



WISCONSIN

**WISCONSIN PGA
FALL GENERAL MEMBERSHIP MEETING**

Embassy Suites, Brookfield

Monday, October 27, 2025

GENERAL MEMBERSHIP MEETING AGENDA

Monday, October 27, 2025 - 12:00pm

Call to Order

Moment of Silence

WPGA Distinguished Service Awards – Mark Olsen and Mike Warren

Election of District Directors Board Members - Candidates include: Jeremy Cabalka-Southwest, Jamie Christianson-Northeast, Derek Guzman-Northwest, Jonathan Stuart-Metro

Oath of Office for newly elected Board Members.

Consent Agenda:

Approval of the March 2025 Membership Meeting Minutes	Pages 2-3
Assistants	Shaun Finley, PGA Page 4
Tournament Policy Board	Michael Crowley, PGA Page 5
Special Awards/Honorary President	Mark Voeller, PGA Page 6-9
Scholarship	Joe Stadler, PGA Page 10
Employment	Jeremy Cabalka, PGA Pages 11-12
Financial Update.....	Joe Stadler, PGA Pages 13-14

Reports:

Report of the Secretary	Danny Rainbow, PGA Page 15
Executive Director/Foundation Update	Joe Stadler, PGA Pages 16-17
Report of the President.....	Mark Voeller, PGA
District 6 Director	Keith Clark, PGA Pages 18-19
PGA Career Consultant/Employment.....	Ellingson/Cabalka, PGA
Education Report.....	Danny Rainbow, PGA Pages 20-21
Membership	Brendan Locke, PGA Page 22
Player Engagement.....	Scott Walecki/Erika Pirkl, PGA Pages 23-24

Old Business – None

New Business – From Brook Schmitt:

1. Return the section championship to a 2-day 54-hole event
2. Make the WPGA Senior Championship one-day 36-holes like the Assistants Championship
3. Allow Life Members to advance to PPC. If not, charge less for LM’s to play in Section
4. Have both Pro-Ladies be 4-player teams (1 PGA and 3 lady amateurs)
5. Review Senior Open priority registration. Use exemptions, not priority. Not top finishes.

Open Forum –

Wisconsin PGA General Membership Meeting Minutes
Monday, March 3, 2025
Wilderness Resort – Wisconsin Dells

Meeting called to order at 2:02 p.m. Mark Voeller provided an update on the timing and agenda of the meeting. Mark explained why we moved to doing more consent agendas for committee reports.

Guest: Nate Pokrass, American Family Insurance Championship – Nate shared a sizzle reel highlighting the 2025 event. Nate shared details on the new format and the move to TPC Wisconsin.

Mr. Voeller asked for a motion to approve the consent agenda and the October 2024 Member Meeting minutes. A motion was made to approve by Jamie Christianson, seconded by Michael Crowley. The motion passed unanimously.

Report of Keith Clark, PGA – District 6 Director

Mr. Clark thanked the Kohler Company for hosting the PGA WORKS Collegiate Championship and PGA Family Golf. He mentioned the PGA of America's strategic plan and North Stars focusing on the member, game, business and people. Keith provided an update on deferred compensation, PGA HOPE funding, the PGA PGM 3.1 program and mentorship.

Report of the Committees:

Report of WPGA Secretary - Danny Rainbow asked for a moment of silence for Greg Befera and Tom Martine. He introduced the newly elected members, and quarter/half century members. Danny recognized members that are newly transferred into the WPGA section.

Report of Vice Secretary – Matt Taken provided an update on the financials. He stated we had a good year and are in a good financial position.

Report of President – Mark Voeller mentioned that the PGA Master Professional logo has returned to its previous form with five stars. Mark then mentioned the reserve fund and that it is a rainy-day fund to cover things such as any reduction in funding and it allows the section to make timely decisions. Mr. Voeller mentioned that with our current financial situation we have been fortunate to not raise dues for the past 15 years. He also informed the membership that the board has signed Joe Stadler to a 5-year contract.

Report of Executive Director – Joe Stadler thanked the membership for their support as he recovered from his accident in the fall. Joe thanked the staff for their support and work throughout the years. He then provided a sponsorship update for 2025 highlighting some of the major partners and new partners.

Mr. Stadler then transitioned to the foundation report. He mentioned the scholarship program reaching \$90,000/year, the 2024 Players of the Year, thank you to all our host facilities and host professionals.

Education - Danny Rainbow informed the membership that the PDR cycle ends on June 15, 2025. He stressed to members to make sure you have enough credits and to go online and check to see what you might need before the June date sneaks up on everyone. He reminded the membership of upcoming webinars and ways to get more points before the deadline.

Player Engagement Report - Scott Walecki introduced the video by Kim Shafer. Kim's video contained a lot of information on PGA Family Golf and upcoming championship at Whistling Straits. Erika Pirkli introduced the 3 Game Changer award winners for Wisconsin, Scott Walecki, John Shipshock and Jeremy Cabalka. Mr. Walecki provided the highlights of the bowling fundraiser that raised over \$8,000. He thanked all that supported and appreciated.

Assistant's Committee - Shaun Finley informed the membership that the committee has been busy. There is a teaching seminar on March 17 at Marquette University and online. Then there will be a series of bookwork

workshops where associates may attend to work on their level work together. There will be members on hand to assist with any questions and associates may do their teaching/coaching videos as well.

Employment Report - Jeremy Cabalka updated the members on the management survey and the results. He also informed the members that an assistant's survey is in the works. On April 7, there will be a virtual seminar for 45 minutes to share the results of the management survey and discuss the subject of work-life balance. Jeremy closed by mentioned the importance of everyone updating the national compensation profile.

PGA Career Consultant – Ryan Holland shared a version of what a compensation report can look like and how it can be tailored to meet various needs. Ryan talked about the increases that career consultants have impacted during salary discussions with job openings. He also asked everyone in the room to update their profile and provided a QR code for convenience. Base salary for assistant professionals in Wisconsin has gone up 42% over the past 6 years. Total compensation is up 24% in that same time frame. Head professional/Director of Golf compensation is up 44% in base salary and 26% in total compensation. Ryan mentioned the PGA recruiting team and Jeff Van Putten covers Wisconsin along with 6 additional sections.

Old Business - none

New Business – None

Open Forum – Mark Voeller asked that everyone that does not have a WPGA Junior Foundation license plate to purchase one.

