



PGA

Wisconsin Section

**WISCONSIN PGA
GENERAL MEMBERSHIP
MEETING**

**Reports of the Officers, Committees &
Staff**

**The American Club
Kohler, Wisconsin**

Monday, February 29, 2016

GENERAL MEMBERSHIP MEETING AGENDA

Monday, February 29, 2016 12:00pm

Call to Order

Approval of October Membership Meeting Minutes

Election for District Directors

Mark Bergman, Shaun Finley, Mark Voeller – Metro

Jim Richerson – NE

Brian Bishop – SW

Jim Buyze - NW

The First Tee of Northeast Wisconsin – Chris Burns

Reports of the Officers & Executive Director:

Report of the Secretary Jim Richerson, PGA

Report of the Vice President Brian Baus, PGA

Report of the President Rob Elliott, PGA

Report of the Executive Director Joe Stadler, PGA

WPGA Junior Foundation Joe Stadler, PGA

Report of the Committees:

Tournament Policy Board Mike O'Reilly, PGA

Education Jim Richerson, PGA

Investments Brian Baus, PGA

Employment Dave Winget/Doug Cheever, PGA

PGA Employment Consultant Tim Marks, PGA

Player Development Jeff Ellingson, PGA

WAGPA Phil Frederickson/Danny Rainbow, PGA

Special Awards Paul LoCicero, PGA

Nelthorpe Cup Paul LoCicero, PGA

Scholarship Jim Thompson, PGA

Old Business - none

New Business - none

Open Forum

**WISCONSIN PGA GENERAL MEMBERSHIP MEETING MINUTES
MONDAY, OCTOBER 26, 2015
BROOKFIELD SUITES**

Meeting called to order at 12:05 p.m.

A motion was made and seconded to approve the Spring 2015 Membership Meeting minutes.

There was a moment of silence for WWSA representative, Mike Hanschke, who passed away in July.

Lisa Preinfalk – Associated Bank – Ms. Preinfalk gave an overview of the Bank at Work program designed to give free banking to PGA members and offers up to \$150 in cash incentives.

Tim Marks, PGA – Employment Consultant – Mr. Marks thanked the Employment Committee and staff for their support. He informed the members that the PGA is hiring two additional consultants and a senior director. Tim's territory will remain the same. He then touched on some statistical data from the past year. He reminded members that he is available to assist with their search for new opportunities or to assist them with improving their current position. Career Links profiles should be updated. Mr. Marks asked everyone to fill out the compensation survey as the information is invaluable in working with employers. He encouraged everyone to explore pga.org. Mr. Marks then updated the membership on the proposed changes to the Fair Labor Standard Act by the Department of Labor. The proposal states that overtime would be due to anyone not earning a salary of at least \$50,400 up from \$23,000. Tim closed by stressing that members must constantly communicate with their employers.

Reports of the Officers & Executive Director

Report of the Secretary – Jim Richerson, PGA

Mr. Richerson announced and congratulated both the new members and the quarter century members. He gave a statistical overview of the Section.

Report of the Vice President – Brian Baus, PGA

Mr. Baus stated that the Section is having a good year. PGA Days were \$6,000 ahead of budget. DCP was about \$4,000 ahead of budget. The PGA Championship was \$10,000 ahead of budget. Investments are down by \$40,000.

Report of the President – Rob Elliott, PGA

Mr. Elliott reviewed the WPGA efforts at the PGA Championship and thanked the 105 PGA members that volunteered. He thanked Chris Hoel, Andy Landenberger and Joe Stadler for their efforts.

Report of the Executive Director – Joe Stadler, PGA

Mr. Stadler mentioned Joe Pink and Teesnap as sponsor of the meeting. Mr. Stadler updated the membership on the Golf House progress. The WWSA and WPGA are seeking to renew the lease at their current office location. Golf House will be looking at doing a cost analysis of owning an office building versus leasing over the next 20 years. Golf House will look at a few viable properties for purchase to do the analysis. A video was shown on the PGA Merchandise Show. The Show will take place January 26-29 in Orlando. The Golf Salesperson's Association will be meeting to review the fall show and what they plan to do in the future.

The First Tee of Southeast Wisconsin has been moved into its own foundation and the WPGA is no longer formally involved. Mr. Stadler then thanked Alan Denberger and Chris Hoel for their hard work.

Report of WPGA Junior Foundation – Joe Stadler, PGA

Mr. Stadler thanked everyone for hosting junior tournaments and encouraged those that haven't to do so. He reported that membership was down 1% and entries were down 2% on the year. There were 8 new people added to the Junior Foundation board with an initial goal of creating a five-year plan for growth. The Foundation is about \$6,000 ahead of budget. Mr. Stadler also mentioned the scholarship program.

