



119TH PACIFIC NORTHWEST GOLF ASSOCIATION ANNUAL MEETING – MINUTES

May 12, 2018 | Overlake G&CC | Medina, Washington

9:00 A.M.

Call the Meeting to Order – President, Mary O'Donnell
Welcome, opening remarks, and special introductions

President Mary O'Donnell called the 119th Annual Meeting of the PNGA meeting to order at 9:00 a.m. Mary recognized individuals from Overlake who have supported both the PNGA and herself during her tenure as President. These included Marcus King, General Manager; Mark Haggerty, President of Overlake G&CC; Mark Sursely, Director of Golf; and, Cory Brown, Golf Course Superintendent. Mary also acknowledged the work done by all Club Representatives and other attendees and invited all to stand up and meet four new people in the room instead of each doing the traditional self-introduction to the entire room.

2017 PNGA Player of the Year Presentations – Championship Committee Chair, Ben Stodghill and Assistant Director of Rules and Competition, Nate Schroeder

Ben Stodghill described the Player of the Year selection process and stated that very worthy competitors were nominated. A video presentation featuring greetings from and accomplishments of this year's awardees was shown. Two awardees, Tom Brandes and Susan Xiao were able to attend in person and were acknowledged by all present. Tom said some very gracious words about the award and about the volunteers who support PNGA Championships.

Men's Amateur: Cole Madey, West Linn, OR
Women's Amateur: Gigi Stoll, Tigard OR
Men's Mid-Amateur: Reid Hatley, Hayden Lake, ID
Women's Mid-Amateur: Amanda Jacobs, Portland, OR
Senior Men's Amateur: Tom Brandes, Bellevue, WA
Senior Women's Amateur: Laura Tennant, Portland, OR
Junior Boys' Amateur: Joe Highsmith, Lakewood, WA
Junior Girls' Amateur: Susan Xiao, Surrey, B.C.

Minutes of the April 29, 2017 PNGA Annual Meeting – Secretary, Jeanne Link
A motion to was made and seconded to accept the minutes as written and distributed. Carried.

Minutes of the May 11, 2018 PNGA Board of Directors Meeting – Secretary, Jeanne Link
Jeanne read a summary of the Board meeting minutes.

Finance Committee Report – Treasurer, George Jonson

President Mary O'Donnell acknowledged former Treasurer Robin Anderson's 25 years of service in that role prior to introducing George for the Financial Committee Report.

December 31, 2017 Financials and Projections for 2018

George mentioned that the PNGA has about 175,000 members and thanked the Allied Associations that were in attendance. Referring to the PNGA Financial Statement – December 31, 2017 in the attendee packet, George acknowledged Heather Wilson and Staff at the WSGA/PNGA for the good job they have done putting the information together. He reported the following (amounts rounded for these minutes): Cash/Cash Equivalents - \$123,000; as of this date receivables have been collected or there is a contract to collect them; Income received from Allied Associations - \$194,000; Publications – loss of \$16,000 but \$42,000 was paid to the Allied Associations from the E-Magazine. The Association had a net operating loss of \$12,000 but that included replacing equipment stolen and damage to the PNGA van. George mentioned that PNGA has a supply of the PNGA's Centennial book and encouraged those present to take one and give a donation to the Patron's of Golf program which includes support for youth on course. In closing, George said that he anticipates revenues increasing in 2018 and that we will be in a position to hold expenses so it should be a good year.

Executive Director's Report – PNGA Executive Director, Troy Andrew

Troy began by mentioning how good the meeting turnout is and thanked all present for the work they do for the PNGA and Allied Associations that they represent. He acknowledged the special guests that accompanied the Club Representatives to the annual meeting and passed along greetings from former PNGA Executive Director and now USGA Senior Managing Director of Championships and Governance, John Bodenhamer, who was unable to attend today's meeting.

Troy reviewed the PNGA Mission Statement and discussed the focus and objectives of the PNGA as follows:

- Championships are the #1 focus of the PNGA and have been since the first Men's and Women's Championships in 1899;
- Communications and Marketing – promoting activities beneficial to golfers in the Pacific Northwest;
- Supporting the Allied Associations; and,
- Recognizing the achievements of our golfers and volunteers.

Championships: PNGA conducts 15 championships around the region for men, women, juniors, and seniors and those events are recognized as among the finest amateur events in North America. A video presentation put together by the Marketing Staff on the 13th annual PNGA Cup was shown which provided the history and background of the PNGA Cup. Troy also mentioned that Championship participation has been increasing over the last 3 years and went from 810 in 2015 to 1012 in 2017. PNGA always has a need for volunteers including rules officials, starters, pace of play checkpoints, and scoring. He encouraged all those present to go to the PNGA website under volunteering and sign up because they are really needed.

