

SOUTHERN CALIFORNIA PGA

Board of Directors Meeting
Bakersfield Country Club
Bakersfield, CA
June 2, 2019
11:30 AM



PGA

Southern California Section

MEETING MINUTES

Attendees Todd Keefer, Tony Letendre, Robin Shelton, , Randy Chang, Rob Oosterhuis, Joe Grohman, Alison Curdt, Kim Falcone, Vic Placeres, Mike Valdez, Steve Adamiak, Eric Lohman, Mike van der Goes, Kendall Palu, Ed Holmes,

Absent: Scott Heyn

Guests: Bill Troyanoski, Junko Suzuki, Ken Ferrell

Staff: Tom Addis, Jeff Johnson, Nikki Gatch, Sharon Curfman, Ariana Gomez, Kevin Smith, Matt Gilson, Dave Kuhn

I. Welcome

- i. President Letendre welcomed everyone including special guests and thanked everyone for attending the meeting

II. Action Items

- a. *Secretary Lohman asked for motion to approval of the previous Board Meeting minutes with no changes. The motion was made, seconded and carried.*
- b. *Honorary President Todd Keefer administered the Oath of Office to new Board members Ed Holmes, Mike van der Goes and Kim Falcone.*
- c. *It was announced that Dave Mowrey, Chapter Representative from San Diego, has resigned his position on the board.*

III. President's Report

- a. Ariana Gomez explained the run of show for the meetings, BBQ dinner, room reservations and golf for the next day.
- b. District 11 Director – Bill Troyanoski, PGA
 - i. NextGenGolf – The PGA of America has acquired Nextgengolf to enhance player development programming that is designed to grow the game across emerging generations. The focus will be on college students and those just emerging from college.
 - ii. PGA.Coach – Player Development Program designed for all age groups. The next wave in the program is coming shortly and will be marketing those who are certified in the program. PGA.Coach is the ultimate coaching resource that teaches PGA Professionals about ADM, and how to apply the concepts to coaching golf. District 11 is in second place in completing the Certification.

- iii. District 11 is hosting the 102nd PGA Championship in San Francisco at Harding Park Golf Course. Volunteer openings are still available. Ticket sales for the week will be pre-sold as a weekly package.
- iv. Life Long Learning – implemented for all members. LLL targets members who want to improve as well as practice a specialty in their career. They have the opportunity to become specialized in Executive Management, Golf Operations or Teaching and Coaching. Once they have completed the specialized training they can move on to Certified and Master Professional.
- v. Frisco Update- There will still be a significant presence in West Palm Beach once the Frisco, Texas development is completed.
- vi. Sponsors – Cadillac is now a PGA sponsor. BMW will be present an international sponsor, particularly for the Ryder Cup.

IV. Vice President’s Report – Robin Shelton

- a. The Operating Plan is on plan and there have been 18 consecutive positive quarters.
- b. The Foundation Audit has been completed with no known issues.
- c. Looking at ways to mitigate the loss from the Genesis qualifiers in the amount of \$80,00 beginning in 2020.
- d. Success of the Section’s investment portfolio is due to diversification and remains stable.

V. Staff Report and Strategic Update

- a. Strategic Plan - items from the February Board and Past President planning meeting are included in the plan.
- b. Section Championship at Santa Maria was moved to Alisal in 2019 and is scheduled for La Costa Resort in 2020 unless they renovate the golf course at that time.
- c. Sherwood Country Club is set for 2019 Annual Meeting, Toscana Country Club for 2020 Section Summer Meeting and Dove Canyon for 2020 Annual Meeting.
- d. Independent Contractor Update – ABC Test main clause. They must work outside course of employment. Effort to alter the California Supreme Court’s decision is progressing positively at this point in time.
- e. Newly hired receptionist Hannah Franchini was introduced in ausencia and it was noted she is the recent winner of the Fresno City Amateur. Tyler Miller who previously held the position moved to a Junior Golf Assistant position.
- f. Title changes for Bryce Seiver, Assistant Manager of Media and Demi Dailey, Assistant Manager of Content.
- g. Toyota will continue to sponsor Jr. Golf in the amount of \$30,000.00 per year over the next 4 years.
- h. Cottonwood Golf Club – Talks continue with the City of Moreno Valley regarding the SCPGA managing programs and activities at the facility. At this time the facility may house the First Tee of the Inland Empire. There will be no financial exposure to the SCPGA.
- i. Chief Membership Officer – Mrs. Nikki Gatch
 - i. Mrs. Gatch reviewed the Clarity to Win – Leadership Training by Jim Akers for the Staff in March and its follow up training in May. There were five stated values that came out of the training (Teamwork, Passion, Innovation, Impact and Stewardship) which describes the culture within the office .

Mrs. Gatch also noted that the LGA/JC Resorts “Golf with a Friend” program took place in Feb-April and two PGA.Coach Workshops were held in April.