Report of the District 6 Director – Jim Richerson, PGA

Mr. Richerson updated the membership on the following: Todd Smith,PGA from Indianan Section will be replacing Jim on the board at the end of the upcoming PGA Annual Meeting. Jim thanked the membership for their support. Rounds of golf are up nationwide and the PGA is encouraged that initiatives are having an impact. The national unemployment is 5.1. The PGA rate is 2.8 and Wisconsin is 3.1. The NGCOA has come out with a statement regarding online tee times with recommendation on how to get involved. The Scholarship program gave out 128 scholarships but the PGA would like to have the resources to fund as many requests as possible. He encouraged people to consider donating to that program. Mr. Richerson mentioned that conditions at PGA Golf Properties were vastly improved. He mentioned the efforts of Jim Terry the GM and Dick Gray the superintendent. Membership sales are up considerably. He mentioned that the newly renovated clubhouse will be opening soon. Mr. Richerson discussed the success of the PGA Championship and thanked the WPGA and its members. He is encouraged that major golf will continue in Wisconsin after the US Open and Ryder Cup.

Report of the PGA of America Secretary – Suzy Whaley, PGA

Suzy Whaley thanked the Wisconsin Section for their support in her election. Mrs. Whaley discussed the strategic plan of the PGA and the mission to grow the game and enhance the well-being of the membership. She informed about a change to the PGM program that allows students to intern more than one year at a facility and that the level one internship does not have to be green grass.

The PAT yardage for women was updated to 78% to 85%. The MSRs requirements were updated to include career specific education as required. The Assistants Championship is taking place later this week. PGA.org is up and running and being updated and improved. She encouraged everyone to create a profile in PGA.org to take advantage of the marketing efforts. There are six resolutions at the upcoming PGA Annual meeting. Suzy discussed the 100th Anniversary of the PGA and the marketing effort of the PGA behind the anniversary to highlight PGA members and the sections.

She briefly discussed the budget for 2015-2016. It contains a 16% increase in spending on membership. The PGA purchased PGA Junior League Golf and will be sole proprietor of the program in 2016. She encouraged everyone to get involved with junior league and to charge the right amount so the facility is paid and the PGA instructors are paid. She felt if continue to charge low amounts and give away our time we are training a generation of golfers to expect a reduced value of the game. There is a junior summit on the Monday prior to the Merchandise Show. PGA Hope was briefly discussed as one of the major initiatives of PGA REACH.

Report of the Committees:

Tournament Policy Board:

Chris Hoel discussed the Las Vegas Pro-am. He mentioned the quality of the courses for the price. The 2016 major championship sites were introduced. The TPB is accepting nominations for the board. He also thanked Bob Neumann for his help the past two seasons.

Education:

Mr. Richerson mentioned the old period ended and Wisconsin had 11 members go to class F. He then mentioned some upcoming seminars through GCOW, the USGA Rules and the PGA Merchandise Show. The Wisconsin education committee is looking to have instruction seminars in the spring with possibly a

teaching/coaching summit. Fall would then be for career enhancement seminars. If interested in getting involved with education, Jim asked that you reach out.

Investment:

Mr. Baus stated the investments were down about 4% for the year. RBC believes that the markets should rebound soon.

Employment:

Mr. Winget thanked Tim Marks for his efforts. He explained the services Tim offers. Mr. Winget also mentioned a new initiative of the committee to create an information piece aimed at apprentices and PGA member assistants. The guide will aim to improve positions, find new position, how to resume and prepare and also feature some mentoring stories from successful PGA members in different career paths from around the section.

Player Development:

Mr. Ellingson discussed the Play Golf Wisconsin Days. He thanked the following courses for hosting (Vitense, Wild Ridge, Silver Spring and Rolling Meadows) He thanked everyone for hosting a PGA Junior League team. He mentioned that DCP was up 83%. Mr. Ellingson then thanked staff for their efforts.

WAGPA:

Mr. Frederickson informed the group that the committee will be offering seminars again this winter. He then went over the player ability test numbers. The Section has 70 apprentices and 13 are currently under suspension.

Special Awards:

Mr. LoCicero stated that nomination forms were handed out and emailed out and he encouraged everyone to nominate deserving candidates. The deadline is November 12, 2015.

Nelthorpe:

Mr. LoCicero congratulated all of the victorious participants in the 2015 event and thanked Oneida G&CC along with the PGA Head Golf Professional, Jim Schultz and staff.

Scholarship:

Jim Thompson recognized the fathers, Fred Hancock and David Spengler, of the 2015 PGA scholarship winners. He explained that application will be live on November 16th. Mr. Thompson also gave an overview of the eligibility for the scholarship program.

Old Business - none

New Business - none

Open Forum – Mr. Wiese asked if the WSGA was doing the winter rules seminars. Rob Elliott thanked Jim Richerson for his efforts as District 6 Director. Mr. Elliott also acknowledged Hanc Spivey who is retiring after 25 years at Dretzka Park GC.

