

SOUTHERN CALIFORNIA PGA

SCPGA Annual Meeting
Rancho Bernardo Inn, San Diego California
December 5, 2016
8:20 A.M.



PGA

Southern California Section

MEETING MINUTES

I. Call to Order

President McNair called the meeting to order at 8:20 a.m.

II. National Anthem & Invocation

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

III. Welcome

- a. Bill Goree, President of the San Diego Chapter welcomed everyone to Rancho Bernardo Inn and the San Diego Chapter.

IV. Approval of the minutes

Secretary Letendre asked for a motion to approve the minutes from the 2015 SCPGA Annual Meeting as posted. The motion was made and seconded. Motion was approved.

V. In Memoriam

Mr. Letendre asked for a moment of silence for those PGA professionals and friends who passed away the past year.

VI. Half Century Members

The list of those who achieved the Half Century status in 2016 was presented. It was noted that Rex Cole just became a Half Century Member and would be acknowledged at the next meeting. Mr. Pat Rielly, most recent Half Century member, and Past President of the PGA, was invited to speak for a moment.

VII. President's Introductions

- a. Mr. McNair acknowledged the Board Members, Past Presidents, Paul Levy, President of the PGA of America, Wes Wailehua, ED of Aloha Section, Nikki Gatch, PGA Player Development Regional Manager and Ken Ferrell, PGA Employment Consultant, and various guests.
- b. Special Awards Chair, Mr. David Foster introduced this year's Special Award Winners in attendance: Robin Shelton – Golf Professional of the Year; Alison Curdt - Teacher of the Year; Shawn Cox-Horton Smith Award; Joe Grohman – Bill Strausbaugh Award; Geoff Dean – Player Development Award; Heidi Richardson – Youth Player Development Award; Sheldon Callahan – Assistant Golf Professional of the Year; Erik Horve – Clubfitter of the Year; Bill Crist – Merchandiser/Resort; Jerry Dremel –

Merchandiser/Public and Terry Beardsley – Merchandiser/Private. Mr. Foster then invited Robin Shelton, Golf Professional of the Year to speak.

- c. Mr. Keefer asked Players of the Year to stand: Michael Block – Player of the Year; Kenny Pigman – AAA Player of the Year; Alison Curdt – Women’s Player of the Year; Reina Rogers – Women’s Apprentice Player of the Year; Gary Sowinski - Senior Player of the Year (not in attendance); Bob E. Smith –Super Senior 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 Honors Cup Matches and Women’s Cup Matches.
- e. Mr. McNair announced the three 2016 Hall of Fame inductees: Terry Wilcox, Bob Harrison and Max Bayha. President McNair also introduced the 2016 Honorary Life Member, SCGA Executive Director Kevin Heaney, and the 2016 President’s Award winner, Susan Roll.
- f. Mr. McNair thanked the staff at Rancho Bernardo Inn for their service and hospitality.

VIII. Sponsor Introductions

Ms. Quick announced and thanked the sponsors:

Presenting Sponsor – Club Car

ELECTRIC – Cyle Cadam

1st Tee 10th Tee- Bill Stewart

Garmany Golf and Travel - Bud Garmany

Golf Score Cards – Mike Suckling

CRYSTALPLUS – Anh Nguyen

IX. Elections

Mr. McNair called on Past President Patrick Casey to act as Parliamentarian and conduct the election to fill two places vacated on the Board of Directors. Mr. Casey reviewed the election procedure and began the nominations for the two at large positions.

Those nominated were:

Mike van der Goes nominated Eric Mitchell

Michael Holyk nominated Kendall Palu

Kevin Swoish nominated Daniel Adkins

David Foster nominated Randy Chang

Joe Grohman nominated Derek Hardy

The ballots previously distributed were collected for tabulation.

Newly elected Board of Director’s were Randy Chang and Derek Hardy

X. President’s Report

- a. Mr. McNair discussed the area of Engagement in the Sections Strategic Plan. With a 41% reduction of apprentices in the PGA PGM Program and 12.5% in the PGM University Program over the past 10 years, the board decided to engage apprentices by inviting the apprentices and supervisors to the Annual Meeting, seating them with a Board member, and have them wearing a different colored badge in order for members to reach out and introduce themselves to them. Additionally, they will have an AAA Kick-Off event following the meeting at nearby CC of Rancho Bernardo. The average number of apprentice who

usually attend one of the Section meetings is approximately eight. President McNair was happy to announce that 40 apprentices had registered for the meeting.