Mike O'Reilly introduced Rob Elliott as the winner of the Player Development Award. Rob thanked his wife Kathy for all her support. He encouraged everyone to get involved with the veteran community either through PGA HOPE or their own programs.

Bob Burns thanked everyone for their support of his auction and the funds raised to support the veterans. Bob suggested the WPGA add a Lifetime Achievement Award and suggested that Dennis Tiziani be the first recipient.

Brendan Locke mentioned the Teaching & Coaching Summit coming up on June 3 at the TPC Wisconsin during the AmFam Championship.

The meeting adjourned at 3:07 pm.

Assistants Committee Report – 2025 Fall Meeting

Mentoring Seminar

November 10th - TPC Wisconsin

Please take advantage of the great opportunity to learn about several topics throughout the day. Highlights include Jeff Van Putten, Dennis Tiziani, New Member Panel Q&A and Lessons with Travis Becker & Molly Braid. Emails have been sent out for sign up information.

PGM Bookwork Workshop Days

As part of our commitment to supporting PGA Associates, the Assistant Professional Committee is excited to host PGA PGM Associate Workshop Days again this winter. These days are designed to help you navigate your bookwork and advance through the program. Sign up information will be sent in separate communications.

These workshop sessions will provide a collaborative environment where you can:

- Get assistance with your coursework.
- Discuss key topics with fellow associates and experienced professionals.
- Gain insights and strategies to stay on track with your progress.
- Utilize the host facilities simulator to work on lesson requirements or just to practice.

We encourage all associates to take advantage of this opportunity to refine their knowledge, improve their skills, and get closer to their PGA membership goals.

Dates and details for the workshops:

Westmoor Country Club – December 8th – 9 a.m. – 12 p.m.

Madison Area – January

Green Bay Area – February

Madison / Milwaukee Area - March

Compensation Survey

Please take a few minutes to fill out the compensation survey on PGA.org. This valuable information helps us have a complete picture of the compensation trends in Wisconsin. It is a valuable tool for assistants searching for new jobs or negotiating salary/pay.

Job Postings

Assistants/Associates: If you are looking for a new position in 2026, please check the Job Board at PGA.org on a regular basis. There are already several great opportunities posted for 2026.

2025 Tournaments

Congratulations to our tournament winners this year:

Spring Stroke Play: Matt Sabol

Year-Long Match Play: Cody Strang

Assistant Championship: Michael Nagy

Fall Stroke Play: Barrett Kelpin

For any Assistants Committee questions, please contact Shaun Finley, PGA at shaunfinley@golftheoaks.com.

Tournament Policy Board Report – 2025 Fall Meeting

Monday, October 27

What a great year of golf for the Wisconsin Section of the PGA. Great golf courses, staffs, and weather made for a fun summer of golf.

Thank you to all of our host facilities and their staff for accommodating all of us on your great golf courses. With the amount of tournaments between the WSGA, WPGA and WPGA JR Tour the demand is high for great golf courses and we are fortunate to have these opportunities.

To all of our sponsors, especially Vince Suter and the Suter Ward Group at Morgan Stanley, you all truly make our events so special.

The WPGA Pro-Am Series was a great success with new guidelines for registration. The demand for these events has remained high, as we played some great golf courses and had great support from our sponsors. The year culminated in the Oliphant Golf Management Pro-Am Championship at Lawsonia Links once again, as Team Blackhawk held the final year trophy.

A quick recap of some of the great golf that was played this year:

2025 Champions

- The Suter Ward Group at Morgan Stanley State Open: Sam Weatherhead
- Senior State Open: Michael Crowley
- Sentry Women's Open: Chloe Chan
- Section Championship: David Bach
 - National Qualifiers: David Bach, Davis Jensen, Jim Schuman, Michael Nagy, Mick Smith
- Member Match Play: Davis Jensen
- Senior Section Championship: David Roesch
 - National Qualifiers: David Roesch, Eddie Teresa, Ryan Helminen, Jim Schuman, Mick Smith (exempt)
- Senior Match Play: Brad Lanning
- Assistants Championship: Michael Nagy
 - National Qualifiers: Michael Nagy, Cody Strang
- Assistant Match Play: Cody Strang
- Four-Ball Match Play: David Bach, Josh Grisa
- Senior Four-Ball Match Play: Mick Smith, Michael Crowley

As the year is over and the courses are getting less busy, it is a great time for all of you who participated in our events to drop a quick note to our sponsors and host facilities thanking them for their time and efforts

The TPB will be meeting on December 2, if anyone has any items to discuss please let myself and Chris Hoel know before then.

Thank you,

Michael Crowley, TPB Chair

Honorary President Report – 2025 Fall Meeting

2026 Special Awards Nominations

Annually, the Wisconsin Section recognizes deserving PGA members and associates for great accomplishments for various aspects of their career. The 2026 Special Awards process is in motion with a deadline to submit nominations of November 5, 2025. 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/. 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 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 2026 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 this significant event.

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

Distinguished Service Award – NEW

We are happy to announce that the Wisconsin PGA will begin honoring non-members of the Wisconsin PGA through a Distinguished Service Award. The Distinguished Service Award will be presented to candidates who display the following:

1. Outstanding service to the game of golf
2. Outstanding service directly to the members of the WPGA
3. Outstanding service to the Wisconsin PGA

Candidates may be nominated by any WPGA members in good standing. Candidates will be reviewed based on the answers to the questions below while keeping in mind the criteria above.

1. Please list and describe in detail the ways the candidate has served the game of golf.
2. Please describe in detail one instance where the candidate has been a benefit to one or more PGA Professionals in the Wisconsin PGA.
3. Please describe how the candidate has engaged and enhanced the Wisconsin Section of the PGA.
4. Please list or share any other documentation on why you feel this candidate should be recognized with the Wisconsin PGA Distinguished Service Award.

All applications must be returned by November 30 each year to be considered for the following year. The Special Awards committee will review applications and make a recommendation to the board of directors. DSA recipients will be chosen by the board of directors.

This fall membership meeting of the Wisconsin PGA, we will be honoring our inaugural recipients of the WPGA Distinguished Service award. The two well-deserving individuals are Mark Olsen and Mike Warren.

In addition, at the Spring Awards Banquet we will be introducing Gary D'Amato as only the twenty-fourth individual to become an Honorary Member of the Wisconsin PGA.

Press Release announcing these awards:

The Wisconsin Section PGA recently announced plans to recognize a few key individuals in the state golf community who are not PGA of America members but nonetheless have made significant contributions to the game and the section.

