



**PGA**

Wisconsin Section

**WISCONSIN PGA  
GENERAL MEMBERSHIP MEETING**

Embassy Suites, Brookfield

**Monday, October 30, 2023**

**GENERAL MEMBERSHIP MEETING AGENDA**

**Monday, October 30, 2023 - 12:00pm**

**Call to Order**

**Election of At-Large Board Members - Candidates include:** Ryan Brown, Shaun Finley, Eric Keeler, Jim Kelly, Danny Rainbow, Scott Walecki (4 vacant positions)

**2023 USGA Senior Open – Danny Rainbow – SentryWorld**

**Oath of Office** for newly elected board members and officers.

**Consent Agenda:**

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Old Business – None

New Business – None

Open Forum –

**Wisconsin PGA Membership Meeting Minutes**  
**Monday, February 27, 2023**  
**The American Club – Kohler**

Meeting called to order at 12:04 p.m.

A motion was made by Mike Aschenbach and seconded by Mark Kolb to approve the October 2022 Membership Meeting minutes. The motion passed.

Mike O'Reilly introduced John Lindert, President of the PGA of America and thanked him for attending.

**Jim Gaugert, President of the Wisconsin Golf Sales Association** thanked the WPGA members for their support and wished them a great 2023 season. He encouraged the membership to utilize their association members whenever possible. Jim also congratulated all the WPGA award winners.

**Danny Rainbow, SentryWorld** spoke on behalf of the 2023 US Senior Open. He presented a powerpoint on the tickets sales, a special offering to PGA members and the volunteer needs of the event.

Nate Pokrass, American Family Insurance Championship, provided an update on the 2023 AmFam Champ.

**Report of Matt Taken PGA – WPGA Secretary**

Mr. Taken asked for a moment of silence for Ken Hulen who had passed away. He then announced the half and quarter century members. He also informed the board that the WPGA is 21<sup>st</sup> in size.

**Report of Mark Voeller, PGA – WPGA Vice President**

Mr. Voeller presented the end of January 2023 financials. Mark mentioned that the WPGA financials are in a good spot and have been consistent over the years. Mark mentioned that investments are down and that the money we spent on marketing and public relations were the reasons the section has a net loss for 2022-2023.

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

Mr. O'Reilly provided an update on deferred compensation including how it began, how members can register, and the process of accumulating points to earn deferred compensation.

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

Mr. Stadler mentioned that most sponsors are back for 2023 and a few new sponsors were added. Mr. Stadler explained the new policy on who is eligible to play in WPGA events. Joe introduced our new PGA WORKS Fellow, Morgan Taylor. She will be starting full-time around May 10.

**Report of Joe Stadler, PGA – WPGA Junior Foundation**

Mr. Stadler explained the foundation team is working on a new 5-year plan and will present it to the foundation board at the upcoming spring foundation meeting. The focus is on tournaments, scholarship, marketing, PGA HOPE, DCP and Junior League. Andy Landenberger provided the remainder of the report. He spoke about the new license plate and how easy it is to get the plate. He touched on some changes for 2023. Scholarship applications are now being accepted.

**Report of the Committees:**

**Employment:** Jeremy Cabalka, new chair of the committee, offered his insights into the compensation survey and the ease with which it may be completed and the importance of the survey. Ryan Holland highlighted the custom compensation report that is now available. He explained the value he finds in having everyone complete the survey, so when he works with facilities, he can have the best information to get the compensation package to the highest level possible at each facility. Ryan explained how the survey is confidential and only two people have access to the details. Wisconsin is currently 6<sup>th</sup> of the 41 sections in completion rate.

**Tournament Policy Board:** Michael Crowley provided an update on the State Open. In 2024, Minocqua CC will be the host and then Blackwolf Run will host in 2025 and Tuckaway CC in 2026. We are again doing the staggered opening dates for pro-ams. All low pro events in pro-ams will be Stableford. The Vegas Pro-am lottery will be utilized again in 2024 but will be tweaked. The point allocations for the POY races will be updated. He thanked all the courses for hosting events.

**Education:** Danny Rainbow reported on the virtual workshop series offered this winter. He mentioned we averaged about 30 per event. The GolfTEC Teaching Seminar will again be held at University Ridge during the AmFam Championship on Tuesday, June 6. Nick Dunn will be one of the speakers along with a couple of PGA Tour Champions.

**Membership:** Mark Voeller highlighted deferred compensation.

**Player Development:** Erika Pirkel presented information on PGA HOPE and the training sessions that are set up in spring, one at Grand Geneva and one at Blackwolf Run. She mentioned she will be surveying the members on any offerings to veterans with the idea of creating a PGA HOPE graduates program.

Frank Chieppa informed the group that by participation in PGA HOPE, PGA Junior League, PGA Family Cup and/or PGA Coach will help you earn your deferred compensation.

**Assistants:** Shaun Finley mentioned the committee has been reconfigured and are working on action items for 2023. He encouraged all associates/assistants to get involved and the mentors in the room to take an active role.

