



**PGA**

Wisconsin Section

**WISCONSIN PGA  
GENERAL MEMBERSHIP MEETING**

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

Embassy Suites  
Brookfield, Wisconsin

**Monday, October 25, 2021**

**GENERAL MEMBERSHIP MEETING AGENDA**

**Monday, October 25, 2021 12:00pm**

**Call to Order & Approval of March 2020 Membership Meeting Minutes**

Pages 3-4

Wisconsin Golf Salespersons Association – **Mike Warren, President**

**Election for At-Large Directors**

Mike O’Reilly, PGA  
Bill Peters, PGA  
Matt Taken, PGA

(Dave Kemnitz was elected NW District Director by electronic vote)

- **Installation of Directors and Officers**

**Fairways to Heaven** – Ed Woronicz, PGA

**2023 USGA Senior Open** – Mike James, PGA & Danny Rainbow, PGA

**Reports of the Officers & Executive Director:**

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Report of the Incoming District 6 Director .....	Rob Elliott, PGA	
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**Report of the Committees:**

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Player Development .....	Scott Walecki, PGA	Page 16
<b>PGA Junior League Regional Manager .....</b>	<b>Frank Chieppa, PGA</b>	
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Rules.....	Joe Stadler, PGA	

Old Business – None

New Business – None

Open Forum –

**Wisconsin PGA Membership Meeting Minutes  
Monday, March 2, 2020  
Radisson Hotel – Green Bay, Wisconsin**

Meeting called to order at 12:02 p.m.

Jack Thomsen, PGA was remembered with a moment of silence to begin the meeting.

Mike Warren, President of the WPGA provided an update to the membership on the activities of the WPGA. Elections for four positions at-large on the WPGA board were conducted. The election was overseen by Joel Weitz, Honorary President of the WPGA. Scott Walecki, Derek Schnarr, Brendan Locke, Steve Scheel, Shaun Finley, Danny Rainbow, James Kelly all presented their qualifications and desires to be elected. Kyle Kunash was not present. Voting of eligible candidates took place. Shaun Finley, Danny Rainbow, James Kelly and Scott Walecki were all elected and subsequently sworn in as directors for a three-year term.

Nate Pokrass, Tournament Director for the American Family Insurance Championship provided an update on the 2020 championship.

Nick Dockter, Ryder Cup provided a progress report on the 2020 Ryder Cup.

Mr. Stadler thanked Nate Pokrass for increasing the amount of support to the WPGA since there is no longer qualifying for the championship. The increase to the section and foundation was from \$15,000 to \$25,000.

Mr. Stadler acknowledged the Players of the Decade for the 2010's to Eddie Terasa and Ryan Helminen.

**Report of Mark Voeller, PGA – WPGA Secretary**

Mr. Voeller introduced quarter century members, new members, newly certified members and those new to the section. He provided an update on the number of members in the section. He also encouraged members to get a golf license plate and support the foundation and the marketing efforts of the WPGA.

**Report of Mike O'Reilly, PGA – WPGA Vice President**

Mr. O'Reilly congratulated all award winners and newly elected members. He then highlighted the money that is provided by the PGA of America to each section and how much that has increased in the past 10 years. He stated that the section had a good year. There were some minor variances such as PGA Junior League, but the overall budget was within one percent overall. Investments were up \$95,000 through January. He mentioned the 2020 budget is being finalized and will be soon.

**Report of Jeff Ellingson– WPGA President**

Mr. Ellingson thanked the 8 members that ran for the board of directors and encouraged others to do so. Jeff mentioned that PGA members should be telling a positive story as it relates to golf and the golf industry. He then mentioned the marketing initiatives of the section and that we have decided to use Nelson Schmidt and O'Reilly Public Relations. He discussed the candidates for secretary of the PGA and meeting them at the Super Regional. Tom Henderson, Don Rea, Dave Schneider and Kelly Williams are the four candidates. He stated that the delegates have not made a decision on which to support. He welcomed feedback from the membership on candidates. Mr. Ellingson thanked Chris, Erika, Andy and Joe and welcomed Leilyn. He then gave an update on the PGA of America including the relaunch of pga.com, pgacoach, pga.org, the fundraising for PGA REACH and Folds of Honor will be done at one time and will be split, Retail Tribe, the resolutions from the annual meeting, and other updates from the PGA. Jeff Ellingson shared an update on the 25th year celebration for Joe Stadler. He presented Mr. Stadler with a framed flag commemorating the event.

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

Mr. Stadler thanked everyone for their support for the past 25 years. Mr. Stadler provided an update of 2020 sponsorships. He indicated that all sponsors are year to year. Mr. Stadler provided an update on the staff and their tenure. He introduced Leilyn Nowaczynski as our new PGA WORKS fellow. Mr. Stadler provided an update on PGA HOPE and upcoming training. The WPGA Junior Foundation is creating a new website.

**WPGA Junior Foundation – Ed Elsner, PGA – WPGA Junior Foundation President**

Mr. Elsner thanked all of the host courses for events. He thanked Andy Landenberger and Chris Hoel for all their work. He mentioned the scholarship program and that we provided \$35,000 in 2019. Ed acknowledged our 2020 sponsors. He pointed out Derek Schnarr and the Balance & Believe Foundation and their support of the foundation. Mr. Elsner pointed out our 2019 Junior Players of the Year: Drake Wilcox and Rachel Kauflin. He then mentioned the concept of

fundraising to replace the efforts of Marty Swab. We will be looking for junior volunteers to solicit funds one day at each golf course.

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

**Assistants:** Shaun Finley clarified the name change to Assistants Committee from WAGPA. The committee is working on webinars to provide easy access for assistants. They have a workshop/playing event scheduled for Chenequa in April. He also mentioned that GolfTEC has a program to help people pass their PAT. Jason Tipton has also offered to help people in the same situation. Mr. Finley then mentioned that the committee would be focusing on trying to introduce a career in golf to more people to help with the shortage of assistant professionals. He also mentioned the Iron Works scholarship and thanked Travis Becker for his support.

**Tournament Policy Board:** Matt Taken thanked Mark Voeller for his time as chair of the committee. He thanked the host staff and facilities for their support. The 2020 schedule is out. He mentioned the following: shorts are now allowed for all events, the 2020 State Open is at Blue Mound G&CC, 2021 will be Blackwolf Run and Pine Hills. Matt mentioned there would be no changes to the format of the section championship for the next few years. There will be a second day purse for those in the back half of the field after day one. There will be more live scoring and players will be asked to score during the round. Matt Reel and Joe Leonard were thanked for their years of service. He encouraged everyone to send feedback and ideas to the committee or staff.