The Wisconsin PGA annually presents a slate of awards to members, but these honors are different.

The trio of honorees – Gary D'Amato, Mark Olsen and Mike Warren – have contributed in vastly separate ways, representing the many corners of Wisconsin reached by PGA members and their efforts to promote the game here.

D'Amato, the longtime state golf writer, has been named an honorary member of the Wisconsin Section PGA. Honorary members are nominated and elected based on their deep contributions to the Wisconsin PGA and impact on golfers statewide – or thanks to their direct involvement with the section office in West Allis.

D'Amato, who lives in Caledonia, will be recognized at next spring's WPGA Special Awards Reception.

The WPGA also recently announced the creation of a new Distinguished Service Award that will aim to honor individuals who display outstanding service to the WPGA and the game of golf. And the identities of its first two honorees – Olsen and Warren – were also released.

Olsen, of Pleasant Prairie, and Warren, who lives in Cross Plains, will be honored at the WPGA's Fall Meeting later this year.

D'Amato's Honorary Membership was unanimously approved recently by the WPGA Board of Directors, leading to a surprise announcement.

"It wasn't anything I expected, or thought would happen, but of course I'm tremendously honored and humbled," D'Amato said. "I have such great respect for the section and everything those men and women do to promote golf in our state."

Still, D'Amato said he was apprehensive recently when a couple of WPGA officials pulled him aside to tell him about the honor.

"At first, I thought, uh oh, what did I write that they didn't like," he joked.

D'Amato recalled writing stories about Bobby Brue, Manuel de la Torre, Rich Tock and many other legendary state PGA professionals over his career, as well as key golf events like the 2004 PGA Championship at Whistling Straits.

As mentioned, WPGA Honorary Memberships are awarded to individuals based on their statewide impact, or through direct efforts at the section office level, but Joe Stadler, executive director of the WPGA, thinks D'Amato checks both boxes.

“Gary was really pushing for golf at a time when newspapers didn’t want to cover local golf anymore,” Stadler said of D’Amato in those pre-Tiger Woods golf boom days of the early 1990s. “The feeling was that not enough people were interested in golf, but I would argue that’s exactly why people would buy a paper – local news.”

Stadler added: “He’s just been so supportive of our members. If there’s anything we ask of him, he usually does it for us, even the little things.”

That included a four-year stint on the WPGA Board of Directors a few years ago as an at-large, or independent, board member, another carve-out by the WPGA for non-members who can help the section.

“He was on the board at a time when we were talking about trying to market ourselves better, and he was obviously a big help with that,” Stadler said.

D’Amato has written about the game of golf in Wisconsin since 1980, when he began covering local golf for the Racine Journal Times, prior to his long career with the Milwaukee Journal Sentinel as golf beat writer. Since 2018, D’Amato has written for Wisconsin.Golf. A multiple-time award winner in the prestigious Golf Writers Association of America writing contest, D’Amato is also currently president of the GWAA, although his two-year term will expire in April.

D’Amato is a three-time Wisconsin sportswriter of the year and a member of the Wisconsin Golf Hall of Fame. He has authored, or co-authored, 10 books on a variety of sports topics, including golf, with his 11th, a golf coffee table book, coming out soon. He has also covered 11 Olympic games, winter and summer, back in his newspaper days, as well as all four men’s golf majors.

D’Amato joins Thor Lundgren, Bob Hornung Jr. and Rob Hurab as current WPGA Honorary Members. Previously, individuals such as Herbert V. Kohler, Bill Sixty and Arnold Walker served as Honorary Members of the section.

D’Amato also continues to serve on the Wisconsin State Golf Association Hall of Fame Committee.

Returning to Olsen and Warren, Stadler thinks they’re exactly the sort of people the WPGA wants to identify for its new Distinguished Service Award, which will continue to be presented to deserving individuals in coming years.

While Honorary Members like D’Amato are considered to have a deeper, statewide impact on the game and its players, the new Distinguished Service Award seeks to recognize individuals whose contributions to the Wisconsin PGA are perhaps a bit narrower but still vitally important.

“They’re both very deserving,” Stadler said.

The WPGA Distinguished Service Award was created recently as WPGA officials considered Olsen and his many contributions to the game in southeastern Wisconsin.

Olsen, a talented and lifelong amateur player himself, is being recognized for his decades of organizing golf tournaments in Kenosha County, as well as coaching the game on the high school and college levels.

“Running tournaments and clinics and things like that – in every case it requires the help of PGA members at various courses,” Olsen said of his connections to the Wisconsin Section. “And they have always been helpful and supportive of what I’ve been doing. I really have a great deal of respect for the PGA community wherever they are doing their work.”

Now a volunteer assistant coach at UW-Parkside under head coach Carly Werwie-Swartz, Olsen spent 17 years as head coach at Parkside, which competes on the NCAA Division II level. The Rangers practice every day at the Mark Olsen Indoor Golf Center.

Olsen also is about to begin spring practice for his 57th season as head coach of the boys golf team at Westosha High School. He also coached the girls team for a few seasons.

Several of the players Olsen coached over the decades have gone on to careers as Wisconsin PGA professionals, such as Andy Hansen, Andrew Troyanek and Keith Buntrock, and he continues to serve as a mentor to many of them.

Olsen operated junior golf tournaments in Kenosha County beginning in the early 1970s, long before junior golf was fashionable, because as a high school coach he wanted his players to have competitive options in the summertime. In the 1970s and '80s there were a couple big golf tournaments in Wisconsin, like the State Junior Championship, operated by the WSGA, and the State PGA Junior. But there wasn't much else.

But for decades Olsen was operating his own junior events, three per summer at Kenosha-area courses. Those junior events are no longer held because of the emergence of the Wisconsin PGA Foundation Junior Tour, which now hosts hundreds of junior events annually all around the state.

"When the Wisconsin PGA started expanding their junior events, it really wasn't necessary for me to do that any longer," Olsen said.

Olsen was also the driving force behind the Kenosha County Open for about 30 years after the local newspaper stopped running the event. That tournament is still going strong, as is a separate Kenosha County Senior Open, which Olsen founded about 30 years ago.

"He's done a lot to keep the Kenosha County Open going, which impacts a lot of professionals in that area," Stadler said. "And he's a great guy."

Warren, now retired, was a golf sales representative in Wisconsin for more than 25 years, promoting varied brands such as Ashworth, Allen Edmonds, Maui Jim, Lorente and Certifresh Cigars.