**Special Awards:** Mr. Ellingson thanked everyone for nominating candidates for the awards. He thanked the WGSA and PGA National Resort & Spa. He thanked the sub-committee and committee. He then introduced the winners that will be honored later that evening at the sold-out reception at Blackwolf Run.

**Nelthorpe:** Mr. Ellingson introduced the 2023 team that will compete at North Shore Country Club.

**Scholarship:** Mr. Stadler reminded the members of the deadline dates and requirements to apply.

**Old Business - none**

**New Business – none**

**Open Forum –** Mike O'Reilly explained the change to the fall meeting moving forward. Mike then shared a few clips from Ted Lasso to highlight some leadership concepts. Mike closed the meeting offering some additional inspirational thoughts on how all of us can do better and be better.

**The meeting adjourned at 1:52 pm.**

## **Education Committee Report – 2023 Fall Meeting**

### **Professional Development Requirement (PDR) Cycle**

As a reminder, the current PDR cycle began June 16, 2022 and runs through June 15, 2025. Members are required to earn at least 30 Education / Player Engagement Credits, 6 Meeting / National Survey Credits, and 54 Total Credits. We are approaching being halfway through the current 3-year cycle.

### **2024 Education Opportunities**

**Virtual Seminar Series.** Watch for a schedule of seminars to be published in early 2024. The series will run during the months of February-March of 2024.

**Spring Teaching Seminar.** The seminar will once again take place at the American Family Championship at University Ridge. Watch for more details in spring of 2024.

Submitted by:

Danny Rainbow, PGA  
WPGA Education Chairperson  
Director of Golf  
SentryWorld  
601 Michigan Ave N  
Stevens Point, WI 54481

## Membership Committee Report – 2023 Fall Meeting

PGA OF AMERICA “WE LOVE THIS GAME”



We Love this Game

Our new “We Love This Game” marketing campaign is designed to differentiate the PGA of America and PGA of America Golf Professionals from the other entities in our vast and growing global golf industry. It is very important to note that we are making a specific recommendation on moving away from the use of “PGA Professionals” to “PGA of America Golf Professionals” as our consumer research shows that the term PGA Professional is directly connected to the PGA TOUR.”

### [We Love This Game Commercial](#)

#### **Excerpt from PGA of America’s President email introducing the new variable use logo:**

“When our current logo was created in 2007, functionality and appearance in a digital/social/mobile world were not considered and based on how much we have evolved as a society technologically, we were overdue for a refresh in that realm for some time. Being transparent, you will be seeing it in a lot of places these coming weeks and months, but we are committed to doing what is best for our PGA of America Golf Professionals in all decision making. Our logo has changed 13 times over our 107 years as an organization and this evolution will help modernize it for the digital world, while continuing to be the gold standard in the golf profession.

This simplified logo, which maintains the core elements of our existing logo and font, has been approved by our Board of Directors for use in the campaign, on TV, and in our social, digital and print media channels. Any further opportunities to leverage the new logo across Member, Section and other marks will require approval of the Board.

To be clear, no member or section logos are changing at this point, but we do believe this campaign and logo have the potential to grow with us into the future in a very meaningful way. Any change of the current logo for member and Section use will be vetted by several of our National Committees and any recommendation would then need approval of the Board. Therefore, I encourage you to provide your feedback to your District Directors, Executive Directors and Section Leadership as no further decisions on logos will be made without PGA of America Board approval.”

#### **DEFERRED COMPENSATION**

The Membership Committee will continue to shout the message from the rooftops, “If the PGA of America is going to put money in front of you for doing the amazing things you already do, pick it up.”

Obviously personal information is not available, but currently 123 of WPGA members have signed up for the program. Submitting eligible activities is very easy via the PGA Member App.

Approximately 4,000 PGA of America members have signed up thus far with about 500 already submitting documentation for 200 points. The initial thought is that since the deadline is not until March 31, 2024, many more will sign up and submit their documentation in the near future.

#### **RESOLUTIONS AT THE 107<sup>TH</sup> PGA OF AMERICA ANNUAL MEETING - November 6 -10**

Synopsis of Resolutions to be Presented at the 107th PGA Annual Meeting

##### **RESOLUTION 1**

**PROPOSED BY:** PGA Board of Directors

**SUBJECT:** Addition of the A-25 Classification - Addition of the A-25 Classification for Current or Past Presidents, Chairs or CEOs who are member professionals of PGA Recognized Professional Golf Associations which have been approved by the PGA Board of Directors for the earning of credits and permission of completion of the PGA PGM examination requirements without

Seminar attendance and have been ratified by the PGA Board of Directors for PGA of America Membership. PGA Board of Directors by policy will retain control over (i) the process for determining timing of eligibility, (ii) eligible positions (i.e., applicable "Recognized PGAs" and the relevant positions from such entities), and (iii) the election ratification process, through the A-25 Regulation.