**Education:** Danny Rainbow reminded everyone about the breakout sessions. He mentioned the teaching seminar set for March 3. He also discussed the MSR cycle ending on June 15, 2021. Danny mentioned the World Handicap System and that there will be additional seminars put on by the WSGA. He mentioned that the committee will be encouraging members to be specialized, certified and to complete pgacoach. Jim Buyze provided an update on the new associate program. The committee will be looking at improved formatting for education and providing more value to assistants seeking that next step in their career.

**Membership:** Mike O'Reilly focused on the marketing and PR plan that the section is working on. We will be working on a website design that is consumer based with search features for courses, ranges and professionals. We will be working with Nelson Schmidt and O'Reilly Public Relations. We will be developing assets that we can use digitally on our website and on social media. We are considering some advertising. A PGA Journey's video was shown to give the members an idea on what type of materials will be developed.

**Employment:** Jason Boaz will be presenting during the breakout session so his report is as written.

**Player Development:** Jim Buyze touched on five-year goals of the committee. He spoke on junior league participation and growth, doubles golf, family cup golf and PGA HOPE. Jim spoke on the PGA relationship with Retail Tribe. He encouraged members to check it out because the pricing is a great deal that the PGA has worked out with Retail Tribe. Mr. Buyze mentioned the 2020 DCP finalists from Wisconsin and stated that the Wisconsin schedule is set for 2020. Frank Chieppa provided an update on PGA Junior League. He asked people to see him during a break and ask any questions. Frank recommended that people visit the Captain Resource Center on the PGA Junior League website. Frank discussed the scholarship program. PGA Coach, PGA Family Cup and Nexgen are also a part of the teaching/coaching department at the PGA.

**Special Awards:** Mr. Weitz provided the process for how award winners are selected. He then announced the winners and mentioned they will be honored later that evening at the WPGA Awards reception.

**Nelthorpe:** Mr. Weitz introduced the 2020 team for the event at the Legend at Merrill Hills on August 7.

**Scholarship:** Jim Thompson provided an update on the process and timing of the PGA of America scholarships.

#### **Old Business**

#### **New Business**

**Open Forum** – Tom Dolby mentioned the ticketing fees that are being charged for Ryder Cup tickets. He also asked about the process by which people were chosen for the Ryder Cup lottery. He asked if the WPGA considered asking the PGA of America to address the issue more than what has been done.

**The meeting adjourned at 2:16 pm.**

## Secretary's Report – 2021 Fall Meeting

### Recently Deceased

Steve Scheel, PGA

Steve Jahimiak, PGA

### Election to Membership

Connor Adlington, PGA

Eric Hertel, PGA

David Bach, PGA

Tom Olson, PGA (Reinstatement)

Chris Elrod, PGA

Aaron Saari, PGA

### New Transfers into Section

Ryan Brown, PGA

Ethan Neumann, PGA

Kelly Chilsen, PGA

Brad Petashnick, PGA

Erik Crowley, PGA

Dave Winget, PGA

Jack Davis, PGA

Nicholas Zielinski, PGA

Brad Graff, PGA

### Half Century

No new members

### Quarter Century

Mark Berezowitz, PGA

Todd Montaba, PGA

Matt Burry, PGA

Milan Sagorac, PGA

Tom Gerber, PGA

Dennis Soderman, PGA

Rich Horky, PGA

Bill Stupar, PGA

Kent Instefjord, PGA

Joel Weitz, PGA

Howard Manske, PGA

### Newly Specialized PGA Members

No new members

### Member or Associate Managerial Job Changes within the WPGA Section since 03/01/2021

John Blau B-1	Silver Spring Golf Club	Aaron Kelm-A-1	Wausau CC
Ryan Brown A-4	Grand Geneva Resort	Nathan Laird-A-4	Beloit Club
Kelly Chilsen A-1	Forest Ridges Golf Course	Ethan Neumann-A-1	Racine CC
Austin Elsner B-1	Shamrock Heights Golf Course	Brad Petashnick-A-1	The Legend at Brandybrook
Josh Glendenning-A-4	Coldwater Canyon GC	Austin Schloesser-A-1	University Club-Milwaukee
Jeremiah Hoffmann -A-12	UW-Oshkosh	Chris Young A-13	Fairways of Woodside

### Membership Breakdown:

A-1	111	A-12	4	A-23	3	F	2
A-2	3	A-13	44	A-24	1	B-1	13
A-3	4	A-14	20	MP	1	B-4	1
A-4	28	A-15	7	RSV	18	B-6	3
A-6	33	A-17	1	LM	81	B-8	41
A-8	50	A-18	1	LMA	2		
A-9	12	A-20	8	RM	11		
A-11	2	A-21	3	LMC	1		

Total Members: 451

Total Associates: 58

Wisconsin ranks 20th in overall membership out of 41.

**WPGA**  
**Balance Sheet**  
**09/30/2021 - 2020**

	9/30/21	9/30/20
<b>Assets</b>		
<b>Current Assets</b>		
Cash and cash equivalents	372,002.74	430,278.94
Short-term investments	1,540,305.48	1,358,120.53
Accounts receivable, net	1,550.00	4,023.00
Inventories	1,030.00	1,059.10
Prepaid expenses and other current assets	20,147.96	7,900.58
Intercompany Receivable/Payable, net	20,212.30	35,905.38
<b>Total current assets</b>	<b>1,955,248.48</b>	<b>1,837,287.53</b>
Property and equipment, net	42,836.47	54,899.44
Long term investments	28,702.00	27,635.00
<b>Total assets</b>	<b>2,026,786.95</b>	<b>1,919,821.97</b>
<b>Current liabilities</b>		
Accounts payable and accrued expenses	40,637.08	26,726.95
Current portion of deferred revenues	245,246.93	280,652.55
<b>Total current liabilities</b>	<b>285,884.01</b>	<b>307,379.50</b>
<b>Total liabilities</b>	<b>285,884.01</b>	<b>307,379.50</b>
<b>Unrestricted net assets</b>		
Undesignated	1,740,902.94	1,612,442.47
<b>Total unrestricted net assets</b>	<b>1,740,902.94</b>	<b>1,612,442.47</b>
<b>Total liabilities and unrestricted net assets</b>	<b>2,026,786.95</b>	<b>1,919,821.97</b>

