



PGA

Northern California Section

BOARD OF DIRECTORS MEETING MINUTES

July 9, 2017

Eldorado Resort Casino – Reno, Nev.

Conference Call Information

Toll Free: (866) 244-8528 / Participant Passcode: 697369

Board Present: Bill Troyanoski, Dede Moriarty, Len Dumas, Jessie Walker, Nick Bailey, Ward Sutton, Dennis Tuhn, Ed Winiacki, Dan Brace, Jeff Palmer, Paul Wilcox, Mike Dowd, Jim Kepler, Shawn Kelly

Past President: Bob Young, Shim LaGoy, Tracy Stansberry

Staff Present: Chris Thomas, Nancy Maul, Brian Rich, Brenda Harris, Ellen Lalande

Guests: Carol Pence, Jeff Sanchez

I. Meeting called to order at 1:02PM by President Bill Troyanoski

II. Invocation led by Honorary President Len Dumas

III. Past President's Comments

1. PP LaGoy stated that he was encouraged to see the growth in the Section and Board.
2. PP Stansberry expressed thanks and appreciation for having him.
3. Director Wilcox commended everyone for their great jobs. Shared that Bruce Lewis has accepted a new job in Idaho and congratulated Dede for her article in *PGA Magazine*.
4. PP Young expressed appreciation for great leadership, commending Executive Director Thomas for his leadership. Reminded Board that decisions we make affect the Section, particularly in District 11 candidate selection.

IV. Action Items

1. Minute Approval – April 24, 2017
 - i. Meeting omits action item. Executive Director Thomas and Director Sutton will get together and add.
 - ii. Motion to approve with amendment: Director Brace
 - iii. Second: Director Kepler
 - iv. Additional remarks: Honorary President Dumas would like the title of each motion added (Apprentice Engagement Policy and Apprentice Recommendations)
 - v. Approved – Unanimous

2. District 11 Director Election

- i. Honorary President Dumas addressed the board – Thanked board for attention and acknowledged the Section’s great work. Requested support for District 11 Director to continue 11 years of service to the NCPGA.
- ii. Past President LaGoy addressed the Board – Thanked board for time and asked for support for as District 11 Director. Outlined that with 39 years’ experience, his relationships with influential members can help impact our benefit on the National stage.
- iii. Vote via individual ballot conducted. 14 eligible voters in attendance; Director Dumas was selected as District 11 Director.

V. President’s Report – Bill Troyanoski, PGA

1. Commended level of engagement of board and reviewed Action Item and Request Log. Confirmed that there are five items ongoing and that there are no additional items.
 - i. Update on Chapter Presidents Request Item: President Troyanoski has spoken with Director Sutton, who has agreed to spearhead structural issues to increase engagement.
 - ii. Update on bylaw review: VP Moriarty noted we have a list of names to consider for task force and shared that she is looking forward to scheduling a meeting and moving forward.
 - iii. Update on engagement tool benchmark: Team is still developing a metric to measure the work of the board.
2. Congratulated PGA Professional Championship Competitors Jason Schmuhl, Mitch Lowe, Jeff Brehaut, Dave Carr, Rod Wilson, Steve Hummel. Noted that some members had issues with Omar Uresti’s victory in the championship.

Discussion among the board members led to consensus that these gentlemen played by the rules. Upon review, it was observed that there were many tour players. President Troyanoski advised that the issue may come up again in board room.

- i. Executive Director Thomas disagreed with TOUR player participation originally, but understands the issue and is open to dialogue. Director Tuhn indicated that Uresti is a member, but joined differently. He believes Uresti is entitled to play, although he questioned if Uresti represented membership well.
 - ii. Director Walker indicated concerns about Uresti playing alongside working pros. This complaint was the most common he heard. Director Palmer proposed rules that would qualify based on how professionals obtain their classification. J. Sanchez indicated hesitation with excluding Tour players, citing the difficulty of separating Tour players from pros.
3. Reviewed strategic plan and committee conversion plan as submitted. Provided update that committees will be restructured into six (6) core committees and four (4) working committees in order to give committees opportunity to meet and function more efficiently.

