

2012 Southern Chapter SFPGA
Annual Spring Meeting Minutes
April 16th, 2012

Dick McNeill, President, Introductions and Opening Comments

Dick McNeill begins the meeting by introducing himself. With us in attendance today, I would like to recognize Geoff Lofstead, executive director of the South Florida Section, and Mark Van Dyck, southern chapter member and Secretary of the South Florida Section. I would also like to recognize past presidents in attendance with us today. If you would please stand, John Nelson, Jack Shoenfelt, and Mike O'Brien.

This morning we will have reports from the officers of the chapter. Geoff Lofstead and Mark Van Dyck will also speak. This is a lame duck year, meaning that there are no elections taking place. That also means that this is my last year as president and that makes me sad. I love this and working for the PGA. First up this morning is our Vice President and Treasurer, Bob Mallek.

Bob Mallek

Thank you Dick. Good news, we still have money left in the chapter. Before we get into the financials and the specifics, I would like to thank Dick for all of the work he puts into the chapter. He puts in so much of his time and we are lucky to have him. Give Dick a hand. (applause). I would also like to thank Chad who volunteers much of his time to do our website and setup the online registration and also contributes to decisions made in the chapter. Thank you Chad.

I would like to start out by talking about Sponsorships. Sponsors of the Southern Chapter make up about 12% of our overall budget. Very important part of our financials. In sponsor money, we anticipate relatively the same amount as last year. Companies such as Broten Garage Door and Gate, Taylormade, EZ-GO, Callaway and people such as John Day and Bill Plotkin are yearly contributors and we appreciate it very much. When we get to the cocktail party later this evening, I would like every PGA Professional to introduce themselves and thank our sponsors. We will announce the sponsors and thank them to the group so you will know who they are. A thank you from all of you to show our appreciation can go a long way to securing sponsors for next year and years to come. It is my understanding that Bill Plotkin has recently accepted the position as sponsorship chairman. As I have said, Bill is a yearly contributor to the Southern Chapter giving \$1000 of his own money. It is a tax deduction for him but nonetheless, we greatly appreciate Bill's support and welcome him in his new position. We know he will do a great job to help us secure more sponsorships.

With our events this year, let's get out and play more. Our events are not only an opportunity to stay on top of your game as a golf professional but they are also a networking opportunity. You can meet the pro's from the area and stay in touch with those that you already know. With our pro-am events, you should ask a potential sponsor to play in a pro-am with you. Give them a brochure and ask them to be involved. It is an easier sell once you get them to an event and they are enjoying themselves. All they can do is say no. It does not hurt to ask. For all of you, if you sell a sponsorship of any amount, we will give you 10% of the amount that you sell. If we all contribute and only have a 5% success rate, that would mean many more sponsorship dollars and we could do more as a chapter to promote golf within South Florida.

Next, I will address our finances. Last year at this time, we had about \$23,000 in the bank. This year, we have about \$16,500. The reason for the decrease is that we have done a few different things over the past season. We have paid volunteers for junior clinics at \$50 an hour and supported the Special Olympics with chapter money. Both worthwhile causes. Cash wise, we are just fine. We have plenty of money to operate with. For this season, there was some talk about getting rid of the appearance fee for tee gifts for amateurs but we have decided to keep the appearance fee for this season. Every year, there a couple of people that get their checks from events late. I apologize for this. If you have an issue, please talk to me and I will get it to you. It is a process to get the check to you that involves many people in different places. First, I get the information to process the checks. I code it and send it to the section office. From there Geoff signs off and sends it to the national office. He is very good and doing this in a timely manner. From there, the national office processes the check and it is then sent to you. Normally, it takes about 10 days to process a check. If anyone has any questions, please let me know. Thank you.

Dick McNeill

Thank you Bob. I'd like to introduce now our Chapter Secretary, Chad Middaugh, for his report. What a great job both Bob and Chad do. Here is Chad to speak to you.