## **RESOLUTION 2**

**PROPOSED BY:** PGA Board of Directors

**SUBJECT:** PGA Board of Directors Fiscal Management - The Board of Directors is proposing a one-time \$25 dues increase for all Active Member Classifications (Class A and MP) and all Associate Classifications. Additionally, the Board of Directors is seeking an amendment to allow the Board of Directors the ability to independently increase National dues by up to 3% annually. Any dues increase of more than 3% would require an amendment to the PGA Constitution and Bylaws, or approval by the Delegates. The \$25 increase does not affect Life Member Categories.

**This past spring, President John Lindert, Vice President, Don Rea and Secretary, Nathan Charnes made the rounds to most if not all PGA Sections getting the temperature of sections regarding what was happening at the Section level regarding dues increases. Sitting in that room, it comes as no surprise that Resolution 2 is up for discussion and vote.**

**As a delegate for you at the National level and as your President for the next two years, I would very much like your input, feedback and opinion on the potential of a dues increase at the National and Section level.**

**The WPGA Board did have a discussion this past spring on this topic, and it will be ongoing, so your thoughts would be greatly appreciated by myself so that we can make the best decision for the Section as a whole and everyone involved.**

## **PGA VALUE GUIDE**

### **Excess Inventory Service**

PGA Value Guide offers a specialized excess inventory program tailored to meet the needs of the busy Golf Professional. This program gives golf professionals a convenient and efficient tool to maximize returns on their excess inventory. We buy both hard and soft goods, including those with club logos.

Overall, the excess inventory program offered by the PGA Value Guide provides golf professionals with a streamlined and effective solution to manage their excess inventory. The program enables golf professionals to shed their excess inventory through best-in-class technology, accurate valuation, and trade-in options.

### **Member Trade-In Program**

PGA Value Guide provides PGA Professionals with the tools to run their own Member Trade-In Program from anywhere. Allow members to trade-in their old equipment in exchange for shop credit. PGA Value Guide will process the trade in less than 10 business days and get a check back to your club to complete the process.

Use our Free Marketing Materials & Demo Day Tools to help get the word out about your new Trade-In Program. Sign up for an account today and start taking trades in minutes!

Respectfully Submitted,

Mark Voeller, PGA  
WPGA Vice President  
WPGA Membership Chair

## Player Development Committee Report – 2023 Fall Meeting

### **PGA HOPE WISCONSIN**

With the help and assistance from our team, 2023 was an overwhelming success. Our main goal was to grow PGA HOPE Wisconsin in all facets, getting more members trained, add more programs, and get more veterans involved.

PGA Hope Wisconsin aimed to bring a sense of community and wellness to our veterans through the game of golf. We accomplished this by giving our Wisconsin PGA members opportunities to host programs and clinics, plus providing playing opportunities for veterans of all golf backgrounds and abilities. Our PGA HOPE Ambassador assisted with recruiting efforts and maintained a working relationship between the Wisconsin PGA Section staff and veterans to grow the number of veterans we serve.

### **New PGA Hope Wisconsin Ambassador – Tom Fischer**

John Harvey (USAF) was our first PGA Hope Wisconsin ambassador. He was influential in introducing veterans to our programs. He was always engaged with veterans who were active or hesitant to get started in the programs. We can't thank John for his hard work and dedication to PGA Hope Wisconsin, however we will be welcoming our new Ambassador, Tom Fischer. John is not going anywhere as he will continue to help us in various capacities as our ambassador program continues to grow.



(Tom pictured with Lee Trevino)

Tom Fischer – Tom is a retired Army Senior Logistics Master Sergeant who served a total of 32 years in a variety of different commands including active duty, Army Reserve and National Guard. Having spent 20+ years on active duty, he retired in 2020. During his service, MSG Fischer earned the Global War on Terror, Iraqi Campaign Medal, and Meritorious Service Medal.

### **PGA HOPE WISCONSIN IMPACT**

- PGA HOPE programming expanded to 15 locations and served over 300 veterans.
- Over 100 total hours of instruction this year alone.
- 47 Wisconsin PGA member and associate professionals trained in PGA HOPE adaptive golf and military culture/competency. A 104% increase over last year.
- First Ever PGA Hope Wisconsin Cup that consisted of 72 veterans completing in a nine-hole scramble at Brown Deer Park Golf Course.



## **PGA JUNIOR LEAGUE**

Another successful year of PGA Junior League around the Wisconsin Section.

Here is a recap of the season.

Champions

U13 – High Cliff League (Coach Corey Feller, PGA)

U17 – Madison League (Coach Jeremy Cabalka, PGA)

### **PGA JUNIOR LEAGUE WISCONSIN IMPACT:**

- 1,312 Players ages 7-17
- 85 PGA Coaches
- 126 Teams
- 21 Scholarships

It was an incredible season we look forward to an even bigger year in 2024.