Highlighted that the committee structure will also offer attention to diversity & inclusion with the addition of it as a core committee. Committees will consist of five (5) non-board members and one (1) NCPGA Board of Directors liaison. Anticipated implementation will be finalized in Q4 of 2017 in preparation for 2018 launch.

4. PGA Education Committee: Vote to be held in August regarding changing the “apprentice program” to the “professional program”. Adjustments will be made to the PGM program to allow a split at Level 2 (executive management, golf operations, teaching, etc.) There will be a tiered system for professional development.
5. Reminded the board that the upcoming District 11 Meeting will be located in Southern California this month. The topic will be Leadership and Member Engagement.

- i. Gloria Armstrong video and Director Winiiecki speaking time: Gloria is willing to be guest speaker at the NCPGA Annual Meeting. She will be inducted to the LPGA Hall of Fame in Iowa in August and we would like to present her with a lifetime award. Executive Director Thomas indicated we will have to review our current awards given to see if there’s an existing category to be correctly positioned. Director Winiiecki proposed not necessarily established award, but could be lifetime achievement.

Director Dowd indicated that he believes anything we can do to strengthen our relationship with the LPGA would be great for diversity and inclusion. Director Kepler proposed honorary member status. VP Moriarty agrees we should do something and mentioned SF Women’s Golf Council objectives to make SF the most women-friendly golfer city in the world.

- ii. Director Wilcox requested confirmation on whether a motion is needed to proceed; Executive Director Thomas confirmed that it’s not necessary since the issue does not involve money. Added that inquiry should be forwarded to committee for review. Past President Dumas seconds proposing to board.
- iii. Past President LaGoy proposes inaugural award in her name. Director Dowd asked if concept would be similar to The Langley. President Troyanoski proposes developing a task force with Director Winiiecki as chairman. Directors Dowd, Kepler, and Wilcox, along with VP Moriarty and Past President LaGoy indicated their interest in joining committee. Executive Director Thomas will serve as staff liaison.

6. Report concluded; no questions.

VI. Vice President’s Report – Dede Moriarty, PGA

1. Reviewed finance overview as submitted.
2. Report concluded; no questions.

VII. Secretary's Report – Dede Moriarty, PGA

1. Membership Report (as of June 19, 2017)
 - i. Total Membership: 1,136
 - ii. Total Members: 922
 1. Total Inactive: 33
 2. Total F: 10
 - iii. Total Apprentices: 214
 1. Suspended Apprentices: 60
 - iv. New Facilities since 01/01/2017: 3 (Noted that Heffernan Insurance Companies in Walnut Creek is listed as a facility. Exec. Dir. Thomas advised that it's a member from Aloha who became an approved business via PGA HQ)
 - v. New Apprentices since 01/01/2017: 26
 - vi. New Members since 01/01/2017: 18
 - vii. Transfers into Section since 01/01/2017: 22
2. Reviewed Membership Dashboard.
3. Report concluded; no questions.

VIII. Executive Director/COO Report – Chris Thomas, PGA

1. Provided Section operations update: Staff is tackling business/strategic plan consistent with what board has improved and is continuing to bolster revenue opportunities with Jeff Sanchez. The NCPGA Foundation is flourishing and revenue generation is becoming a reality.
2. NCGA Update: Promotion of the JTNC is ongoing; report reviewed as submitted. ED Thomas outlined a new goal to create a junior golf website which would encompass JTNC, DCP, PGA JLG, etc. C. Pence recommended we contact the Oregon Golf Association to learn more about potential growing pains of creating such a site.
3. Sponsorship & Business Development: National has done a great job at bringing money to our tournament program; EDs have asked HQ to focus on money for other areas.
4. CAG Update: There has been some question as to whether or not a California Golf Commission should be built. The group is still not sure, but there are a lot of things to go through for commission status (e.g., may be subject to taxation). Still weighing pros and cons of moving on to commission.

