

## **Wisconsin PGA Membership Meeting Minutes**

**Monday, March 6, 2017**

**Wilderness Resort – Wisconsin Dells, Wisc.**

Meeting called to order at 12:06 p.m.

A moment of silence was observed for Kevin Hansen, PGA.

A motion was made and seconded to approve the November 2016 membership meeting minutes.

Rob Elliott introduced Jim Richerson, Secretary of the PGA of America.

### **Election of Directors:**

Four Directors At-Large were elected by acclamation. Shaun Finley, PGA, Jeremiah Hoffmann, PGA, Danny Rainbow, PGA and Brendan Locke, PGA each presented their qualifications to the membership.

Josh Doxtator, PGA presented his qualifications to the membership. He was elected by acclamation to the position of Northeast District Director to fulfill the remaining one year of Jim Richerson's vacated term.

Rob Elliott introduced the new officers of the Wisconsin PGA. Joel Weitz, President, Jeff Ellingson, Vice President, Mike O'Reilly, Secretary.

The newly elected officers and board members were then sworn in by taking the oath of office.

The following guests provided presentations to the membership:

Kelly McAnally – Thornberry Creek LPGA Championship

Nate Pokrass – American Family Insurance Championship

Joe Loehnis – The First Tee of South Central Wisconsin—joined by Bob Feller, PGA and John Shipshock, PGA

### **Report of Jim Richerson, PGA – PGA of America Secretary**

Jim Richerson gave an update on several initiatives on a national level including:

1. PGA Merchandise Show
2. PGA Committees
3. PGA staffing update
4. Tee time coalition/educational opportunities online
5. Dick's Sporting Good/PGA Junior League Golf
6. Dixie Section name change to Alabama/NW Florida Section

### **Report of Mike O'Reilly, PGA – WPGA Secretary**

Mr. O'Reilly introduced the new members, quarter and half century members and newly certified members. The quarter/half century members were presented with tokens of appreciation from the WPGA.

### **Report of Jeff Ellingson, PGA – WPGA Vice President**

Mr. Ellingson reported on the estimated year-end financials. The WPGA will have a net gain of approximately \$97,000 which is \$120,000 ahead of budget. Without investments, golf in schools and support of Jim Richerson's campaign the WPGA will gain over \$65,000. He commented on a few of the larger variances throughout the year. The WPGA remains in a very strong position as evidenced by the balance sheet.

### **Report of Joel Weitz, PGA – WPGA President**

Mr. Weitz thanked everyone for the opportunity to serve a second term as president. He asked that everyone attempt to create one new program or implement at least one new idea to bring revenue to your facility and enhance your position.

### **Report of Joe Stadler, PGA – WPGA Executive Director**

Mr. Stadler provided an update on sponsorships for the 2017 season and explained the new tiers of sponsorship. He thanked the staff and announced that Chris Hoel is now the Assistant Executive Director and Andy Landenberger is now the Director of Junior Golf. Mr. Stadler then introduced Seth Jones and David Cohn, the new executive directors of The First Tee of Northeast Wisconsin and Southeast Wisconsin.

Chris Hoel then presented the new membership/salespersons directory in our APP.

### **WPGA Junior Foundation – Joe Stadler, PGA – Executive Director and Paul LoCicero, PGA - President**

Mr. Stadler presented the financial results for the year. Mr. LoCicero gave an update on the 2017 season including membership, event changes, scholarship increases and made a plea for people to get a Wisconsin Golf license plate. He then informed the board of the new promotional piece that the WPGA developed aimed at new junior golfers. Highlights include: Madison Par 3 Tour, Thornberry Creek LPGA Classic sponsoring the Future Tour, scholarships will reach an all-time high of \$25,000 and the foundation will conduct the Pro-Junior.

### **Report of the Committees:**

**Tournament Policy Board:** Mark Voeller, PGA updated the board on the memorial event, forward tees for seniors, the sold-out Vegas pro-am, Vince Suter and the new Morgan Stanley sponsorship. He also mentioned that discussion centered on making sure all necessary scores in pro-ams have been holed out according to the rules of golf.

**Education:** Jim Richerson mentioned we are in the middle of an MSR cycle. He then mentioned the upcoming educational opportunities and urged members not to wait until the last minute to complete the requirements.

**Investment:** Jeff Ellingson pointed out we moved our investments from RBC to Morgan Stanley with Vince Suter. The board reviewed proposals from RBC, Richmond Investors and Morgan Stanley prior to making the decision. Investments are \$92,000 up at fiscal year end.

**Club Relations/Employment:** Tim Marks gave an overview the employment department at the PGA. He asked each member to complete the compensation survey.

**Player Development:** Erika Pirkl gave an overview on the updated Player Development committee and introduced the new members. She then announced the sites for the DCP for the season.

Frank Chieppa, PGA then gave an overview of his role with Player Development and encouraged the members to use him as a resource. His focus was showing the membership the revenue scorecard and highlighting how this tool can be a benefit to PGA members in negotiations with their employers.

**WAGPA / PAT:** Danny Rainbow mentioned the upcoming seminars with WAGPA, the need for additional committee members and the PAT schedule.

**Special Awards:** Paul LoCicero introduced the Special Award winners and welcomed Ron Hurab to the room for a round of applause and to say a few words to the membership on his election as an Honorary Member of the WPGA. He also noted that Thor Lundgren was elected as an honorary member.

**Nelthorpe:** Rob Elliott introduced the team that qualified for the 2017 Cup.

**Rules:** Mr. Stadler mentioned the proposed rule changes by the USGA/R&A for 2019. He suggested members become familiar with the proposed changes since their customers will likely be discussing them.

**Old Business - none**

**New Business -** Tom Dolby asked the board to discuss the potential move of the PGA Championship to May from August

**Open Forum –**

Meeting adjourned at 2:36 p.m.