**September 30, 2021 - Section Financial Summary**

	YTD	YTD	YTD	Budgeted	Budgeted	Budgeted	Variance
Project Name	Revenue	Expense	Profit/Loss	Revenue	Expense	Profit/Loss	
1 Professional Only Events	\$111,816	\$105,501	\$6,315	\$107,115	\$102,668	\$4,448	\$1,868
2 Assistant's Events	\$18,085	\$17,505	\$580	\$17,150	\$16,530	\$620	(\$40)
3 Pro-am Events	\$601,450	\$527,918	\$73,532	\$570,260	\$513,212	\$57,048	\$16,484
4 Major Championships	\$240,098	\$227,061	\$13,037	\$216,035	\$203,740	\$12,295	\$742
5 Meetings & Seminars	\$0	\$2,302	(\$2,302)	\$0	\$4,500	(\$4,500)	\$2,198
6 General & Administration	\$334,309	\$434,438	\$14,420	\$335,630	\$431,519	\$0	\$0
7 <b>Total</b>	<b>\$1,305,758</b>	<b>\$1,314,725</b>	<b>(\$8,967)</b>	<b>\$1,246,190</b>	<b>\$1,272,169</b>	<b>(\$25,979)</b>	<b>\$17,012</b>

## Executive Director Report – 2021 Fall Meeting

### **WPGA Sponsorships:**

The following is an updated list of WPGA sponsors and changes made for 2021. Any efforts made in either thanking the sponsors or doing business with the sponsors is appreciated. Only sponsors of at least \$1,000 are listed.

<b>Diamond Level Partners</b>	
American Family Insurance Championship	Slight Increase
The Suter Ward Group at Morgan Stanley	Same Level
PGA Tour	PGA of America sponsor – similar to 2020
<b>Platinum Level Partners</b>	
Oliphant Companies	Same as 2020
Rolex	NEW - PGA of America sponsor (replaces OMEGA)
Premier Golf & Utility Vehicles	Same as 2020
TaylorMade	Same as 2020
<b>Gold Level Partners</b>	
Harris Golf Cars - Yamaha	Same as 2020
Hornung's	Same as 2020
Wisconsin Salesperson's Association	Same as 2020
<b>Silver Level Partners</b>	
Bushnell	Same as 2020
Cadillac/GM	PGA of America sponsor – same as 2020
Club Car	PGA of America sponsor - same as 2020
Fairways to Heaven Golf Travel	New in 2021 (postponed last year with no travel)
Integrated Payment Systems	Increase from 2020
National Car Rental	PGA of America sponsor – similar to 2020
Nike Golf	Same as 2019 (no Vegas event in 2020)
PGA National Resort & Spa	PGA of America sponsor – same as 2020
Ralph Lauren Polo Golf	PGA of America sponsor – same as 2020
Under Armour	Same as 2020
WSGA	Increase from 2020
<b>Bronze Level Partners</b>	
Antigua	Same as 2020
FootJoy	PGA of America sponsor - Same as 2020
National Golf Graphics	Same as 2020
PING	Same as 2020
PTE Golf	Similar to 2020
Sterling Cut Glass	Similar to 2020
Sun Mountain	Similar to 2020

Prestwick Golf Group	Similar to 2020
Titleist	PGA of America sponsor – same as 2020
Yamaha Golf & Utility	Same as 2020
<b>New in 2021</b>	
Sentry	Platinum Level
Adidas	Silver Level
X Golf Brookfield/Mequon	Silver Level
X Golf Madison/Middleton	Silver Level
Evolve Golf	Bronze Level
Laser Link Golf	Bronze Level
Ikonik	Bronze Level
PXG	Bronze Level
Homestretch Golf	Bronze Level
AndersonOrd	Bronze Level
Earth Networks	Bronze Level
<b>Did Not Renew for 2021</b>	
Dunning Golf	
ForeUp	
Golf Status	
JoFit	
Open Rounds	

**WPGA Junior Foundation Sponsorships:** The following list of sponsors is in order of financial support with the largest supporter listed first.

Balance & Believe Foundation w/ Middleton Ford	Increase from 2020
Stricker American Family Insurance Foundation	Same as from 2020
Culver's	NEW in 2021 for Junior Girls Championship
WSGA	Same as 2020
X Golf Brookfield/Mequon	NEW in 2021
X Golf Madison/Middleton	NEW in 2021
Shattuck	Same as 2020
Tour Edge	TBD
The Suter Ward Group at Morgan Stanley	Same as 2020
EPEC Golf	Out in 2021
Hurricane Tour	Out in 2021



## WPGA Junior Foundation Report – 2021 Fall Meeting



### Junior Tours

The Junior Tour overall was slightly up in junior memberships and tournament entries in 2021. Tournament entries were up 4% and memberships were up 14%. Total entries for the year were up 7%. The junior memberships were back up 14% from last year and ended up with 1,270. These are similar numbers to 2020 membership. The junior tour average of 72 players this year and was 72 in 2020. The Future Tour continues to be very consistent with numbers. The 9-hole events for juniors to get tournament experience averaged 48 players per event. This tour is our feeder program for Junior Tour. The Tour Edge County Parks Series based around MKE county parks courses had a slight decrease in participation. These events averaged 75 players compared to 84 in 2020. Our Junior Championship had 323 players, up from 300 in 2020. The event has been held at Brown Deer Park and Dretzka Park the past nine years. The Junior Championship winners were Elise Hoven of Cedarburg and Bryson Mercier of Powers, MI.

### Players of The Year

Norah Roberts of Racine is our Girls Player of the Year. She compiled 2,105 points. Norah is a sophomore and had five wins this summer. Kaeden Nomm of Minocqua captured the Boys Player of the year in a close points race. Kaeden had a great month of August with a WSGA State Junior win and a runner up at Lake Arrowhead & the Mike Schnarr Boys Championship.

### Cup Matches

The 24<sup>th</sup> Annual Wisconsin/Minnesota Cup Matches were hosted by Rush Creek in Maple Grove, MN. The event was held on July 1-2. This event pairs a team of 12 boys and 12 girls from Wisconsin against Minnesota in a Ryder Cup team-type event. Team MN led 7 to 5 after day one of four ball matches. Team Minnesota held onto win 15.5 points in singles matches to keep the cup for the sixth consecutive year. The final point total was 22.5 to 13.5. Team Wisconsin still leads the overall series at 12-11-1.

