure the survey provides you and your fellow Southern Ohio PGA Professionals with the most accurate statistics, the SOPGA asks every active member and apprentice to complete the survey, from assistants to members in the highest profile positions. The survey also provides valuable information when we work with employers on your behalf to upgrade PGA compensation.

The survey has been streamlined this year and is more user friendly than in the past. If you have already completed the survey, thanks for your participation. If not, please take a few minutes to complete the survey on the Employment area at www.PGA.org and if you are the lead PGA Professional at your facility, make sure all PGA members and apprentices on your staff do so as well. All individual responses are completely confidential and nobody sees your personal information, so don't let concerns about confidentiality be a deterrent to participating. PGA members who complete the survey by March 31 will earn up to 2 MSR credits.

DOL Update

Currently the DOL exempt status ruling is being held up in the court systems. We do not know where it will go but will continue to update the membership once more information becomes available.

PGA.org Employment Resources

Hopefully you have had the opportunity to explore the new www.PGA.org website, which has been designed with a contemporary interactive format to allow PGA Professionals to customize the content and information to best suit their needs. All employment and career resources that were available on PGALinks are also available on PGA.org, including CareerLinks, PGA Jobfinder, PGA Compensation Report Tool, Job Hunter's Tool Kit, Career Fitness Manual, resume tips and samples, and more. After you login to PGA.org, click on "Employment" at the top of the page which will take you to the Employment area.

PGA Business Simulations

Access innovative simulations that will help enhance your job performance. Through these simulations, you will learn new techniques that impact customer engagement, their experience and loyalty to you and your facility.

Employer Communication Plan

If you are in a golf operations or facility management position, you know how important it is to keep your employer up to date on operational activities, financial information, and successes for you and your staff. The Employer Communication Plan and Executive Summary sample on the Employment area of PGA.org can give you a good start on how, what and when to communicate. I would also recommend utilizing the new Revenue Scorecard, a tool which many PGA Professionals have already used successfully to quantify the total incremental revenue they have driven to their facilities through player development programming.

CareerLinks Reminder

Before the season gets into full swing, now is a good time to review and update your CareerLinks ProFile, located on the Employment area of PGA.org. This is especially important if you have recently changed jobs or PGA classifications, gained additional experience, or would like to modify your future preferences. In particular, make sure your PGA employment history is correct and all current and previous facility information is complete.

Best wishes for a successful 2017 season, and please don't hesitate to contact me for assistance with any PGA employment programs or services.

Respectfully Submitted

Keith Fisher, PGA
Employment Consultant, PGA Employment Services
Phone (937) 475-4509
kfisher@pgahq.com

MARKETING REPORT

The KPGA Marketing initiatives are to grow our brand and communicate on an all new level with our Members and Apprentices. Steve McMillen has contracted The Marketing Squad for Golf House Kentucky. The KPGA should greatly benefit from this strategic relationship. Here is a summary of the role of The Marketing Squad.

- Strategic planning and tactical implementation which will include Development and oversight of the Promotional Schedule (focus on a strategic 90 day outlook)
- Website development and maintenance
- eNewsletter design and maintenance
- Planning and development of engaging content
- Planning and implementation and monitoring of Social Media campaigns

There are three key priorities identified that The Marketing Squad is focused on in the next 45 days, which include website enhancement, promotional schedule and communication platforms.

The KPGA Communicates with members and apprentices in the following manner. The Marketing Squad is evaluating the frequency and how these tools are being used. It is anticipated over the next 45 days The Marketing Squad will redesign the member engagement emails and make a recommendation on the frequency of when communications are sent out.

1. KPGA Weekly

Look for a new layout that is responsive with mobile devices and highlights the top 5 things you need to know as a KPGA Member for the week.

2. One Call Now

This service will continue in 2017, but we will add text messaging. It is important that your current mobile phone is in your PGA Profile.

3. Social Media

Golf House Kentucky uses Facebook, Twitter, and Instagram to promote content via social media.

4. Golf House Kentucky Mobile App

A new Mobile App will be in launched this spring with a key feature being push notifications. Make sure to download when it is available and select the topics you want notifications for.

5. Kygolf.org

Golf House Kentucky website is the number one priority of The Marketing Squad and here is an outline of the current projects:

- Redesign the navigation to make the site more intuitive to navigate. The key goal is to allow users to navigate to where they want to go within 2 to 3 clicks
- Create a new tournament hub that provides easy access info, pairings and results
- Redesign the KPGA Member Hub to make it more intuitive to find content
- Create a Lesson Hub, which will be used to promote to consumers player development programs via SEO marketing and digital advertising

Sponsorship

Our staff is charged with renewing and developing sponsorships for the KPGA. Members can help by making introduction via sit down meetings with potential sponsors. Our typical sponsorship agreement runs from March 1 to February 28. Look for the press release about our 2017 Section Sponsors soon. Sponsors help us accomplish a lot of our goals so please make sure you thank our sponsors when you see them at events or when they come see you at your facilities.