Communications and Marketing: PNGA produces the Pacific Northwest Golfer magazine that every member should receive in the mail. He mentioned that the GHIN system holds mailing addresses and if

someone is not receiving the magazine, their club handicap chair can input the address or, if needed, the PNGA office can do it. Troy highlighted the regional inserts in the magazine, stating that if you live in Oregon you get the Golf Oregon insert and messages from OGA and it is the same case if you live in the jurisdiction of other Allied Associations. GHIN also holds email addresses to enable digital communications with PNGA Club Representatives and their members. Some discounts and offerings come out through this method. PNGA partners with many companies and organizations through print and digital advertising and there always must be a benefit for PNGA members. PNGA also uses social media, such as Facebook, Twitter, U-Tube, and Instagram for real time communications. Advertising sales are also part of communications and marketing activities. Troy recognized the PNGA sales team who market and sell print and digital advertising. The revenue is used to improve the magazine and to do revenue sharing with the Allied Associations, not to put money in PNGA's pocket. The purpose is to serve the Allied Associations and promote the game of golf. Revenue has grown from \$350,000 in 2013 to \$486,000 in 2017.

Supporting Allied Associations: PNGA brings Allied Associations together as a regional entity and makes us stronger. He provided several examples of ways in which PNGA supports the Allied Associations. PNGA shares revenue from digital marketing and in 2017 \$52,000 went back to the Allied Associations. PNGA supports collaboration among Allied Associations by bringing them together to talk about best practices. For example, a course rating calibration seminar is being developed that will be offered to course raters from the Allied Associations with the PNGA region. PNGA, together with the Allied Associations, has contracted with Genger Fahleson to offer Rules of Golf education and certification programs in 2019. Rules officials will be uncertified this year and will need to be recertified. Also, there is a real need for more rules officials. Genger, former IGA Executive Director, did education for the USGA in the past and she will be working with PNGA and the Allied Associations to help get more people educated and certified.

Recognizing the Achievements of Amateur Players and Volunteers: The Pacific Northwest Golf Hall of Fame website has a form available for nominating candidates. PNGA also has the Distinguished Service Award that is given to exceptional volunteers. Troy shared information from last night's DSA banquet where Ron Nelson, Jane Sossamon, and Larry Giustina were recognized for their many years of volunteerism.

Programs and services: Troy reminded all present about PNGA's programs and services, highlighting the "All Access Calendar" that lists club events that are open to the public. With over 100,000 members on the PNGA email list, this is a good way to promote events and clubs. Events for the calendar can be submitted online.

Patrons of Golf: Troy demonstrated the new Patrons website. He emphasized that it truly is used to pass funds on to programs that need help raising money and mentioned some that are included on the list. Troy also acknowledged George Jonson who had just delivered to him a check for \$1,000 for the Patrons program.

PNGA Logoed Attire: New Club Representative attire by Cutter and Buck is available on the website. The shirts have "Club Representative" embroidered on the sleeve and Troy would like to see everyone wearing the attire at PNGA meetings and while playing golf. Attire is offered at close to wholesale prices and there is no shipping fee.

Troy announced that Bruce Richards is concluding his service on the Board of Directors and presented him with a Kusak clock in recognition of his service on the Board from 2005 to 2018. Bruce spoke about how strongly he felt about the need to bring new members onto the board and what a privilege it has been to be involved with the PNGA, WSGA, USGA, and more recently the Western Golf Association and Evans Scholars Program. He encouraged all present to attend the UW Evans Scholarship House open house event to be held the afternoon of September 23, 2018.

PNGA Staff Recognition: Troy recognized the PNGA staff and all present applauded them for their good work. John Saegner retired after 28 years. He will return part-time as needed.

Championships and Friendships Book: There are many in storage as well as a supply that was brought to the meeting. Troy welcomed meeting participants to take one and although a donation to Patrons of Golf would be appreciated, it was not required. He mentioned that it is known as one of the best historical books in golf.

President’s Remarks – President (outgoing), Mary O’Donnell

Mary stated that it had been her “honor and privilege” to serve as President for the last 2 years and recounted her accomplishments while in office, including the integration of the Women’s Division into the PNGA as a single entity, the “Tee it Forward” agenda taking hold, and the revamping of the Patrons of Golf program. She reminded all present that we all have a job to do in preserving the game – “make it fun, get family and friends involved, and be keepers of the game.”

Nominating Committee: On behalf of Ed Burke, Chair, Mary called for motions on the Nominees listed in the meeting packet. A motion to approve was introduced, seconded, and carried to approve the slate presented.

NAME	CLUB	STATE/PROVINCE	ZONE
Cliff Shahbaz	Columbia Edgewater CC	Oregon	1
Scott Johnson	Meadow Springs CC	Washington	2
Jack Lamey	Seattle GC	Washington	3
Ann Swanson	Sand Point CC	Washington	3
Jim McNelis	Canterwood G & CC	Washington	3
Peter Fibiger	Olympic View GC	British Columbia	4
Karen Darrington	Treasure Valley e-Club	Idaho	5

Announcement of PNGA Officers for 2018-2019 – Mary O’Donnell on behalf of Ed Burke

Elected Slate of Officers:

Peter Fibiger	President
Denny Taylor	Vice President, Zone 1
Kent Brown	Vice President, Zone 2
Ben Stodghill	Vice President, Zone 3
Leslie Crawford	Vice President, Zone 4
Scott Masingill	Vice President, Zone 5
Jeanne Link	Secretary
George Jonson	Treasurer
Mary O’Donnell	Past President

