

# SOUTHERN CALIFORNIA PGA

**SCPGA Summer Membership Meeting**  
**Mountain Meadows Golf Course**  
**Pomona, California**  
**June 5, 2017**  
**8:10 A.M.**



**PGA**  
Southern California Section

## MEETING MINUTES

### I. Call to Order

President Keefer called the meeting to order at 8:10 A.M.

### II. Flag Salute and Invocation

- a. Secretary Shelton led the flag salute and presented the invocation.

### III. Welcome from the Chapter

- a. Vic Placeres welcomed the attendees to Mountain Meadows Golf Club on behalf of the Metro Chapter.

### IV. Approval of the Minutes & Roll Call

- a. *Secretary Shelton asked for a motion to approve the minutes from the 2015 SCPGA Summer Meeting as posted on scpga.com. The motion was made, seconded and approved.*
- b. Secretary Shelton called for a Roll Call of those present at the Meeting.

### V. Introduction of Guests

- a. Mr. Keefer acknowledged the SCPGA Board Members, Past Presidents, Scott Ashworth, District 11 Director, Sandy Cross, PGA Senior Director of Diversity and Inclusion, Nikki Gatch, PGA Player Development Regional Manager, Ken Ferrell, PGA Employment Consultant, and various guests.
  - i. President Keefer also introduced the PGA Professional National Championship participants including the 2017 Section Champion – Kenny Pigman, PGA and fellow PGA professionals Jon Fiedler, Blair Harkins, Scott Heyn, Steve Holmes, Andrew Larkin, Mark Madsen, Bruce Nakamura, Alan Scheer, Brian Smock, Chad Sorensen and 2014 National Champion, Michael Block.
  - ii. Mr. Keefer also introduced the 2016 Senior Section Champion – Gary Sowinski – who recently competed in the 2017 Sr. PGA Championship.
  - iii. Alison Kurdt was also acknowledged as participating in the Women’s KPMG PGA Championship later in June.
- b. Thanked Mountain Meadows and American Golf. Presented a gift to Brian Bode, PGA, and the Mountain Meadows staff.

### VI. President’s Report

- a. PGA Player Development Regional Manager – Nikki Gatch, PGA
  - i. Section Player Development Workshops was held May 17<sup>th</sup> and a 2<sup>nd</sup> version is scheduled on September 21<sup>st</sup> at the Section Office.

- ii. Additional presentations/educational sessions conducted this year include the CMAA Golden State Chapter on January 31 (with Ken Ferrell); the third annual Southern California Youth Golf Summit on February 14 (with Suzy Whaley); TPC Head Professional Summit on February 20-21; CGCOA on May 10 (with Carol Pence) and in August with Ken Ferrell.
  - iii. Junior League goal for 2017 was to grow the number of teams by 25% and as of June 4, they had 136 teams and surpassed that goal. There are 40,000 Junior League participants nationwide. The Chapters all showed the following increases in teams: Desert 0 to 3, Inland Empire 6 to 13, Metro 46 to 64, Northern 13 to 15 and San Diego 32 to 42.
- b. PGA of America Employment Consultant – Ken Ferrell, PGA
- i. The PGA has budgeted for an increase in the number of Employment Consultants for a total of 18 consultants.
  - ii. The PGA of America has partnered with Colt Mackenzie McNair (CMM) - the leading executive recruitment specialist working in the golf markets of Europe, the Middle East, Africa, Asia Pacific and Latin America – In an effort to provide international employment opportunities and services for PGA Professionals. There are currently 130 unaffiliated professionals who have jobs internationally.
  - iii. The 2017 Compensation Survey is now live on PGA.org. The SCPGA had a 60% participation rate.
  - iv. The Section has 90 (2.3%) professionals who are unemployed which is below the National average.
  - v. Employers are looking for those professionals who are leaders in revenue generation at a facility.
- c. PGA of America Senior Director of Section Business Operations – Scott Wellington
- i. Mr. Wellington provided an overview of his background beginning with his employment in the Southern California Section.
  - ii. The PGA is working in partnership with the leadership and staffs of all 41 Sections around the country on a daily basis. Currently in the process of building out a team at headquarters to collaborate, support and customize support for each Section which, in turn, will deliver value to all PGA Professionals.
- d. District 11 Director – Scott Ashworth, PGA
- i. Mr. Ashworth defined a Director's job to sit on the PGA Board of Directors as a representative for the Southern California Section, Aloha Section and Northern California Section which, in turn, is a very strong district. Mr. Ashworth has a priority of communicating with the three Sections and listen to any concerns they may have and bring action if necessary.
  - ii. The PGA Spring Planning Session showed strong leadership at the National level. He reviewed some of the new positions and/or directions departments in the PGA are heading:
    - John Easterbrook, a PGA Member, was named Chief Membership Officer serving as a senior member of the PGA staff.
    - Scott Kmeic- Senior Employment Director

