

2012 Southern Chapter SFGA
Annual Fall Meeting Minutes
December 9th, 2012

Dick McNeill, Southern Chapter President

This is good. We have even more people in attendance than anticipated. My name is Dick McNeill. This is my last year of presidency of the Southern Chapter. For those of you not in our chapter, welcome. Before we begin, I would like to thank Mike O'Brien, Awards Chairman and general manager of Fort Lauderdale country club for hosting the meeting and awards dinner this evening. Fort Lauderdale also hosted a pro-am earlier this season and it was a great event. I would like to recognize some of our guest this evening. Geoff Lofstead, Executive Director of the South Florida Section, is here this evening. Mark Van Dyck, South Florida Section Secretary and my confidant is in attendance as well. Thank you to our partners. I like to call them partners and not sponsors because it is a more intimate word and lends to a closer relationship. We rely on our partners for help and it would be difficult to operate without their assistance. They keep us going in many aspects, especially with clinics so that we can provide balls, bag tags, lunch, clubs, and teachers and pay the volunteers for the events.

We run close to 15 tournaments per year. Thank you to all of the golf courses that participated in our tournament schedule, for junior clinics, meetings and events. Thank you to our officers, Bob Mallek, Vice President/Treasurer, and Chad Middaugh, Secretary. They will hopefully be taking over. Thank you to all of our committee chairman, particularly Jared Isaacs our Education Chairman and Rob Campbell our Tournament Chairman. Rob will be assisted by Bill Friesing next year. Bill will help us run tournament next year.

In the past, Charlie Delucca founded the Florida Golf License Plate Program. This program works to donate money to junior golf programs across the entire state of Florida. Money is available to anyone wishing to fill out a grant online. They have given out over \$1 million dollars. You can fill out a grant on their website online or you can call me if you have any issues. 100% of the cost of the "Florida Golf Capitol of the World" license plate goes to program contributions. If you fill out a grant, please make sure you already have a license plate. Even if you do not need money for your programs, please buy a license plate to help support those that do.

We have renamed our sponsorship programs, to be called partnership programs. Information on the Sponsor Programs is on your table when you sit down for dinner. This information shows you what we do and some of the perks of sponsorship. The seller of the sponsorship gets 10% for his pocket; please ask if you come across someone that may be interested. If you ask 100 people and you get 1, that's great.

In about a week, we will be starting the 31st Annual Doral Publix Junior Class. This tournament runs the 17th-23rd of December and hosted over 700 juniors from around the world aged 8-17. There will be a junior golfer from Saudi Arabia for the first time this year. We need volunteers for the event for rules officials, starters, pace of play officials, and scorers. You can be compensated for your time. That is something that we do that the other two chapters do not, we pay our volunteers and we have no problem getting people to come out and help. Please let me know if you have the time and would like to volunteer for the Doral Publix. Any amount of time would be appreciated.

Meredith Schuler is responsible for our golf pass monies which allow us to have our meetings. She could not be with us tonight but a thank you to her for all that she does for us. Carol McPhee, she is the greatest. We appreciate everything that she does for us as well. Thank you once again to Mark Van Dyck, Secretary of the Section, Bob Mallek Treasurer, and Chad Middaugh Secretary for all of your help. Thank you all for a wonderful term. Merry Christmas and Happy New Year!

At this time, I would like to turn it over to Mark Van Dyck.

Mark Van Dyck

Thank you to Dick McNeill for all of his hard work. It takes a lot of time and effort to do what he does and I want Dick to know that we all appreciate his efforts and what he does for our chapter.

It has been a pleasure to serve you all and our South Florida Section as Secretary for the past 18 months. Working alongside our President, Brian Peaper, Vice President, Warren Bottke, and District Director Steve Cox has been a tremendous experience. It has given me the opportunity to see how the PGA functions on a Section and National level. I was at the National meeting in Baltimore earlier this year. They held the meeting at the Baltimore Ravens Stadium and reserved all of the club level seats. It was a terrific event that was very well done in every aspect. If you have never been to a national meeting, I urge you to attend one. It will be a great experience. Ted Bishop was announced as the new President of the PGA of America. One of the things Ted Bishop has done in his early presidency is split the position of CEO into two different positions, a CEO and COO to have more leadership and specialization for our organization. He announced Peter Bevacqua as CEO and Darrell Crall as COO. Peter Bevacqua is a former director of the U.S. Open for the USGA and the former U.S.G.A. business officer. Peter Bevacqua will lead the PGA of America business decisions and operations. Darrell Crall is the former executive director for the Northern Texas Section and will lead the PGA of America's Golf 2.0 initiative.