Respectfully Submitted

Brad Hicks, PGA
Marketing Chair, Kentucky PGA
Head Professional, Keene Trace Golf Club
bhicks@keenetracegolf.com

PLAYER DEVELOPMENT REPORT

Dear Fellow KPGA Members and Apprentices:

I am very proud of the efforts the Kentucky PGA does with regards to player development. Leading by example, our President Ralph Landrum has been recognized nationally for what he does on a daily basis and his leadership has charged our committee with the efforts of serving our members and growing the game. **Player Development is not just a program, but a culture that is driven at the grass roots level by each and every KPGA Member and Apprentice.** In this report, I will highlight our Sections programs with regards to Youth Player Development, Adult Initiatives and finally Section Resources to help our members and apprentices.

Youth Player Development Programs

PGA Junior League Golf - Our Section has a goal of 85 PGA Junior League Golf Teams in 2017. By the early sign ups, it appears that we will comfortably exceed our goal. This program has continued to grow and offers a great way for youth and families to enter the game. Thank you to all the PGA Professionals for participating in this program and I encourage those who have not, to sign up. You, your juniors and your families will enjoy the experience!

PGA Jr. League Golf Tournament Series - This tournament series is designed to keep the kids on the course after the regular PGA Jr. League Golf season has ended. There will be 7 sites with events played on weekends from early August until Late September. The success of these events is highly dependent upon the PGA Jr. League Golf Captains promoting these events to their teams. Additionally, Kim has information/flyers with her today at the Spring Member Conference if you would like to take it with you. She will also be emailing you all of the dates and registration information for your players. We thank you for your help in sharing and distributing this information to your players.

Drive Chip & Putt – The dates are set for the regional and state competitions. This event has seen significant success and brought a new level of excitement to our game.

2017 Local Qualifiers

- June 14th – Bowling Green Country Club
- June 30th – Man O' War Golf
- July 7th – Gibson Bay
- July 15th – Seneca

2017 Sub-Regional Qualifier

- August 13th – Persimmon Ridge

Many KPGA Professionals have embraced this program at their facility by offering specific "Drive, Chip and Putt" Clinics.

KPGA Middle Schools Championship – The Kentucky PGA taking over the Middle School State Championship has brought significant professionalism and excitement that we as PGA Members should be very proud of. I would like to thank Chris Redle for taking the lead on this event and making it such a huge success. In 2017, there will be six qualifying sites and the state championship will be at Quail Chase Golf Course in Louisville. Additionally, each participant will receive a tee gift for the event.

Adult Player Development Programs

Launch Pitch and Roll – With the success of the Drive, Chip and Putt for our youth participants our Section has developed an Adult version, the “Launch, Pitch and Roll.” This initiative has been met with significant interest. Our goal was 25 local qualifiers and as of the time of this report there is only one spot left available. Host sites must turn in their qualifier information by April 1st. The state championship will be at Persimmon Ridge on August 12th.

Get Golf Ready Kentucky Day - Get Golf Ready Day is May 13th. This is a grass roots initiative that already has several facilities around the state involved. I would welcome any facility interested to get involved and participate.

Section Resources

Kim Shafer – we are very lucky to have Kim Shafer as our Director of Player Development for the Kentucky PGA. Kim conducted 12 small group meetings around the state and is a valuable resource of information. If you were not able to attend one of her small group meetings, I encourage you to reach out to her as she is more than happy to help any and all KPGA members and apprentices.

Lesson Hub – The Lesson Hub is scheduled to launch on April 1st. The Lesson Hub will be a center point for information that the general public can go to for golf instruction programs available around the state. Please email Kim with all of your instructional programming and information that you would like shared on the Hub as soon as possible. This is a new opportunity for you to gain free advertising for your programs and hopefully lure a few more students to your facility.

Player Development Equipment Library at Golf House – Please take advantage of the resources we have at Golf House Kentucky for our KPGA Members and Apprentices to use to promote golf in Kentucky. To reserve the equipment, please email Kim Shafer at Golf House Kentucky.

Lastly, I would like to thank Kim Shafer and the entire Player Development Committee for their dedication and hard work to grow our great game! Our committee includes Sara Stephens, Tyrus York, Colby Wollitz, Derrick Griffitts, Jason Eberle and Jamie DeKeuster.

Respectfully Submitted

Craig Heibert, PGA Certified Professional
Secretary, Kentucky PGA
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KGF JUNIOR GOLF REPORT

KPGA Members and Apprentices:

After two years serving as the Director of Junior Programs, I am extremely excited and optimistic about the recent growth of the Kentucky PGA Junior Tour. While the Tour is managed by the Kentucky Golf Foundation, the support and involvement of the KPGA Professional is extremely important to the success of the Tour. As the Tour evolves, the focus of improving the player experience combines with benefits to our host facilities.