"He serviced accounts all around the state," Stadler said of Warren. "In addition, he was a big supporter of our Junior Tours forever. He provided gifts that were given to host professionals. He sponsored some section events for a number of years, and he volunteered at a lot of junior events."

Warren also served as president of, and primary driving force behind, the Wisconsin Golf Sales Association from 2011 to '22. In addition, Warren and his family also provide funding for an annual scholarship through the WPGA Junior Foundation, for a deserving junior golfer.

Mark Voeller, PGA
Director of Instruction, Golf Galaxy, Brookfield
Honorary President, Wisconsin PGA

PGA Scholarship Report – 2025 Fall Meeting

This year the PGA of America gave out a total of \$400,000 in scholarships. Ninety-two high school applicants received a scholarship. Ninety-three college applicants received a scholarship. The total number of scholarships awarded was 187. The applicants with the highest total score received scholarships

In the Wisconsin Section there were 10 scholarship recipients. The amount of the 2025 PGA Financial Assistance Fund Scholarship is \$2,000.

Cooper Bjerke - Freshman - \$2,000 - Paul C Bjerke, PGA Parent

Jaelyn Feller - Freshman - \$2,000 - Corey A. Feller, PGA Parent

Garryck Gaspard - Freshman - \$2,000 - Mike Gaspard, PGA Parent

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

Emmalyn Bergman - Junior - \$2,000 - Mark A. Bergman, PGA Parent

Henry Vizgaitis - Junior - \$2,000 - Al D. Vizgaitis, PGA Parent

Henry Bishop - Sophomore - \$2,000 - Brian W. Bishop, PGA Parent

Collin Kramp - Sophomore - \$2,000 - Kevin G. Kramp, PGA Parent

Olivia Monger - Sophomore - \$2,000 - Carolyn Barnett-Howe, PGA Grandparent

Abigail Robel - Sophomore - \$2,000 - Randy Robel, PGA Grandparent

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.

About the PGA Financial Assistance Fund - The PGA Financial Assistance Fund was established in 1986 and provides college scholarships to the children and grandchildren of PGA Members based on evidence of academic achievement during high school or college. All funding for the scholarships comes from contributions made by the PGA Members. Since its inception, the PGA of America has awarded a little over 4,200 scholarships totaling \$9,597,500.00.

Important Estimated Dates:

- December 2025 – Scholarship application is open – exact date will be announced in November.
- April 2026 – deadline for submitting application and supporting documents

Employment Committee Report – 2025 Fall Meeting

Date: Monday, October, 27

Committee: Employment Committee

Prepared by: Jeremy Cabalka

1. 2025 Internal Survey

Following the successful rollout of the 2024 Employment Survey (distributed to the highest-ranking PGA member), the committee spent 2025 focusing on data utilization, actionable next steps, and the creation of a new Assistant Professional Survey to further support our membership.

- **Assistant Professional Survey:**
The first dedicated Assistant Survey was distributed in May 2025 to all active assistants and associates in the section. The goal was to gather perspectives on compensation, benefits, scheduling, and workplace culture.
 - **Responses to Date:** 46 submissions received.
 - **Next Steps:** The survey will be redistributed in Fall 2025 in hopes of gathering more submissions, with a summary of results and key takeaways to be shared at the Spring 2026 Section Meeting.
-

2. Employment Report Update

The most recent employment report, covering activity from April 20, 2025 through June 30, 2025, reflected primarily late-spring staffing changes and a few class advancements. Encouragingly, the section continues to see growth in new associates, with overall numbers trending upward.

Nationally, the PGA now reports more than 33,000 Members and Associates, a figure expected to fluctuate slightly due to PDR or dues-related resignations and the periodic removal of ineligible associates, but one that still reflects positive engagement and expansion within the organization.

We also continue to experience growth in associate registrations and a noticeable level of member movement. The WPGA currently stands at 465 members and 178 associates.

3. National PGA Compensation Survey Update

As of October 2025:

- **Current Update Rate:** 33% of active members and associates have updated their profiles since January 1 (18th out of 41 sections).
 - An email was sent to roughly 380 members and associates on Thursday, October 16 regarding the compensation profile. Since then, 54 additional submissions have been completed, bringing us from 23% to 33% participation since January 1.
- **Three-Year Update Rate:** 70% of members have completed their profiles within the past three years (20th nationally).

This improvement is a direct reflection of section-wide communication and committee accountability. Funding from the PGA of America, which supports the WPGA's education programs and other initiatives, is contingent on the annual

completion of the profile by a majority of members and associates. By fulfilling the compensation profile and participating in a few other initiatives, the Wisconsin PGA can secure a little over \$50,000 in total funding.

Career Consultant Transition:

As of September 2025, Jeff Ellingson has been appointed as the new Career Consultant for the Wisconsin Section, replacing Ryan Holland, who served with distinction over the past several years. Ryan's proactive communication and dedication to member support helped build the foundation for our current engagement rates and employment initiatives. Jeff brings extensive experience and will continue to work closely with section leadership and the Employment Committee to provide individualized career guidance and data support.

Action Item: Encourage all staff to update their profiles before December 31. It takes less than a minute:

1. Log into pga.org
 2. Select "Compensation."
 3. Update your information and click Submit.
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4. Education and Career Development Collaboration

The Employment Committee continues to coordinate with the Education and Assistant Committees to develop learning opportunities and career resources for members. Building on last year's resume case study discussions, the group aims to expand those concepts into structured workshops and mentorship opportunities in 2026.

These collaborative efforts support the committee's broader goal of transforming data and feedback into actionable tools for professional growth and career advancement within the section.

