

Minutes from the 102nd PGA of America Annual Meeting (2018)

November 9th; Indian Wells, California

The 102nd PGA of America Annual Meeting was hosted at the Renaissance Indian Wells Resort in Indian Wells, California. Delegates, comprised of PGA Board members, Past Presidents and representatives of all 41 PGA Sections, discussed the progress the PGA has made with its long-term strategic plan to serve the member and grow the game. At 8:00 a.m. Pacific Time on Friday, November 9, 2018 President Paul Levy called to order the 102nd Annual Meeting of The Professional Golfers' Association of America.

After opening comments from President Levy, a Rules update from Kerry Haigh and Tom Carpus, PGA, and recognition of the outgoing District Directors, Board of Control members and Section Presidents, Secretary Jim Richerson conducted the Roll Call of the delegates of the 102nd PGA Annual Meeting with results of the Roll Call being:

			Present
Officers	President	Paul Levy	x
	Vice President	Suzu Whaley	x
	Secretary	Jim Richerson	x
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Honorary President		Derek Sprague	x
Past Presidents:		Allen Wronowski	x
		Jim Remy	x
		Brian Whitcomb	no
		Roger Warren	x
		M.G. Oreder	x
		Jack Connelly, III	x
		Will Mann	x
		Ken Lindsay	x
		Tom Addis III	x
		Gary Schaal	x
		Dick Smith	no
		Pat Rielly	x
		Mickey Powell	x
		Mark Kizziar	no
		Joe Black	x
<hr/>			
District 1	Director	Noel Gebauer	x
District 1	Connecticut	Ian Marshall	x
District 1	Connecticut	John Steffen	x



District 1	New England	Ron Bibeau	x
District 1	New England	Allan Belden	x
District 1	Northeastern New York	Mike Behan	x
District 1	Northeastern New York	Ron Ireland	x
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District 2	Director	Tom Henderson	x
District 2	Metropolitan	Brian Crowell	x
District 2	Metropolitan	Carl Alexander	x
District 2	New Jersey	Joe Kelly	x
District 2	New Jersey	Thomas Flatt	x
District 2	Philadelphia	John Rogers	x
District 2	Philadelphia	Jeff Kiddie	x
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District 3	Director	Jim Dorman	x
District 3	Alabama NW Florida	Steve Bobe	x
District 3	Alabama NW Florida	John Carney	x
District 3	Gulf States	J.T. Crawford	x
District 3	Gulf States	Bryant Himes	x
District 3	Tennessee	Jim West	x
District 3	Tennessee	Jim Vernon	x
<hr/>			
District 4	Director	Steve Aloï	x
District 4	Central New York	Sean Dadey	x
District 4	Central New York	Richard Winstead	x
District 4	Tri-State	Bernard Hough	x
District 4	Tri-State	John Klinchcock	x
District 4	Western New York	Dan Antonucci	x
District 4	Western New York	Rob Horak	x
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District 5	Director	John Lindert	x
District 5	Michigan	Bob Bales	x
District 5	Michigan	Kevin McKinley	x
District 5	Northern Ohio	Ron DeJacimo	x
District 5	Northern Ohio	Steve Parker	x
District 5	Southern Ohio	Pat Bernot	x
District 5	Southern Ohio	Jimmy Logue	x
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District 6	Director	Tony Pancake	x
District 6	Illinois	Mark Labiak	x
District 6	Illinois	Jim Miller	x
District 6	Indiana	Bill Pollert	x
District 6	Indiana	Dan Ross	x
District 6	Wisconsin	Joel Weitz	x
District 6	Wisconsin	Jeff Ellingson	x
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District 7	Director	Randy Hunt	x
District 7	Gateway	Benjiman Kent	x
District 7	Gateway	Mike Suhre	x
District 7	Midwest	Randy Towner	x
District 7	Midwest	Steve King	x
District 7	South Central	Troy Hendricks	x
District 7	South Central	Barry Howard	x
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District 8	Director	David Schnider	x
District 8	Iowa	Aaron Krueger	x
District 8	Iowa	Matt Sherlock	x
District 8	Minnesota	Joel Burger	x
District 8	Minnesota	Mark Foley	x
District 8	Nebraska	Nathan Kalin	x
District 8	Nebraska	Gil Russell	x
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District 9	Director	Ron Rawls	x
District 9	Colorado	Ty Thompson	x
District 9	Colorado	Ben Welsh	x
District 9	Rocky Mountain	John Van Vleet	x
District 9	Rocky Mountain	Dave Carollo	x
District 9	Utah	Ryan Kartchner	x
District 9	Utah	Dustin Volk	x
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District 10	Director	Kelly Williams	x
District 10	Carolinas	Bob Byrnes	x
District 10	Carolinas	Paige Cribb	x
District 10	Kentucky	Pete Garvey	x
District 10	Kentucky	Craig Heibert	x