Tour membership grew to 579 players in 2016 representing a growth of 18.2%. Tournament entries increased to 3,453 in 2016 representing a growth of 37.6%. The additional revenue has allowed us to fund a program of Labor Force helpers on the Junior Tour improving our course coverage at all events. Stroke maximums for our 9-Hole and 6-Hole Divisions helped improve our pace of play while 18-hole Divisions averaged less than 4 hours and 30 minutes per round. The new fall 9-Hole Series gained momentum during the season with participation geared toward Middle School golfers.

In addition to the growth of the Tour, we are also experiencing growth with the KPGA Middle School Championships. Six 9-Hole Regional Championships were held in 2016 allowing our total initial participation to increase from 130 to 211 participants (+62.3%). The field of 100 participants at the State Championship played in foursomes with a shotgun start completing play in 4 hours and 45 minutes, playing faster than most high school Regional Tournaments. Our staff continues to support the administration of the KHSAA State Championship where the afternoon wave has started on time each of the past two seasons. As our junior programs continue to grow, we maintain focus on the importance of pace of play at all levels.

With the support of the Kentucky Golf Foundation Junior Golf Committee, we are looking forward to several new features starting in 2017. New member referrals will provide a \$25 credit back to the member who referred them. A new 14 & Under Girls Division has been added utilizing Middle School Championship yardages while the Girls 13-15 Division continues to operate at High School Invitational yardages. Increased opportunities are available for Tour Members to qualify for the Junior PGA Championship through participation in our events. We have added two new events to our schedule with Adult-Child Tournament (June 24) and KPGA Junior Pro-Am (July 17). Top players have the opportunity to earn a spot in the J.B. Holmes Cup Matches at Campbellsville Country Club at the end of the season. The fall 9-Hole Series has a Player of the Year program with a Tour Championship added at the end of the season that is open to all players. There is at least one 2-Day event opportunity each week of the summer season with a total of 85 playing opportunities through our tournament console.

KPGA Members and apprentices, and golf staff are welcome to become involved with our volunteer or labor force programs. If you know someone that is interested in assisting with the Kentucky PGA Junior Tour, please have them contact me directly. The support of the KPGA is extremely important to the success of the Kentucky PGA Junior Tour as we provide a tour that stretches throughout the state with playing opportunities for all levels of junior competition.

Respectfully submitted,

Chris J. Redle, PGA
Director, Junior Programs, Golf House Kentucky
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TOURNAMENT REPORT

As spring approaches, so does a new tournament year for the KPGA and its members, apprentices, and amateur partners. With that in mind, the 2016 Tournament Committee has laid out an exciting schedule for 2017 which can be found on kygolf.org. The Committee feels the calendar provides playing opportunities for our highly competitive players, through our stroke play divisions and championships, as well as, opportunities for players who may not get to play as much as they would like, but still wish to network and fellowship in team events. If you have limited time or availability, we encourage you promote the schedule to your assistant professionals, and we challenge you to circle a few key events to participate in for 2017.

Highlighting the 2017 schedule will be the return of the Cunningham-Yamaha Pro-Pro Series with the first team event the "Kick Off" at Oxmoor Country Club. The Cunningham-Yamaha Pro-Pro Series is comprised of four team events spread out throughout the year. Players who sign up for the series are placed on teams of 10 and compete in a season long series points list for a cash prize. We encourage everyone to sign up for a Cunningham-Yamaha Pro-Pro Series to be placed on a team as an added bonus to purchasing a players card in 2017.

Other highlights include a return of the Kentucky Open to the popular Hurstbourne Country Club. Changes to this year's event will be seen at the qualifying level, where an Onsite Manager will oversee four qualifying events to increase quality and consistency, and more recognition will be given to top finishers advancing. The 2017 Section Championship is set to be played at the University of Louisville Golf Club and we encourage all members to sign up. Also, in 2017, we will be introducing a new event, the KPGA 2X2 Pro-Am, which will feature teams comprised of 2 professionals and 2 amateurs. Another focus in 2017 is the Pro-Lady which is now being affiliated as a National Car Rental Pro-Am Series Event. This event will be held at Greenbrier Golf and Country Club.

As we move into the 2017 season, we are also excited about the addition of other enhancements to our tournament program such as the expanded use of Golf Genius Software which we will be using to score events. We also have upgraded our website and made it easier to access the tournament schedule, points list, and our registration portal. Other enhancements will be collaboration with the Marketing Committee to promote our events to our members in more modern and efficient channels.

With the schedule in place for 2017 and working goals for the 2017 Tournament Committee in place, the committee will begin plotting out the path towards 2018. Goals for the Committee to address in 2017 include increasing the number of entries into the Kentucky Open from 304 to 330, increasing the number of pro-pro series entries from 202 to 227, and creating new ways to increase the member experience at KPGA Events. The 2017 Committee is made up of PGA Members John Bachman, Tommy Watts, Greg Meadors, Jake Spott, Jamie DeKeuster, and PGA Apprentice Jessie Massie. If you have questions, concerns, or ideas to help better our tournament program, please contact any member of the 2017 Tournament committee or our staff liaison Bill Coomer.

I hope to see you on the course in 2017!

Respectfully Submitted,

Barry Payne, PGA
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