In regards to our Section, the South Florida Junior Tour has been a success. We will be expanding to near 30 events next season across South Florida. Please volunteer for the events as often as you can. We need your help for rules officials, starters, scorers and pace of play officials. It is great to have a PGA presence out there for the kids. Be sure to update your PGA Career Links profile. If you do not update this month you will not receive updates for new job postings. Mike McCollum has replaced Phil Berry as our PGA Career Consultant for next year. There will be an upcoming Golf 2.0 seminar and the date will be announced soon. Everybody please get up to speed on Golf 2.0. It is the new plan for growing the game and it works at all facilities. Golf 2.0 covers how to engage and get in touch with new golfers, latent golfers, and golfers that wish to play more. Keep pushing and growing the game. Thank you.

Dick McNeill introduces Geoff Lofstead, Executive Director of South Florida Section

Geoff Lofstead

Thank you Dick. This has not been mentioned yet but as President of the Southern Chapter, Dick is also on the Section Board and the Foundation Board of Directors. He attends all of these meetings and works very hard in many facets. He does an awful lot and deserves a round of applause.

The Smiling for Life Program has been very successful in our Section. It started here in the Southern Chapter at Joe DiMaggio Children's Hospital. This program has a dramatic impact on the kids and their

families. It gives them chances to interact with their peers and it affects and changes them in a positive way. Many kids want to stay in the hospital longer or come back to the hospital early to have more golf days. The program does exactly what it intends to do, put a smile on the kid's faces that are stricken with illness that would otherwise not have much of a reason to smile.

Mark Van Dyck mentioned the expansion of our Junior Tour. We will expand to 29, 36-hole events next season. Send your kids to us to compete and play with other local kids. We are considering a developmental tour as well. This tour would utilize 8 inch cups and a team atmosphere to get them excited. This tour would be for kids aged 7 to 18 years old.

We are in the final stage of the development of the Florida Golf Alliance. This would mirror the We Are Golf initiative on a national level. Our mission is to develop a coalition involving the GCSI, North and South Florida PGA Sections, GCSAA and FSGA. This coalition would help us to deal pro-actively with advocacy issues that are on the horizon such as water issues for golf course. The Florida Golf Alliance would speak with state leaders in Tallahassee and represent one voice for all of those that are involved in golf in Florida. Our state economy relies heavily on golf. With jobs in Florida, 1 in every 14 people is employed in golf in some level. We need to unite to ensure that our state leaders understand the importance of our industry within our state.

I wish the best of luck to everyone in their upcoming season. Feel free to contact us in the section office if we can help you with anything. Thank you.

Dick McNeill Introduces Vice-President of the Southern Chapter, Bob Mallek

Bob Mallek

Thank you to Dick and Geoff. I have been employed in two other sections and in my experience; Geoff is the best Executive Director I have seen.

We wouldn't have had the number of people here this evening if this event was not hosted at Fort Lauderdale Country Club. Thank you to Mike O'Brien and Mark Van Dyck for hosting and representing us. We can't help but to catch some of the enthusiasm from Dick. He is super passionate, hard working, and does a great job. I have been here in this chapter for five years and while I haven't got to meet all of our members and apprentices I have met many of you. I can tell we have a lot of young talent and old masters. This is a great chapter of professionals.

With our financials, we now have \$3,500 in the bank but we have \$5,500 coming in for sponsor money and \$17,500 coming in from golf pass money. With some expenses left to be paid, such as this evening, we should start 2013 with around \$18,600 in the bank. We are in pretty good shape. I would like to let everyone know that the Southern Chapter operates in the black meaning we are solvent while the other chapters operate in the red (spend more than they bring in). We have been good at managing money and paying bills on time.

Larry Blanchard- We are still waiting on payment for the match play at Emerald Hills.

Sorry for the delay. I will get that to you as soon as possible. For those of you that have issues receiving checks, know that the quickest we can pay you is ten days. There is a process involved with many people to cut a check and that is the fastest we can operate. If you would like to get paid quicker, you may

contact the section office and set up direct deposit with them. I'm normally the bad guy but we I do what I can. If we hold an event at your facility, please send the bill to me for the event not Dick or Chad. This will help to speed up the process for you to get paid.

