

SOUTHERN CALIFORNIA PGA

Summer Membership Meeting
Coronado Community Center
Coronado, CA
June 4, 2018
10:00 A.M.



PGA

Southern California Section

MEETING MINUTES

I. Welcome

President Keefer called the meeting to order.

II. Flag Salute and Invocation

Mr. Bill Goree, representing the San Diego Chapter, led the flag salute and gave the invocation.

III. Welcome to the San Diego Chapter

Paul Devine, President of the San Diego Chapter welcomed the membership to the chapter and asked that all who have served in the armed forces stand and be recognized.

IV. Roll call & Approval of the Minutes

- a. *President Keefer called for a roll call of those present*
- b. *President Keefer asked for a motion to approve the minutes as posted from the 2017 Summer Meeting with no changes. The motion was made and seconded. Motion was carried.*

V. Introduction of Board Members and Guests

- a. Mr. Keefer thanked the SCPGA Board Members for their willingness to serve. He then introduced Officers, Independent Directors, and Chapter Representatives in attendance. He noted that Scott Heyn could not be in attendance as he was at the U.S Open Sectional Qualifier in Portland along with Bobby Nickell, Mark Geddes and Michael Block.
- b. Introduction of the Past Presidents in attendance: Jeff Johnson, Andy Thuney, Perry Dickey, David Foster, Bill Hulbert and Tom Addis.

VI. Recognition of Players

- a. The 51st PGA Professional National Championship will be played at Bayonet & Black Horse Courses in Seaside, California on June 17-20 (312 players in the field). The following 13 SCPGA members participating are: Michael Block, Alan Scheer, Dr. Alison Curdt, Paul Devine, Brian Smock, Ryan Kennedy, Barry Mahlberg, Grant Strobel, Greg Casagranda, Thomas Chu, Mike Mitchell, Chris Starkjohann and Rick Garboski were called up for a photo.
- b. 2014 PGA Professional Champion and 2018 Section Champion Michael Block is also playing in the US Open Sectional in Portland.
- c. Dr. Alison Curdt will represent the Section, for the 4th time, in the 2018 KPMG Championship at Kemper Lakes Golf Club on June 26 – July 1.

- d. Jon Fiedler and Chris Starkjohann qualified for the 79th Senior PGA Championship.
- e. Congratulations to Tony Manzoni for being inducted to the CCCAA Hall of Fame for his coaching, teaching and tenure at College of the Desert.

VII. President's Report

- a. Niki Gatch, PGA Jr. League Regional Manager
 - i. Record growth in PGA Junior League. Nationally, grown from 42,000 in 2017 to the current 48,000.
 - ii. 2,000 Section participants, 132 captains 175 teams and 37 leagues. 27% increase over last year.
 - iii. Financial impact is about \$20,000 back to the Section to be reinvested player development programing. National Car Rental money has been redirected to PGA Junior League to conduct Section Championship JLG events.
 - iv. Showed the video that was played on Morning Drive during Golf Week. It shows how Junior League has impacted the lives of some needy families in the lower income areas of San Diego. The video features Daniel Duchene and Pro Kids Academy at Colina Park.
 - v. New Ambassadors will be announced sometime in August.
 - vi. Post season changes: every Section will have a Section Championship and since the So. Cal Section is so large the Section will have two qualifiers. The PGA JLG Western Regionals will be held at Rancho Bernardo Inn.
 - vii. Hosted the first Women's Summit at Industry Hills. Suzy Whaley was keynote speaker with over 100 women attending.