Sincerely,

Scott Walecki, PGA  
Player Development Committee Chairperson

# 6 WAYS TO SERVE OUR VETERANS



WISCONSIN

## 1 LEAD PROFESSIONAL

- Creates, promotes and leads a 6-8 week PGA HOPE program
- Organizes Graduation Day
- Eligible for Honorarium of \$100 per hour
- Deferred Comp Eligible - 200 pts
- Must be PGA HOPE trained

## 2 ASSISTANT TO THE LEAD PROFESSIONAL

- Assists Lead Professional during a PGA HOPE program
- Eligible for Honorarium of \$100 per hour
- Deferred Comp eligible - 100 pts
- Must be PGA HOPE trained

## 3 ORGANIZER

- Works with Section office to provide playing opportunities for program graduates
- Typically self-funded or works with Foundation on funding

## 4 INSTRUCTOR

- Creates and leads one-time 90 minute "Intro to Golf" Clinic
- Goal is to promote PGA HOPE brand in your area before committing to hosting a program
- Must be PGA HOPE trained

## 5 BECOME PGA HOPE TRAINED

- Register for complimentary training in adaptive golf and military competency
- Receive PDRs and certificate of completion
- Validity does not expire

## 6 GRADUATION CARD HONOREE

- Communicate offerings to Section office to be published on website
- Ex: Discounted greens fees during weekdays only for all program graduates with card

## OTHER WAYS TO GET INVOLVED

### •Fundraising Opportunities

- National Day of HOPE
- PGA REACH Wisconsin
- Playing in our PGA REACH Wisconsin Pro-Am

### •Sponsor a "Veteran"

- It costs about \$400 to put a veteran through a PGA HOPE program. Make a tax-deductible donation in your name or the name of your club by [clicking here](#).

[www.wisconsin.pga.com/pga-hope](http://www.wisconsin.pga.com/pga-hope)

## Player Engagement Board Report – 2023 Fall Meeting

Prepared by Frank Chieppa, PGA  
Player Engagement Consultant - Wisconsin & Illinois

### Player Engagement Report

#### **Key Facts and Figures pertaining to the 2023 season and PGA Junior League.**

Player Growth was up 1% or 27 players to 1305 players. Of that number 1178 players were what is considered UNIQUE registrations with the other 127 players registering for multiple programs. This happens if a player wishes to play in multiple programs during the year, say if a team offers a Spring program and a Summer program, or if a player wants to play at 2 or more facilities during the summer months. Because of the way the GameChanger model works, the player only needs to pay the National registration fee (\$99) the one time instead of for each and every program. The National average of growth for unique registrations was 2% and 4% for total registrations placing Wisconsin 27th out of 41 Sections.

Coaching program fees were up 2% or \$3.00 in 2023 to an average of \$179. Nationally we saw that average coaching fee rise 9% to \$250 which is encouraging for those PGA Members who now see the benefit of Junior League as a viable income or revenue source.

- \*\* Average Coaching fee for Section Top 5 Programs \$305**
- \*\* Average Coaching fee for Section Lowest 5 Programs \$79**
- \*\* 5 programs were offered with NO published Coaching Fee**

Actual numbers of programs offered in the Section around Junior League rose 6%. There were 101 different types of programs from 58 engaged Coaches. Examples of types of programs are if a facility offers a 13u program and a 17u program. Also, we are starting to see growth in programs from facilities who offer both a Spring and a Summer program each with their own unique registration and additional Coaching fee. For those of you who are looking to stay connected with your members or customers and have indoor simulators, consider PGA JL as a way to have your kids stay active with you and their golf by offering Winter versions of JL. Most software platforms have a scramble mode or team mode that is perfect for a team version. The kids will continue their golf while in JL uniform and this allows you the coach to stay engaged with your clientele.

Each year we also track the Section's Net Promoter Scores for both the Coaches and the Consumers who participate.

Here are the 2023 NPS Scores as well as key data:

#### **Coaches:**

- 24% response rate or 14 responses from the 58 Coaches
- Of those 14 responses, 13 were strong promoters of JL
- **NPS of 86** which is a 6% uptick from 2022

#### **Consumers:**

- 15% response rate or 153 responses from 1178
- 120 were strong promoters and 23 were passive
- **NPS of 72** which is similar to 2022

Finally, in 2022 we sent out Value Tracker surveys to all PGA JL Coaches of which we received back 15 responses. The summary of the data collected is provided on the next page.

Starting November 1 we will be asking WI Members again to fill out the Value Tracker. As important as the Compensation Surveys are for salaries, this survey assists us in showing the importance of Junior League to not only potential new Coaches but also to their facilities and the incremental revenue JL can generate. 1 PDR will be earned for those Members who complete the survey.

Thank you again for a super and successful 2023. I look forward to working with the Player Engagement Committee as well as Erika on any Player Engagement initiatives. If I can be of any assistance to you or your staff at your facility, please reach out. Have a great Winter.