Within the past year, we instituted a new program where volunteers were paid. It is easy to get volunteers when you pay for them. Our chapter has paid over \$7,500 to volunteers. This goes with our mission of being more than just a tournament organization. We reach to various golf communities and groups with financial donations and the help of all of you as volunteers. In our chapter, we have many life members and people without jobs. For the people without jobs, being able to work for a day and make some money can give them a little boost. We spread out our money and we are still solvent. Does anyone have any questions or comments....Thank you.

Dick McNeill introduces Secretary of the Southern Chapter, Chad Middaugh

Chad Middaugh

Good evening everyone and thank you for joining us this evening especially being a non-MSR cycle year. It is great to see you all here. Thank you Dick, Bob, Rob and all of our committee members. It has been a pleasure to serve our chapter and learn from all of you over the past year and half as your secretary. Thank you again to Fort Lauderdale Country Club for their hospitality. A lot has been said of Dick this evening and I feel like he deserves every bit of it. I have learned a lot from Dick over the past three years. He is very passionate about the PGA and helping all of you. Dick's enthusiasm bleeds into you if you speak with him and it certainly has with me.

Over the past year, we have modified and improved some aspects of our operation. The website was re-organized to make it easier to find the information you are looking for. It is and has been up to date up-to-date with all of its information including meeting minutes, tournament results, directories, education opportunities and much more. This year we required online registration for all of our pro-only tournaments to mirror the operation of the section. Our match play championship qualifier format was changed from an 18 hole qualifying tournament to the top 16 point earners after the chapter championship qualifying for the event. I think this worked out well and led to a strong field. It also acts as a reward for competing and playing well all season long. John Nelson played very well and won the event. We can continue to build on a better tournament schedule, get better at enforcing the rules and regulations, and strive to get increased participation in all of our events.

I have mentioned the requirement for online registration this year. For those of you that did not play in the events or attend our spring meeting, we did this to make it easier for accounting and tracking payments. It also made it easier for the professional to register anytime without needing to question whom to contact for a particular event. This worked out well and will continue next season. This year, our original statement was that someone failing to register online would be given a one-time exception and then would not be allowed to play after failing to register online for a second time. Upon further thought, we did not want to tell anyone they could not play but this did add confusion and extra work for the tournament committee. Going forward into next season, we will instead add a \$25 penalty onto the individual's registration for the event if he or she fails to register online. We hope this encourages you to register online while at the same time, not limiting the tournament field. Since all of our events are on Monday's, I set the online registration deadline for 11:45pm on the prior Thursday. If anyone has a problem registering online, please send me an email or give me a phone call before 11:45pm on Thursday and you will not be charged the penalty.

Our player's card is one of the benefits we provide to the professional who participates in our events. For those of you unfamiliar with our player's card, it costs \$150 for Class A members. \$125 for assistants, A-6, apprentices and seniors. With the purchase of a player's card, you receive a \$25 discount on 18 hole pro-only events, a \$100 discount on the Chapter Championship, and you receive a \$75 appearance fee for any pro-am with the exception of The Ocean Reef Pro-Am. The player's card is not only a benefit to the professional but to our chapter as well for a source of cash flow that is used to subsidize event purses and provide financial assistance to the many programs we donate to. This year, we are going to place a registration deadline on the purchase of your player's card due to some situations that have come up the past few seasons. In the past, we have had people purchasing their player's card on the day of the chapter championship, specifically those that are playing in both the junior and senior events. If you buy your player's card for \$150 you would save \$200 on entry fees, effectively saving the participant \$50 on the day. Also, we have had other individuals buy their player's card late in the season at a pro-am so they may collect an appearance fee. This is not the intention of the player's card program. This year, you will have to get your player's card early. The deadline to purchase your player's card will be June 28th, 2013 which is the first pro-am of the season on our schedule. You may purchase your player's card online or in person on or before the first pro-am of the season. This will allow us to collect player's card monies earlier for use with our various programs.

Our website is up-to-date and has been all season long. This year, I felt it was better organized after some comments I received last winter. Our website can answer just about any question you have about our chapter. Of course, you are always welcome to call or email Dick, Bob or myself with any questions. If you have not visited it, please do so and let me know what you think or what could be improved. Does anyone have any questions or comments regarding the website?

