

2011 Southern Chapter SFPGA
Annual Fall Meeting Minutes
11/7/2011

Dick McNeill, President, Introductions and Opening Comments

Dick McNeill begins the meeting by introducing himself and the officers of the Southern Chapter. (Bob Mallek, Vice-President/Treasurer, Chad Middaugh, Secretary).

Dick then outlined the schedule of events for the evening. From 6-7pm we will have our Annual Fall Meeting followed by cocktails from 7-730pm. After cocktails, we will have dinner beginning at 730 with our Awards Ceremony following dinner to conclude the evening.

Dick McNeill:

I was at the doctor the other day. I asked the doctor, "At what age do you know you are old enough for a nursing home?" The doctor said, "There isn't a specific age but answer this question and you will know if you are ready for one or not. If you were asked to empty a bathtub using a spoon, cup, or bucket which would you choose?" Dick said, "I would use the bucket." The doctor replied, "I think you are ready for the nursing home because most people would just unplug the drain." (Laughs)

I would like to recognize the past presidents of our Chapter who are Jeff Wilson, Mike O'Brien, and Mark Zachary. Thank you for leaving the chapter in good condition and for your attendance this evening. Geoff Lofstead is here from the Section Office as well.

Thank you to the Marriott Hotel at Heron Bay for hosting this event this evening. Thank you to all of the sponsors who make this possible.

Dick McNeill: What did we do this year? We hosted free junior clinics. Donated money to various golf related organizations including Midnight Golf and The First Tee. The Southern Chapter hosted more tournaments than any other chapter in the South Florida Section. We hosted education seminars for the PGA Professional. We compensated volunteers at our free junior clinics at a rate of \$50 per hour. If the clinics grow to the point where we need more than 5 or 6 paid volunteers then we may not be able to compensate the volunteers anymore but I think it is a great thing to do considering the volunteer may be taking time off of work to help our clinic.

With our tournaments this year, we had some bad luck. Poor weather and bad timing of the dates were too of the main issues. For the second straight year, we have had decreased participation in our events. I know some economic reasons may be to blame for this but that cannot be the only issue. Would a lower price help to boost participation in pro-only or pro-am tournaments? We used to charge \$100 for pro-am amateur entry fees, now we are charging \$125. The idea was to cover have the amateurs cover the appearance fee for the professionals with their entry fee because we would normally lose money on the tournament. It takes a lot of money to run a great event. Would going back to \$100 really make a difference in the participation level? Please give us your feedback on this issue or any other issues you have. Your feedback is always welcome.

At this time, I would like to introduce our Vice-President/Treasurer, Bob Mallek, to discuss the financial position of the chapter.

Treasurer Report/Financials

Bob Mallek:

Our financial position this year is very similar to last year. At this point, we have not received the golf pass money. Last year, we were at \$29,000 and if you include the golf pass money which is processing, we are at \$28,561 this year.

Some people had questions during the year as far as money won in tournaments and why they do not receive it right away. The process for receiving the money is as follows. I get the results of the tournament either the day of the tournament or the following day. I process the results and send the information to Geoff Lofstead at the Section Office. He then sends them to the National Office for processing. Then the National Office confirms with me and then the check is drawn. Then the check is mailed. Ten business days is normal for the entire process to be completed.

Everything has been expensed through our chapter at this point so we are definitely in a very good financial position. We had more player's card purchases this year. This year we had \$6,600 in player's cards compared to \$5,800 last year. We ran 17 events and came out in a good position, similar to last year.

Dick McNeill then introduced Chad Middaugh, Secretary, for an update on the website and communication with chapter professionals.

Secretary Report

Chad Middaugh:

Good Evening. Thank you all for coming out tonight. As your secretary, my primary responsibility is to collect information and relay it to all of you. We use the website, email, and phone calls to communicate. As you arrived, you may have filled out a card at the registration table on the top two methods to get in touch with all you. If you did not, please fill one out before you leave. As Dick had mentioned, our tournament entries have decreased over the past two seasons. This could be due to a variety of reasons such as the date of the tournament, price, location, time or maybe even a lack of confidence in one's playing ability which I hope is not the case. Whatever the reason, I hope the reason for the decline in participation is not due to a lack of information about our events. That is inexcusable from my standpoint. The cards that you filled out will hopefully give us more information on the best way to connect with you so that all of you know when are events are taking place and the details of each event.

All of the information for our events is on the website. We will continue to use the website in the future but may branch out to other methods of communication to ensure everyone stays in the know. With our website, I have received a lot of good feedback this year. Thank you for that. I have also received some feedback regarding the layout of the site. Some individuals said they could find the information but it took some time to locate it. In response to that I will make some layout changes over the winter so all of

the information is easily and quickly located. Does anyone have any feedback regarding the layout of the website or anything pertaining to how we communicate with our chapter professionals?