5. 2026 Goals and Focus

- Organize a workplace culture and education initiative based on survey results – Winter 2025/2026
- Redistribute Assistant Professional Survey – Fall 2025
- Share Assistant Professional Survey Results – Spring 2026
- Refine and distribute an updated Employment Survey (distributed to the highest-ranking PGA member) – Fall 2026
- Promote PGA Compensation Profile Participation – Ongoing

September 30, 2025 - Section Financial Summary

	YTD	YTD	YTD	Budgeted	Budgeted	Budgeted	
Project Type	Revenue	Expense	Profit/Loss	Revenue	Expense	Profit/Loss	Variance
1 Professional Only Events	\$144,180	\$135,066	\$9,114	\$126,190	\$121,380	\$4,810	\$4,304
2 Assistant's Events	\$37,682	\$37,410	\$272	\$37,735	\$37,716	\$19	\$253
3 Pro-am Events	\$883,033	\$801,897	\$81,136	\$861,005	\$789,047	\$71,958	\$9,178
4 Major Championships	\$306,451	\$290,338	\$16,113	\$293,780	\$279,430	\$14,350	\$1,763
5 Meetings & Seminars	\$6,386	\$17,202	(\$10,816)	\$9,700	\$23,800	(\$14,100)	\$3,284
6 General & Administration	\$539,457	\$563,435	(\$23,978)	\$540,049	\$565,307	(\$25,258)	\$1,280
7 Marketing	\$0	\$23,000	(\$23,000)	\$0	\$18,000	(\$18,000)	(\$5,000)
8 Total	\$1,917,189	\$1,868,348	\$48,841	\$1,868,459	\$1,834,680	\$33,779	\$15,062

Wisconsin PGA Balance Sheet 9/30/2025

Wisconsin Section of the PGA of America, Inc.

ASSETS	2024-2025	2025-2026
Current Assets		
Accounts Receivable	\$17,805	(\$75)
Cash & Cash Equivalents	\$716,663	\$880,630
Inventory	\$2,699	\$1,719
Prepaid Expenses & Other Current Assets	\$25,525	\$46,717
Short-Term Investments	\$1,626,945	\$1,620,403
Intercompany Receivable/Payable, Net	(\$29,846)	(\$2,823)
Total Current Assets	\$2,359,791	\$2,546,571
Long Term Assets		
Long term investments	\$21,274	\$40,798
Property & Equipment	\$64,419	\$43,382
Total Long Term Assets	\$85,693	\$84,180
Total Assets	\$2,445,484	\$2,630,751
LIABILITIES		
Current Liabilities		
Accounts Payable & Accrued Expenses	\$71,093	\$96,115
Current Portion of Deferred Revenues	\$523,689	\$529,674
Total Current Liabilities	\$594,782	\$625,789
Long Term Liabilities		
Total Long Term Liabilities	\$0	\$0
Total Liabilities	\$594,782	\$625,789
UNRESTRICTED NET ASSETS		
Undesignated	\$1,850,703	\$2,004,962
Designated		
Total Designated	\$1,850,703	\$2,004,962
Total Unrestricted Net Assets	\$1,850,703	\$2,004,962
Total Liabilities & Unrestricted Net Assets	\$2,445,485	\$2,630,751

Secretary's Report – 2025 Fall Meeting

Recently Deceased

Carl Unis, PGA

Election to Membership

Nick Crabbs, PGA

Scooter Price, PGA

Todd Smith, PGA (RI)

Jason Manke, PGA (RI)

Tommy Rogalski, PGA

Mike Nagy, PGA

Daniel Romero, PGA

Newly Certified

Sam Kuchenreuther, PGA (Golf Operations - Specialized)

New Transfers into Section

Nolan Cunniff, PGA

Sydney O'Hearn, PGA

Brandon Howard, PGA

Brent Regis, PGA

Josh Minsky, PGA

Rob Reider, PGA

Half Century

Tom Gees, PGA

Harvey Ott, PGA

Quarter Century

Chadwick Bain, PGA

Curt Larson, PGA

Member or Associate Managerial Job Changes within the WPGA Section since 3/3/2025

Rae Barwick, B-1

Sam Galvin, B-1

Rebecca Halverson, B-1

Brandon Howard, A-1

Garhett Kaegi, A-1

Rick Leslie, A-1

Rivermoor GC

Lake Windsor CC

Pleasant View GC

Thornberry Creek GC

Sand Valley GC

Twin Lakes CC

Josh Minsky, A-1

Alex Orth, B-1

Brent Regis, A-13

Ryan Sabourin, B-1

Al Vizgaitis, A-1

Todd Zimmerman, B-1

The Legend at Brandybrook

Autumn Ridge GC

Watertown CC

Stevens Point CC

New Berlin Hills GC

The Beloit Club

Membership Breakdown:

A-1	99	A-12	2	A-23	2	B-1	17
A-2	2	A-13	41	A-24	2	B-2	0
A-3	4	A-14	24	MP	1	B-4	3
A-4	34	A-15	5	RSV	15	B-6	15
A-6	35	A-17	1	LM	92	B-8	126
A-7	1	A-18	2	LMA	1	B-other	15
A-8	45	A-20	10	RM	12	Affiliates	2
A-9	15	A-21	3	LMC	8		
A-11	3	A-22	1	F	5		

Total Members: 465

Total Associates: 178

Wisconsin ranks 20th in overall membership out of 41.

Executive Director's Report – 2025 Fall Meeting

October 27, 2025

Thank you to all of you for your continued support. Without your support, we would not be able to do any of the programs and events that we do. Because of you, between the WPGA Junior Foundation and the WPGA we conduct over 250 events per year. Those events include:

WPGA Tournaments – 50+

WPGA Junior Foundation Tournaments 160+

Drive, Chip & Putt – 12

PGA Junior Leagues – 125 teams, 1,300 players plus Wisconsin All-Star semifinals and finals

PGA HOPE – 22 programs at 13 different sites

Seminars – 2-3 in person and 10 online

2 Membership meetings

In 2025, the WPGA/WPGAJF spent \$330,000 in course fees, \$190,000 in food/beverages and totaled \$100,000 in amateur prizes and almost \$400,000 in professional purses. We continue to grow and work to add more back into the events through increased partnerships.

The Wisconsin Golf economic impact study will be finalized in the coming weeks. The study was paid for by the WPGA, WSGA with support from the Wisconsin GCSAA, Badger Chapter of the CMAA and GCOW. We will be distributing the study to the elected officials throughout Wisconsin to show them how much golf means to Wisconsin residents.

The WPGA/WPGAJF continue to support the website wisconsin.golf. This site is the number one place we can promote the members of both the section and the foundation and all of our programs.

A huge thank you to the team at the WPGA/WPGAJF. We have the longest tenured staff in the country and it isn't close. With that comes a lot of continuity and internal knowledge of the PGA. It is difficult to keep up with all the changes happening on a national level, but when you reach out, we work hard to get you the right answers and do it in a timely manner. Between Andy, Chris and Erika, they have been with us over 50 years.

For those of you that have seasonal type positions, I wish you a great off-season. For those of you just ramping up to the busy season, best of luck and keep people golfing when the snow is here.