The meeting adjourned at 2:17pm.

Secretary's Report

Election to Membership

Matthew Fritz, PGA

Michael Quinlan, PGA

Quarter Century

Michael W. Groehler, PGA

Edward McCollough, PGA

Howard Samb, PGA

Skip Simonds, PGA

Robert Ness, PGA

Certified

Matthew Boesch, PGA

General Management

Managerial Job Changes within the WPGA Section since October 26, 2015

Jason Boaz, PGA	A-1	The Legend at Bergamont
Greg Baeten	A-13	Bristol Oaks GC
Corey Crowell, PGA	A-13	NorthBrook CC
Justin Fox, PGA	A-13	Thornberry Creek at Oneida
Bob Gander, PGA	A-1	Trappers Turn GC
David Hawkins, PGA	A-1	Lake Geneva CC
James Kelly, PGA	A-1	River Club of Mequon
Scott Kennedy, PGA	A-12	Southwest Tech
Joe Leonard, PGA	A-13	Bull's Eye CC
Jim Maguire, PGA	A-1	Prairie du Chien CC
Scott Mowatt, PGA	A-1	Lake Windsor GC
Glen Murray, PGA	A-13	Sand Valley GC
Bob Neumann, PGA	A-1	Hartford GC
Greg Nikolai, PGA	A-12	Concordia University
Greg Schmidt, PGA	A-1	Royal Scot GC
Bo Sirianni, PGA	A-1	Cherokee CC
Nick Tarasoff, PGA	A-1	Kettle Hills GC
Andrew Troyanek	B-1	Rivermoor GC
Carsten VanVuren, PGA	A-1	Big Foot CC

Membership Breakdown:

MP	1	A-10	1	A-20	11
A-1	126	A-11	2	A-21	2
A-2	4	A-12	5	A-22	0
A-3	4	A-13	48	A-23	2
A-4	21	A-14	12	A-24	1
A-5	0	A-15	8	IN	15
A-6	24	A-16	0	F	10
A-7	0	A-17	0	LMA	2
A-8	54	A-18	1	LM	65
A-9	7	A-19	0	LMC	1
				RM	8

Total Members: 434 Total Apprentices: 72
182 Senior Members, 5 Half Century, 112 Quarter Century
Wisconsin ranks 21st in overall membership out of 41.



PGA

Wisconsin Section

Project Summary 29-Feb-16

Project Name	YTD	YTD	YTD	Budgeted	Budgeted	Budgeted	Variance
	Revenue	Expense	Profit/Loss	Revenue	Expense	Profit/Loss	
1 Professional Only Events	\$108,307	\$102,705	\$5,602	\$101,620	\$99,120	\$2,500	\$3,102
2 Assistant's Events	\$20,139	\$19,906	\$233	\$21,875	\$23,145	(\$1,270)	\$1,503
3 Pro-am Events	\$548,117	\$492,978	\$55,139	\$545,650	\$492,944	\$52,706	\$2,433
4 Major Championships	\$188,865	\$174,530	\$14,335	\$188,975	\$174,200	\$14,775	(\$440)
5 Meeting/Seminars/Growth	\$76,420	\$77,032	(\$612)	\$67,700	\$74,951	(\$7,251)	\$6,639
6 General & Administration	\$597,302	\$593,124	\$4,178	\$590,073	\$604,381	(\$14,308)	\$18,486
8 Total	\$1,539,150	\$1,460,275	\$78,875	\$1,515,893	\$1,468,741	\$47,152	\$31,723
10 Investments as of Sept. 30	(\$44,166)	\$5,131	(\$49,297)	\$0	\$0	\$0	(\$49,297)
11 Total after Investments	\$1,494,984	\$1,465,406	\$29,578	\$1,515,893	\$1,468,741	\$47,152	(\$17,574)
12 Golf in Schools	\$0	\$18,000	(\$18,000)	\$0	\$30,000	(\$30,000)	\$12,000
13 TOTAL	\$1,494,984	\$1,483,406	\$11,578	\$1,515,893	\$1,498,741	\$17,152	(\$5,574)

**Wisconsin Section of PGA
Balance Sheet**

January 31, 2016

Assets

Current Assets

Cash	908,074
Investments-Short Term/Market Valuation	701,125
Accounts Receivable	(3,593)
Inventory-Merchandise	3,255
Prepaid Expenses-Current	11,654
Deposits	9,200
Total Current Assets	<u>1,629,715</u>

Due from/to Affiliates

Wisconsin Section of PGA	37,582
Total Due from/to Affiliates	<u>37,582</u>

Property and Equipment

Computer Hardware	12,339
Equipment	1,561
Furniture & Fixtures	12,943
Automobile	102,511
Less: Accumulated Depreciation	(88,867)
Total Property and Equipment	<u>40,487</u>