In addition to the website, going forward we will be on Facebook. Does everyone know what facebook is? Our Facebook page will be another source of communication with you, not the primary one, but another method of reaching out to you. For the younger generations, the top two methods of communication are text message and Facebook. Earlier this year, an assistant professional at Doral Golf Resort, Justin Bruns, contacted me and Dick about getting involved with the Southern Chapter. I told Justin it would be great if he could start a Facebook page for our chapter. Justin will know speak on the specifics of facebook and how we will use it to benefit our professionals. Does anyone have any other questions for me before Justin speaks? Thank you.

Facebook Update

Justin Bruns:

Like Chad mentioned, we have a Facebook page up and running. We will use the facebook page to post reminders for tournaments and events. We can post pictures of any chapter activities and also use it as a discussion board for anything the PGA Professionals would like to start an open forum about. I understand not everyone is on Facebook but the process of getting on is very simple. All you need is an email address and it is free to sign up. If you have any questions about getting on Facebook please contact Chad or I and we will guide you through the process. If you have your phone on you, you can add the page right now. The name is "Southern Chapter PGA." Add us as a friend and you will receive updates of all of our activities. Does anyone have any questions at this time pertaining to Facebook with the Southern Chapter?

Dick McNeill: Thank you Chad and Justin. Glad we have those guys because I am not the person to ask about technology. At this time, I would like to introduce our representative in the Section Office. Mark Van Dyck is the head pro at Fort Lauderdale Country Club and the Secretary of the South Florida Section.

Section Secretary Report

Mark Van Dyck:

It has been a great run so far as Secretary of the South Florida Section. It has been great working with Geoff Lofstead and his staff.

I want to speak with you about Golf 2.0. First off, does everyone know what Golf 2.0 is or is at least familiar with Golf 2.0? Golf 2.0 is what it is all about for the PGA and growing the game going forward for the next decade. The goal for Golf 2.0 is to grow the game to 40 million golfers in the U.S. by 2022. We have 6.5 million people in Broward and Dade Counties. If we can somehow capture ½ of 1 percent of those golfers we will do our part to gain 25,000 plus golfers and keep pace with the Golf 2.0 initiative. I encourage all of you to get up to speed with Golf 2.0 and make a difference at your facility to help PGA accomplish this mission. Thank you.

Dick McNeill: Thank you Mark. He is correct; we all need to do our part to help grow this game. If we do that everyone will benefit. At this time, I would like to introduce Geoff Lofstead, Executive Director of the South Florida Section, to speak.

Executive Director Report

Geoff Lofstead:

It is great to see so many people here tonight. We have our Section Meeting and Awards Dinner on Tuesday night. I hope to see many of you there. We are advertising for our 2012 Travel Pro-Am at Whistling Straights. Please let us know as soon as possible if you are interested.

We just ran our first Habitat for Humanity Project recently taking place in Naples. This project is a refurbishment of a home by PGA Professionals. It is paid for by the PGA Foundation in the sum of \$50,000. We had 35-40 PGA Professionals helping out with the project. We believe it was a big success. The goal of the project is to spread good will with the golf community and help to grow the game as a result. We will take the Habitat for Humanity project to every mainland chapter over the next few years. We hope you will get involved when the project comes to your area.

We run another goodwill program called "Smile for Life." This is the most profound program we run. For this program we send PGA Professionals to hospitals to speak to kids that are ill. It is amazing the impact the PGA Professional has on the kid's attitudes and how uplifted the kids are after spending time with one of our PGA Members. The funds from the PGA Foundation go into these types of programs and we believe they have a great impact on the game and the public perception of the PGA Professional.

Mark Van Dyck has already spoken on Golf 2.0 but I would like to reiterate some of the things he said. It really is about growing the game and by growing the game, all of us stand to benefit. Last year, we lost 15% of our golfers which is a huge number. We hope to grow the game to 40 million in the U.S. by 2022. Golf 2.0 is a strategic plan focused on the consumer. For example, if you were to walk into a ski resort and told them you have never skied before their eyes would light up. They would fit you for boots and all the accessories. Have lessons available immediately and point you in the direction of the bunny slopes for beginners. Then they would tell you that it's going to be \$600 or a similar price. At a golf course, it isn't the same. We do not provide the ease into the game that other recreational sports provide and we could be better at that. 60 million people want to play golf but can't because of the barriers to play. One of the barriers is diversity. Diversity within our own association is lacking. We need to look at ourselves and find out how we can contribute. The quicker we all get involved in 2.0 the quicker we will get to 40 million golfers. I encourage everyone to go to the Golf 2.0 website and look at the initiatives and help break down the barriers so we can get the people that want to play, playing.