### Junior Foundation Scholarship

The foundation awarded 32 scholarships totaling \$40,000. College scholarships included Lily Sheppard \$1,250, Paul Lynch \$1,250, Andrea Schleeper \$1,000, Derek Vailancourt \$500, Mitchell Becker \$500, Haley Myers \$500. Our High School Scholarships were Elizabeth Montaba \$1,250, Maya Heckman \$1,250, Alyssa Schmidt \$1,250, Adam Soczka \$1,250, Reagan Stuke \$1,250, Grace Suter \$1,000, Charlie Schubbe \$1,000, Jolie Guyette \$1,000, Ethan Ladd \$1,000, Will Sherman \$1,000, Jo Baranczyk \$750, John Mirsberger \$750, Ellie Behring \$750, Natalie Hoege \$500, Ty Kretz \$500, Luke Abram \$500, Tanner Coenen \$500. The Tony Coleman Memorial Scholarship for \$1,750 was awarded to Addison Raimer of West Bend. Erika Priebe of Appleton was awarded the Terri Noel Scholarship. Charlie Schott of Green Bay was awarded the Kevin Dunn Memorial Scholarship for \$1,500. Logan Pechinski of Plover was awarded the Mary Swab Kid to Kid Scholarship for \$1,500. Isabella Pierri of Fox Point was awarded the Wisconsin Golf Salespersons' Scholarship for \$1,500.

Balance & Believe Scholarships were given to Brooke Vandenberg of Appleton and Adam Baumann of Marinette. Each of them received a \$2,500 scholarship.

The WPGA Junior Foundation has teamed up with the American Family Insurance Championship to continue offer two scholarships. One boy and one girl each received a \$3,000 scholarship. This is our highest scholarship amount given out. Girls Winner – Makenzie Hodson of Middleton. Boys Winner – Hunter Neumann of Warrens.

We would to thank our major sponsors again for their support in 2021. Balance & Believe Foundation and Middleton Ford were our Presenting Sponsor on the Junior Tour. X Golf Brookfield/Mequon was title sponsor of the MKE County Parks Tour. X Golf Madison/Middleton as title sponsor of the Madison Par 3 Tour. American Family Insurance Championship as our title sponsor of the Players Tour. Shattuck St. Mary's School has continued to support the Foundation by advertising on website and tournament banners.

Andy Landenberger  
Director of Junior Golf  
WPGA Junior Foundation

## Tournament Policy Board Report – 2021 Fall Meeting

**A Big Thank You:** We all owe great appreciation to the host staffs and facilities, sponsors, supporters and volunteers. Between the WPGA, Assistant's Association, and Junior Golf events, we utilize over 110 facilities. Their support and generosity is not lost on the Policy Board and staff. Please take a moment to thank our sponsors and host staffs.

### 2021 Champions

- The Suter Ward Group at Morgan Stanley State Open presented by Vince Suter: Harrison Ott
- Senior Open: Mario Tiziani
- Women's Open: Mia Seeman
- Section Championship: Mick Smith. National Qualifiers: Mick Smith, Tom Burton, Erik Stenseth, Jim Schuman, Jeff Kaiser
- Match Play: Austin Gaugert
- Senior Section Championship: Kurt Mantyla. National Qualifiers: Kurt Mantyla, John Freeman, Michael Crowley
- Senior Match Play: Kurt Mantyla
- Assistants Championship: Joaquin Diaz National Qualifiers: Joaquin Diaz, David Bach.
- Assistant Match Play: Sam Schlosser

**Another HUGE Thank You to Vince Suter and The Suter Ward Group,** not just for the State Open, but also, all of the other events that are supported by his generous sponsorship.

**Successful Event Additions:** Another 2 site State Open is in the books. Little to no issue with the sites being on separate properties. We had Mia Seeman, State Women's Open Champ, accept the invitation to participate in the State Open. We had 16 teams participate in our inaugural Senior/Junior Better Ball event.

**Thank you to WPGA volunteers at the Ryder Cup:** What a great representation the Ryder Cup was for our state and what a special thing to be a part of for our Members.

**Winter Board Meeting:** If anyone has any ideas or items they would like us to discuss, please let us know. Our Winter meeting will be coming up very soon. Based on some input from you all, we expect a full agenda. I look forward to passing on some changes for the 2022 season.

**Potential Sponsors:** We are always looking for sponsors for our events and overall tournament schedule. If you have anyone who may be interested, even if they are not a "golf" company, please reach out to Chris Hoel or Joe Stadler as they have multiple sponsorship agreements that can be beneficial.

Respectively Submitted: Matt Taken, TPB Chair. [matt@tuckawaycountryclub.com](mailto:matt@tuckawaycountryclub.com) 414.425.6570

## WPGA Education Committee Report – 2021 Fall Meeting

### MSR Reminder

The current MSR cycle was originally scheduled to end on June 15, 2020. Due to COVID-19, the cycle end date has been extended to June 15, 2022. WPGA Members must earn 36 PGA Required Credits and 54 Total MSR credits by this date to maintain membership.

### 2021 Completed Virtual Education Opportunities

**The Value of lasting relationships, and how to develop them (33 Attendees)** (60 minutes) - Eric Lucy - January 21, 2021 @ 10:00am

- Eric spoke about the value of developing positive relationships in your business and personal life. He also talked about sales – how to increase them and to be a better salesperson.
- Eric Lucy grew up in Dubuque, Iowa and believes positive relationships matter in business and in life. Eric has been part of starting multiple companies, including a failed venture in 1985 to co-founding a successful insurance agency that began with only three and grew to over 200 sales reps and staff doing over 30 Million in annual revenue. He eventually retired in 2015 and began consulting with various companies in sales, leadership development and goal setting to help others achieve their success. Eric is married with three sons and in his spare time enjoys playing golf, coaching high school tennis and adding to his extensive Masters collection.

**First Tee “Introduction to Coaching” (25 Attendees)** (60 minutes) –David Cohn and/or Tom Gerke, First Tee – Southeast Wisconsin - January 28, 2021 @ 2:00pm.