Chad Middaugh

Good morning. Thank you all for attending this morning. Especially since it is not a year in which the MSR cycle ends. We appreciate your attendance. My first order of business is the website. It is currently up to date and will be continually updated throughout the season. Please take a moment to look at it if you have not done so yet. Secondly, I will address our tournament registration for this coming season. This year, we are going to have online registration only for all of our pro-only events. You will not be allowed to register through phone or email. All of our pro-only events are on Mondays this season. Therefore, the registration deadline will be Thursday at 1145pm the week prior to the event. This allows us to get a list of registrants on Friday before the Monday event. If you miss the registration deadline, each person will be given a one-time exemption into the event. After the first time, you will not be allowed to participate. We decided to make this decision for online registration only for a number of reasons. It makes accounting much easier. Bob will have a list of who paid what and what for. In the case of an event with a seminar, we could have people paying many different amounts for attending the seminar only, seminar and tournament, or tournament only and considering the different prices for having a players card or not, it can get complicated to keep records accurately and get them to Bob for accounting. Everything in this manner will be coded online. There will also be less money floating around at the facility. At any given tournament, there can be \$5000 in an envelope. If this money gets lost or stolen, the chapter can be hurt financially. It has not happened to date but doesn't mean that it couldn't happen. Rather be pro-active than re-active. The only money that will be held at the facility is the \$20 per person for the skins game. The only money you will need to bring the day of the event is \$20 cash for skins. We will not accept checks for skins this season. We are able to let facilities know 2-3 days in advance how many people will be playing and who they are. This leads to more organized tournaments and a better experience. With online registration, it is one place registration. This makes it easier for us because we do not have to wonder if so and so is playing in an event but more importantly, it makes it easier for you. You will not have to ask, "Who do I sign up with?" Everything will be online and you can

register wherever you have the internet. As for the current state of online registration, the setup is still ongoing. Currently, you can register for your players card online. I spoke with Faith Bethel at the national office this morning and she is working hard for us to have it up and running soon. She informed me that it will hopefully be posted today but will be setup by Wednesday evening at the latest. Getting events posted online is a multi-step process and almost complete. As for how do I register online? You have a handout on your table that shows you a step by step process. Basically, you go to sfpgagolf.com. On the main page, then click on the button in the top center of the screen that says "online registration." From there, find the event you wish to play in and click, "register now" on the right side of the page. All of our events start with the abbreviation, "SO" for "Southern Chapter." After clicking "register now" you will be guided through a series of prompts to complete the registration process. Does anyone have any questions about how to register for an event online? If anyone has any questions at anytime, please call me. Do not call Dick, he will call me. My cell phone number is 419-349-7845 if you have any questions. Ok, my last order of business concerns the Match Play Championship. For this season, we have decided to make the Match Play Championship the last event of the season after the Chapter Championship. There will be no qualifier for the Match Play Championship this season. The Player of the Year points after the Match Play Championship will determine the field for the Match Play Championship in which the top 16 in points will fill the field. We feel that this is a way to give back to those that have competed in all of our events and played well throughout the season. Does anyone have any questions or comments about the Match Play Championship this season? Thank you.

Dick McNeill

Thank you Chad. Next up I would like to introduce our very own Mark Van Dyck, South Florida Section Secretary.

Mark Van Dyck

Thanks for having me this morning and thanks to all of these guys for all they do for the chapter. The chapter is in good hands with all of them.

I just got back from the Fall Conference Leaders Event with Geoff Lofstead. All of our National officers were present and it was a great experience. From there, I went to my first National PGA Meeting which is also a tremendous experience. If you haven't done it yet, be sure to go to a National Meeting. There is a lot of energy and excitement and you will learn a lot. I would like to reiterate everything Phil Berry said this morning and that is it very important to embrace Golf 2.0. It will work if we are all on board. Phil did a great job this morning explaining it. Many people believe that it is just for public facilities but I can tell you from personal experience that it works at private facilities too. You can implement any of the programs at your private club and get your members to play more golf. It has been a great experience working with Geoff and the other Section Officers over the past year. I have learned a lot and I look forward to the next 7 years as your Section Officer. I am a representative of your Chapter and you can call me if you need anything. Thank you.

Dick McNeill

Thank you Mark. Now Geoff Lofstead will speak to you on Section matters.

Geoff Lofstead

I would like to start by thanking everyone on the Southern Chapter Board for the great job they do. All of the previous comments are definitely echoed on the section level.

Golf 2.0. On the national and section level, we have worked hard for the entire golf industry to be knowledgeable and support Golf 2.0. Employers, Manufactures and managers are all on board and know what we are doing as an Industry to grow the game. The main question is, what are you doing for Golf 2.0? The other day I was playing at Oriole with my son. It was impressive to me that all of the staff including beverage carts and outside staff knew about the programs that were going on at the facility for Golf 2.0. Do your employees know what is going on at your facility concerning all of the programs that your facility provides? That is an important part of this process. Everyone needs to be on the same page.

On April 30th, we have our Annual Meeting of the Membership at Heron Bay. It will not be a normal annual meeting. We will have a panel discussion and Ted Bishop to present on Best Practices. It will be more of a learning experience than just each board member giving their respective report. Come out and participate on the 30th. You can register for the meeting and education seminar on the section website.