District 10	Middle Atlantic	J.P. Lunn	x
District 10	Middle Atlantic	Josh Tremblay	x
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District 11	Director	Scott Ashworth	x
District 11	Aloha	Kevin Carll	x
District 11	Aloha	Eddie Lee	x
District 11	Northern California	Dede Moriarty	x
District 11	Northern California	Bill Troyanoski	x
District 11	Southern California	Todd Keefer	x
District 11	Southern California	Tony Letendre	x
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District 12	Director	Tony Martinez	x
District 12	Northern Texas	Ronny Glanton	x
District 12	Northern Texas	Courtney Connell	x
District 12	Southern Texas	Marc DeWall	x
District 12	Southern Texas	Doug DeSive	x
District 12	Sun Country	Pat Gavin	x
District 12	Sun Country	Jason White	x
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District 13	Director	Patrick Richardson	x
District 13	Georgia	John Godwin	x
District 13	Georgia	Brandon Stooksbury	x
District 13	North Florida	John Hughes	x
District 13	North Florida	Charlie Rymer	x
District 13	South Florida	Don Meadows	x
District 13	South Florida	Karl Bublitz	x
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District 14	Director	Don Rea	x
District 14	Pacific Northwest	Greg Manley	x
District 14	Pacific Northwest	Greg Morris	x
District 14	Southwest	Jamey Lewis	x
District 14	Southwest	Jay Larscheid	x
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Independent Directors		Andrea Smith	no
		Christopher Liedel	no
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PGA Tour Player Director		Davis Love III	no

After completion of the Roll Call, PGA Secretary Richerson confirmed a quorum of voting delegates were in attendance and proceeded to hold a moment of silence for those members who passed away over the past year.

President Levy then introduced PGA Parliamentarian Tom Brawley who reviewed the parliamentary procedures for the Business Meeting.

President Levy then entertained a motion for the approval of the meeting minutes from the 101st Annual Meeting of the PGA of America. A motion was made and seconded and hearing no objections or abstentions the motion was carried.

The Reports of the Secretary, Vice President, President and CEO were provided. Secretary Richerson's report provided an update on the state of the membership and a continued need to focus on employment and education; PGA Vice President Suzy Whaley's report provided an update on the Association's finances which showed continued positive trends and increased allocation of revenues against member and section programming; President Levy's report provided an update on the Association's progress against the Long Term Strategic Plan; and CEO Seth Waugh's report provided an update on plans for the year ahead utilizing the Long Term Strategic Plan as the guide. President Levy then entertained a motion for the approval of these four reports. A motion was made, seconded and hearing no objections or abstentions, carried. The presentations provided as part of the Reports of the Secretary, Vice President, President and CEO are attached hereto as Exhibit A.

During the formal session the following Resolution was brought to the floor and voted on by the delegation with the results of the vote noted below:

RESOLUTION 1

Proposed By / Result: New England Section (PASSED)

Subject: Amendment Deadline – Align the deadline for submitting resolutions to the Bylaws so that both Sections and the Board of Directors are required to submit by September 1st.

AMENDMENT:

Section 2. Amendments to the ByLaws

- (a) At the Annual Meeting. The Bylaws may be amended at any Annual Meeting in the following manner:
 - (1) Any Section or the Board of Directors may propose, in draft form, amendments to the Bylaws by resolutions submitted to the Secretary by

~~July 1 for any Section and by September 1 for the Board of Directors~~
prior to the Annual Meeting.

- (2) The proposed amendments shall be harmonized by the Board of Directors and then submitted to each Director, each Past President and each Section in final form no later than 30 days prior to the first day of the General Session of the Annual Meeting.
 - (3) Proposed amendments may be amended by a majority and may be adopted by a two-thirds majority of those voting at the Annual Meeting.
 - (4) Amendments to the Bylaws shall be effective as specified in the resolutions adopted at the Annual Meeting.
- (b) In Between Annual Meetings by the Delegates. The Bylaws may be amended at any Special Meeting In between Annual Meetings in the following manner:
- (1) The persons calling a Special Meeting may propose, in draft form, amendments to the Bylaws by resolutions submitted together with the demand for a Special Meeting.
 - (2) The proposed amendments shall be submitted to each Director, each Past President and each Section together with the notice of the Special Meeting.
 - (3) Proposed amendments may be amended by a majority and may be adopted by a two-thirds majority of those voting at the Special Meeting.
 - (4) Amendments to the Bylaws shall be effective as specified in the resolutions adopted at the Special Meeting.
- (c) In Between Annual Meetings by the Board of Directors. If the Board of Directors deems it reasonably necessary to do so, the Board of Directors may amend the Bylaws between Annual Meetings by two-thirds of the Directors present at a meeting of the Board of Directors at which there is a quorum or by unanimous written consent. The Sections will be promptly notified of any amendment adopted by the Board of Directors. Any amendment adopted by the Board of Directors may be overturned by two-thirds majority of those voting at the next Annual Meeting.

Effective: Immediately



Following an informal session and lunch, President Levy appoint PGA Member Todd Keefer, President of the Southern California Section as the New Business Chair. PGA Member Keefer informed the delegation that one new business item was submitted as stated below:

What is the status of and plan regarding player development programs and the PLAY GOLF AMERICA link of pga.com?

The Officers addressed this new business item with no actions being requested or taken.

President Levy then thanked Honorary President Derek Sprague for his service and dedication to the PGA of America and asked him to preside over the election process after the procedures for the election process were reviewed.

PGA Member Gary Reynolds of the Connecticut Section made a nomination speech for the election of Vice President Suzy Whaley to the position President of the PGA of America. A motion was made, seconded and hearing no objections or abstentions, carried. Suzy Whaley was then sworn in as President of the PGA of America and Paul Levy moved into the position of Honorary President.

PGA Past President Brian Whitcomb, representing the Pacific Northwest and Southwest Sections made a nomination speech for the election of Secretary Jim Richerson to the position of Vice President of the PGA of America. A motion was made, seconded and hearing no objections or abstentions, carried. Jim Richerson was then sworn in as Vice President of the PGA of America.