Designated Investments

Long Term Investments	(3,193)
Total Designated Investments	<u>(3,193)</u>

Total Assets 1,704,591

Liabilities and Net Assets

Current Liabilities

Accounts Payable & Accrued Liabilities	17,392
Deferred Revenue Current	481,495
Total Current Liabilities	<u>498,887</u>

Net Assets

Net Assets	1,205,702
Total Net Assets	<u>1,205,702</u>
Total Liabilities and Net Assets	<u>1,704,589</u>

WPGA Junior Foundation Report

Spring 2016

This report contains information about the Junior Foundation Board, Event updates, Memberships and Drive, Chip & Putt events.

Board & Event Updates

The Junior Foundation board has seen many changes over the past year. The board added new board members and created three committees (Finance, Membership/Marketing, Events) to come up with new strategies and ideas. They met for the first time in May 2015. Board includes: Bill Graham-President, Mark Rechlicz-Secretary, Nate Colson, Ed Elsner, Michael Bielawski, Jill Noyce, Rob Elliott, Andrea Weiland, Peter Lake, David Roesch, Jason Samuelian, Steve Fischer, Lindsay Koth, Katie Elliott and Paul LoCicero.

The Lake Arrowhead Invitational was moved from August to June. The goal is to have the older players support this event more. Date is June 26-27.

The Tour Championship will be a new event and move into the August date that Arrowhead occupied. The Championship will be a two day 36-hole event on August 7-8. Juniors will qualify throughout the summer for this event.

A summer scramble event will be added to the schedule. Old Hickory GC will host on July 29th. In past years we have only run the scramble as a fall event.

A Team Championship event will be added to the schedule. Reedsburg CC will host on July 14th. This event will allow juniors to play in a team format while also competing as an individual. The idea is to be like a high school team format, but juniors would register with friends or with high school teammates.

Junior Memberships & Junior Packet Mailing

Online registration started on January 20th. Junior members will be able to register for events starting April 4th. Non-member registration opens April 19th. All PGA Professionals and golf courses will receive the Junior Packet mailer; this mailing contains all information about junior events in our state. Please share this information with your juniors. We will also email you the membership application and junior calendar to forward out to your juniors and parents.

Highlighted Dates for 2016- visit wiscjuniorgolf.com for full schedule

June 21 -22 - Junior Championship at Brown Deer Park & Dretzka Park in Milwaukee

June 26-27 – Lake Arrowhead Invitational

June 28 - Junior Best-Ball at The Bull at Pinehurst Farms (members only event)

June 29-30 – 19th Annual Junior Cup Matches hosted by SentryWorld

August 1-2 – Girls Match Play event

August 3 – Girls Only 18-hole stroke play at SentryWorld

August 7-8 – Tour Championship site TBD

Drive, Chip & Putt Events

Registration is open for DCP events. Kids can register at www.drivechipandputt.com.

Registration is FREE for these events for kids ages 7-15. This summer we will administer 6 qualifiers and 1 sub-regional event. We expect to reach 900 entries this year. There are 262 kids already registered including 88 at The Legend at Merrill Hills. Sub-regional winners advance to regional at Hazeltine CC and winner from there go to Augusta in 2017.



The First Tee of South Central Wisconsin

2015 Highlights

- The opening of our first Learning Center on the southwest side of Madison at Vitense Golf and 200 youth annually receive a comprehensive after school program with academic support and The First Tee programming seamlessly blending both golf and life skills.
- Year round programming for 1,126 registered program participants of which nearly 500 received scholarships and community partnerships with over 15 youth service agencies.
- A participant of The First Tee – Carter Klaas – received a four-year college scholarship to the University of Wisconsin-Madison through the Evans Scholars program. Carter has been a devoted The First Tee participant for the past 6 years and has been caddying at Maple Bluff Country Club for the past two summers. His success on and off the golf course exemplify how The First Tee can change lives.
- Blackhawk County Club became a site location partner of The First Tee of South Central Wisconsin, providing The First Tee curriculum to more than 100 junior golfers.