5. Global Committee: ED Thomas has been asked to join committee. There are still a few meetings to discuss initiatives in the coming weeks; open for comments. Did indicate that NCPGA Member Cameron MacGregor is one example of an immigrant who came to U.S. and got citizenship/PGA membership.
6. Upcoming Events: Report reviewed as submitted. Objective is to target two (2) events to Northern California in 2018. Participation is still struggling due to time constraints.
7. Semi-Annual Meeting Itinerary was reviewed as submitted
8. Report concluded; no questions.

IX. NCPGA Foundation Report – Dede Moriarty, PGA

1. 2017 Update: Report reviewed as submitted. Reminded board members that engagement with the foundation starts with each other. Requested that directors make the effort to get involved with the foundation if there is any way to do so. Reminded directors that the NCPGA Foundation serves the community, the members, and serves to grow the game. Advised that we are currently looking for teams for The Langley. Pricing at Pebble Beach is “friends and family” for amateurs and free for PGA Professionals.
2. Report concluded; no questions.

X. PGA of America Reports

1. District 11 Report – Scott Ashworth, PGA: Not present. Report reviewed as submitted.
2. Employment Services – Carol Pence, PGA: Reviewed report; thank you to members who participated in compensation survey. Averages have gone up in the last two years which is encouraging. C. Pence is back down to Northern California territory only. Looking to be more proactive and more visible. Report concluded; no questions.

XI. Section Reports

1. Assistant Executive Director – Nancy Maul: Report reviewed as submitted. 93% of total for 2016 with plans to exceed 2016 numbers. Stuart Rentals is one of our newest out of the box sponsors and J. Sanchez has been instrumental in working with them.
2. Player Development & Membership Services Director – Brian Rich: Reviewed report as submitted. ED Thomas recommended board join us at Drive, Chip, and Putt finals at The Olympic Club and participate. B. Rich advised that they are working on having Dr. Condoleezza Rice come out for the event.
3. Independent Contractor Business Development – Jeff Sanchez: Shared that he had a declined opportunity with Southwest Air which took about 10 hours of work to get to. Indicated that he was able to leverage networking opportunity with Chris and Nancy to partner with Stuart Rentals, which took about 21 hours to get off the ground (breakdown of 56 emails, 5 cc, 2 face-to-face meetings, etc.) Renewal is negotiated with them on the condition that we hit milestones at the 6-month mark.

Renewal period is anticipated to launch January 1, 2018.

Shared that one of our sponsors who discontinued partnership showed renewed interest if we were to be able to commit to 20 accounts with 24-piece orders, which is something to think about going forward. Sponsor Perry Ellis will be coming onboard after about 11 hours of working on account. Clarified that timeframes are shared to give additional context in how we measure results. Highlighted that the best opportunities come from referrals, which we encourage members to provide if possible.

Additional opportunities coming up include partnership in the hospitality and philanthropic arenas. Encouraged directors to think about how they and their facilities could help progress into these areas. Advised that we are working to determine how to best provide value to our sponsors.

XII. NCPGA Chapters

1. Bay Area – Jeff DeBenedetti, PGA: Not present. Report reviewed as submitted.
2. Monterey – Pat Jones, PGA: Not present. No report.
3. North Coast – Greg Henderson, PGA: Not present. Report reviewed as submitted.
4. North State – Mike Galli, PGA: Not present. No report.
5. San Joaquin – Jeff Palmer, PGA: Shared that participation for chapter events started off strong and is now flat. Advised that chapter board will need to “re-stoke the fire.”
6. Sierra Nevada – Travis Alley, PGA: Not present. Report reviewed as submitted.

XIII. Committees & Task Forces

1. Apprentices/Mentoring – Ward Sutton, PGA: Reviewed report as submitted. Confirmed that committee meeting and apprentice orientation will be held this afternoon. Committee is looking at beginning of MSR cycle to set up mandatory apprentice orientations.
2. Awards – Mark Naylor, PGA: Not Present. No report.
3. Past President/Business Development – Len Dumas, PGA: Reviewed report as submitted and provided update on NCPGA Hall of Fame. PP LaGoy, Director Wilcox, and PP Young have worked to help finalize details. Advised that selection committee is in place and will visit Harding Park to determine location. Catch up will include around 70 nominations for initial class going back into 1920s. The committee has one or two more points to finalize and additional developments will be provided at next BOD meeting.
4. Communications/ Public Relations – Ed Winiecki, PGA: Committee is working to leverage visibility for PGA Professionals via social media, section, and employment opportunities in a “Why Choose a PGA Professional” campaign. Shared that he has received a lot of great feedback and the committee is working on survey to help determine why members aren’t participating. Director Winiecki commended VP Moriarty for her feature in *PGA Magazine*.