We are going to be doing Public Service Announcements and getting all three mainland chapters involved. We will film four members from each chapter speaking about growing the game and make a short story to be played during PGA Tour events. These will be a part of our Golf 2.0 initiative in South Florida.

In reference to Bob Mallek's comments about getting paid from tournaments, if you want to get paid quicker you can use direct deposit. Contact our section office about how to register for direct deposit. This way you will not need to wait for a check.

Our MSR cycle will change in the future. We will add a Player Development category in response to our Golf 2.0 initiative. The cycle will also change from three year to four years.

Does anyone have any questions?

Q: "In reference to tournament participation declining and the changing MSR requirements, do you think we will see a new category for "Tournament MSR points?""

A: No, I asked Allen Wronowski this same question at a national meeting and his response was a very quick, "no." There are some barriers to this type of category as it would require additional expense (at least more so than education), good health, time off from work, and others.

Q: "If someone does not fulfill the new Player Development category for MSR requirements, will that person be suspend or Class F?"

A: Yes, the current rules will apply to new categories. If a member does not fulfill all of the requirements then that member will be classified as Class F.

If there are no other questions, I will give it back to Dick McNeill. Thank you.

Southern Chapter President

Dick McNeill:

Thank you Geoff. Let's get to all of those golfers and work hard on growing the game. Speaking of MSR points, I may have missed entering a few people for their MSR points for tournaments this summer. If you notice on your MSR report that you are missing points, please let me know and I will get them updated for you. For those of you that do not know, you receive two MSR points for playing in any tournament up to a maximum of eight points for each cycle. These points go into the general MSR category and do not help you with Education or Meeting requirements but will help you reach the total.

For our next season, I would like to get together a bigger tournament committee. My plan is to get seven people to run two tournaments each. 14 tournaments is a lot for one person to handle and is not really a feasible situation for someone with an already busy job. Get in touch with me if you want to get involved.

I'd like to take a moment to talk about the license plate program. Does everyone present know about the program? (Yes) Ok, if you do not have the license plate on your vehicle, please get it. There is no reason not to support this cause. With our Golf 2.0 initiative and growing the game, this is a great way to contribute at very little cost. The money raised from Florida Golf License Plates goes back to support junior golf programs in Florida. The entire sum paid for the plate goes to support the program. The money is for the professional. All you have to do is fill out a grant application and the money is there for you to use with your junior program. This is for you. Please contribute to a great cause.

The last thing on my agenda is about Charlie Delucca. Many of you in this room know him. He has meant so much to golf in South Florida. Charlie tried to get a PGA membership in the past but couldn't because he couldn't take the written test. I am trying to lead a letter writing campaign to get Charlie an honorary membership into the PGA. Charlie definitely deserves to be inducted into the PGA as an honorary member as those of you who know him would most certainly agree. I ask of you, to write a letter addressed to Allen Wronowski, President of the PGA, and tell him how Charlie has impacted your life and golf in South Florida. If you want, you may mail the letter to the South Florida Section Office and they can forward it to the National Office for you. I know this is not going to be easy as there are only 11 honorary members of the PGA and three of them are ex-presidents of the United States. The thing that I want is for Charlie to not know about it and for him to hopefully get the honorary membership while he is alive because I think he would enjoy it more.

Q: "Are we contacting outsiders to write letters for him?"

A: Yes, we have had Nat Moore, Judy Connors, Alonzo Mourning, the Doral Tournament Committee and many other write letters on his behalf.

We want to get the personal touch going with all of you.

Q: "Do you think it is going to be tougher trying to keep it discrete? Wouldn't you get more support if it were out in the open?"

A: Well, yes, but I know Charlie and I do not want to give him a chance to say no. I know he would appreciate what we are doing but I do not want to allow him the chance to say no.

Q: "Couldn't we just approach him and tell him what we are doing? I think it would make it much easier to get this done."

A: Yes, we could but like I said, I do not want to give him a chance to say no and I fear that he may do that.

So if you all could write a letter addressed to Allen Wronowski, President of the PGA of America, I would appreciate it and most importantly Charlie would appreciate it even though he does not know what we are doing.

Letters are to be addressed to:

Allen Wronowski, PGA
President
100 Avenue of the Champions
Palm Beach Gardens, Fl. 33418

Letters are to be mailed to:

Steve Cox, PGA
District Director
28800 Yellow Fin Trail
Bonita Springs, Fl. 34135

Thank you all for your support. Does anyone have any comments or questions about anything we have discussed tonight or anything relating to the Southern Chapter? If not, that concludes the meeting. Thank you all for your attendance. We will now head across the hall to the banquet room for the dinner and awards ceremony. Meeting dismissed.