Frank Chieppa, PGA  
Player Engagement Consultant  
PGA of America  
Supporting the Wisconsin and Illinois Sections  
847-609-0819  
[fchieppa@pgahq.com](mailto:fchieppa@pgahq.com)



2022 PGA Junior League Value Tracker Summary												
PGA Section Name	AVERAGE of Total of all Player Engagement Revenue	AVERAGE of Total Participants enrolled in additional Coaching Programs	AVERAGE of Spectator Cart Revenue	AVERAGE of F&B Revenue	AVERAGE of Merchandise Revenue	AVERAGE of Revenue from Golfer Activation	AVERAGE of Sponsor Revenue	AVERAGE of Play Day Host Revenue	AVERAGE of PGA Jr. League Total Revenue	AVERAGE of Total PGA Family Cup Revenue	AVERAGE of Total DCP Revenue	AVERAGE of Total of all Player Engagement Revenue
Wisconsin	\$13,441	15.29	\$4,356	\$2,030	\$2,475	\$5,450	\$0	\$300	\$13,238	\$0	\$610	\$13,441
<b>Summary of All 41 Sections Data</b>												
<b>AVERAGES based on Value Tracker Data</b>	<b>Average</b>	<b>Median</b>	<b>Min</b>	<b>Max</b>								
Number of participants enrolled in additional programming (lesson, clinics etc.)	17.39	12.00	1.00	165.00								
Spectator Cart Revenue	\$6,780	\$3,200	\$50	\$216,000								
F&B Revenue	\$6,792	\$2,348	\$65	\$448,000								
Merchandise Revenue	\$1,942	\$1,000	\$5	\$30,000								
Revenue from Golfer Activation	\$11,234	\$3,300	\$50	\$222,500								
Sponsor Revenue	\$4,088	\$1,000	\$3	\$52,400								
Play Day Host Revenue	\$951	\$855	\$150	\$2,550								
PGA Jr. League Total Revenue (includes coaching fees & Incremental Rev)	\$27,678	\$15,100	\$1,130	\$745,546								
PGA Family Cup Revenue	\$1,681	\$1,125	\$79	\$3,750								
Total DCP Revenue (includes clinics, and events)	\$1,239	\$600	\$10	\$12,000								
<b>Average of ALL Player Engagement Revenue</b>	<b>\$27,808</b>	<b>\$15,150</b>	<b>\$1,130</b>	<b>\$748,546</b>								

## **Assistants Committee Report – 2023 Fall Meeting**

**Committee:** The Assistants Committee will be meeting in the near future to lay out a plan to best serve you in the future! Stay tuned for some great opportunities. If you are interested in becoming a member of the Assistants Committee, please contact me or any committee member. If you have any ideas or concerns for the committee, please reach out as well.

**2023 PAT Stats:** 105 individuals (maxed out) attempted PAT's this year. 23 individuals passed. Next year's PAT registration period will open in January via [pga.org](http://pga.org).

A lot of changes have been made to the PAT rules in the past few years. If you know an individual that is looking to pass the PAT, please make sure they are aware of all the options that are now available to obtain a passing PAT score.

**Job Postings:** *Assistants/Associates:* If you are looking for a new position in 2024, please check the Job Board at PGA.org on a regular basis. There are already several great opportunities posted for 2024.

*Employers:* Please reach out to me if you need any assistance posting any opportunities that you might have available for the 2024 season.

**2023 Tournaments:** Congratulations to our tournament winners this year:

- Stroke Play: Josh Grisa
- Match Play: David Bach
- Assistant's Championship: David Bach
- Royal Cup: Wisconsin 8, Illinois 7

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

## Honorary President Report – 2023 Fall Meeting

### **2024 Special Awards Nominations**

Annually, the Wisconsin Section recognizes deserving PGA members and associates for great accomplishments for various aspects of their career. The 2024 Special Awards process is in motion with a deadline to submit nominations of November 6, 2023. 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 google form that has been emailed out.

On the webpage, further details 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 2024 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!

### **2023 Nelthorpe Cup**

This year's matches were held at North Shore CC on August 4. The WPGA Team came out victorious over the WSGA Team 46.5 to 41.5. Michael Crowley, Kurt Mantyla and Joe Leonard led the way for the WPGA in scoring, recording 7 points each. Congratulations on another victory! The WPGA now leads the series 36 to 20.

Thank you to our host professional, Eric Keeler, PGA, for making the entire day special for both teams!

David Bach	Jamie Christensen	Michael Crowley	Craig Czerniejewski
Jim Gaugert	Ryan Helminen	Matt Kennedy	Brad Lanning
Joe Leonard	Kurt Mantyla	Matt Sabol	Erik Stenseth
Eddie Terasa	Jason Tipton	Andrew Troyanek	Mark Voeller

Jeff Ellingson, PGA  
General Manager, The Legend at Bergamont  
Honorary President, Wisconsin PGA

## **PGA Scholarship Report – 2023 Fall Meeting**

This year the PGA of America will be giving out a total of \$400,000 in scholarships. There was a total of 323 applications. Applicants were made up of 157 high school applicants and 166 college applicants. Ninety-two high school applicants received a scholarship. Ninety-three college applicants received a scholarship. The total number of scholarships awarded was 185. The Applicants with the highest total score received scholarships

In the Wisconsin Section there were 9 scholarship recipients. The amount of the 2023 PGA Financial Assistance Fund Scholarship is \$2,000.