**World Golf Handicap System (55 Attendees)** (60 minutes) – Rob Jansen, WSGA  
World Handicap System and other updates were covered - February 3, 2021 @ 10:00am

**Merchandising Best Practices and Panel Discussion (70 Attendees)** (120 minutes) – Panel of recent Wisconsin Merchandiser of the Year winners, including 2020 National Resort Merchandiser of the Year, Josué Reyes, 2020 WPGA Private Merchandiser of the Year, Matt Taken, and 2020 WPGA Public Merchandiser of the Year, Andrew Barrett - February 11, 2021 @ 10:00am.  
The panel also answered questions from participants and shared their best merchandising practices

**Round Table Discussion: Recruiting and retaining associates and interns (35 Attendees)** (60 minutes) – John Sobota (Golf Enterprise Management Program Director, UW – Stout), Mark Bachelder (PGM Program Director, Colorado Springs PGM University), Jon Husby (Internship Director, Colorado Springs PGM University) - February 16, 2021 - 11:00am

- What are interns looking for?
- How can we become more attractive as a section to recruit these interns?
- What can we do to make their internship experience a memorable one?
- What is the next generation seeking out of their internship/employment?
- Round table discussion / Q&A.

**Team Building (40 Attendees)** (60 minutes) – Matt Bollero, Milwaukee Bucks Director of Scouting - February 24, 2021 - 11:00am

- Team Building, Team Culture. How to Identify Talent

**Average attendance per seminar: 43                      Total MSR hours awarded: 398**

### Virtual Spring Teaching Summit (32 Attendees)

Chuck Cook, hall of fame instructor                      Pat Goss, Northwestern University                      5 MSR's were awarded to each attendee

### 2021-2022 Upcoming Education Opportunities

1. **Specialization.** The PGA of America education team will be on site on December 2-3 to offer a two-day, fast track into Specialization in the area of Golf Operations. Details on the program are included on the following page.
2. The next virtual seminar series is being planned for late fall / early winter. Watch for details on these education opportunities as the golf finishes up.

Submitted by:

Danny Rainbow – PGA Director of Golf - SentryWorld  
WPGA Education Chairperson



# PGA SPECIALIZED PROGRAM & BUSINESS MANAGEMENT SIMULATIONS

**PGA BUSINESS MANAGEMENT SIMULATIONS** deliver real world scenarios aligned with a primary focus on improving marketing, sales, leadership, revenue management and financial management at a golf facility.

## BENEFITS OF EXPERIENTIAL LEARNING

- ✓ Retain learning
- ✓ Immediate Application
- ✓ Engage Creatively
- ✓ Anticipate Challenges and create Resolutions

## CONSISTENT GROWTH IN THREE CAREER TRACKS

- ✓ Golf Operations
- ✓ Executive Management
- ✓ Teaching & Coaching

The business management simulations offer a real life approach to the strategic thought and decision making critical for sustainable success.

– Michael Leemhuis, President | Ocean Reef Club

The simulation is an excellent learning tool covering key decisions and strategy over all aspects of managing a golf operation, including consequences for your decisions.

– Joe Assell, PGA | CEO GolfTEC

This new education program is a giant step towards helping keep PGA Members relevant at their clubs and for the future growth of the game.

– Ken Morton | CEO Morton Golf



# PGA SPECIALIZED PROGRAM & BUSINESS MANAGEMENT SIMULATIONS

## GETTING STARTED

### STEPS TO REGISTER

- ✓ Registration Fee (Includes 1 Yr. Library Subscription) \$350
- ✓ Attend 2-day workshop (fees vary by location)
- ✓ Complete ten (10) self-selected courses from the online Library Subscription
- ✓ PGA Members in good standing may complete the Capstone (\$100) and earn the Specialized Credential

**Section: Wisconsin**

**Dates: December 2nd and 3rd**

**Career Path: Golf Operations**

**Location: Tuckaway Country Club**

### WORKSHOP SCHEDULE

- ✓ 1.5 days (wrap up by lunch on Friday)
- ✓ Review of Career Track coursework (over 2 days)
- ✓ Complete Team-based Business Management Simulation
  - Make facility-wide decisions
  - Compete for customers and profit

Additional Questions on the Workshop can be directed to hosting Section. Please contact the PGA Professional Development Department for Questions on the Certification Program.

866.866.3382 option 6 | [PGAMEMBEREDU@pgahq.com](mailto:PGAMEMBEREDU@pgahq.com)

## Membership Committee Report - 2021 Fall Meeting

**Mission:** To ensure that all WPGA members and associates have the opportunity to benefit, both personally and professionally, from their PGA membership. The committee will work to create, enhance and communicate all appropriate PGA of America and Wisconsin PGA benefits.

· After a one-year postponement, it did happen. We hope many of you had a chance to enjoy The Ryder Cup at Whistling Straits. Wow, what a performance by Team USA, led by Wisconsin's very own, Steve Stricker. A record tying 19 point total.

· Another HUGE event that we have been talking about for a while is going to happen. The PGA of America's Annual Meeting is coming to Milwaukee. On Thursday, November 4<sup>th</sup>, the Hilton Milwaukee City Center will be the host site for the General and Formal Sessions. We encourage all of you to attend in person or at least watch the live stream. President Jim Richerson has brought this event to one of his "homes." It is a unique opportunity to attend in person. We truly hope that you all take advantage.

· As I move to the Vice President Position, one of my talking points will be: What does the PGA of America do for me? Well, I encourage all of you to take a look: [PGA Member Benefits](#)

- Play and Spectate
- Golf Retirement Plus
- Perks and Discounts
- Member Assistance
- Insurance and Finance
- Scholarship Programs

We continue to stress, THIS IS YOUR COMMITTEE, please reach out to me if you have anything you would like to see the PGA of America or the WPGA do in support of you, the PGA Professional. As I move forward, I do not have an agenda, nor a platform, however, I am here to represent you as much as I possibly can.

The last year and a half has been fantastic for golf, but we know it has come with stress and sacrifice from all of you. Please accept our sincere gratitude for all that you have done to maintain and grow the greatest game.

### [Support Junior Golf License Plate](#)

We would love to pull into a parking lot and see every car with a Support Junior Golf License Plate. Follow the link to apply today. Yep, that old Honda Civic you see in Madison is on my daughters. By the way, when I told her I could get her into the Ryder Cup, she asked me: "What is the Ryder Cup?"