Looking ahead to 2016

- American Family Insurance Championship – The First Tee of South Central Wisconsin will be a strategic partner at the inaugural PGA TOUR Champions American Family Insurance Championship, hosted by Steve Stricker, June 20-26 at University Ridge. A golf youth clinic led by our The First Tee Coaching and PGA Professional staff will be held on the Tuesday, June 21, prior to the start of tournament competition on June 24. Youth from The First Tee of South Central Wisconsin program will take part in the clinic and serve as volunteers at the event, along with 50 other The First Tee volunteers. Eight-time LPGA Tour winner and Honorary Director of our Chapter, Sherri Steinhauer will serve as the brand ambassador for The First Tee throughout the tournament week.
- Providing programming for a projected 1,600 registered program participants of which nearly 600 will receive some form of scholarship and partnerships with over 17 youth service agencies
- With generous support from the Steve Stricker American Family Insurance Foundation, Culver's VIP Foundation, and Delaware North, The First Tee of South Central Wisconsin will expand their Learning Center after school program to the north side of Madison. The expansion includes The First Tee DRIVE program to area schools and community centers and an after school academic and recreation program at Cherokee Country Club.
- Pleasant View Golf Course and Reedsburg Country Club will become new sites of The First Tee of South Central Wisconsin, providing the curriculum to over 250 junior golfers.
- The 3rd Champions4Kids Gala is returning to Nakoma Golf Club on Friday, December 16, featuring Jerry Kelly, Andy North, Sherri Steinhauer, and Steve Stricker. Individual, foundation, and corporate contributors, community leaders, chapter staff, and program partners will come together to celebrate the positive impact of our programs and raise money for the youth involved in our chapter.

The First Tee of Southeast Wisconsin 2016 Spring Update

The First Tee of Southeast Wisconsin welcomes PGA member Tom Gerke as its new full-time Site Director. Tom's extensive background in all parts of the golf business and his latest position with Habitat for Humanity will be a great addition to The First Tee of Southeast Wisconsin team.

- TFTSEW is working with partners in Racine, Kenosha, Mequon, and Cedarburg to add an additional five program locations this year. We are very excited to blend private country clubs, municipal golf courses, and public practice facilities throughout Southeast Wisconsin.
- The United Community Center will serve as our first NSP, DRIVE and middle In School program in 2016. TFTSEW will serve 1,200 diverse students K1-8th grade in a year-round program developed specifically for their facility and students needs.
- This year TFTSEW launched the Ambassadors Club in hopes of raising funds and awareness for all of our efforts. We hope to have 200 Ambassadors throughout our territory in 2016.
- Blessings in a Backpack Menomonee Falls and the United States Army Community Covenant will be two groups that TFTSEW participants, staff, volunteers, and board members will help support this summer. All the positive friends, partnerships, and opportunities the game of golf has given us we feel it only right to give back to those that need support.
- The Wisconsin Club will host the 2016 Tee to Green Golf Classic Monday, July 18th. This year's event will be a one-day five person Pro-Am using the unique stableford scoring system. We will again have our auction online hosted by 501 Auction the week prior to the event and closing the night of the July 18th. Jason Day autographed Lotus golf print, Phil Mickelson signed Open flag, and George Bush signed golf flag are just a few of the items that will be up for auction.

The First Tee of Southeast Wisconsin is excited for the leadership and direction it will be taking in 2016. We would not be able to provide participant opportunities without partnerships with the golf facilities and the professionals that lead the way in our community.

2016 Tournament Policy Board Report - Spring Meeting

The TPB has been working closely with the WPGA staff to ensure that the 2016 season is a successful one. Here are a few things of note...

2016 Schedule of Events - The 2016 schedule is complete and posted on the website. Please make sure you take some time to look through it. A few events had to be moved to new dates in order to make the schedule work. We definitely advise you to look at the fall run. Thank you to all the PGA professionals, owners, facility members and their staffs for allowing the section to host events at their courses. We have a great line up this year including Chenequa CC for the Match Play, Blackwolf Run for the State Open and Wild Rock GC for the WPGA Championship. Registration for most events will go live on Tuesday, March 15th.

Back For 2016 – The WPGA is excited to have a few things back for 2016 that were associated with the tournament program last year. One is the National Car Rental Pro-Am Series. We have another great lineup that involves Pine Hills CC and Bishops Bay CC. We are confident that the events will continue to be successful and be well received by all the participants. Secondly we will be continuing the OMEGA Suite Challenge. This year's challenge will give participants at our one day classics a chance to attend a Milwaukee Bucks game next November / December with a guest. We will be giving away 12 sets of tickets throughout the 3 events this year.

Section Championship Deadlines – Recently the PGA of America with help from the 41 section Executive Directors were able to approve a new policy for event deadlines for the three WPGA Championships (Section, Assistant and Senior). Each deadline will now be approximately 12 days before the start of the event. With this change we will no longer be utilizing a wait list.

Oliphant Golf Pro-Am Championship - In October of this year we will hold the first ever Oliphant Golf Pro-Am Championship. The event is designed to expand on our already successful pro-am series. Teams will qualify for the event throughout the year at pro-ams and will be able to compete as a team one more time on the Links Course at The GC's of Lawsonia. The event will be held on October 3rd and details on how to qualify will be published very soon. We would like to thank Oliphant Golf for helping make this event possible.