Four candidates – Jim Dorman, John Lindert, Rick Murphy and Tom Wildenhaus – were nominated for the position of Secretary of the PGA of America. Following the nomination speeches and seconds for each of the four candidates, a ballot took place. Candidate John Lindert was elected to the position of Secretary of the PGA of America during the first ballot by receiving a majority of the votes cast by the delegates, following which John Lindert was sworn in as Secretary of the PGA of America.

President Levy proceeded to announce the six new members of the Board of Directors who had recently been sworn in or were then duly sworn in with the oath being properly administered:

- District 3: John Bridgeman, PGA Director of Golf, Brentwood (Tenn.) C.C. (Alabama-NW Florida, Gulf States, Tennessee)
- District 6: Terry Russell, PGA Teaching Professional, Cantigny Golf Academy, Wheaton, Ill. (Illinois, Indiana, Wisconsin)
- District 7: Nathan Charnes, PGA General Manager, WingHaven C.C., O'Fallon, Mo. (Gateway, Midwest, South Central)
- District 11: Bill Troyanoski, PGA Master Professional, PGA General Manager, Half Moon Bay (Calif.) Golf Links (Aloha, Northern California, Southern California)
- District 12: Tony Martinez, PGA Director of Golf, Keeton Park GC, Dallas (Northern Texas, Southern Texas, Sun Country)
- Independent: Andrea B. Smith, Chief Administrative Officer, Bank of America, Charlotte



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Closing comments were then made by Secretary Lindert, Vice President Richerson, CEO Waugh and President Whaley with President Whaley declaring the 102nd Annual Meeting of the Professional Golfers' Association of America concluded at 3:45 p.m. Pacific Time on Friday, November 9, 2018.



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Exhibit A

Seth Waugh

Report of the Chief Executive Officer

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FOCUS AREAS

- The Broadcasting Deal
- Spectator Championships
- Our potential new HQ in Frisco
- Corporate Sponsorships and Partnerships



PGA.

ESPN

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SPECTATOR CHAMPIONSHIPS

- Largest revenue generating events for the Association which help support all member programs and provides section financial and resource support
- Allows our PGA members to play their way into these Major Championships (PGA (20 members), KitchenAid Senior PGA (35 members), KPMG Women's PGA Championship (9 members))

