

SOUTHERN CALIFORNIA PGA

SCPGA Annual Meeting
Newport Beach C.C., Newport Beach, California
December 4, 2017
8:00 A.M.



PGA

Southern California Section

MEETING MINUTES

I. Call to Order

President Keefer called the meeting to order at 8:10 a.m. He then called for a roll call of members present.

II. National Anthem & Invocation

Chis Lesson, PGA performed the National Anthem followed with the invocation by Robin Shelton, PGA

III. Welcome

- a. Vic Placeres, President of the Metropolitan Chapter welcomed everyone to Newport Beach Country Club and the Metro Chapter.

IV. Approval of the minutes

Secretary Shelton asked for a motion to approve the minutes from the 2016 SCPGA Annual Meeting as posted. The motion was made and seconded. Motion was approved.

V. In Memoriam

Mr. Shelton asked for a moment of silence for those PGA professionals and friends who passed away this past year including Chris Thomas, former SCPGA staff member and recent Executive Director of the Northern California Section.

VI. Half Century Members

The list of those who achieved the Half Century status in 2017 was presented. Mr. Lee Martin, the most recent Half Century member, was presented a plaque and money clip and invited to speak.

VII. President's Introductions

- a. Mr. Keefer acknowledged the Board Members, Past Presidents, Ken Ferrell, PGA Career Consultant, and various guests.
- b. Special Awards Chair, Mr. David Foster introduced this year's Special Award Winners in attendance: Eric Lohman – Golf Professional of the Year; Bob Madsen - Teacher of the Year; Tony Letendre–Horton Smith Award; Eric Lohman – Bill Strausbaugh Award; Steve Adamiak – Player Development Award; Joe Grohman – Youth Player Development Award; Eric Mitchell – Assistant Golf Professional of the Year; Chris Lesson – Clubfitter of the Year; Erik Wilson – Merchandiser/Resort; Alan Scheer – Merchandiser/Public and Marianne Huning – Merchandiser/Private. Mr. Foster then invited Eric Lohman, Golf Professional of the Year to speak.

- c. Mr. Keefer asked the Omega Players of the Year to stand if in attendance: Kenny Pigman – Player of the Year; Raj Samra – AAA Player of the Year; Alison Curdt – Women’s Player of the Year; Erika Ilagan – Women’s Apprentice Player of the Year; Jon Fiedler - Senior Player of the Year; Paul Wise –Super Senior Player of the Year.
Mr. Starkjohann and Mr. Sowinski made a special presentation to Mr. Jon Fiedler as the Sr. Player of the Year.
- d. Mr. Keefer then asked the winners of the Section Championships to stand and be recognized as well as the players for the upcoming California Cup Matches, AAA Matches and the upcoming Women’s Cup Matches.
- e. Mr. Keefer announced the three 2017 Hall of Fame inductees: Frank Beard (not in attendance), Bill Hulbert and Jeff Johnson. President Keefer also introduced the 2017 Honorary Life Member, Tom Barber, PGA, and presented a plaque to the 2017 President’s Award winner, Todd Yoshitake.
- f. Mr. Keefer thanked the Kevin Martin and staff at Newport Beach Country Club for their service and hospitality.

VIII. Sponsor Introductions

Mr. Kuhn announced and thanked the sponsors:

Presenting Sponsor – Club Car

Wilson Sporting Goods – Clayton Brown (Spoke)

Golf Pride – Dee Dee Lasker (Spoke)

Golf Score Cards – Mike Suckling

GT Golf Supplies – Craig Pollard (Presented Education)

Golf Buddy – Kerry Walker

Jimmy John’s – Supplied 130 lunches for participants in Pinehurst Championship

IX. Elections

Mr. Keefer presented service plaques to outgoing SCPGA Board of Directors Bill Goree, Joe Grohman and Scott Heyn.

The president then called on Secretary Robin Shelton to act as the Election Chair and conduct the election to the fill the two positions on the Board of Directors. Mr. Shelton reviewed the election procedure and began the nominations for the two at large positions.

Those nominated were:

Eric Mitchell by Cameron Carr

Joe Grohman by Bill Hulbert

Scott Heyn by Mark Wilson

The ballots previously distributed were collected for tabulation.

