



PGA

Tennessee Section

TPGA Board Meeting
Sunday, June 24, 2018
3:00 pm – 5:30pm EDT
Holston Hills Country Club

Board Meeting Participants: *Attendees (16):* President Jim Vernon*, Vice-President Jim West, Secretary Lamar Mills, Past President Johnny Bridgeman*, Tournament Chair Scott Moran; Chapter Officers: Sean Rice, Scott Wilson, Joey Hickman, Mark Houser, and Sid Johnson; PGA Employment Consultant Kevin Walls; District 3 Director Jim Dorman*; TPGA Staff Clayton Hromadka, Adam Greeno, Kyle Bachman and Cameron Chhim.

* - Participated via conference call

Approval of Prior Meeting Minutes:

The meeting was called to order by President Vernon at 3:03 p.m. EDT. A motion was made and seconded to approve the minutes from the February 25, 2018 Board Meeting. The motion was passed and the minutes were approved.

Employment Services Update:

Walls gave his report on the compensation survey noting the Tennessee PGA finished 3rd in 2018. Participation across the country declined despite the efforts of PGA of America to simplify the survey to make it even easier to participate. 22 jobs have been posted to Careerlinks as Walls continue to provide members opportunities to advance their careers. The MSR cycle has closed, and Walls covered the members who are short and how the TPGA performed. Walls then covered the membership dues data for the TPGA, noting that 40% of our members had not yet paid their dues for the current cycle. Recently, Walls completed a cleanup of the Section Management System resulting in a more accurate interpretation of PGA Member club penetration. This project should help everyone involved to more accurately identify employment opportunities for PGA Members and Associates. Walls concluded by noting that the Employment and Education departments are beginning to work more closely together resulting in additional opportunities for PGA Members to enhance their knowledge and career.

District Update:

District 3 Director, Jim Dorman, updated the group on the happenings at the National level, noting there is increased funding for the employment department as PGA of America continues to focus on furthering our PGA Members career opportunities. Dorman also congratulated the Section for the performance of member Johan Kok, who qualified for the PGA Championship through the National PGA Professional Championship. He covered the recent release of the National Golf Foundation report which noted golf was an \$84.1 Billion industry, up 22% from 2011. Dorman spoke on his experiences at the recent national championships, including thanking sponsors Kitchenaid and Whirlpool for their support of the national championship. A new education plan is currently being developed by PGA Headquarters that should help further separate our PGA members. Dorman covered the new PGA membership program, Perkspot, which is available to every member and provides discounts on a number of items and services across the country. The new District meetings between the District Executive Director's and PGA of America were a success as they provided an opportunity for Sections to have an open line of communication to PGA National to discuss topics that were relevant to each Section.

Financial Update:

Vice-President West updated the Board on the current state of financial affairs for the Tennessee PGA. The current investment fund balance as of 6/19/2018 is \$1,199,965, up .74% for the year. Statements for each of the Chapter accounts were included in the board packet and it was noted that the performance for

2018 has not been close to budget and will likely result in a negative budget shortfall for 2018. West then reviewed the financial documents noting a few specific details including; the handicap membership roster currently at 30,964 (up 54 from 2017 at this time), the 2018 Annual Meeting had a net gain of \$3,400 due to no key note speaker, Passkey currently netting \$20,402 (up compared to 2017 and 2016), currently there are 27 teams for the Vegas Pro-Am with a goal of 30 which should help meet budget expectations. West then discussed the increased health care costs since a new plan stated in February 2018 that was higher than the budgeted increased. The Section has a new credit card processor, i3 Verticals, which should help with significant savings as we close out the year and beyond. Player Development programming should result in a positive gain for 2018 due in large part to the National Car Rental sponsorship and the funding provided from PGA of America for Junior League Golf participation. Hromadka noted that in 2019 and beyond, the Section hasn't received a finalized plan for Junior League Golf remuneration so we should be cautious with our budgeting going forward despite the small return 2018 will yield. Greeno then gave a sponsorship report, including the increased sponsorship dollars for 2018 compared to 2017. The Section has performed well in the cash sponsorships and continues to seek donated product sponsorships to fill a few gaps.

Chapter Director Updates:

Vernon shifted to updates from the Chapter Directors. Tri-Cities Director Houser stated the TC Pro-Am series was going well despite the chapter losing a number of professionals in the area making it difficult to schedule and maintain events. 150+ people attended the Tri-Cities Family Golf day making it a success. The chapter has a number of events coming up including a Long Drive Championship at Cattails. Chattanooga Director Rice stated the First Tee in Chattanooga is still evolving and he isn't certain where it is headed. The Chapter has been engaged about being involved in some capacity and is interested in hearing more from the parties involved. Middle TN Director Hickman covered Pro-Am participation and then informed the group that Scott Primm would be serving as the Assistants Committee representative for the Chapter after Andrew Kincaid was named the Committee Chairman. West TN Director Johnson informed everyone that the Spring Creek Ranch Pro-Am had been rescheduled and that the Chapter was planning a travel pro-am in conjunction with Ladd's to Tunica called Double Down. The event should help the chapter raise some funds that will be utilized at a later date. Knoxville Director Wilson expects the Pro-Am participation to be similar to prior years, with the pro participation expected to be flat. The chapter Pro-Lady will take place on July 26th.