Pro-Ladies – The board discussed and agreed to split the Pro-Ladies event in half to allow for more participants while not diminishing the experience for the participants. A short survey to past participants resulted in a unanimous vote of confidence in the change. This year's event dates are May 31st at Tuckaway CC and August 29th at a Madison area site.

Las Vegas Pro-Am Update – Really great news here... The Las Vegas Pro Am, which starts next week, is sold out for the first time in several years. 48 teams will travel to Las Vegas to stay at Monte Carlo and play SouthShore GC, Reflection Bay GC and Dragon Ridge CC. A huge thank you goes out to Chris, Joe and Andy for all their hard work with this event.

TPB Board Terms - The TPB would like to thank the Dan Hoffman and Mark Voeller for their service to the TPB board: Their terms recently expired and we have been fortunate to replace them with two worthy candidates in Joe Leonard and Matt Reel. Again, as the TPB Chair, I would like to thank the individuals that are leaving the board. Your dedication to excellence and service to our association will be missed.

Thank you all and best of luck to you this year!

Michael M. O'Reilly, PGA
Tournament Policy Board Committee Chair, WI Section
Head Golf Professional, Whistling Straits
Mike.oreilly@kohler.com
920.565.6107

WPGA Education Committee Report

Education Committee:

Jim Richerson, Dave Hawkins, Jeremiah Hoffmann, Brendan Locke, Vince Pulizzano

PGA Member Service Requirements:

Reminder that we are now in a new MSR cycle that will run through June 15th, 2018. During the last cycle we had 10 members fall into Class "F" status. This number was up from the 4 members in the Class "F" status at the end of the previous MSR cycle.

In total the WI PGA Section has 434 Members and 72 apprentices.

Upcoming MSR Education Opportunities:

- Discussed upcoming Education seminars & events for this Spring:
 - o Feb. 28th – Teaching & Coaching Seminar
 - Top 100 Instructors – James Sieckmann & Megan Padua
 - The American Club Resort, Kohler
 - o Feb. 29th – WPGA Spring Membership Meeting
 - The American Club Resort, Kohler
 - Tim Marks & Rich Richeson
 - o Feb. 29th – March 3rd – PGA/USGA Rules of Golf Seminar
 - Milwaukee, WI
 - o March 21st – Rules Seminar (WSGA & WPGA event)
 - The Legend at Brandybrook, Waukesha
 - o March 28th & 29th – Player Development Seminar
 - Door Creek Golf Course, Cottage Grove

Education focus moving forward:

Teaching & coaching, business & mentoring, and player development will be the three key areas of focus moving forward. Targeting education seminars scheduled with a select number of tournaments to combine offerings and condense the ease and schedule for our members throughout the summer. Fall season and fall meeting will focus on Business skills and mentoring.

We look forward to offering educational opportunities that will help support and elevate the WI PGA Professional as the leaders in the industry and as revenue generators for their facilities.

Submitted by,

Jim Richerson, PGA

Investment Committee Report

Last 13 Months						
				1/31/2016	1/1/2015	% Increase (Decrease)
Cash & Equivalents (Money Market Accounts)				\$ 62,935	\$ 62,485	0.7%
Corporate Investment Agency (RBC)				\$ 551,543	\$ 589,877	-7.0%
Program Fund (Sage)				\$ 101,395	\$ 104,907	-3.5%
				\$ 715,873	\$ 757,269	-5.8%

Key Notes:

Overall Return on the entire portfolio for 2015 was -5.8%. Our portfolio is currently broken down into three sections:

1. Cash and Equivalents – This is money sitting in cash and money market accounts earning little to no return. The #1 advantage to having these accounts is they are liquid and readily available.
2. Corporate Investment Agency – This is the vast majority of our profile and is managed by RBC. The portfolio is currently broken down as 32% value stocks (limited risk, small growth), 31% Blend Stocks (low risk, medium growth) and 37% in growth stocks (higher risk, higher growth).
3. Program Fund (Sage) – This is a portion of our portfolio that has been given over to a company called Sage, a third party bond manager. These are fixed income bonds designed to give a small consistent return with little to no risk.

From Andy Boyd, our RBC Financial Advisor: Global markets have been buffeted by waves of turbulence since December. The first was a misread of the European Central Bank (ECB) which failed to deliver a widely expected boost in stimulus, followed by the Fed's first rate hike since 2006, concerns about the trajectory of the Chinese economy and currency, another plunge in oil prices, and finally by Japan joining an expanding slate of central banks employing negative interest rates. In RBC's view, the Fed will dial back its rate hike forecasts to an even more gradual pace at the March meeting. We expect this will help to ease financial conditions by supporting risk assets, stabilizing the dollar, and driving a steeper yield curve on higher growth and inflation expectations; the latter of which would help to alleviate recent volatility in the financial sector amidst concerns about potential impacts on bank earnings from negative interest rates and flat yield curves.