Respectfully Submitted,  
Mark S Voeller, PGA  
WPGA Vice President, Membership Committee Chair



## **Employment Committee/Career Services Report – 2021 Fall Meeting**

- Tim Marks will be retiring at the end of the year after 10 years on the Career Services team. The search is in progress for his replacement for the Wisconsin and Illinois Sections Career Consultant position.
- Fall Meeting – Membership Meeting Topics
  - Compensation Profile
    - The section currently ranks 17<sup>th</sup> out of 41 sections at 48.5% complete for all active classifications. The section is also at 72% of attaining the same level of participation as in 2019 (Our last comp survey). Our department goal is to reach or exceed the 2019 participation numbers.
    - In the first half of 2021, our department has used compensation data to add \$2.2 million dollars to professionals' pockets.
    - It is vital that all PGA Professionals fill out the new profile as the process is much more streamlined and can be updated at any time.
  - Job Seeker Preferences update
    - 61% of active classifications have completed their Job Seeker Preferences. This ranks 17<sup>th</sup> out of 41 sections. JSP is important for job alerts via the PGA Job Board and also gives the team the opportunity to connect individually via campaign emails regarding jobs.
  - Recruiting update
    - Career Services is heavily involved in recruiting and awareness of potential careers in the golf industry and PGA membership. Four new Department Support/Recruiting Specialists have been added to the team. These individuals, along with Chris Kulinski, PGA (Career Consultant/Recruiting Specialist) are coordinating and attending recruiting events across the country. The team is generating impressions, leads and following up with all contacts who have expressed interest. Their year-to-date reach is over 7,000 individuals with a 2021-22 goal of 20,000. Leads created YTD are over 600 with a goal of 2,000.
    - Retention is vitally important with the individuals in our Association who are class B Associates. Currently in Wisconsin there are 55 Associates and 49 of them are in either Level 1 or Level 2, which have the highest dropout rates. This means special care must be taken by the member employer with these individuals to keep them engaged, in the program and help them be successful.
    - Information from jobs posted in 2021 for assistant professionals. There have been 57 job posts for Assistant Professional through September in Wisconsin on the PGA Job Board. Average compensation advertised has increased by 25% for salaried positions compared to 2020, which will help to make these positions more attractive. Unfortunately, hourly positions posted have decreased by over 5% compared to 2020.
  - Executive Search (ExecuSearch)
    - Career Services is continuing to exceed expectation with Executive searches across the country. YTD, the department has completed 102 searches vs. 48 for the same time period last year. Our PGA leadership has set a high expectation for these type services and our department and employers are responding. Ongoing involvement with the Section is important to the continued success of these types of searches. As a footnote, our department's Net Promoter Score from employers YTD is 100% (70% is considered a standard of excellence).

- Work/Life Balance
  - Career Services is continuing to engage employers in the discussion of work/life balance as we work with them on the myriad of positions being filled. As a PGA Professional, you need to engage with your employer on this discussion for the future. This is not an easy task, and will take time, but it is important for the future success of whatever type of facility you work at. Change needs to happen and it will happen quicker from the ground up.

A Message from Tim

It has been my pleasure to serve the PGA Professionals of the Wisconsin Section, on and off, for the last 10 years! My commitment to PGA employment goes back many years when I was a very young Employment Chairman for the Section in the mid-90's. I never lost my desire to help and as I have said many times during my tenure as a Career Consultant, "I love my job and it will never get worse than that!". Serving and assisting others is why I am a PGA member!

I wish all of you the best in your careers and let's do everything in our power to ride this current wave of golf popularity. If your focus is not recruiting customers, engaging customers and retaining customers then why are you focusing on anything else? These are the most important things you can do as a service industry leader. Oh, and don't forget to mentor your staff to be the best they can be!

Be well!

Respectfully submitted,

*Tim Marks*

Tim Marks, PGA

## Player Development Report – 2021 Fall Meeting

**Mission Statement:** It is the goal of the Player Development Committee to aid the member of the Wisconsin PGA Section in their Player Development efforts while serving as consultants and providing guidance regarding growth of the game programs. In addition, the committee will serve as advocates of the PGA Jr. League, Drive, Chip and Putt, and other player development programming within their designated region.

**Committee Updates:** Thank you to longtime WPGA Board member and former Committee chair, Jim Buyze for his time and dedication. He recently began his new position as the Director of Golf at Atkins Golf Club at the University of Illinois. We now welcome Scott Walecki as the Committee Chair. He is currently the General Manager of Currie Park GC and Dretzka Park GC and this coming year marks his third season on our Board.

### **PGA Jr. League Update:**

- Preceding pages give several updates for 2022 including Gamechanger Club, expansive season, and new website / mobile application
- 1279 players registered → 1205 actual (6% attrition rate)
- Biggest area of concern is the decrease in private clubs engaging with the program and the Championship season timeframe
- 87 Captains and 38 Coaches for both 17u and 13u
- Madison North, captained by PGA Associate Jordan Ray, won our Section Championship and competed in the Midwest Regional where they finished in 3<sup>rd</sup> place. The Pleasant View 17u team competed in the same Regional and came out with a victory – captained by Jeremy Cabalka, PGA. Congratulations!
- 2021 marked the first year the National Car Rental All Star Championship was broadcasted live on ESPN

### **Drive Chip and Putt Update:**

- We implemented a hybrid model for our 12 local qualifiers. 5 of the qualifiers were executed by the Section staff, while 7 were administered by our WPGA members at their facilities with the help of Section staff.
- This new venture resulted in an increase in registration and we expanded into different areas of our Section including LaCrosse, Spooner, Merrill and Beloit.
- The new website proved to be more effective in communications and helped drive down the no-show rate that reached 25% nationwide. Averaged less than an 8% no-show rate in Wisconsin this year.
- The WPGA has been working with other Sections to find ways to improve the compensation model, registration totals and deadlines for events.
- The 2022-23 qualifying schedule is underway with registration officially opening in mid-January on [www.drivechipandputt.com](http://www.drivechipandputt.com)
- Cody Guetzke of Hartland, Wisconsin is our lone National Finalist
- Thank you to our WPGA professionals who plan to host a qualifier or sub-regional once again! If you would like to host a qualifier, check out the Section website for what is needed and email Erika.

Submitted by:

Erika Pirkel, PGA -- Player Development Committee Staff Representative



## **Assistants Committee Report – 2021 Fall Meeting**

**Assistants/Ironworks Scholarship:** This scholarship opportunity is available to registered associates in good standing with the PGA of America, who successfully complete level 1, 2, or 3 in 2021. Registration for this scholarship can be completed online at the WAGPA website. Associates can be nominated by themselves or their supervisor. The WAGPA committee members will determine the finalists and the winner will be selected by the Ironworks Golf Academy.