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CORPORATE SPONSORSHIPS AND PARTNERSHIPS

Three District Groups of Partners

1. Endemic golf companies
2. Worldwide Ryder Cup Partners
3. PGA of America Partners



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Jim Richerson, PGA

Report of the Secretary

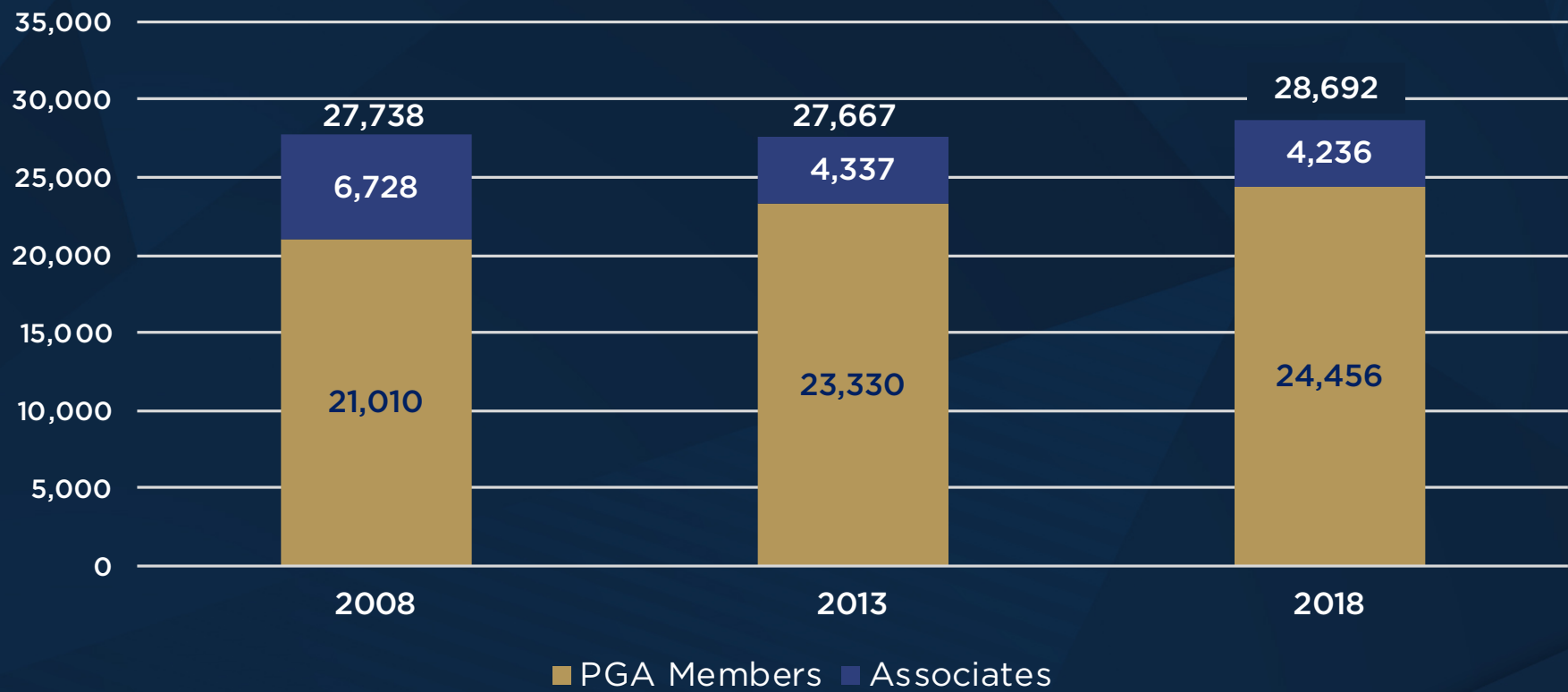
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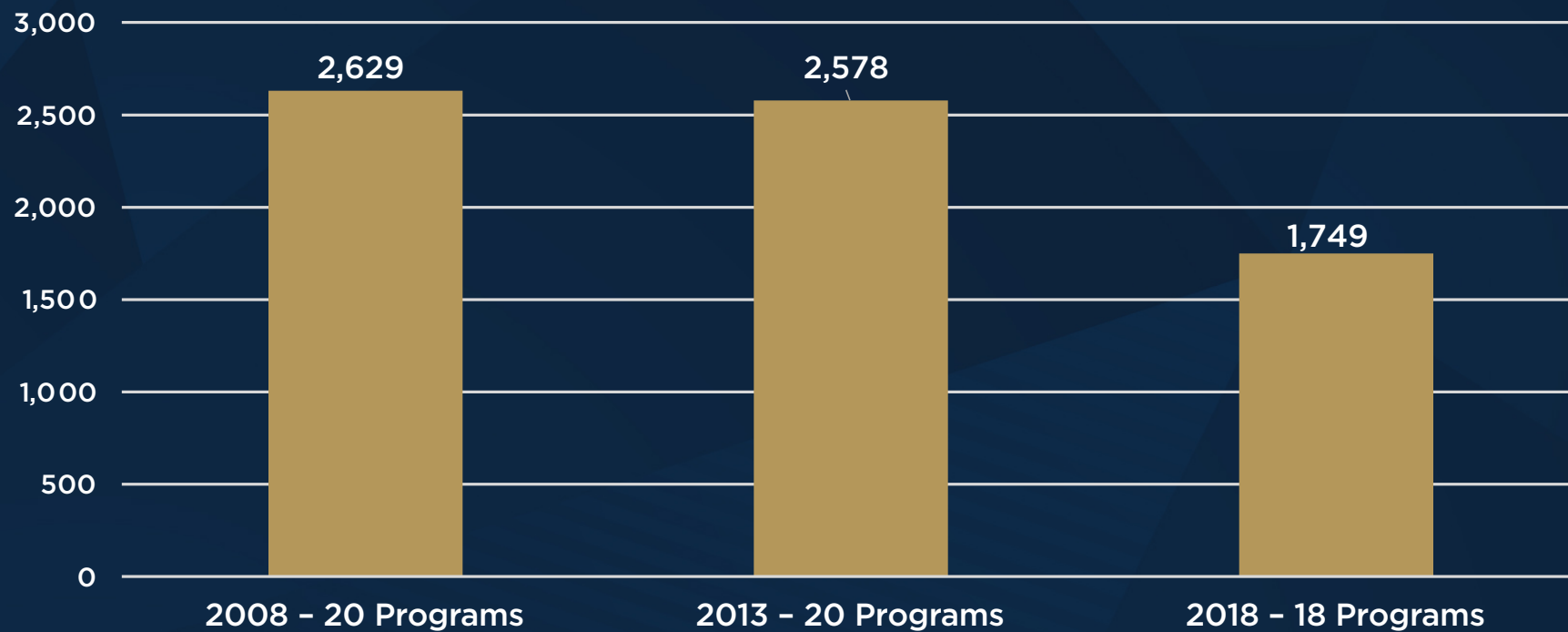
FOCUS AREAS

- Current Membership Overview
- Member Services
- Member Assistance Program
- PGA REACH
- PGA Properties

MEMBERSHIP OVERVIEW



STUDENT ENROLLMENT



PGA DISASTER RELIEF FUND

- In FY18, the PGA Disaster Relief Fund contributed **\$557,000** to members, the 2nd largest disbursement outside of Hurricane Katrina
- Since the inception, **over \$2.5 million** has been distributed to PGA Members



SUPPORTLINC MEMBER ASSISTANCE PROGRAM



866-4PGAMAP
(474-2627)

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News For You

Opioid Epidemic

According to the Centers for Disease Control and Prevention (CDC), the number of overdose deaths has quadrupled since 1999. From 2000 to 2015, more than half a million people have died from drug overdoses and the majority of those involve an opioid.



[Read More Opioid Epidemic](#)