**Deanna Becker - Freshman - \$2,000 - Mark K. Becker, PGA Parent**

**Hailey Hoffmann - Freshman - \$2,000 - Jeremiah W. Hoffmann, PGA Parent**

**Allison Kennedy - Junior - \$2,000 - John S. Kennedy, PGA Parent**

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

**Annika Speener - Freshman - \$2,000 - John A. Schneider, PGA Grandparent**

**Benjamin Swift - Sophomore - \$2,000 - Robert M. Swift, PGA Grandparent**

**Henry Vizgaitis - Freshman - \$2,000 - Al D Vizgaitis, PGA Parent**

Please note: the PGA Financial Assistance Fund is able to grow solely through investment earnings and contributions from our PGA Members. Members are given the option of contributing to the PGA Financial Assistance Fund on their Member Dues each year. Your encouragement of their contribution will help us to grow the fund and, in turn, provide more PGA Scholarships to Member's children and grandchildren in the future.

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 3,400 scholarships totaling \$8,355,500.



## WPGA Junior Foundation Report – 2023 Fall Meeting

### Junior Tours

The Junior Foundation had even more growth in 2023 with entries and memberships. The junior memberships were up 4% from last year and ended up with 1,380. Tournament entries were up 1% after a record-breaking year from 2021-2022 that saw a 12% increase. The Foundation administered 148 junior events this year. The X Golf County Parks Series based around MKE county parks courses had the biggest increase in 2023. These events averaged a high of 92 players in 2022 and went up to 101 players in 2023! Our Junior Championship had 355 players, up from 339 in 2022. The event has been held at Brown Deer Park and Dretzka Park the past eleven years. The Junior Championship winners were Jessica Guiser of Hartland and Aiden Cudney of Appleton.

### Players of The Year

Kylie Walker of Kenosha is our Girls Player of the Year. She compiled 2,230 points to just surpass Norah Roberts. Kylie finished the season strong with a T2 at the Sherri Steinhauer and by winning the Lake Arrowhead Invitational. She trailed Norah by 42 points going into WIAA Girls State. Norah is off to college, so Kylie needed a top 5 finish to pass her. She finished in 5<sup>th</sup> place and passed Norah by 55 points making it a very close race.

Mason Schmidtke from Sheboygan captured the Boys Player of the Year. Mason finished runner up at the Junior Championship and T2 at the WSGA State Junior. He sealed the deal in August as he finished T9 at the WI State Open to seal the title.

### Cup Matches

The 26<sup>th</sup> Annual Wisconsin/Minnesota Cup Matches were hosted by The Royal Club, Lake Elmo, MN. The event was held June 28-29. 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 WI battled back in singles matches, winning 13 of 24 matches. This pulled Team WI to a 18-18 tie. The overall series is now tied at 12-12-2.

### Junior Foundation Scholarship

The foundation awarded 33 scholarships totaling \$65,000. Finn Jackson of Madison was awarded the highest honor of the Mike Schnarr Scholarship for \$10,000. College scholarships included Emily Hopp \$1,500, Isa Pierri \$1,500, Tanner Coenen \$1,250, Elizabeth Montaba \$1,250, Hunter Nuemann \$1,250. Our High School Scholarships were Kayla Johnson \$1,500, Grace Durkin \$1,500, Emma Raimer \$1,500, Peter Hoepfner \$1,250, Sophia Lawler \$1,250, Ava Salay \$1,250, Chloe Moore \$1,250, Josie Clegg \$1,000, Lily Schick \$1,000, Mason Schmidtke \$1,000, Haley Thoeny \$1,000, Madison Wagner \$1,000. The Tony Coleman Memorial Scholarship for \$1,750 was awarded to Norah Purtell of Brookfield and Nick Buckman of Cambridge. Alex Weiss of Middleton, Adam Baumann of Marinette, Taryn Endres of Windsor and Brin Neumann of Warrens all received at Terri Noel Scholarship of \$2,500 each. Max Reis of De Pere was awarded the Marty Swab Kid to Kid Scholarship for \$1,750. Jenna Anderson of Dousman was awarded the Wisconsin Golf Salesperson's Scholarship for \$1,750. Amelia Zingler of Tomah was awarded the Warren Family Scholarship for \$1,750. Emily Foran of Germantown was awarded a new scholarship in 2023, Wisconsin Golf Group for \$1,750. Emily Gastrau of Wauwatosa was awarded a new scholarship in 2023, Wisconsin Golf Facilities for \$1,750. Carly Lois of Burlington was awarded a new scholarship in 2022, The Warren Family Scholarship for \$1,750.

Balance & Believe Scholarships were given to Norah Roberts of Racine and Tyler Schick of Sun Prairie. 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 \$3,250 scholarship. This is our highest scholarship amount given out. Girls Winner – Nora Cerroni of Waukesha. Boys Winner – Spencer Lynch of Neenah.