**Podcasts / Webinars/Ideas:** The Assistant's committee will be meeting in the coming weeks to plan out education/opportunities, etc. for our assistants and we would like your help. If you have any ideas or suggestions on to covered topics, please reach out to let us know! Your input is greatly appreciated.

**Committee:** If you are interested in becoming a member of the Assistants Committee, please contact me or any committee member.

**2021 PAT Stats:** 90 individuals attempted PAT's this year. 18 individuals passed. Next year's PAT registration period will open in January via [pga.org](http://pga.org).

**2021 Tournaments:** Congratulations to our tournament winners this year:

- Stroke Play: Sam Schlosser
- Match Play: Sam Schlosser
- Assistant's Championship: Joaquin Diaz

For any Assistants Committee questions, please contact Shaun Finley, PGA at [shaunfinley@golftheoaks.com](mailto:shaunfinley@golftheoaks.com).

Submitted by:

Shaun Finley, PGA – Assistants Committee Chair



## WISCONSIN SECTION

### SPECIAL AWARDS REPORT

This may be one of the most unusual special awards reports ever written due to the impact of COVID-19 which triggered the cancellation of virtually every sizable gathering event in most of 2020 and the beginning of 2021. The cancellation of our 2021 Special Awards was inevitable. Of course, the 2021 Special Award winners were identified earlier this year but without the in-person event recognition. The formal presentation of the awards will occur on Monday, October 25, 2021. We know many of you will be attending. Thank you for your participation in celebrating the accomplishments of our Section's very special award winning members.

The 2022 Special Awards process is in motion. The deadline to submit nominations is November 1, 2021. Please take a moment to nominate deserving PGA members/associates from around the state. The nomination process is extremely efficient and is online at [wisconsin.pga.com/special-awards](http://wisconsin.pga.com/special-awards). You can also access it from your cell phone per the Wisconsin Section app. On the website, please note that the formal application reports are included so you can see more precisely the nature of accomplishments necessary to receive each award.

Regarding your nominations, please consider your experiences with deserving individuals who you may know through interactions from the current and past years. Although the awarding is weighted on more recent career accomplishments, there are also important considerations of experiences and skills demonstrated from prior years.

The award winners will be recognized at the 2022 Special Awards banquet to be held early next year. We greatly appreciate and thank the Wisconsin Golf Salespersons Association and PGA National Resort for their continued sponsorship. I hope you have an opportunity to attend for this significant event.

Thank you for those who have already completed the online nomination form. For others, thank you for your consideration of participating in this important process!

Sincerely,

Joel Weitz, PGA  
Wisconsin PGA Honorary President  
Special Awards Chair



**Jeff Ellingson, PGA  
Golf Professional of the Year**



Travis Becker, PGA  
Teacher of the Year



Victor Jacinto, PGA  
Assistant Professional of the Year



Jim Gaugert, PGA  
Bill Strausbaugh



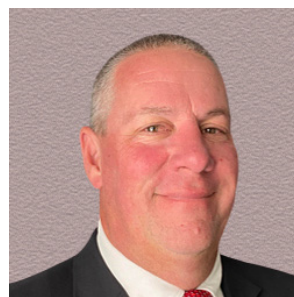
Brendan Locke, PGA  
PGA Professional Development



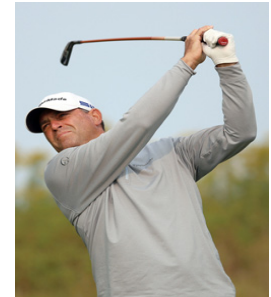
Craig Czerniejewski, PGA  
Player Development



Chuck Wood, PGA  
Youth Player Development



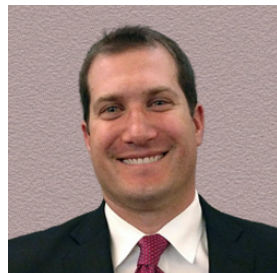
Bryan Brotchie, PGA  
Patriot Award



Jim Schuman, PGA  
Omega Player of the Year  
Senior Player of the Year



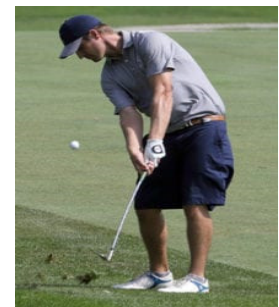
Steve Kurtz, PGA  
Resort Merchandiser of the Year



Jason Rasmussen, PGA  
Private Merchandiser of the Year



Shaun Finley, PGA  
Public Merchandiser of the Year



Josh Grisa, PGA Associate  
Omega Assistant Player of the Year



## WISCONSIN SECTION

### NELTHORPE CUP REPORT

To briefly summarize, the Nelthorpe Cup was organized in 1968 by Tom Stouthamer of Westmoor Country Club and Past President, Carl Unis, (who at the time was head professional of Brynwood Country Club). The "all-star" exhibition annually brings together twelve of the top players and four of the top seniors from both the Wisconsin PGA and Wisconsin State Golf Association to participate in a fun one day match play event. The event was named for the late Westmoor CC golf professional and Wisconsin Hall of Famer, Blackie Nelthorpe.

The competition features Individual (singles) matches in the morning and four-ball match play in the afternoon. Each individual match has three points at stake (1 front, 1 back, 1 total), while the afternoon four-ball team matches feature five points each (2 front, 2 back, 1 total). The team with the most points claims the cup for the year. This year's 54th Nelthorpe Cup Matches took place on Friday, August 6, 2021 at North Hills Country Club. Thank you to the hosting PGA Professional, Eddie Terasa.

Please see the 2021 Nelthorpe Cup pairings & results presented on the next page. The amateurs were victorious this year scoring 47 ½ vs 40 ½ for the PGA Professionals. I'm optimistic that next year will be a different story! Congratulations again to the members who qualified for the 2021 Nelthorpe Cup. I present below updated information below for the number of times each team member has played in this prestigious annual event. Congratulations for your playing accomplishments.

Charlie Brown - 23  
Mark Voeller - 19  
Michael Crowley - 18  
Jim Schuman - 15  
Ryan Helminen - 12  
Kurt Mantyla - 10  
John Freeman - 9  
Jeff Kaiser - 7  
Jason Samuelian - 6  
Joe DeRosa - 6  
Joe Leonard - 4  
Kyle Kunash - 3  
Tim Schroyer - 2  
Jamie Christianson - 2  
Jason Rasmussen - 1  
Kraig Joy - 1

Sincerely,

A handwritten signature in blue ink, appearing to read "Joel Weitz".