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PERKSPOT

- Over 7,100 PGA Members have engaged with PGA PerkSpot since its launch



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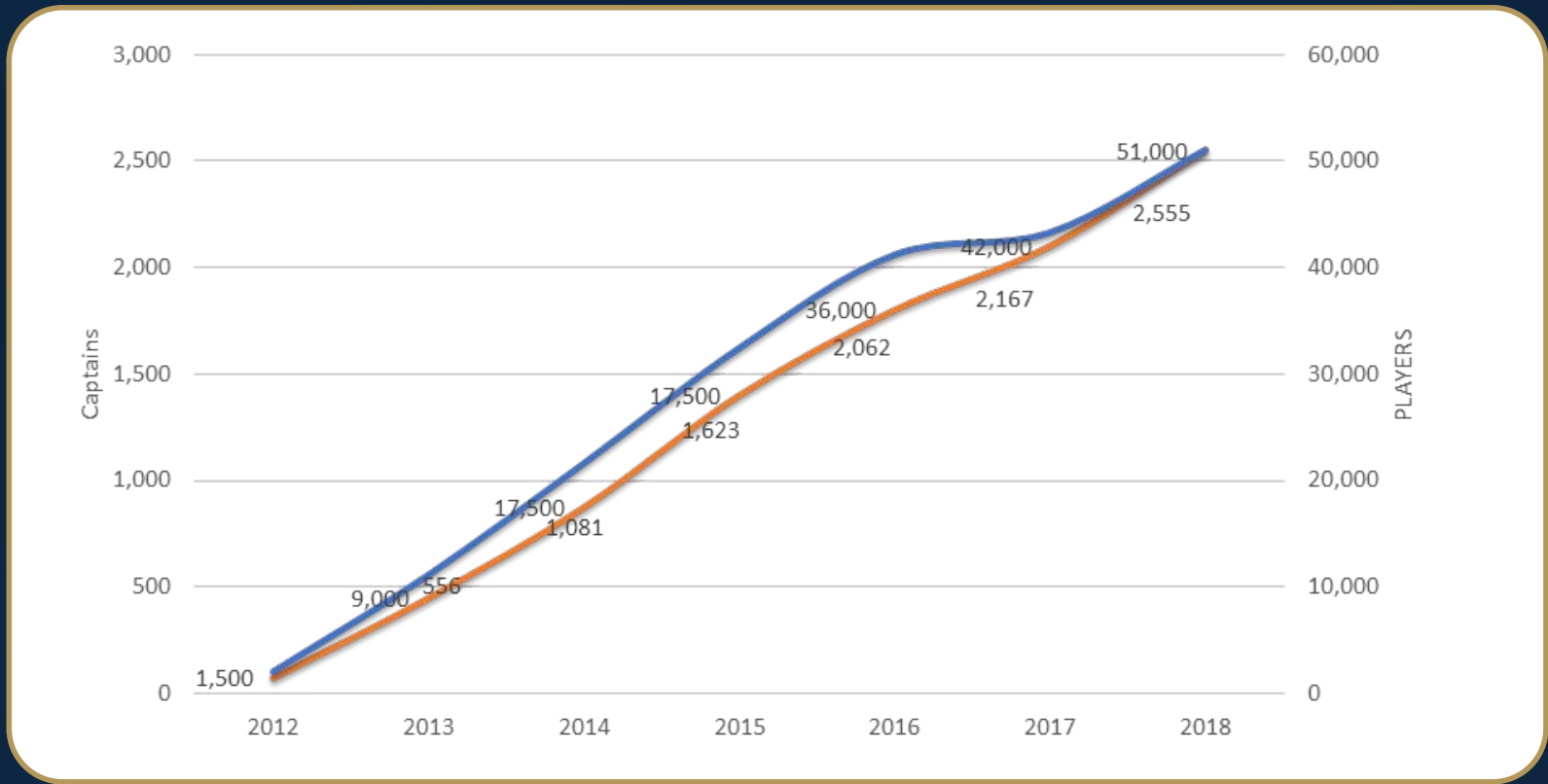
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PGA JR. LEAGUE



PGA JR. LEAGUE

	2017	2018	YOY Growth	YOY%
Reg Revenue for Captains*	\$5.6 million	\$7.6 million	+\$2 million	+36%
Total Incremental Revenue\$	\$32 million	\$44 million	+\$12 million	+38%