We want to thank our major sponsors again for their support in 2023. Our new sponsor in 2023 was Cardinal HVAC of Middleton, title sponsoring the Madison Par 3 tour. Returning sponsors were Russ Darrow Automotive Group, which sponsored the Fundraiser Pro-am, and Bridgestone Golf was the Future Tour title sponsor. Also returning were the Balance & Believe Foundation and Middleton Ford, the Presenting Sponsors on the Junior Tour. X Golf Milwaukee was title sponsor of the MKE County Parks Tour. American Family Insurance Championship as our title sponsor of the Players Tour. Shattuck St. Mary's School and UW Stout continued to support the Foundation by advertising on website and tournament banners.

Andy Landenberger  
Director of Junior Golf  
WPGA Junior Foundation

## Secretary's Report – 2023 Fall Meeting

### Recently Deceased

Tom Benson, PGA  
Al Zuehlsdorf, PGA

Thomas Howe Jr.

Jeff Obst, PGA

### Election to Membership

Brad Calaway, PGA (RI)  
Cody Schrock, PGA

Matt Miller, PGA (RI)  
Benjamin Strong, PGA

Nathan Rousseau, PGA

### New Transfers into Section

Tony Dechiara, PGA  
Josh Hershoff, PGA  
Matt Morin, PGA

Nora Durkin, PGA  
Rob Heslar, PGA  
Parker Rolfes, PGA

Craig Franke, PGA  
Mark Miller, PGA  
David Zorn, PGA

### Half Century

Jim Thompson, PGA

### Quarter Century

Greg Adlington, PGA  
Jeff Bisbee, PGA  
Rick Christ, PGA  
Kevin Kramp, PGA  
Richard Reiners, PGA  
David Swift, PGA

David Albrecht, PGA  
John Blanke, PGA  
Evan Hewes, PGA  
James Lombardo, PGA  
Joseph Robison, PGA  
Chris Van Pietersom, PGA

Chad Behrends, PGA  
Charlie Brown, PGA  
Todd King, PGA  
Mark Puls, PGA  
Troy Schmidt, PGA  
Michael Wolbers, PGA

### Member or Associate Managerial Job Changes within the WPGA Section since 02/27/2023

Bryan Arthur, A-1	The Oaks GC	Sam Kuchenreuther, A-1	Racine CC
Jake Bandi, B-1	Hawk's View GC	Erich Lange, B-13	CC Estates GC
Matt Booker, A-4	Racine CC	Trevor Lloyd, A-1	Wausau CC
Brad Calaway, A-1	Stoughton CC	Mark Miller, A-13	Twin Lakes CC
Kyle Christian, A-13	Pinewood CC	Matt Morin, A-4	Green Bay CC
Randy Cochran, A-1	Greenwood Hills CC	Mike Quinlan, A-4	Wisconsin CC
Jeff Ellingson, A-13	The Legend at Bergamont	Ryan Ranguette, A-9	Pinseekers
Craig Franke, A-13	Monroe GC	Nathan Rousseau, A-4	Sweetgrass GC
Ryan Glodowski, B-1	Sand Valley	Matt Sabol, A-1	Janesville CC
Michael Grossman, B-1	Sunny Slope GC	Joe Serpico, B-4	Majestic Oaks
Josh Hershoff, A-13	Strawberry Creek	Aaron Seubert, B-2	Moorland GR
Rob Heslar, A-4	Pine Grove CC	Andrew Troyanek, A-4	Rivermoor GC
Tyler Ketterhagen, B-1	The GC at Cedar Creek	Matt White, B-1	Eagle Links GC
Paul Kostelac, A-1	Kestrel Ridge GC	David Zorn, A-1	Eau Claire G&CC

### Membership Breakdown:

A-1	105	A-12	3	A-23	2	F	0
A-2	3	A-13	43	A-24	4	B-1	15
A-3	4	A-14	22	MP	1	B-2	1
A-4	35	A-15	7	RSV	17	B-4	1
A-6	35	A-17	1	LM	84	B-6	8
A-8	41	A-18	1	LMA	3	B-8	82
A-9	15	A-20	10	RM	11	B-other	5
A-11	2	A-21	4	LMC	3		

Total Members: 456

Total Associates: 112 (First time over 100 since 2010 and hit a low of 59 in March 2015)

Wisconsin ranks 20th in overall membership out of 41.