- b. John Easterbrook, PGA Chief Membership Officer
 - i. Mr. Easterbrook explained the Who, What and Why of his job and how his mission is to represent the PGA professionals in the field.
 - ii. The PGA of America has increased the total number of Career Consultants to 18.
 - iii. Discussed the potential move to either Palm Beach County or Frisco, Texas and what impact it has had and will have on the PGA Staff and the PGA of America. Frisco, Texas, is Center of the country providing the ability to get anywhere in the country in one day; integrated education and player development complex for PGA Golf Professionals; championship course built at the back door. Studies show it is less expensive to move to Texas than to stay in Palm Beach Gardens, Florida. The move has not been finalized yet and no decisions have been made.
 - iv. Add a second Executive Director's Conference at PGA headquarters to allow the EDs to get to know the 175 PGA of America staff members.
 - v. The new PGA learning strategy will focus on three areas Teacher/Coaching, Golf Operations and Executive Management. There will be a Re-Certification policy put in place that all past and present PGA Members must do to maintain their Certification. Being rolled out in the fall, the Associates will need to complete Level 1 and then choose from one of the career path options for Level 2 & 3.
 - vi. Video ad "My Journey Campaign" and a video presentation from PGA Hope about adaptive golf available to young soldiers coming home or veterans of the military.

- c. Matt Regan, Folds of Honor

- i. Founded in 2007 and have given out 16,000 scholarships in 10 years. In 2018 the Folds has already provided 5,000 scholarships. Out of every dollar donated, 86 cents goes to military families and so far, 378 lives have been changed by the Folds of Honor and Patriot Golf Days.
 - ii. In 2018 they will be using the Donation Box campaign, Golf Marathon and Patriot Golf Events/Tournaments to continue to raise funds.
- d. Randy Chang, PGA – Teaching Committee
 - i. California Teaching and Coaching Summit will be held at The Grand Golf Club on October 22-23, 2018 and chaired by Shawn Cox. Hank Haney, Mike Adams, Scott Hamilton and Derek Uyeda will be speakers. They hope to have as many as 225 members register for the event.
- e. Recognition of SCPGA Junior Golf Alumni's
 - i. Kevin Smith, SCPGA Jr Golf Director, recognized Haley Moore, member of NCAA Women's Team Champion, Arizona Wildcats. A video was shown of the winning putt by Haley that clinched the 2018 National Championship.
- f. Frank Talarico – Foundation Chairman
 - i. Donations YTD \$93,400 up from previous year.
 - ii. In 2018 ClubsForeYouth continues to focus on donating new clubs for deserving high school girls and boys. The goal is to donate 600 sets of golf clubs in 2018. Year to date, 139 sets have been donated to 21 Southern California high schools.
 - iii. LA 84 donation of \$10,000 is earmarked towards education for CIF high school coaches.
 - iv. University City High School girls' golf team and Lincoln High School boys' golf team were introduced and presented with their sets of golf clubs, SCGA Golf Passbooks and a team canopy donated by California Canopy.

VIII. Vice President's Report – Tony Letendre

- a. The Budget/Finance Report
 - i. The Section is ahead in all three entities including sponsorship and donations.
 - ii. The make-up of the Budget Committee now includes Chapter Vice Presidents and the budget process for 2019 will begin in July.
 - iii. Investment portfolio shows a 7.5% increase under the guidance of Canterbury Consultants.
 - iv. Tom Son, PGA Associate, has been added to the Finance Committee.

IX. Secretary's Report – Tony Letendre (for Robin Shelton)

- a. All new members, associates, and quarter century members in attendance were acknowledge and asked to stand.

X. Maui Jim – Stacey Dunn

- a. Presented educational seminar for those in attendance

XI. Sponsor Presentations – Dave Kuhn

- a. Dave Kuhn acknowledged the SCPGA sponsors in attendance: Textron E-Z-GO, Maui Jim, Si Mexico Golf, GT Golf Supplies, Club Profit, Blast Motion & Striker Jerky.

XII. Old Business – None

XIII. New Business

Joe Grohman asked for volunteers for his upcoming events:

June 18, 2018 – Disabled Veterans - Camp Pendleton

July 23, 2018 – Wounded Warrior Pro-Am at San Juan Hills

July 24, 2018 – 19th Annual golf clinic for the Junior Blind @ Navy Course

July 25, 2018 – Disabled Veterans – Camp Pendleton

August 5, 2018 – Inner City Kids Clinics at Chester Washington

August 14, 2018 – Disabled Veterans Clinic at PGA Expo, Las Vegas at Top Golf

XIV. Tournament announcements – Max DeSpain

XV. Adjournment

The meeting was adjourned at 12:30 P.M.

Robin Shelton, Secretary

Date

Education by Blast Motion to follow meeting.