- ii. Planned are two Cracker Barrel Meetings in the Northern Chapter following the Summer Meeting with Junko Suzuki and Ken Ferrell.
- j. b. Partner Relations Manager- Dave Kuhn
 - i. A sponsor grid will be forwarded to the board. There is approximately \$290,000 locked in for 2019. Continuing to look for non-endemic sponsors.
 - ii. Section Championship is scheduled to have \$100,000 purse at The Alisal.
 - iii. It was noted that the number of players the Section has in its qualifying event/Section Championship for the PNC determines the number of spots we receive in the National event in 2020 as well as the contribution from the PGA TOUR to the purse.

VI. Career Consultant -Ken Ferrell

- a. Compensation Survey had an increase in participation.
- b. There has been an uptick in Executive Management positions at the highest level recorded.
- c. There are now 19 Career Consultants which are grouped together in IT, Management and Recruitment.
- d. SCPGA unemployment rate is 1.9% which is the lowest recorded.
- e. Increase in budget for pilot programs for high school golf, college golf, baby boomers and military global outreach programs is on the horizon.

VII. PGA of America Regional Junior League Manager – Junko Suzuki, PGA

- a. Nationally, there has been 110% growth in Captain Registrations with over 3,000 Captains registered for the 2019 season.
- b. There has been an increase in program fees across the nation about 13.2% (224 average to \$254).
- c. Currently the player registrations are over 49,500 which is over 100% increase over 2018.
- d. “New Rule” split tees to help girls.

VIII. Committee Reports

- a. Foundation – Matt Gilson, Foundation Director
 - i. Donations YTD \$124,000
 - ii. In 2019 ClubsForeYouth continues to focus on donating new clubs for deserving high school girls and boys. Sets donated in 2019 are 51 and since inception 382 women’s sets and 124 men’s sets have been donated impacting 73 area high schools.
 - iii. Grant Funds distributed 18,054.00 to 43 recipients and SCPGA Foundation Scholarships will award 25 scholarships totaling \$80,000 for 2019.
 - iv. 3rd annual High School Coaches Summit is tentatively set for August 10th.
 - v. Mr. Tom Sargent is checking alumni from back in 2014 and developing a database through social media. Mr. Sargent will be conducting an Alumni event in November, with former players from his junior golf era. Additional Alumni events are in the planning stages.
- b. Special Awards – Rob Oosterhuis and Joe Grohman
 - i. Once again, more importance to the program will be added this year by publicizing the names of nominees on the SCPGA website and sent via email to the membership. In-depth materials from the nominees are due back June 24th. Once all the information is compiled by the SCPGA it will be sent to the Special Awards Committee for review. Certificates will be mailed to all the nominees who return their materials. Selections will be made on all categories, except Golf

Professional of the Year and Teacher of the Year by the committee in August. The top 3 nominees for GPOY and TOY will have phone interviews before a winner is selected and each Final GPOY and TOY nominee will be invited to the SCPGA President's Dinner.

c. Teaching and Coaching – Randy Chang

- i. Reviewing plans for California Teaching and Coaching Summit at Pechanga Resort on October 21st & 22nd.
- ii. Finalizing the panel.
- iii. This year will include a 9-hole skins game, slot tournament and cocktail party

d. Education – Eric Lohman

- vi. John Kulow does a great job running the Catalyst Webinars
- vii. Eric Mitchell working on updating Launchpad with the new PGA PGM 3.0 information
- viii. The June 24th Influencer has been postponed.
- iv. Send out a survey to the membership to help plan education for 2020.

e. Women's Committee – Kim Falcone

- i. The 2nd Annual Southern California Women's Golf Summit was held on Thursday May 9th at Arroyo Trabuco Golf Club and was very successful with attendance as well as programming.
- ii. Updated the board on the Women's Division through June 2nd.
- iii. The Women's Task Force had a conference call on March 20th. It was decided to hold two Girls' Night Out events for high school golfers which are scheduled for September 5th and September 9th. Ken Ferrell asked for the budget for these events since he has money in his budget to work with.

IX. Chapter Reports

- a. Inland Empire Chapter
 - i. Summer Meeting on July 8, 2019 at Morongo Golf Course
 - ii. Chapter Championship August 12 & 13, 2019
- b. Northern Chapter
 - iii. Chick-fil-A sponsored Summer Meeting on June 17, 2019
 - iv. Pro-Junior scheduled for 7/15/19 at Rustic Canyon

X. Old Business - None

XI. New Business

- a. Mr. Grohman distributed golf towels from Club Glove.
- b. Mr. Grohman Shared that the funding for the PGA Hope event he conducts in Las Vegas, Augusta, and Hawaii has been terminated. He needs \$6,000 to continue these programs.

XII. Adjournment

- a. The meeting was adjourned at 2:20 PM

XIII. Private Session

- a. President Letendre conducted a private Board session where Honorary Life Members were selected by the Board and will be announced at the August meeting.

Eric Lohman, Secretary

Date