Thank you again,

Submitted by,

Joe Stadler, PGA

WPGA Junior Foundation Report – 2025 Fall Meeting

Junior Tours

The Junior Foundation had even more growth in 2025 with participation. The junior memberships stayed almost flat with 1,495 junior members. (1,499 in 2024). Tournament entries were up 5% after a record-breaking year in 2024 that saw a 6% increase. The Foundation administered 162 junior events this year.

Our Junior Championship had 350 players. The event was held at Wisconsin Country Club & Brown Deer Park for the boys and Wisconsin Country Club & Dretzka Park for the girls. The Junior Championship winners were Payton Haugen of Brookfield and Kade Wieland of Milton.

Cup Matches

The 28th Annual Wisconsin/Minnesota Cup Matches were hosted by Oak Ridge GC in Hopkins, MN. The event was held July 10-11. This event pairs a team of 12 boys and 12 girls from Wisconsin against Minnesota in a Ryder Cup team-type event. Team WI led 7 to 5 after day 1 of four ball matches. Team MN battled back in singles matches, winning 16.5 of 24 matches. This pulled Team MN to a 21.5 to 14.5 win. Team MN now leads the overall series 14-12-2.

Junior Foundation Scholarship

The foundation awarded 35 scholarships totaling \$90,000, up from \$85k awarded in 2024. Camden Goninen of DeForest was awarded the highest honor for boys of the Mike Schnarr Scholarship for \$10,000. McKenna Lowe of Sherwood was awarded the highest honor for girls of the Sherri Steinhauer Scholarship for \$10,000. College scholarships included Ro Longden \$1,500, Andrew Bauer \$1,500, Anneke Barnett \$1,250, Natalie Quella \$1,250. High School Scholarships were Ryder Miller \$2,000, Thomas Haverty \$1,500, Emily Brokl \$1,500, Daniella Honkamp \$1,500, Karalyn Skinner \$1,500, Addison Landy \$1,500, Jaelyn Feller \$1,500, Aubrey Westerman \$1,500, Delainey Halverson \$1,250, Gabriella Matzek \$1,250, Tre Wienke \$1,250, Sam Swavely \$1,250, Kaden Zinkle \$1,250.

The Tony Coleman Memorial Scholarship for \$2,000 was awarded to Evan Harmann of De Pere and Charlie Jambor of Middleton. Eli Lindsey of Mineral Point, Will Gulrajani of Wauwatosa, Emily Gastrau of Wauwatosa and Kate Krueger of Hartland all received a Terri Noel Scholarship of \$2,500 each. Drew Misiak of Menomonee Falls was awarded the Marty Swab Kid to Kid Scholarship for \$2,000. Natalie Kammer of Fort Atkinson was awarded the Wisconsin Golf Salesperson Scholarship for \$1,750. Gabby Hauser of De Pere was awarded the Warren Family Scholarship for \$2,000. Norah Berken of Kaukauna was awarded the Wisconsin Golf Group for \$1,750. Jackson Heath of Waterford was awarded the Wisconsin Golf Facilities for \$2,000.

Balance & Believe Scholarships were given to Payton Schmidt of Jefferson and Regan Hermanson of Marinette. Each of them received a \$3,500 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 \$3,750 scholarship. Girls Winner – Jeanne Rohl of River Falls. Boys Winner – Jack Kammer of Fort Atkinson. Taylor LeMire of Appleton was awarded the Meyers Family Foundation scholarship for \$2,000. Ethan Herrmann of Greenfield was awarded the Rain or Shine scholarship for \$2,000 and Grant Bauman of Marinette was awarded the Sparks Family Charitable Fund scholarship for \$1,750.

New scholarship awarded in 2025 Jayeanna Palm of Holmen was awarded The Wisconsin Golf Trips Chippewa scholarship for \$2,000.

We want to thank our major sponsors again for their support in 2025. Our newest sponsor in 2025 was Complex Solutions, sponsoring tees and pencils at events. Returning sponsors include Ketchup Please, title sponsor of the Milwaukee Par 3 tour, Vortex Golf, sponsor of Pro-Am Fundraiser and Pure Fitness, a Par level partner. Additional returning partners 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 the title sponsor of the MKE County Parks Tour. American Family Insurance Championship was 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



Fellow PGA Professionals,

I do hope you and your teams have had a successful and enjoyable 2025 golf season. I appreciate the opportunity to share some information and key points of the PGA of America.

The upcoming Annual Meeting of the PGA of America is our moment to come together, set direction, and invest in the future of our Association. This year's meeting will be held at PGA Frisco—our Home of the PGA of America in Frisco, Texas on November 3-7. It's the perfect setting to connect with colleagues, learn from one another, and see firsthand the initiatives shaping the future of our profession.

Your officers will hear the State of the Association, review strategic priorities and governance updates, and participate in member forums where your voice and ideas drive the conversation. They will also celebrate our award winners and experience the innovations that continue to elevate the game and our profession.

For those unable to attend in person, please consider joining us virtually to watch key sessions. Your presence does make a difference. We look forward to seeing you in person or online.

Congratulations and Thank You for representing Wisconsin in the *2025 Senior PGA Professional Championship* – Ryan Helminen, David Roesch, Jim Schuman, Mick Smith and Eddie Terasa.

The Ryder Cup is one of the most ambitious and complex events in global sports. Its scale—both inside and outside the ropes—is unmatched. As we reflect on this year's Ryder Cup, it's clear the event once again demonstrated both the magnitude and meaning of what we do together as PGA Professionals. The lessons learned and the successes achieved will inform how we lead, plan, and elevate every future major championship.

Unmatched Scale

- Its impact extends beyond competition—uniting nations, fans, and industry partners on golf's grandest stage.
- Delivered the largest infrastructure build in PGA of America history.

2025 Ryder Cup Added Challenges

- Presidential visit required close coordination with the U.S. Secret Service.
- Severe weather prompted adjustments to the Opening Ceremony schedule.
- New, made-for-TV Captains Pairings presentation brought added excitement for global audiences.

Ryder Cup Execution & Teamwork

- Success was driven by the dedication, creativity, and resilience of staff, volunteers, and partners.
- Our sincere gratitude to everyone who helped bring this monumental event to life.

Ryder Cup Post-Event Review

- A comprehensive evaluation is underway to identify areas for improvement before Hazeltine 2029.
- Emphasis on ensuring all players, partners, and guests feel safe, respected, and celebrated.
- Action plans will reinforce accountability and a culture of continuous improvement.