Committee Updates:

Awards: Hromadka covered the new marketing plan for highlighting the 2017 award winners with monthly highlights including interviews by TPGA interns. These articles will run monthly and be promoted across our various social media avenues. The timeline for the awards process will be moved up in 2018 to allow the chapter committees to obtain more information for decision making. This will also allow the Section to purchase the awards at a discounted group rate as compared to Chapters purchasing them separately at a higher cost. Nominations will be sent out in August instead of September to begin the process.

Tournament: Chairman Moran went through the TPGA Tournament Participation Report with the group. Participation for Section tournaments has been down in 2018, in some cases double digits. The Committee will actively seek member feedback to determine what factors could be playing a part. Currently, the assumption is that Professionals are working more and therefore playing less. The weather also played a part early in the year as the winter season stretched well into the year and our first couple of events still had snow. The Professional Championship has 51 participants, compared to 64 in 2017. Holston Hills has prepared a tremendous event and the golf course is in great shape. Moran noted five players would advance in addition to Johan Kok who is already exempt. Moran also noted that the Ira Templeton Chattanooga Classic's future is in jeopardy because of the declining number of participants

and sponsor dollars are harder to come by. Moran and Greeno are currently analyzing the Cup Matches and choosing a Captain for the 2018 team.

Education: Secretary Mills discussed the upcoming Business Summit at Brentwood Country Club on December 5th. The Education Committee plans on focusing on Food & Beverage and having a panel discussion with other General Managers. The Section will pursue bringing in speakers that could include John Easterbrook, Chief Membership Officer with the PGA of America. The Committee is also working on a mentoring plan that could be implemented in 2019 and beyond.

Assistants Update: Hromadka discussed the committee and the progress they've experienced. With Chris Woods taking on a new role, Andrew Kincaid has been appointed by Jim Vernon as the new Assistant's Chairperson. Currently, the Section has 15 associates suspended and a total of 72 in the program. With a 20.8% suspension rate the Section is slightly better than average and will continue to work towards improving this number. The Assistant's Match play is full and the committee will soon start pushing the Assistants Championship that is on September 17-18 at Nashville Golf and Athletic Club.

Junior Golf Update: Drive, Chip & Putt registration is up 13% compared to 2017. Hromadka noted 915 current registrants and 3 more local qualifiers still to be conducted in addition to a Sub-Regional and Regional competition. PGA Junior League has 82 teams with 1,091 players. Positive feedback has been received about the program and the performance of Kristi Egnot as the Regional Director. The post season plans are coming together and Tennessee has been highlighted by PGA of America for our planning and event structure. Hromadka encouraged volunteerism at these events and asked the Chapter Directors to find some help.

Growth of the Game Update: Bachman updated the group on the continuation of the funds available in 2018 to be \$30,000. In 2018, the goal to continue the same grant process and work to ensure members receiving grants are completing the required paperwork. Of the \$30,000 available in 2018, \$1,620 remains for any late applications or ideas that could use funding. Vernon and Hromadka stressed the need for the Board to get out and encourage members to apply. The same applicants keep receiving money year after year and the Section needs to diversify who receives the funds.

Constitution Task Force Update: Hromadka informed the group that the Section officers have created a task force that is being asked to review the Section's constitution and offer ideas on improvement. This task force includes Jim West, Ken Crowder, Jon Goin, Jeff Craig and Mark Houser. They will review the Board structure, Committee structure, Chapter officer structure and other ideas that could make the Section more productive. They will make a presentation at the December planning session on any recommended changes.

Old Business/New Business:

Old Business: No old business to discuss so Vernon moved to new business.

New Business: Hromadka informed the group the Vice-President of the Knoxville Chapter, Jerry Williams, had resigned from his position. A motion was made to have Secretary Mike Callender fill the position until the next election, it was seconded and approved. Hromadka asked anyone interested in attending the PGA of America Annual Meeting to let him know so travel arrangements could be made, while also inquiring about any resolutions the Board would like to offer as part of the Annual Meeting; none were mentioned. Hromadka reminded the Tri-Cities, Knoxville and West Tennessee Chapters they need to conduct elections in February that could be affected by changes suggested by the Constitution Task Force. He then covered the new Member Assistance Program being offered by PGA of America.

The meeting adjourned at 5:17 pm EDT.