Our MSR program will be changing effective July 1st. You will still need 54 total credits but they will be broken down differently to reflect what we are trying to do with Golf 2.0. 36 of the 54 credits will come out of three buckets. The three buckets are Meetings, Education and a new Player Development category. All three categories must total 12 credit hours each. Any credits earned in excess of 12 in each category will contribute to your total of 54. Because of the change 1 year into the cycle, this cycle will be 4 years for 54 credits. However, we have modified the credit hours. Currently, 1 hour equals two MSR credits but it will be modified so that 1 hour of service equals 1 MSR credit.

In reference to Golf 2.0 and staying in touch with your golfers/customers, the most important piece of information you can have from them is their cell phone or phone number. Text message and phone calls are still the most efficient way to connect with people. At the section level this year, we have a txt message reminder system for tournaments. You can opt in for reminders for entry deadlines and also receive starting times via txt message. You can opt in at the section office or get information on the section website.

The PGA South Florida Charitable Foundation is doing some great things and I'll take the next few minutes to fill you in on what we are doing. First off, I'd like to recognize Gary Braeseke for his work with autistic children. He leads a program every Friday night at Cooper Colony for kids with autism. These kids find it hard to focus and stay on task with regular life activities. But with golf, they are on task and

focused during the program and learn valuable life skills in the process. Congratulations on a great program Gary. We just finished our first Habitat for Humanity project in Fort Meyers. With the help of South Florida PGA Professionals, we stripped down a home and renovated it and gave it to a single father with four children. Now this family has a nice place to live they wouldn't otherwise have been able to afford. This was a rehabilitation project, meaning that we took an existing home and upgraded it and made it safe to live in and more aesthetically pleasing. During the next year, we have another project in the works in North Palm Beach. The South Florida Foundation will pay \$50,000 and build a home from the ground up for an underprivileged family. Our mission is to positively affect lives. In North Palm Beach, it will be a different project from the one in Fort Meyers because we will be building the entire home instead of a renovation. We build it and pay for it with the help of The Habitat for Humanity organization. In the Southwest Chapter, we have medical golf program called Smiling for Life in which PGA Professionals go to hospitals and give indoor golf instruction to kids in with serious illnesses. This program is very positive and gives the kids in the hospital an escape from their condition. We have had some very positive feedback from parents. One parent recently called and told me that their child was scheduled for release on a Tuesday, which is a great thing. But that the kid asked if he could stay another day before going home because Wednesday is golf day. Bringing golf to kids with sometime life threatening illnesses has brought life into them and we will look to expanding this program in other areas.

With our upcoming section tournament schedule, this season we have eliminated the section players card and replaced it with the Global Golf Sales Players Card. With the Global Golf Sales Players Card, you will earn participation points for playing in 9 different events throughout the season. Professionals with the most participation points will qualify for a season ending event at Old Marsh Golf Club. The season ending event will be a quota based stableford competition with a \$40,000 plus purse. A big benefit for buying your Global Golf Sales Players Card. You must purchase the players card prior to participating in an event to be eligible for participation points. This season, we have combined the SFPGA Championship and the SFPGA Section Championship into one event. Therefore, it will be a 54 hole qualifying competition for the PGA National Championship. Because of this change, the deadline for the event must follow National Office guidelines. The deadline for the event will be July 5th. We will have no ability to allow late entry into this event.

It is the time of year to nominate your peers for section awards. We will have awards nomination forms at the meeting on April 30th. They are also available on the section website.

The SFPGA Golf Pass has been incredibly strong. Thank you all for your club's participation in this program. Brochures are given out to the public for purchasing a Golf Pass and Golf Pass sales are at an all-time high. Each chapter benefits as a result of Golf Pass sales in the sum of \$17,500 for each chapter. Golf Pass sales contribute to funding programs on both the section and chapter level.

Our SFPGA Jr. Tour season is just getting underway. We have 17 events this year and they are selling out fast. A big part of the success of this tour is the low cost structure we provide. That is possible largely because of the volunteer support you all provide for the events in the form of rules officials, starters and pace of play officials. Thank you all for your continued support.

That is all I have for you today. Hopefully I did not take up too much time. If there is anything we can do for you, please contact us.

Dick McNeill

Thank you Geoff. Wonderful job. I would like to recognize the chairman for our various committees. Apprentice Chairman- Bill Plotkin. Awards Chairman- Mike O'Brien. Education Chairman- Jared Isaacs. Golf Pass Chairman- Keith Burt. Junior Golf Chairmain- Charlie Delucca. And Tournament Chairman- Rob Campbell. Rob is new this year and has done a great job this year setting up our tournament schedule. Thank you very much for all of your help.