Ryder Cup Recognition and Gratitude

- Special appreciation for PGA Professionals serving on the Championships staff and in the Metropolitan Section.
- Their professionalism and commitment made this world-class event possible.

Ryder Cup Future Protocols

- Review of media, social media, security, fan conduct, and response procedures to align with PGA of America values.
- Goal: strengthen our operations and uphold the integrity of every future championship.

2025 Ryder Cup Legacy

- Defined by Europe's historic away win and the U.S. Team's near-comeback.
- Remembered for both its operational excellence and the lessons learned.
- Our commitment endures: to turn every insight into action that elevates our championships and strengthens our Association.

PGA Education

- The new seven-year acceptable progress guidelines began this fall for PGA University students and will begin 1/1/26 for Associates and Affiliates.
- Under this revised policy, each educational level would have a two-year limit, totaling six years for all education. Associates and Affiliates would then have an additional year to complete any outstanding requirements.
- As of October 1, 2025, Associate, Affiliate, and Student enrollments have reached 11,479. This figure represents a 137% increase over the 2019 enrollment of 4,845.

PGA Coach

- PGA Coach – Expanding and Growing led by Secretary Eric Eshelman. Player Development Committees at the national level revolve around PGA Coach including Technology, Programs, Summit and Amplification. Look for more advancements and progress over the next couple of years.

Golf Ball Rollback

- PGA of America remains opposed to the golf ball rollback. Our CEO, Derek Sprague, is leading the charge with this topic in conversations with Allied Associations on the topic.
- Discussions and testing continue.

PGA REACH

- At the national level, significant commitment is being made to ensure the future and sustainability of PGA Reach. A separate board was formed to focus efforts on this initiative. The previous model of funding without limits was not going to be sustainable for the long term. We do recognize the shift in funding presented some challenges within Sections. We have also seen Sections working hard to raise their own funding to support in Section programs. You should be very proud of the Wisconsin board and Section, as they did just that with fundraising activities. Thank You to all Members and Associates for your support.

Thank you for representing the PGA of America with pride, integrity, and passion. I look forward to continuing our shared work in advancing both our members and the game we love. Your leadership in your communities, your commitment to growing the game, and your professionalism in every setting continue to define who we are and what we stand for.

Respectfully,

Keith Clark
District 6 Director, PGA of America

Education Committee Report – 2025 Fall Meeting

Professional Development Requirement (PDR) Cycle

The current PDR cycle runs through June 15, 2028. There have been some changes to the PDR requirements for the new cycle.

Previously, members were required to earn at least 30 Education / Player Engagement Credits, 6 Meeting / National Survey Credits, and 54 Total Credits.

For the new cycle, members are required to earn 36 Required Credits and 54 Total Credits. Below are additional details regarding Required Credits and Total Credits:

Required Credits: PGA Approved Education, PGA Coach Education, Professional Standards Education/Training, PGA Meeting Attendance and National Survey Completion, Official Section Mentoring Program, and Specified PGA of America Player Engagement Programs:

- Attending Section or Chapter in-person business meetings or education. - 2 credits per hour of attendance. (If meeting/education is offered both in-person and virtual, in-person attendees will receive full credit, while virtual attendees will receive half (1/2) credit. (Note: virtual only meetings/education are credited 1:1).
- Attending other career specific education, including serving as a speaker/instructor. This includes education on topics such as youth safety, inclusion, and mental health well-being. 1 credit per hour of attendance. (It is recommended that education be completed within one's current or desired career path (Executive Management, Golf Operations, or Teaching and Coaching).
- Any asynchronous online education must have an assessment which is successfully completed.
- Attending National Meetings, including Board and Committee Meetings – 1 credit per each hour of attendance. (If a meeting is offered both in-person and virtual, in-person attendees will receive full credit, while virtual attendees will receive half (1/2) credit).
- Completing National Surveys (such as: Compensation Profile, Member Offering Survey, and other approved National Surveys) – max 2 credits per National survey, per cycle year.
- Taking part in an official Section mentoring program (1 credit per hour of participation with a maximum of 8 credits per year).
- Specified PGA of America Player Engagement Programs – Credited Per Below:
- [PGA HOPE Clinics](#) (1 credit for hour or each hour of participation, up to six credits per PDR cycle year).
- [PGA Junior League](#) (3 credits per 6 registrations/season, 6 credits per 12 registrations/season, 9 credits per 24 registrations/season, 12 credits per 48 registrations/season. No maximum of PGA of America Members earning credit per team/season, up to 12 credits per PDR cycle year. Plus, PGA Jr. League Play Days (1 credit per hosting Play Day, up to 2 credits per PDR cycle year).
- [PGA Family Golf](#) - Two (2) Credits per event with a maximum of six (6) per PDR cycle year and a maximum of two PGA of America Members earning credit per event.
- [PGA Junior Camps](#) – (2 credits per camp week, up to six credits per PDR cycle year). Must be a Camp conducted with the official PGA Camp provider at www.pgajuniorgolfcamps.com.
- Drive Chip & Putt - Host PGA of America Golf Professional - 4 PGA Required PDR credits for Section/National operated qualifiers and 8 PGA Required PDR credits for facility operated qualifiers. Other PGA of America Golf Professionals participating/volunteering - 2 PGA Required PDR credits for five to eight hours participation, 1 PGA Required credit for four hours participation, up to eight credits per PDR cycle year.

Additional Credits Toward the Total Requirement:

- Serving the Section, Chapter, National PGA or Allied Association. Participating in the “advancement of the game” activities such as radio shows, TV shows, speeches, golf promotional non-playing events, golf clinics and other volunteer activities, such as non-playing tournament official. Section Surveys. (1 credit per hour of participation with a maximum of 8 credits per day)
- Serving as a golf coach or assistant golf coach of a high school/college golf team in a capacity not considered the Member's primary employment. (Maximum of 6 credits per PDR cycle year)

- Participation in Section sanctioned golf tournaments or tournaments conducted by the PGA of America National Office. (2 credits per Section event. 4 credits per National event)
- Attending a National, Section or Allied Association Merchandise Show. (Maximum of 8 credits per PDR cycle year. 2 credits per show)
- PGA approved news, media, and magazine articles or published book. (Maximum of 4 credits per PDR cycle year. 1 credit per article)
- PGA National Club Championship - 1 credit per year for submitting the Club Champion.
- High School Seminars - 2 credits for participating
- NCCGA Event Host - 2 credits for hosting
- NCCGA Coach - 6 credits for coaching per season

Upcoming Education Opportunities

Winter Seminar Series. A series of virtual seminars will again be offered during the months of January-February 2026. Watch for more details as the end of the year approaches.