5. Education/Teaching – Ward Sutton, PGA: Reviewed reports as submitted. Psychology of Tournament Golf is full. Reviewed upcoming events.
6. Growth of the Game – Mike Dowd, PGA: No report due to personal obligations.
7. Junior Golf – Meredith Loose, PGA: Not present. Report reviewed as submitted.
8. Nominations & Elections – Len Dumas, PGA: Report reviewed as submitted. John Abendroth, TJ Duncan, and John Hughes have expressed interest in serving on the NCPGA Board of Directors, in addition to incumbent Ward Sutton. Reviewed secretary election report as submitted and encouraged interested parties to reach out to him for more information.
9. Policies & Procedures – Bill Troyanoski, PGA: No report.
10. Tournaments – Stewart Smith, PGA: Not present. Report reviewed as submitted. Director Wilcox went through participation list and found inactive player. Called ED Thomas and found out that you can be inactive and not working and still participate. ED Thomas indicated this is a temporary inactive status, but participant can play in transition.
11. Chapter Representatives – Ward Sutton, PGA: Reported that the meeting was unsuccessful, citing trouble getting participation. Advised that chapter presidents will try again to meet going forward.
12. Sponsorship – Bill Troyanoski, PGA: Ad-hoc committee has not met since March or April. No activity to report.

XIV. NCPGA Divisions

1. Senior Division – Shawn McEntee, PGA: Not present. No report.
2. Assistant Apprentice Division – Chris Galvin, PGA & John Crater: Not present. No report.
3. Women’s Division – Dede Moriarty, PGA: Looking forward to 21st year of cup matches team of 12 players. On the 18th, three women have been invited to KPMG leadership clinic at Stanford. Shanon Donlon, Dede Moriarty, Carol Gossett, and John Abendroth attending; Condi Rice may attend.

XV. Unfinished Business: None

XVI. New Business

1. PP Shim LaGoy – Recalled previous board policy that as someone goes into unknown/inactive category, they would be contacted by someone via calling tree in order to learn more about their working transition. Inquired if that is that something we still do. Executive Director Thomas indicated that we haven’t been but it may be something we need to revisit.

Carol indicated interest in also doing same for Class F. **REQUEST LOG ITEM: Inquiry falls under areas of Membership and Secretary’s issues. Executive Director Thomas to act as staff liaison**

2. Director Palmer asked for clarification on PGA Certification. President Troyanoski indicated that experience credits are a way to measure/market to the industry. Director Palmer inquired how to build value around "Certified PGA Professional" branding and make it relevant. President Troyanoski advised that a proposed initiative will be put before PGA of America in August, with an emphasis being placed on specialization. Shared that the current feeling among many members that the Certified PGA Professional program does not necessarily represent the best.
3. Director Walker shared that the United States Air Force moved him into a careers program which prolonged his move for 60 days. He will leave the third week of August unless informed otherwise. Stated that he Dennis Urabe (apprentice level 3) has been working with him to transition Cypress Lakes and that he will be going back for testing to earn his membership. Director Walker advised that if anyone gets a call from Urabe, it's because he was referred by Director Walker.

Shared that a new teaching bay is open at Cypress Lakes and that the facility was looking to do a chapter event or education day if anyone would like to come for MSR or networking opportunity. Reminded directors that his feature spotlight on CBS during the John Deere Classic will appear soon.

4. No further comments

XVII. Adjourn

1. Motion: Director Wilcox
2. Second: Director Winiacki
3. Adjourned 3:35 PM

*Respectfully submitted,
Dede Moriarty, PGA
Secretary, Northern California PGA*