Troy Andrew facilitated the transfer of the Presidency by presenting Mary and Peter with a sip of wine from the ceremonial wine tasting spoon. The tasting evolved from a Scottish tradition and the spoon used dates to 1892. Troy then presented Mary with her Past President's emblem of 10k gold. Troy applauded Mary as "a forward thinker for the game of golf who is thoughtful in her ways and knows what she wants and it is good for the game." She brought a new practice to Board Meetings, starting each meeting with sharing of "positive thoughts" by each attendee who wished to share. Troy stated working with Mary had been "a pleasure," presented her with her Past President badge, flowers, and a plaque. He then and transferred the President badge to Peter Fibiger.

Peter Fibiger, incoming President, outlined his journey with PNGA, beginning in the 1990's. He acknowledged Mary for her steady leadership and thanked two of his mentors – Spike Beeber and Dr. Jim Allison – who helped him grow into the PNGA. Peter also recognized former Executive Director, John Bodenhamer, the PNGA Team under Troy's leadership, and his wife, Shirley, and his children, who were present at the meeting. His focus during his tenure will be on bringing new volunteers into PNGA and making PNGA visible to optimize the game. He thanked the Club Representatives for their work and encouraged their continued support of the PNGA.

The Home Course Report – PNGA/WSGA Properties, Inc. – President, Sharon Johnston

Sharon reported that this past year was a "good year." The Home Course celebrated its 10th anniversary and the staff has done some innovative things to increase profitability. The goal this year is to raise the playability for all who come and increase the profit. Among the accomplishments for 2017, the Home Course had a profit of \$40,000, purchased new maintenance equipment and electric golf carts, and established a Green Committee led by Dr. Jack Lamey, all to improve the playing experience. More improvements will be undertaken in the coming year, including signs directing walking players to the next hole and increasing funds in the maintenance budget. Sharon also shared information about a "Stay and Play" package enabled by the City of Dupont and Pierce County. Hotel tax dollars are funneled into a marketing fund. The Home Course golf professional applied to participate in the program and two rounds of golf, cart, and range balls at the Home Course are included when people book a package at a Dupont hotel. The Home Course receives \$80.00 per person revenue from those marketing dollars. A definite win-win for all. Sharon mentioned improvements in acoustics and aesthetics thanks to PNGA funding carpeting in the Bodenhamer Pavilion. Kemper Sports, which runs the Food and Beverage operation, is doing more marketing for outside events and if they don't fit into Chambers Bay event calendar they refer to the Home Course. Lastly, Sharon mentioned that they have had to carry a hefty pollution insurance plan in the amount of \$56,000 for a 3-year policy, because of requirements related to the former hazardous waste sight. The State of Washington Department of Ecology is willing to talk about relieving the Home Course of that requirement which will have a very positive impact on profitability.

Special Presentations

Tee it Forward/USGA Resource Management Tool – Larry Gilhuly, USGA Agronomist, West Region
Larry stated the three big complaints about golf are that it is "too slow, too hard, and costs too much" and that properly placed tees to give all skill levels is the answer to the pace of play, fun factor, and economic sustainability. The USGA is introducing a new Resource Management Tool that can assist in determining tee locations based on data derived from PNGA and USGA. The tool uses handicaps and swing speed

data to compare tee yardages to determine if proportional challenges are presented to players of all levels. Seminars on the Tool will be held in Oregon at the OGA golf course and in Washington at the Home Course. Club general managers, professionals, and superintendents are encouraged to attend. Information about the tool will also be on the PGA website.

UW Women's Golf and Tee it Forward – Mary Lou Mulfur, University of Washington Women's Golf Coach
Mary Lou talked about her experiences and philosophy during her 35 years spent coaching the Women's Golf Team at the University of Washington. She talked about having core principles and how the "kids establish the culture of the program" and used the team's win of the National NCAA Championship as an illustration. She then provided an interesting, engaging and humorous description of the season and the events leading up their Championship win, including the important role of the Freshman players because of their total commitment to sending the Senior players out as champions. Mary Lou shared nuggets of wisdom such as "research has shown if you make practice hard it makes play easy," and "it's a great game and you are stewards of it." She also expressed support for the "tee it forward" campaign. She closed by saying "Golf has given me so much, but it doesn't happen without the people in this room," referring to the assembled Club Representatives.

Old Business

None.

New Business

PNGA invited all Club Representatives to enter a raffle to win a spot in the Legends of Golf Pro-Am. The drawing was held and Teresa Cogwell was the lucky winner!

Closing Remarks – Peter Fibiger, President

Peter reminded Club Representatives that they are the backbone of the organization and that the time and energy they devote is always appreciated – "the staff and Board know what you contribute." He asked everyone to encourage others to get involved and stated that he looks forward to seeing everyone next year.

Meeting adjourned at 11:51 a.m.

PNGA hosted lunch and golf at Overlake Country Club in Medina, Washington.