I always like to tell a little story to keep things light. Here it goes. It is 3am and a man and wife are in bed when they hear a knock on the door. The man puts on his pants and walks downstairs and answers the door. Its raining outside and he asks the man that knocked, "What do you want at this hour out here in the rain?" The other man replies, "I need a little push." The husband replies, "Its 3am and its raining, I'm not going outside." The husband returns to bed and tells his wife what happened. The wife was not happy. She says, "just last week you were given help when our car broke down. I think you should return the favor." So the husband returned downstairs and proceeded outside and yelled, "Are you still there?" I'll help you." He here's a voice, "Yes, I need a little push." With the rain and darkness he cannot see much and is puzzled. He yells again, "Where are you?" The other man responds, "I'm over here on a swing. I need a little push."

The point of the story is that sometimes in life we need a little push. I'm giving you a little push to get your golf license plate tags. When you purchase a Florida Golf Capitol of the World license plate, you pay an extra \$25. The \$25 extra goes directly towards supporting junior golf in Florida. Everyone in this room and any PGA Professional is eligible to fill out a grant application online at the Florida Junior Golf Council website. You can get money for your programs. It is there to be used. Please buy a license plate tag if you are thinking about filling out a grant application or even if you do not need any extra funds, please support a worthwhile cause with the license plate program.

The next matter we need a push on is participating in Pro-Am Tournaments and Pro-Only Tournaments. There was some discussion over the off-season as to eliminate the \$75 appearance fee or not in favor of gift bags for amateurs. We decided to keep the appearance fee because we could not come up with a gift for the amateurs that was worthwhile and did not feel that a tee gift would help to increase participation. Nonetheless, I would like to ask someone in the crowd to volunteer and answer the question....Why do you play in the Pro-Am events?

Mark Bleier

I play in the Pro-Am events because I have a good relationship with my members and it gives me a chance to build on that relationship. I also have many friends that are not my members and I take them to play in the events as well. It gives you an opportunity to spend time with your friends or members on a golf course which is a great setting compared to sitting on your couch or at a bar.

Dick McNeill

Great answer. So now I would like to ask....Why don't you play in the Pro-Am events?

Mike O'Brien

The pace of play is too slow. If I take my members out to a 5 hour round of golf, they will not come back. They are accustomed to playing at 4 hours to 4 hours and 15 minutes at our club and will not have a good time if it is any slower than that. Promote a better pace of play and I will play.

Dick McNeill

Ok, that is definitely something we could improve upon and we will give our best effort to do so this season. Does anybody else have any reasons why they do not play in Pro-Am events?.....Ok. Our schedule for this year's Pro-Am's is terrific. We have Fort Lauderdale Country Club, Jacaranda, Deering Bay, and Ocean Reef on the schedule. With the exception of Jacaranda, those are places that am's normally would not be able to play so it is a treat for them to go there. Jacaranda always puts on a great event too. This season we have made a couple of changes to the Pro-Am events that we hope will have a positive impact on the fun and participation. We changed the handicap limit from 18 to 24 to allow more golfers into the field. We are also following the Tee It Forward program for our tee placements. You see a handout in front of you for the new tee placements.

John Nelson

Why not have a 9-hole Pro-Am? 8am or 5pm. Golf 2.0 is about shortening the course length and number of holes.

Dick McNeill

That is a good idea. Something that we will definitely consider.

John Bungert

Do the Pro-Am events have a good perceived value? Are the participants getting enough for their entry fee?

Dick McNeill

We think it is good but it can always be better. Does anyone have any ideas for increasing the perceived value with the limited budget we have?

John Nelson

Are we still using the checklist form for Pro-Am events?

Dick McNeill

Yes, we have our Host-Site Requirements forms that outlines the requirements of the event from the club and the chapter and serves as a contract for the event. It also ensures similar operation at all Pro-Am's regardless of the facility.

Jeff Wilson

We need to elevate the presentation of the events. How about roping off the #1 and #10 tees. A tent by the first and 10th tee. A box like they have at section events with free amenities. Logoed merchandise. What are we doing differently from other events? Get people to say "Wow! That was different."

Dick McNeill

Those are some things that would be reasonable to make it more presentable. Little touches do go a long way.

Audience Member

Why not take the \$75 appearance fee from one tournament and put it into purchasing equipment for the pro-am events?

Dick McNeill

That is another good idea. I think we could do that as well. Chad, tell Rob to get it done. Mark Reischer has the pairing and tee assignments. Thank you for coming this morning. Any other comments or questions?....Call for this meeting to be adjourned.....Meeting Adjourned.