Mentoring Summit – November 10, 2025 at TPC Wisconsin – information already distributed

Spring Teaching Seminar. The seminar will take place at the American Family Championship at TPC Wisconsin. Watch for more details in spring of 2026.

Submitted by:

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

Membership Committee Report – 2025 Fall Meeting

To ensure that all WPGA members and associates can 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 benefit programs.

Committee Members:

- Dan Hastreiter
- Travis Becker
- Molly Braid
- Dan Hoffman
- Mark Voeller
- Brendan Locke
- Erika Pirk

National Mentoring Program

This has progressed well now that there is direction, and we are due to have our next committee meeting in November. Currently there is a website available for sections for idea sharing and to post summits around the country for members and associates to attend.

Section Mentorship / Resource Program

On November 10, 2025 we will have a mentoring “summit” at TPC Wisconsin. We currently have 37 registered participants. Mine and the committee’s goal is 50. Long term this should be a self-sufficient program where mentors and mentees come together to build relationships. Learning ways to continue supporting our section and be up to speed on the most recent programs available within the PGA of America.

Right now, we are asking members and those who volunteered to be mentors, to bring at least one associate with them to this summit.

Mentoring Resource Guide - <https://sites.google.com/pgahq.com/wisconsin-pga-mentorship/for-members>

PGA Of America Mentorship Program

The PGA of America has launched a “comprehensive mentoring initiative”. Since October 3, 2024, I have been representing the WPGA and taking the mentoring program to the next level. I attended quarterly calls with the PGA of America (Kyle Helms and Doug Doxie) and other chairs from around the country. I am proud of the membership committee and love the direction the committee is moving. This will help us find a consistent direction or outline, that aligns with not only other Sections but mentoring within the PGA of America as a whole.

Submitted by: Brendan Locke, PGA

Membership Committee Chair

Franchise Owner

GOLFTEC Brookfield, Mequon, Appleton, and Madison

C: 847-217-3004

www.golftec.com

Player Engagement Committee Report – 2025 Fall Meeting

To: Wisconsin PGA Members & Associates
Prepared by: Scott Walecki, PGA Head Golf Professional
Date: Monday, October 27

Save the Date

2nd Annual PGA HOPE Charity Bowling Pro-Am

Date: February 16, 2026

Mark your calendars — a fun, meaningful evening of camaraderie and fundraising to support PGA HOPE programs across Wisconsin. More details and registration to follow.

Executive Summary

Congratulations on a strong 2025 season. Thank you for your continued commitment to coaching, player development, and growing the game across our Section. This report highlights 2025 participation and financial impact from junior- and family-focused programming, progress on coach training and tools, notable events, and next steps as we prepare for 2026.

2025 Program Highlights & Metrics

PGA Jr. League — Wisconsin

- **Growth:** Wisconsin GameChanger memberships increased **7%** (national GameChanger growth: **2%**).
- **Participation:** **108** total PGA Jr. League programs across the state with **65** PGA Jr. League coaches in 2025.
- **Facilities:** **15** facilities offered in-house leagues.
- **Coaching fees:** Average coaching fee in Wisconsin: **\$211** (national average: **\$282**) — indicates opportunity to optimize pricing and coach revenue.
- **Economic impact:**
 - Coaching revenue: \$288,750
 - Incremental facility revenue generated by hosting PGA Jr. League: \$1,580,000+

PGA Coach — Education & Tools

PGA Coach continues to expand both training content and mobile app capabilities. Key resources coaches should be using:

- **American Development Model (ADM) for Golf Training** — age/stage development guidance for juniors.
- **Modern Coach Training** — strategies to increase income and efficiency.
- **Coach Profiles** — visible to consumers on PGA.com; help generate new business.
- **PGA Coach Mobile App** — run PGA Jr. League programs, create junior lesson plans, communicate with students, accept bookings/payments, manage calendar, and more.

Current Wisconsin PGA Coach adoption (2025):

- **ADM training completed:** **248** PGA Professionals
- **Modern Coach training completed:** **93** PGA Professionals
- **Coach Profiles created:** **141**
 - **Leads generated to coaches with profiles:** **2,908**
- **Coaches using online booking tool:** **66**

Notable Events & Appreciation

- **PGA Jr. League Regional Championship** — hosted by Grand Geneva. Thank you to Grand Geneva staff for delivering an outstanding experience for teams from Wisconsin, Indiana, Illinois, and Minnesota.
 - **National PGA Family Golf Championship** — hosted at Whistling Straits and Blackwolf Run (Aug 30–31). Sincere thanks to both venues and their teams for providing an exceptional championship experience.
-

PGA Family Golf — 2026 Transition

- The **National PGA Family Golf Championship is being sunsetted**; there are currently **no plans for a 2026 National Championship**.
 - **What's next:** PGA Family Golf will be **reimagined and integrated into PGA Coach**. In 2026 coaches will be able to run Family Golf events using the PGA Coach app (templates, registration, payments, management) for a streamlined experience for both coaches and families.
-

Opportunities & Recommendations

1. **PGA Jr. League Coach Pricing Review:** With average Wisconsin coaching fees below national average, Ideas to raise the price and maybe more matches/practices to justify the price increase.
 2. **Increase Coach Profile Adoption:** Only 141 coaches have created profiles but generated nearly 3,000 leads — prioritize onboarding more coaches to convert local demand.
 3. **Boost Online Booking Use:** Only 66 coaches use the booking tool. Promote adoption to reduce administrative friction and increase lesson revenue.
 4. **Leverage PGA Coach App for Family Events:** Train coaches this winter on the Family Golf template inside PGA Coach to simplify registrations and improve participant experience in 2026.
 5. **Grow In-House League Support:** Work with the 15 in-house league facilities to document best practices and create templates to help more facilities host in-house leagues next year.
-

Closing & Contacts

Thank you again for a phenomenal 2025 season. If you need assistance with coach onboarding, PGA Coach app training, running Jr. League or Family Golf events, or promoting the **PGA HOPE Charity Bowling Pro-Am (Feb 16, 2026)**, please reach out.

Wishing you a restful winter and a strong start to 2026.

Sincerely,
Scott Walecki, PGA Head Golf Professional