We are currently in discussions with Mr. Boyd regarding some adjustments to the portfolio in the near future. If anyone has any questions regarding our current investment strategy or portfolio, please let me know.

Respectfully Submitted,



Brian J. Baus, PGA
Investment Committee Chair

February 23, 2016

RE: Employment & Club Relations Report

The following report highlights the activities of our PGA Employment Consultant Tim Marks.

Wisconsin Section Activities

CareerLinks jobs in Wisconsin

Fiscal 2015 – 16

Fiscal 2016 – 16 so far

5-year average – 16

High in last 5 years – 24 (2014)

Low in last 5 years – 11 (2012)

2 non-PGA conversations

Of all Wisconsin CareerLinks jobs in 2015, 60% of the applicants were from Wisconsin

Wisconsin CareerLinks participation, 89% of active members/apprentices

Rate of employment – 94%

PGA Employment Consultant – Tim Marks

251 – unique consultations with WPGA members/apprentices

88 – contacts with employers

92 – contacts with section ED/Officers/Committee Chairs

27 – Resumes reviewed

10 – Compensation reports created

7 – Unemployed members counseled

Employment Reference Guide

The Employment Reference Guide was created to assist anyone seeking their next position in the golf industry. The guide contains information on understanding the hiring process, how to become a better candidate, where to find job openings, PGA Employment Consultants, resumes, interviewing and some stories from PGA members about their career paths. You can find this guide on the Wisconsin PGA website.

If you have any questions or comments, please contact myself, David Winget or Tim Marks.

Sincerely,

Doug Cheever, PGA

Club Relations & Employment Committee Co-Chair

Head Golf Professional

Wausau Country Club

dcheever@troon.com

(715)-359-6164

Player Development Committee

Mission Statement – It is the goal of the Player Development Committee to aid the members of the Wisconsin PGA Section in its Player Development Efforts via serving as advisors and consultants for our members to provide feedback and guidance on questions regarding growth of the game programs. In addition, the committee will serve as coordinators of the Annual Play Golf Wisconsin Days and of the Regional Player Development Coordinator.

Player Development Section Workshop – Monday, March 27th and Tuesday, March 28th

Come and join us as we explore instruction and coaching business opportunities to create customers, grow rounds and generate incremental revenue at your facility through structured player development programming that addresses all consumer needs.

Agenda includes:

1. Reflecting on and challenging long-held assumptions regarding the **importance of player development**, the **consumer's motivations** and the **role of the PGA Professional** at any facility.
2. A review of applicable **marketing principals** and **marketing tactics** which will empower Professionals to inspire and engage with any player, regardless of their ability or position on the **consumer pathway**.
3. An in-depth dive into **structured player development programming** that can address any type of consumer, with specific emphasis on the **recreational player, engaged player and committed player**.
4. An introduction to **quantifying and measuring** the financial and facility impact of your player development activities by understanding the **key revenue drivers** and utilizing the **Revenue Scorecard**.

Attendees should expect to walk away from this workshop with an understanding of structured player development programming which can address any consumer's needs and be flexible enough to meet the needs of the facility.

PGA Junior League Golf

Captain and Team registration is now open. You can log in to your PGA.org account and click on the PGA Junior League Golf Tab. A couple of the most exciting changes to the 2016 JLG include a better, high quality jersey, a totally redesigned web site and a new mobile app which will allow Captains to schedule, score and communicate with your entire team all from your phone. Also new for 2016 all players must be register online by a parent. This is to help extend to the PGA member the PGA of America's legal protection. Registrants when signing up will be required to pay part, but may pay all, of the JLG fees. The minimum amount collected will be \$75.

We would like to thank 2 committee members, Matt Reel and Joe Hatch, whose terms are expiring. Thank you for all your past support of the Player Development Committee. Without the contributing efforts of all our committee members we would not have been able to achieve all that we done.

Jeff Ellingson
Player Development Chair



WAGPA Committee Report

The WAGPA Committee is made up of the following members:

Phil Frederickson, Co-Chair, Door Creek GC
Danny Rainbow, Co-Chair, SentryWorld
Erik Stenseth, University Ridge GC

WAGPA Spring Education Seminar will take place at Western Lakes Golf Club on Monday, April 4, 2016 from 1-5 p.m. This seminar will feature the following speakers:

- **Jim Lombardo**, PGA Head Golf Professional at Erin Hills. Jim will provide insight on how to succeed as an Assistant Golf Professional and achieve your career goals.
- **Kurt Mantyla**, PGA. Kurt will provide insight on golf instruction and how to enhance your effectiveness as a golf instructor.
-

PGA Professionals in Management Positions: Please encourage your Assistant Professionals and Apprentices to participate in educational opportunities and tournament opportunities.

Successful PAT Participants will be contacted by the WAGPA committee and will be offered assistance with registering into the apprentice program.