**Based on net registration revenue (registration fee less the \$75 REACH fee)*

\$Based on the study of 18 facilities and average incremental revenue per PGA Jr. League player on an annual basis (5.7x net registration revenue).













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Suzy Whaley, PGA

Report of the Vice President

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FY 18 MET FINANCIAL EXPECTATIONS

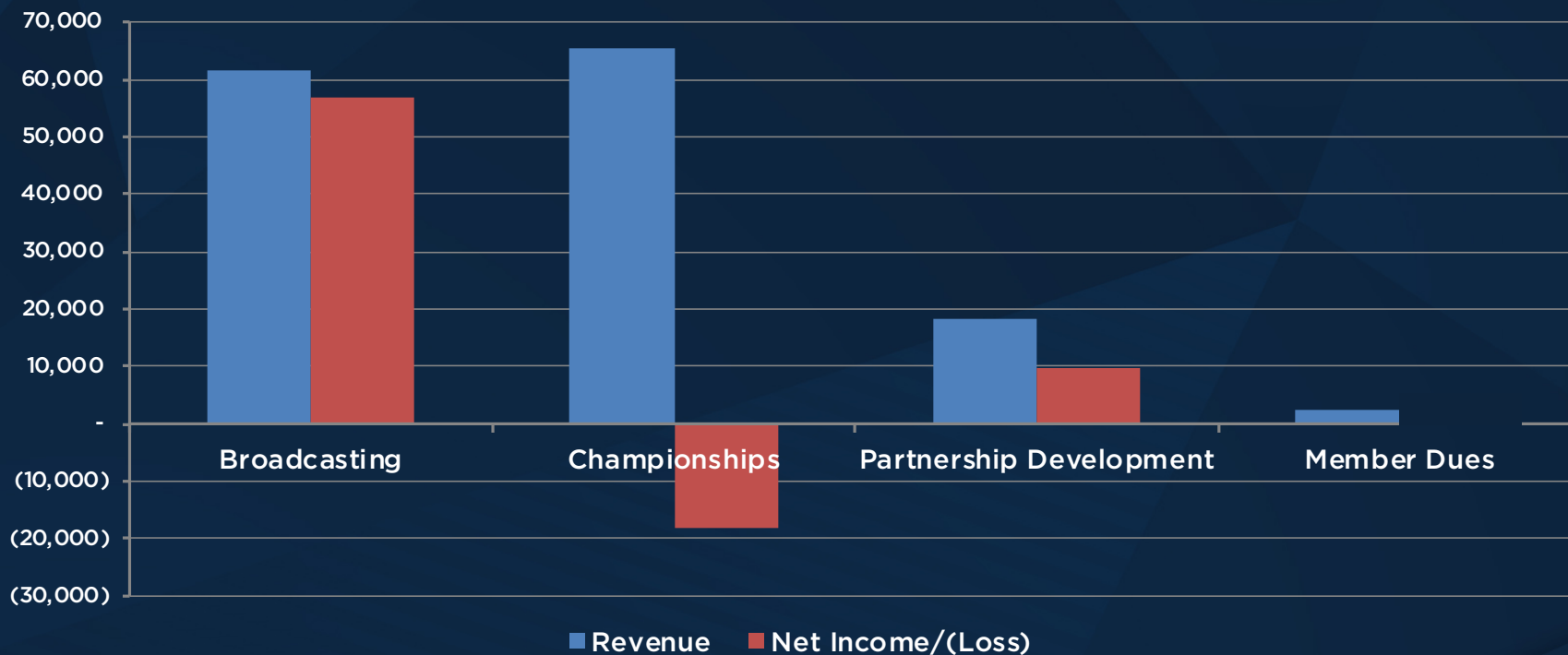
FY18 Key Results	
Operational loss before Income Tax	\$ (27.8) Million
Income Tax	\$ (8.3) Million
Income from Reserve Fund	\$ 16.5 Million
Total Decrease in Net Assets	\$ (19.6) Million