Re-elected to the SCPGA Board of Director’s were Joe Grohman and Scott Heyn

X. President's Report

- a. President Keefer reported the board was focused on three key strategic areas in 2017:
 - i. Teaching - successful California Golf Summit held in October hosted and directed by Jamie Mulligan. The next Summit will be at The Grand in Del Mar in October of 2018 under the direction of Shawn Cox.
 - ii. Mentoring – the first Mentoring Influencer was held at Monarch Beach Resort with key executives and leaders as panel members. In the spirit of mentoring, President Keefer called for apprentices and new members to stand and be acknowledged and congratulated.
 - iii. Foundation was restructured from an Advisory Committee to a Foundation Board of Directors and with more centric goals, such as the new Clubs Fore Youth program.

XI. Vice President's Report – Tony Letendre

- a. Mr. Letendre gave a brief report on the finances of the Section.
 - i. The Section has nearly 12 million in net assets and realizes over 5 Million dollars in revenue annually. The annual allocation of 4% (\$390,000) from the Sections investment resources are included in the 2018 Budget, as in previous years, to help underwrite many of the Section programs including player development and membership programs. The Board of Directors approved the 2018 Budget at Sunday's Board of Directors meeting.
Mr. Letendre expressed appreciation to the SCPGA Budget Committee for their hard work and diligence throughout the budgeting process. He then thanked Canterbury Consultants for successfully managing the Section's investment program and introduced Mr. Jason Levey form Canterbury Consulting.
 - ii. Mr. Levey then reported that currently all markets are extremely positive. Short term results are great but, as always, cautious optimism is necessary. The investments have averaged 8% per year return rate and the portfolio results have been very strong leaving the Section in a very strong and positive financial position.

XII. Secretary's Report – Robin Shelton

- a. New members and apprentices in attendance were asked to stand and be acknowledged.
- b. Mr. Shelton acknowledged the Membership Programs through the Section
 - i. Member and Apprentice Orientations
 - ii. One on One Workshops
 - iii. Teaching Seminars
 - iv. LaunchPad facilitated by Eric Mitchell
 - v. Catalyst Webinars education facilitated by John Kulow every other Thursday at 8:00 A.M.
- c. Over 50% of SCPGA members have not met their MSR Requirement as of this date

XIII. Foundation Chairman – Frank Talarico

- a. Mr. Talarico reported that 2017 was a great year for the foundation. Junior Golf had 2,600 registered members and 275 tournament days. Donations were up from \$100,000 to \$175,000. Kevin Martin and DevTo Support Foundation is donating upwards of \$60,000 towards the foundation for the ClubsForeYouth Program. The Foundation raised enough dollars in 2017 to purchase, at discount, 300 sets of clubs from Wilson Sporting Goods. Delivered clubs to 29 high schools girls teams in the first

season. The goal for 2018 is to be able raise enough revenue to purchase 600 sets of clubs and to include boys teams in the distribution.

Mr. Talarico has secured his company's P.R. Firm to help the Foundation with a PR program at no cost to the Foundation.

XIV. Staff Reports – Tom Addis, Executive Director/CEO

- a. Mr. Addis acknowledged the SCPGA staff and presented a 20 year award to Sharon Curfman.

XV. Old Business – None

XVI. New Business

- a. Ryan Trengrove spoke on Ski Dazzle and the PGA having a presence there.
- b. Former Section member Noah (Nick) Spiegel passed away in April in the Carolinas Section.

XVII. Open Forum

- a. Roger Gunn thanked his fellow PGA members.
- b. Mr. Keefer reminded our members to engage Ken Ferrel and encouraged them to take the opportunity to become Certified in at least one area to enhance their career standing.
- c. Todd Yoshitake reported he has 5 openings at \$10,000 per foursome for the Foundation Classic at Riviera Country Club on February 26, 2018. Proceeds are to go to the SCPGA Foundation.

XVIII. Induction of Officers:

- a. Mr. Shelton administered the Oath of Office for a new three year term on the Board of Directors for Joe Grohman and Scott Heyn

XIX. Adjournment

The meeting was adjourned at 10:35 A.M.

Robin Shelton, Secretary

Date