Joel Weitz, PGA  
Wisconsin PGA Honorary President

**2021**  
**NELTHORPE CUP MATCHES**  
**Friday, August 6, 2021**  
**North Hills CC - Menomonee Falls, Wisc.**

**Morning SINGLES Matches**

A.M.	PROFESSIONALS									AMATEURS
		Total	18 Hole	Back Nine	Front Nine	Front Nine	Back Nine	18 Hole	Total	
7:30	John Freeman, Edgewood GC	3	1	1	1	0	0	0	0	John Kestly, Westmoor CC
7:37	Michael Crowley, Morningstar GC	2 1/2	1	1	1/2	1/2	0	0	1/2	Kevin Cahill, The Legend Clubs
7:44	Kurt Mantyla, Naga-Waukee GC	2 1/2	1	1	1/2	1/2	0	0	1/2	Rocky Sperka, Tuckaway CC
7:51	Jim Schuman, Blue Mound G&CC	2 1/2	1	1	1/2	1/2	0	0	1/2	Jim Doing, Hawks Landing GC
7:58	Tim Schroyer, Pine Hills CC	1/2	0	1/2	0	1	1/2	1	2 1/2	Tyler Leach, Kilkarney Hills GC
8:06	Jason Samuelian, Meadowbrook CC	3	1	1	1	0	0	0	0	Jack Blair, University Club-Milwaukee
8:14	Jason Rasmussen, Ozaukee CC	2	1	0	1	0	1	0	1	Travis Engle, Bristol Oaks CC
8:21	Joe Leonard, The Oaks GC	0	0	0	0	1	1	1	3	Jack Schultz, Brown Deer Park GC
8:28	Charlie Brown, Geneva National Resort	0	0	0	0	1	1	1	3	Nick Nelson, Whitnall Park GC
8:35	Jamie Christianson, Horseshoe Bay GC	1	0	1	0	1	0	1	2	Chris Colla, Whispering Spring GC
8:43	Jeff Kaiser, TaylorMade PDC	0	0	0	0	1	1	1	3	Garrett Jones, University Ridge GC
8:50	Ryan Helminen, Ridgeway CC	1	0	1	0	1	0	1	2	Hunter Eichhorn, Brown Deer Park GC
8:57	Mark Voeller, Golf Galaxy	1	0	1	0	1	0	1	2	Matt Tolan, Princeton Valley GC
9:04	Kyle Kunash, Grand Geneva Resort	2 1/2	1	1/2	1	0	1/2	0	1/2	Joe Weber, La Crosse CC
9:12	Kraig Joy, Ridgeway CC	0	0	0	0	1	1	1	3	Nate Thomson, Tuckaway CC
9:20	Joe DeRosa, La Crosse CC	0	0	0	0	1	1	1	3	Thomas Longbella, Eau Claire G&CC
<b>MORNING TOTALS</b>		21 1/2				26 1/2				<b>MORNING TOTALS</b>

**Afternoon DOUBLES Matches**

P.M.										
		Total	18 Hole	Back Nine	Front Nine	Front Nine	Back Nine	18 Hole	Total	
1:30	Crowley/Mantyla	5	1	2	2	0	0	0	0	Doing/Kestly
1:38	Schuman/Freeman	5	1	2	2	0	0	0	0	Sperka/Cahill
1:46	Schroyer/Leonard	5	1	2	2	0	0	0	0	Blair/Leach
1:54	Samuelian/Kaiser	0	0	0	0	2	2	1	5	Engle/Colla
2:02	Rasmussen/Christianson	0	0	0	0	2	2	1	5	Schultz/Nelson
2:10	Brown/Helminen	1	0	1	0	2	1	1	4	Jones/Weber
2:18	Kunash/DeRosa	3	1	0	2	0	2	0	2	Tolan/Thomson
2:26	Voeller/Joy	0	0	0	0	2	2	1	5	Eichhorn/Longbella
<b>AFTERNOON TOTALS</b>		19				21				<b>AFTERNOON TOTALS</b>
<b>Total Professionals</b>		40 1/2				47 1/2				<b>Total Amateurs</b>

## **PGA Financial Assistance Fund Scholarship Program**

### **WPGA Recipients**

**Mitchell Becker Sophomore PGA \$2,000 Mark K. Becker, PGA Parent**

**Allison Klauck Sophomore PGA \$2,000 Tim Klauck, PGA Parent**

**Kelly Koerber Junior PGA \$2,000 Lee Leach, PGA Grandparent**

**Sydney Kostelac Freshman PGA \$2,000 Paul T Kostelac, PGA Parent**

**Elizabeth Montaba Freshman PGA \$2,000 Todd E. Montaba, PGA Parent**

**Abby Stupar Sophomore PGA \$2,000 William G. Stupar, PGA Parent**

**Pamela Becker Freshman PGA \$2,000 Travis J. Becker, PGA Parent**

**Ethan Bjerke Freshman PGA \$2,000 Paul C Bjerke, PGA Parent**

### **Academic Scholarships for College**

The PGA Financial Assistance Fund was established in 1986 and provides college scholarships to children and grandchildren of PGA Members based on evidence of academic achievement during high school or college. Since its inception, the PGA of America has awarded over 3,000 scholarships totaling \$7,595,500. For the 2020-21 school year, 183 students were awarded academic scholarships totaling \$396,000.

**This information was for the 2020-2021 program but has been reasonably consistent.**

The PGA Financial Assistance Fund Scholarship application will be available December 1, 2020. High school students without ACT or SAT scores will be able to apply. While scores are not required for the 2021-22 program year, we do recommend submitting them if applicable. Students must have at least a 3.4 cumulative GPA, unweighted. Be a child or grandchild of a PGA Member in good standing. You can access the application by [clicking this link](#). Scholarship applicants will be able to monitor their progress through the application process. Applicants will be able to upload their supporting documents to their scholarship application.

### **Important Dates**

- April 5, 2021 – Deadline for submitting Application and Supporting Documents
- June 2021 - Notification of Selection Results
- July 2021 - Funds Disbursed
- August 2021 - Deadline date for photo submission
- October 2021 - The PGA Financial Assistance Fund Scholarship recipients will be in PGA Magazine and PGA Magazine digital version