Association Net Assets stood at \$197 million at the year end

FY18 KEY OPERATIONAL REVENUE DRIVERS

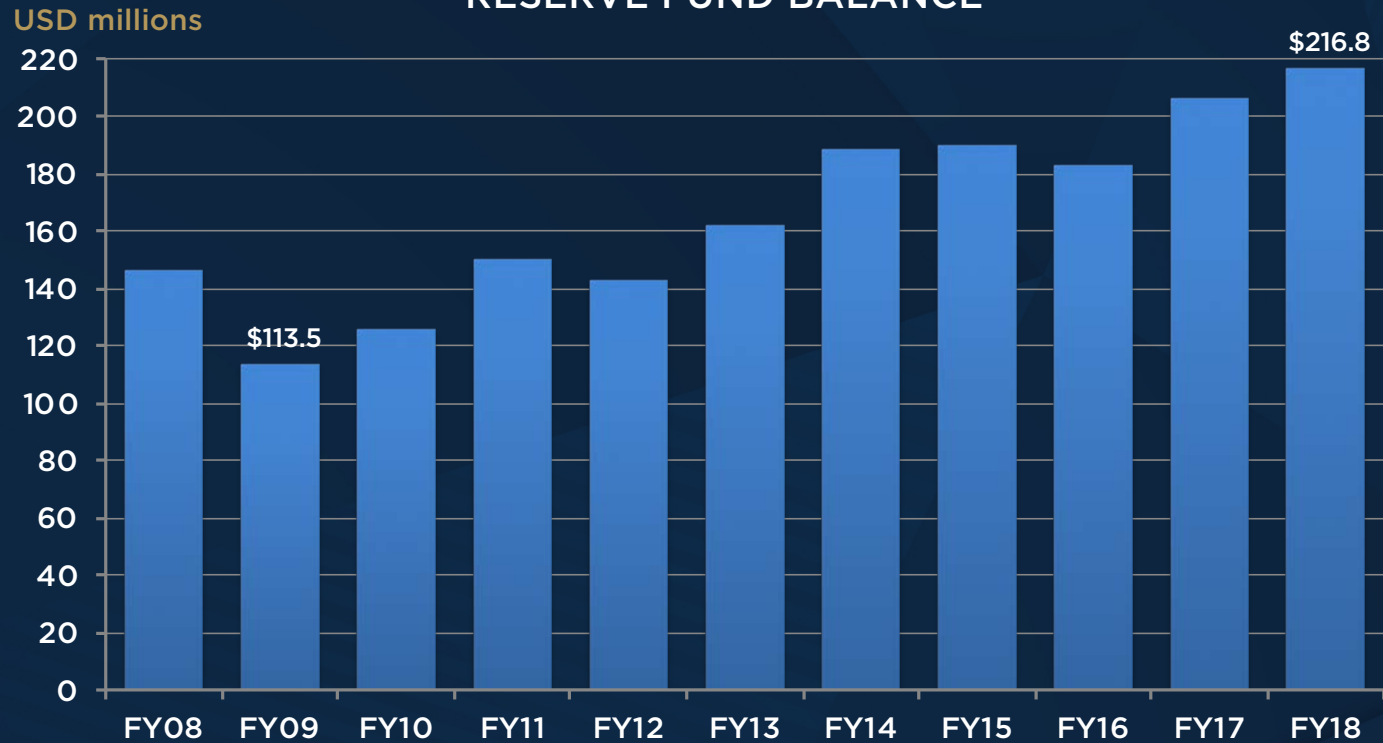
USD millions

FY'18 REVENUE SOURCES EXCLUDING RESERVE FUND REVENUE



RESERVE FUND GROWTH IN FY18

RESERVE FUND BALANCE



TARGET RETURN:
\$7.3 M or 4.0%

ACTUAL RETURN:
\$15.5 M or 7.5%

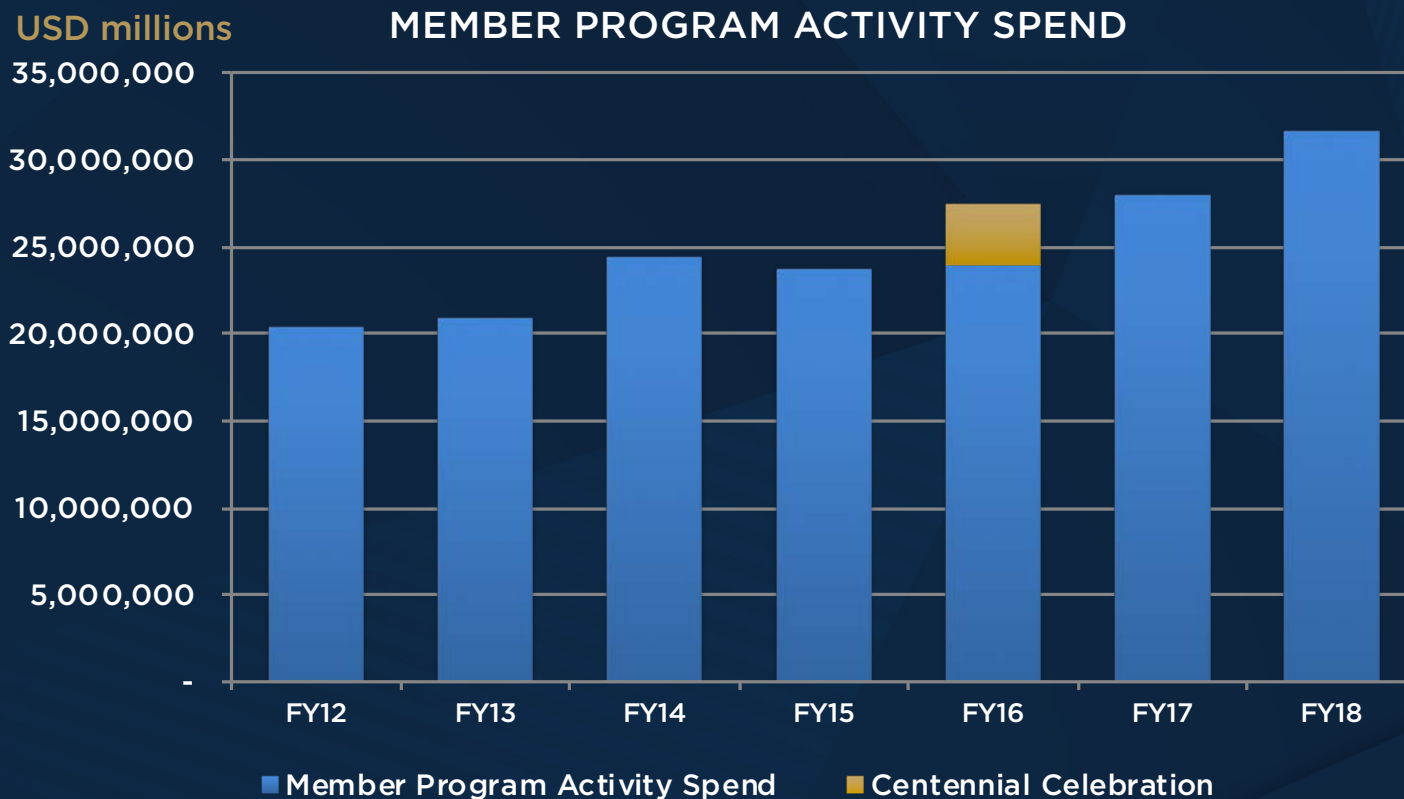
FOCUSED SPENDING BEHIND STRATEGIC PLAN INITIATIVES

- Increased Career Services Consultants and new job board on PGA.org
- Expanded Section Business Operations
- Introduced Section Operational Audits
- Continued aggressive funding of PGA Jr. League
- 5th consecutive annual increase in ADP Funding
- Launch of PGA Journeys PSA campaign

Almost 71% of all expenditure supports our eight core strategic products

INCREASED MEMBER SPEND

Member program spending has increased approximately \$11MM since FY'12 which is a 55% increase or a 7.6% CAGR