2016 PAT Schedule:	May 13	Door Creek GC (Cottage Grove)
	June 14	Washington County GC (Hartford)
	July 15	Rolling Meadows GC (Fond du Lac)
	August 1	Baraboo CC (Baraboo)
	August 26	Beaver Dam CC (Beaver Dam)
	September 13	Oakwood Park GC (Franklin)
	September 27	Yahara Hills – East Course (Madison)

Submitted by,

Danny Rainbow, PGA – WAGPA Co-Chair
Phil Frederickson, PGA – WAGPA Co-Chair

Special Awards Committee Report

We are pleased to announce the 2016 WPGA Special Award winners. Thank you to everyone that submitted nominations and those that returned applications.

For the third consecutive year, the Special Awards Reception is a sellout! We apologize for any inconvenience.

Congratulations to the following 2016 Wisconsin PGA Special Award winners:

Jim Richerson, PGA – Professional of the Year
Lucas Hana, PGA – Player Development
Bill Graham, PGA – Bill Strausbaugh
Chuck Wood, PGA – Teacher of the Year
Nick Byom, PGA – Youth Player Development Award
James Anderson, PGA – Assistant Professional of the Year
Bill Graham, PGA – Private Merchandiser
Andrew Barrett, PGA – Public Merchandiser
Josue Reyes, PGA – Resort Merchandiser

Thank you to the Wisconsin Golf Salesperson Association for not only sponsoring the awards reception but also the merchandisers of the year. PGA National Resort is also a sponsor of the reception.

2015 Players of the Year

Ryan Helminen, PGA – WPGA
Jim Schuman, PGA – WPGA Senior
Charlie Brown, PGA - Assistant

Thank you to the following Special Award Committee members for their contributions in this evaluation process; Jim Richerson, Doug Cheever, Dave Winget, Doug Fry, Jim Carlos, Brian Bishop and Joe Stadler. Lastly, thank you to Mike Warren, Dave Denoyer, Eddie Terasa, David Roesch, Lucas Hana, Joel Weitz, Bill Graham, John Wallrich, Bob Neumann, Brian Baus, Mark Becker, Travis Becker, John Shipshock, Jim Lombardo, Jeff Ellingson, Chuck Wood, Todd Montaba, Ed Elsner, Garrett Mack and Mark Bergman for serving on one of the sub-committees.

Respectively Submitted,

Paul LoCicero, PGA
Chairman, Special Awards Committee

Nelthorpe Cup

The Wisconsin PGA would like to congratulate the following players for qualifying for the 2016 Nelthorpe Cup team. The Nelthorpe Cup is an annual match play event highlighting Wisconsin's top golf professionals against the top amateurs in the state. The event will take place August 5th at Racine Country Club. Thank you to Matt Booker and John Schneider for hosting!

Congratulations to the following qualifiers:

WPGA

- 1 Ryan O. Helminen, PGA
- 2 David Roesch, PGA
- 3 Patrick T. Steffes, PGA
- 4 Joe Leonard, PGA
- 5 Craig Czerniejewski, PGA
- 6 Charlie Brown, PGA
- 7 Mark Voeller, PGA
- 8 Joe DeRosa, PGA
- 9 Kurt W. Mantyla, PGA
- 10 Erik Stenseth, PGA
- 11 Mike Johnston, PGA
- 12 Jeff Kaiser, PGA

Senior WPGA

- 1 Jim Schuman, PGA
- 2 Eddie Terasa, PGA
- 3 John Freeman, PGA
- 4 Jim Gaugert, PGA

PGA FINANCIAL ASSISTANCE FUND SCHOLARSHIP PROGRAM



Established in 1986, the program provides college scholarships for children and grandchildren of PGA members. It encourages and promotes the attainment of higher educational goals for the children and grandchildren of PGA members, based on evidence of a high level of academic achievement during high school or college. Since its inception, some \$6.0 million in scholarships have been awarded to more than 3,000 students. Last year, this program awarded 128 scholarships totaling \$301,000.

Application Requirements

Important Information

- Applications must be submitted online at [PGA Financial Assistance Fund Scholarship Program](#) by 5:00 p.m. EST on March 1, 2016.
- Students must submit via mail a sealed official transcript for the first semester of the current school year.
- Please be aware of your spring break times from school as school offices may be closed.
- If you are applying for financial need also submit the first page of your Student Aid Report (SAR).
- The transcripts must be received by March 18, 2016 and must include:
 - **High School Seniors:**
 - Cumulative GPA 3.4 or higher
 - SAT/ACT Test Scores
 - Expected Family Contribution (EFC) Score from SAR report if applicable
 - **Current College Students:**
 - Cumulative GPA of 3.4 or higher
 - Most recently completed semester GPA
 - EFC Score from SAR report if applicable