- Ryan Cannon – Senior Director of PGA Reach – the charitable foundation for the PGA. The mission of PGA Reach is to serve the youth, military and diverse groups.
  - Dawes Marlatt – Senior Director Education
  - Kerry Haigh – Chief Championships Officer and is well respected throughout the golf industry.
- e. Folds of Honor – Michael Regan
- i. Mr. Regan presented Mr. Hulbert with a trophy for his contributions to the Folds of Honor in creating and supporting the Section’s Patriot Pro-Am.
  - ii. Patriot Golf has given 13,000 scholarships to the 1.1 million dependent military children across the country.
- f. Mr. Keefer honored the three national Drive, Chip & Putt champions from Southern California, Lucy Yuan of San Diego, Liam Hartling of Redlands and Carter Guede from Wilshire Country Club.

**VII. Vice President’s Report – Tony Letendre**

- a. The investment portfolio is valued at \$10,000,000, including a \$900,000.00 gain from 2016 and it was noted that 4% of the interest earned is used for Section programs each year. The SCPGA Investment Committee meets quarterly and with Canterbury Consulting to manage the investment fund.
- b. Canterbury Consultants has been authorized to act on the Section’s behalf to make changes in investments if necessary. The Investment Committee will be notified on any action in addition to the monthly report that is submitted by Canterbury.
- c. The make-up of the Budget Committee now includes Chapter Vice Presidents.

**VIII. Secretary’s Report - Robin Shelton**

- a. Mr. Shelton acknowledged the new members, apprentices and Quarter Century members in attendance.

**IX. Staff Report**

- a. Foundation – Tom Addis, Executive Director/CEO
  - i. Mr. Addis introduced the newly implemented Clubs Fore Youth program developed to provide, at no cost, a new set of golf clubs to high school girls, who are members of golf teams, in need. The Foundation is working with the CIF to identify schools and teams in need of equipment. A mail piece was developed for members to take back to their facilities and distribute to their members. Wilson Sporting Goods has agreed to provide the equipment at a discounted price and Brendan Steele, a Wilson staff professional, will serve as one of the spokespersons for the Program. Mr. Addis also reported that the Section is attempting to enlist a member of the LPGA Tour to serve as a spokesperson as well.
  - ii. PGA Champions Tour – Alex Mallen, Business Development for Powershares QQQ Championship, organizing the Champions Cup Pro-Am at Sherwood Country Club on October 26, 2017, was in attendance at the meeting. A team is guaranteed to play with one PGA Champions Tour professional. The purse is \$6,000 for a PGA professional winner and the . Foundation will receive \$12,000 for securing 12 teams.

- iii. The US Amateur is looking for volunteers and it was noted that the US Women's Amateur and the Walker Cup Matches are also being conducted in Southern California in 2017, as well as other amateur events during the summer.

**X. Senior Director of Diversity and Inclusion – Sandy Cross**

- a. Ms. Cross reported that PGA of America leadership put together a declaration on Diversity & Inclusion in their long range strategic plan and focused on the primary dimensions of age, generational diversity, race, gender, physical ability and sexual orientation in her report.
- b. She went over Inclusive Language and Verbal Communication Guidelines that all PGA professionals and staff should practice on a daily basis.

**XI. Committee Reports**

- a. The Mentorship Committee – Eric Lohman will be hosting the first of the Influencer Series education workshop on July 17<sup>th</sup> at Monarch Beach Golf Links.
- b. Jamie Mulligan is hosting the 2017 California Teaching Summit at Virginia Country Club on October 23 & 24. The forecast is to expect 300 to 400 attendees for the event by marketing not only to the SCPGA but to neighboring Sections as well.

**XII. Old Business -None**

**XIII. New Business**

- a. Joe Grohman asked for volunteers for the following events
  - i. Twelfth Annual Kids Golf Clinic at Navy Golf Course
  - ii. Annual Chester Washington event in July
  - iii. Junior Blind Clinic in July
- b. Catalyst Webinar on Thursday, June 8<sup>th</sup>, will be a cracker barrel with President Keefer.

**XV . Adjournment**

The meeting was adjourned at 11:30 A.M.

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Robin Shelton, Secretary

Date