Facebook is another medium we are using to connect with you all. Justin Bruns has set it up for us and this year, Mark Reischer from Doral will assist us updates and possibly getting into other social media outlets as well. If you have Facebook, get on the southern chapter page and like us, friend us and post anything you like. The intention is to have another way to interact with one another as colleagues. You can post best practices, discussion topics, exciting events or anything happening at your club you would like to share. Get on the page and let's get some discussion going.

Does anyone have any questions or comments about anything for me at this time?

Randy Mullen- In regards to the Nelson Cup, there has been discussion of creating a separate senior points division for qualifying for the two senior Nelson Cup spots. What is the status of this and is this going to happen? I feel it would be beneficial for guys like me that don't hit it very far to compete and have a chance to play in the Nelson Cup.

Great question Randy. For anyone not familiar with our Nelson Cup qualifying process, currently you must play in the Junior Division, which should be called the championship division, and finish in the top 12 for any particular event to earn Nelson Cup points. Randy is proposing to allow seniors to earn Nelson Cup points in the senior division to qualify for the two spots on the Nelson Cup team reserved for seniors. Currently, we select the top two seniors from the junior division points list to play as seniors on the Nelson Cup team. Back to the question, yes we did discuss the possibility of this but did not want to institute a new points program mid-season this year. I think it is good idea to allow seniors to qualify in their own division or to qualify in the junior division if they wish. Next year it will become a reality. We

will discuss the best way to allocate points over the winter and we will institute this program for next season.

Does anyone have any other questions or comments?

At this time, I would like to introduce Rob Campbell. Rob Campbell has been great this year as our tournament coordinator. I've been involved with the chapter for a little over three years now and in my experience the communication has never been better coming from the tournament director. Rob will be recapping our 2012 tournament season.

Rob Campbell

Before I get started, I would like to mention one thing. In addition to teaching at The Jim McLean Golf School, I also run the Player Development Program at Johnson and Wales University. This takes me to International Links Melreese at least once a week. Not everyone gets to see what Dick does but I do. Every time I am there, Dick is always on his phone talking to different people or on his computer sending emails. It takes a lot of work to do what he does and I just wanted to let you all know that he is working very hard for you.

Thank you to all of the courses that hosted events this season. We couldn't do what we did without you providing your facilities to us. I felt like we had a great season. We had two canceled tournaments because of thunderstorms but otherwise everything ran smoothly. We are currently working on our 2013 tournament schedule. If anyone would like to host an event this season, please let us know so that we can plan accordingly. As soon as we get the schedule more finalized, we will let you know. Next year, Bill Friesing from The Country Club of Coral Springs will be our Tournament Director. Bill, please come up and speak on our 2013 Tournament Schedule.

Bill Friesing

Thank you Rob. In the past I have been in the South East Chapter and was involved with their operations. I have not been in our chapter for very long but I hope that I can contribute with my previous experience.

I have heard that participation has been going down in our events. We would like to get that going up again. They say "imitation is the most sincere form of flattery." Therefore, we are going to imitate the section and develop our own point-quota invitational tournament. We will handicap it for your point quota based on your scores in chapter events or section events. This will be the last or one of the last events of the year and you must compete in a minimum of five tournaments to be eligible. We would do anything to help increase participation. Please let us know what we can do to make it possible for you to get out and play.

Just as Rob said, if you think we can host an event at your facility, please let us know. We don't have to be at the best courses. We can do fun things and new formats.

In regards to sponsorship dollars, I think we could do a better job of getting sponsors from outside of golf companies. If you go to the website, the sponsors are listed and we have a couple sponsors from outside of golf such as Broten Garage Door and Gate and Horsepower Sales. We need to target

companies from outside of golf because those within golf can only do so much. We certainly appreciate their support as well.

That is all I have. I look forward to next season. Enjoy the dinner and Happy Holidays.

Dick McNeill

Well, that pretty much concludes it.

One more thing, Bill Plotkin has been our member-at-large and this position will be open for the election in April. This member gives us a voice on matters at the section level and gets a vote on all issues.

I have been speaking to a green superintendent with Jared, our education chairman, and we could be doing some different education seminars for you next year.

I would like to thank Keith Burt, our Golf Pass chairman, for being responsible for bringing more money into the chapter than anyone else. He has done a great job.

If anyone would like to get involved, please let us know and we can find something for you to contribute to.

Thank you for coming out. Call for the meeting to be adjourned. Adjourned.