- b. Mr. McNair thanked all of the allied associations for their collaboration stating that not one association can grow the game along and “It’s going to take a village to grow the game”.

XI. Vice President’s Report – Todd Keefer

- a. Mr. Keefer gave a brief report on the health of the Section.
 - i. The Board of Directors approved the 2017 Budget at the board meeting on Sunday. The investment allocation of 4% (\$285,000) will go into the 2017 Budget for to help underwrite many of the Section programs including player development and membership programs:
 - Golf in Schools continues to grow.
 - SCPGA Junior Golf Program – 2,600 members
 - Junior League had 96 teams participating in 2016 with a Northern California Section team winning the National Championship. Registration is now open for the 2017 season.
 - Drive Chip and Putt – 7 juniors will be going to Augusta for the finals at the Masters.
 - Neighborhood Golf continues to serve as the community player development program.
 - b. The SCPGA Foundation Board of Directors has been renewed and chaired by Frank Talarico, CEO of Goodwill Industries Orange County. More updates will follow at the Summer Meeting.
 - c. Engaging with the members and apprentices through Orientations, Employment Outreach, One-on-One Workshops and Teaching Seminars.
 - d. Bob Cluck, CEO of Canterbury Consultants
 - i. Mr. Cluck spoke on the investment climate during the election. Immediately following the election for U.S. President, everything was very unstable, but has been much more consistent lately. Mr. Cluck feels it premature to guess what will happen in the near future.
 - ii. Currently the Section’s investments are positive as of October 31st.

XII. Secretary’s Report – Tony Letendre

- a. 2016 Quarter Century Members, new members and new apprentices were asked to stand and be acknowledged.
- b. Section Membership is currently at 1,677 down 23 from 2015.
- c. SCPGA is the third largest section in the PGA.
- d. Recognized 16 Master and 51 Certified Professionals in the Section in at least one category.
- e. Encouraged all to follow the Section activities on the various media available.

XIII. Paul Levy, President of PGA of America

Mr. Levy update the members on what National is working on.

- a. The 2018 PGA Annual Meeting will be held at the Renaissance Esmeralda Hotel in Indian Wells, California.
- b. PGA of America is hiring a PGA Professional as Chief Membership Officer who will have an active role in the Association’s Strategic decisions. The CMO will report directly to CEO Pete Bevacqua. This person will focus on education, employment and Section affairs.
- c. PGA Constitution & By-laws will have a small group, to consist of legal counsel and staff, do a complete constitutional review and to combine the By-laws and the Constitution into one document with the goal to complete the project by June of 2017.

- d. Committees- discussed revamping the committees on a National level. Each committee member must make a commitment to meet face to face 6 times in the two years of Mr. Levy's presidency. The chosen chairs will select their own committee members not to exceed six to eight members. All committees will meet at the same place and time and will meet in a general session at the same site. There will be eight core committees: Education Committee, Employment Committee, Junior Golf Committee, Coaching & Player Development Committee, Tournament & Championships Committee, Global Committee, ED Committee and Property Committee.
- e. Become more assertive in employment and continue to take education to the next level as well as continue to raise the bar to make all our professionals more valuable to employers.
- f. Ryder Cup – The Ryder Cup benefited from the work of the task force. The PGA embraced the players and said they wanted them to have more a decision-maker with the Ryder Cup structure. The Captain was selected by a group of players and three officials of the PGA. As the task force was terminated a new Ryder Cup Committee was formed consisting of PGA President, Vice President, CEO and the outgoing captain and two Ryder Cup players. They will meet soon to choose a new captain for 2018. The Ryder Cup is the primary revenue producing activity for the PGA of America.

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

- a. Mr. Addis introduced the SCPGA staff and spoke on each of them.

XV. Old Business – None

XVI. New Business

- a. Mr. Grohman invited the apprentices to volunteer at the disabled clinic on December 11th, and another one in two weeks at Camp Pendleton.
- b. John Klein announced the J.C. World of Golf

XVII. Induction of Officers:

- a. Mr. Casey administered the Oath of Office to: Randy Chang, Derek Hardy, new Secretary Robin Shelton, Michael Holyk, new Vice President Tony Letendre, new President Todd Keefer, Susan Roll and John McNair.

XVIII. Adjournment

The meeting was adjourned at 11:20 A.M.

Robin Shelton, Secretary

Date