**September 30, 2023 - Section Financial Summary**

Project Name	YTD		YTD		YTD		Budgeted		Budgeted Profit/Loss	Budgeted Variance
	Revenue	Expense	Profit/Loss	Revenue	Expense	Profit/Loss	Revenue	Expense		
1 Professional Only Events	\$101,285	\$93,670	\$7,615	\$112,020	\$106,020	\$6,000	\$112,020	\$106,020	\$6,000	\$1,615
2 Assistant's Events	\$20,517	\$19,468	\$1,049	\$17,910	\$16,915	\$995	\$17,910	\$16,915	\$995	\$54
3 Pro-am Events	\$701,820	\$635,241	\$66,579	\$746,435	\$682,665	\$63,770	\$746,435	\$682,665	\$63,770	\$2,809
4 Major Championships	\$286,038	\$268,568	\$17,470	\$233,070	\$220,180	\$12,890	\$233,070	\$220,180	\$12,890	\$4,580
5 Meetings & Seminars	\$18,530	\$31,942	-\$13,412	\$14,750	\$26,550	-\$11,800	\$14,750	\$26,550	-\$11,800	-\$1,612
6 General & Administration	\$482,930	\$425,164	\$57,766	\$482,648	\$423,859	\$58,790	\$482,648	\$423,859	\$58,790	-\$1,024
7 Marketing	\$0	\$3,000	-\$3,000	\$0	\$3,000	-\$3,000	\$0	\$3,000	-\$3,000	\$0
8 Investments	\$43,698	\$9,238	\$34,460	\$0	\$0	\$0	\$0	\$0	\$0	\$34,460
9 <b>Total</b>	<b>\$1,654,818</b>	<b>\$1,486,291</b>	<b>\$168,527</b>	<b>\$1,606,833</b>	<b>\$1,479,189</b>	<b>\$127,645</b>	<b>\$1,606,833</b>	<b>\$1,479,189</b>	<b>\$127,645</b>	<b>\$40,882</b>

**WISCONSIN PGA  
BALANCE SHEET  
9/30/2023**

	<u>2023 Actuals</u>	<u>2022 Actuals</u>
<b>ASSETS</b>		
<b>Current Assets</b>		
Accounts Receivable	\$12,760	\$1,040
Cash & Cash Equivalents	\$584,170	\$424,416
Inventory	\$3,382	\$3,542
Prepaid Expenses & Other Current Assets	\$35,017	\$20,813
Short-Term Investments	\$1,391,951	\$1,318,219
Intercompany Receivable/Payable, Net	(\$32,402)	(\$48,761)
<b>Total Current Assets</b>	<b>\$1,994,878</b>	<b>\$1,719,269</b>
<b>Long Term Assets</b>		
Long term investments	\$21,274	\$28,462
Property & Equipment	\$54,837	\$28,968
<b>Total Long Term Assets</b>	<b>\$76,111</b>	<b>\$57,430</b>
<b>Total Assets</b>	<b>\$2,070,989</b>	<b>\$1,776,699</b>
<b>LIABILITIES</b>		
<b>Current Liabilities</b>		
Accounts Payable & Accrued Expenses	\$43,755	\$103,677
Current Portion of Deferred Revenues	\$501,456	\$254,973
<b>Total Current Liabilities</b>	<b>\$545,211</b>	<b>\$358,650</b>
<b>Long Term Liabilities</b>	<b>\$0</b>	<b>\$0</b>
<b>Total Long Term Liabilities</b>	<b>\$0</b>	<b>\$0</b>
<b>Total Liabilities</b>	<b>\$545,211</b>	<b>\$358,650</b>
<b>UNRESTRICTED NET ASSETS</b>		
Undesignated	\$1,525,778	\$1,418,046
<b>Designated</b>	<b>\$0</b>	<b>\$0</b>
<b>Total Designated</b>	<b>\$0</b>	<b>\$0</b>
<b>Total Unrestricted Net Assets</b>	<b>\$1,525,778</b>	<b>\$1,418,046</b>
<b>Total Liabilities &amp; Unrestricted Net Assets</b>	<b>\$2,070,989</b>	<b>\$1,776,696</b>

## **Employment Committee Report – 2023 Fall Meeting**

Over the past year, we have made significant progress in various areas.

The first priority was to expand the Employment Committee (EC) by adding two new members, Mike Urben and Gunnar Stapp. This expansion has brought great value to the team, and we are committed to further growth.

The second area of focus was to increase the number of WPGA members with updated (defined as of October 1, 2022) PGA comp profiles. We have actively engaged in various forms of communication such as making phone calls, sending emails, and texts to our fellow WPGA members. As a result, we have successfully increased the percentage from 38% on July 10<sup>th</sup> to now having 52% with an updated comp profile as of October 20th, 2023. We still have work to do as nearly half of our members have outdated profiles.

A good reminder is for our members to check in annually or when there is a change to their position and/or salary. Ryan Holland has received numerous requests for compensation reports recently, and having updated information ensures the PGA can provide accurate data, enabling golf professionals to negotiate salaries effectively.

On a more positive note, nearly 75% of active WPGA members have taken the comp profile! And the EC's recent push to increase the percentage of updated profiles secured tier 2 funding for the WPGA.

Finally, we have developed an internal compensation survey to address the daily concerns of PGA professionals. This survey covers topics such as the number of days off per week, pay for outside service staff, and compensation for golf shop attendants. Currently, we are in the testing phase of the survey with the potential of rolling it out to all WPGA members in the near future.

Submitted by:

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