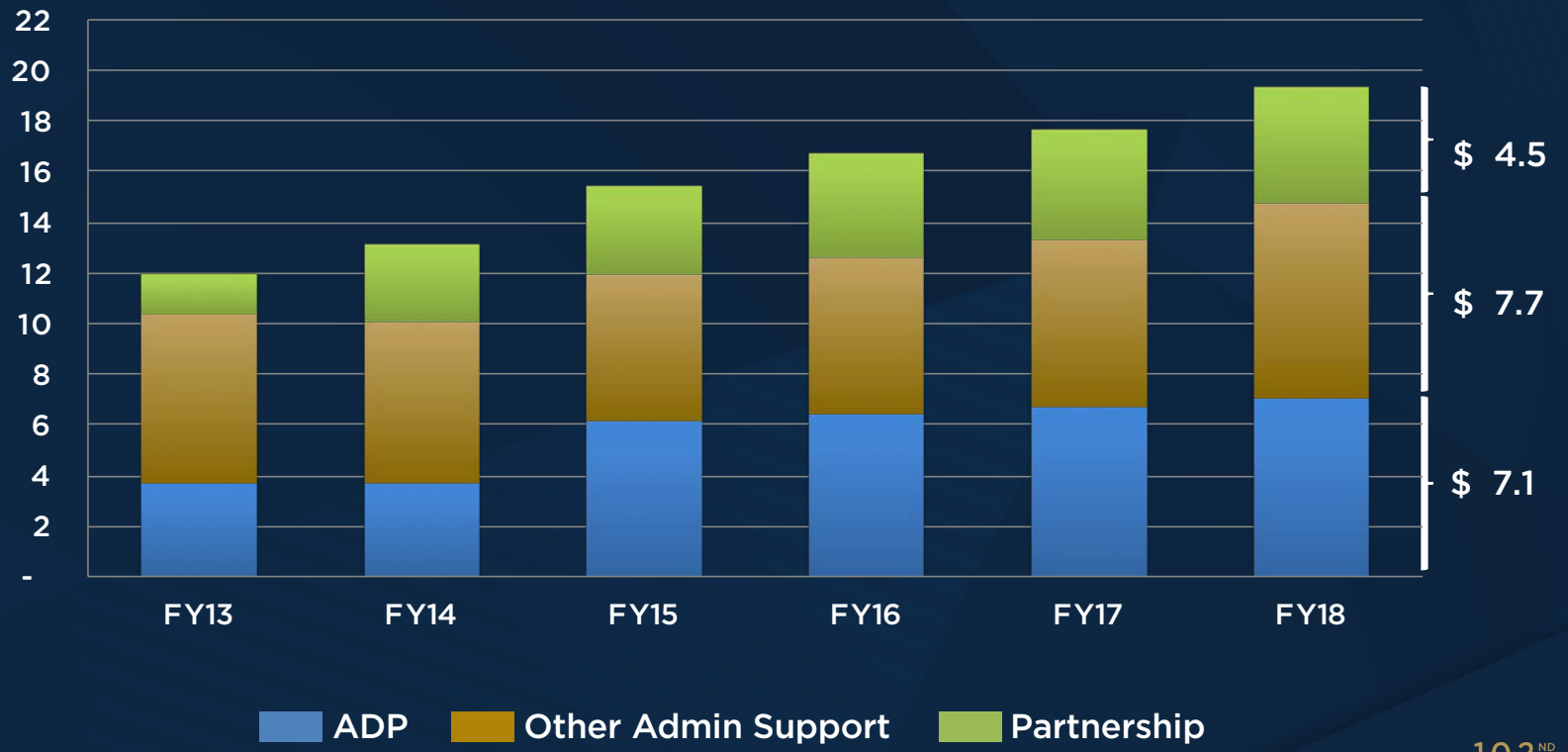


INCREASED SECTION SPEND

SECTION SPEND TREND

USD millions

FY18 TOTAL:
\$19.3 M



THE FISCAL YEAR HAS CHANGED

- The fiscal year end has been changed from June 30 to March 31
- Currently in a nine month transition period:
 - July 1, 2018 to March 31, 2019
- Dues billing and membership processes will not change

ADDITIONAL KEY INITIATIVE SPENDS IN CURRENT YEAR

Expansion of Education

- Implementation of Lifelong Learning

Continued Investment in Player Development Initiatives

- PGA Jr. League and ADM

Significant Investment in Technology

- Coaching Platform and Retail Tribe



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Paul Levy, PGA

Report of the President

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FOCUS AREAS

- Education
- Lifelong Learning
- Section Business Operations
- PGA.org
- Career Services

LIFELONG LEARNING ROLLOUT

ASSOCIATE

PGM 3.0 Level 1
July 2018

PGM 3.0 Level 2
March 2019

PGM 3.0 Level 3
August 2019

STUDENT

Level 1
Fall Term 2018

Level 2
Fall Term 2019

Level 3
Fall Term 2020

SECTION BUSINESS OPERATIONS

Throughout 2018, with the addition of two field directors, the SBO team has executed the following:

- Visited all 41 Sections by year's end to gain a better insight into how they operate their business while identifying challenges and opportunities where the SBO Team can assist.
- Developed a Section Business Operations digital platform where relevant tools, resources and best practices can be accessed quickly and easily
- Served as a facilitator in both annual business planning and strategic planning sessions sharing ideas and opportunities Section to Section, while also helping to create stronger alignment and engagement with PGA of America programs, resources and training



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Directory

Resources



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MEMBER

DASHBOARD

EDIT MY PROFILE



John Newkirk

South Florida Section
PGA of America Nat'l Office Headquarters
Member ID: #03615121

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MSR CREDIT STATUS | DUE 06/15/21 [\(Learn More\)](#)

Hello John, start earning credits today!

0 of 36

PGA REQUIRED CREDITS

Requirements in both categories must be met to maintain membership.

[REPORT MSR CREDITS](#)

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0 of 54

TOTAL MSR CREDITS

[EARN CREDITS](#)

COLLAPSE

ANNOUNCEMENTS

Compete Against Other PGA Professionals in the PGA Tournament Series

There are six PGA Tournament Series events held at PGA Golf Club during November & December. The field for each tournament is limited to the first 104...

[Check the deadline dates & register](#)

Register for the 2018 National Car Rental PGA Assistant Championship

If you are eligible, register on PGA.org by 5:00 p.m. (ET) on Wednesday, Oct. 24, 2018.

[Register here](#)

[View all announcements >](#)



CAREER SERVICES

- 19 Career Consultants, located regionally across the U.S., and a global development representative
- Provide development resources to industry professionals in all stages of their desired career path



PGA[®] JOURNEYS

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