

PNGA WOMEN'S COMMITTEE MEETING MINUTES
Fairwood Golf and Country Club
October 8, 2014

The meeting was called to order at 8:40 a.m. by Lynne Crandall, Chairwoman, PNGA Women's Committee. Lynne mentioned that Jerry Dronen, Meadow Springs, has resigned because she is relocating. Lynne asked for a volunteer to take meeting minutes and Jeanne Link, Zone 3 Representative volunteered.

Lynne distributed PNGA jackets to all members of the committee and acknowledged Troy Andrews for suggesting these recognition items.

All Committee members and other guests present introduced themselves:

Lynda Adams Thorpe

Laura Doherty

Cathy Kay

Rusty Beckel

Judy Thompson

Troy Andrews

Kaydee Mounce

Leslie Crawford

Jane Sossamon

Scotty Crouthamel

Robin Cole

Sherri Jacobson

Dixie Geddes

Jeanne Link

Jeri Stone

A motion was made, seconded, and approved to dispense with reading of the minutes from the October, 2013 meeting.

PNGA Championship Updates:

Lynne thanked Laura and Kaydee for their services as Championship Chairs. Both Laura and Kaydee shared information from the Junior Girls Championship.

Jane Sossamon, Senior/Super Senior Women's Chair reported that there were 90 players in the field at this week's Championship held at Fairwood. All States in the PNGA region were represented. Committee members remarked on the high caliber of players in this year's field.

PNGA Executive Director's Report:

Troy Andrews presented Cathy Kay with her official "Past Chairwoman's" pin for serving as 2011- 2012 Chair.

Troy mentioned that the biggest event this year was the USGA's Women's Amateur Public Links Championship hosted by the Home Course. The Home Course was the first Association owned course to host a USGA championship and it went exceptionally well. Troy praised staff and volunteers for all their hard work and specifically complimented the efforts of Shari Jacobson and Sharon Johnston (Championship Chairwoman). He also acknowledged the members of the Committee who served as leads and committee chairs for the APL. There were over 450 volunteers who helped make it a success.

Ron Hagan, Director of Golf at the Home Course is semi-retiring at the end of the year. Ron was instrumental in opening the Home Course in 2007. He will stay on as a consultant. They will be issuing a job announcement for Head Golf Professional to replace Ron.

Kelly Donaldson, Superintendent is leaving at the end of October. Dennis Roque, currently the Assistant Superintendent, will become Superintendent upon Kelly's departure.

PNGA Staff: Niko Suntay, Assistant Manager for Rules and Competition is leaving to return to Cincinnati. Roxanne Bulliman retired and they have hired Heather Wilson to replace her in accounting and finance. Anne Johnson, Executive Assistant, will be leaving in November. They have also hired Kevin Jones as manager of GHIN and IT services. He will be more focused on WSGA because of the hardware replacement project. Kevin has previous golf association experience.

PNGA has just finished helping Idaho Golf Association build their new website. IGA has a very small staff and this is a way for PNGA to bring value to the allied golf associations.

BCGA restructured one year ago and joining PNGA became option for BC Clubs. Their fiscal year ended recently and they hope to see a return of a high percentage of clubs to PNGA. The first year of the change, 80% of the clubs rejoined PNGA.

WSGA had a very busy season. They started a strategic planning process this year that involved a lot of staff time along with the time of members and Board members. They hired a consultant who has worked with other golf associations. They have a draft at this time and will share it at the annual WSGA meeting. It will inform Club Representatives of the direction WSGA is heading.

Ed Burke, President of PNGA from Hayden Lake Country Club has experience in campaigns and fund raising. His goal is to move back towards building Northwest Golf House. Efforts were suspended during the recession, but the time seems right to re-energize this effort.

Committee Reports:

Championship Committee: Robin Cole requested some guidance on what information the Women's Committee wants and needs from her. She stated that the Championships are still not fully enrolled. She observed that the Senior/Super Senior Women's field was the strongest she has seen. That being said, how do we encourage players at all levels? She sought some feedback from participants in the Women's Senior Team Championship at Sunriver and their

feedback was that the course set up was too difficult for senior players. The view of the Championship Committee is that we host Championships, not invitationals. If you want higher handicaps to participate, you have to make changes. Robin also mentioned that there continues to be a problem with insufficient numbers of volunteers at the Championships. There was much discussion about the various factors that may discourage volunteers, to include: lack of clear direction on roles/responsibilities and not getting timely notification that you are or are not needed which is a problem when travel is involved. Committee members discussed positive experiences with volunteering and Robin acknowledged all the efforts PNGA has made to communicate with volunteers, including e-mail notification and the volunteer handbook. Another Committee member suggested that it could be helpful if an experienced volunteer was appointed as volunteer coordinator whose job is to pre-brief the volunteers on their jobs, expectations, etc. Scotty mentioned that these were good suggestions and that they would be looking into ways to do better. They will be updating the Volunteer Handbook. Robin mentioned total participation in PNGA Championships increased by 15 players this year. The Dress Code policy has been updated to state that players must follow host club policy and be an appropriate length. Committee members discussed enforcement, particularly who is responsible. The player confirmation includes information about dress code and then PNGA staff, some volunteers (like Kaydee!), and host club staff are all in a position to mention issues with dress code to the players. Player of the Year will be announced as soon as all votes are in. Sites have been confirmed for Jr. Girls (Red Hawk, ID), Women's Am and Mid-Am (Banbury, ID), Women's Senior Team (Sunriver, OR), and Senior/Super Senior Women's Am (Everett CC, WA). It was noted that Everett hosted the first Senior Women's Championship 30 years ago. Robin closed with a request that the Committee let her know what it would like from her. There was follow on discussion about the yardages for Women's events and how the length can discourage higher handicappers. There was also discussion about having events east of the mountains to attract more players from that side of the state.

Communications Committee: Dixie Geddes e-mailed a short report to all participants ahead of the meeting. The Communications Committee has not yet had a meeting. Most importantly, the PNGA magazine will continue to be published in hard copy in response to the desires of advertisers and others. The magazine is in the black financially. Jeff Job is a new sales representative for the magazine. Dixie would like to do a video of the various Championships similar to that done by Bernie Neufeld when Victoria hosted. Lynne reminded everyone that the Women's Committee has a tab on the Club Representatives website where meeting minutes and Women's Committee guidelines will be published.

Zone Representatives:

Zone 1, Rusty Beckel reported on activities undertaken by OGA. OGA has done a strategic planning process and their new mission statement focuses on promoting golf to benefit the people and communities in Oregon and Washington. They have expanded their vision to include staying relevant (especially to the younger set) and to promote inclusiveness – to attract and appeal to all demographics. Rusty provided statistics reflecting the percent of registered junior golfers that are girls and what percentage they represent in competitions...31% and 28% respectively. Rusty outlined some of the programs OGA has undertaken to get girls and adult women involved. OGA has experienced a steady decline in adult women participating in

Championships and this has resulted in some events struggling to continue (Senior Women's Am) and cancellation of events (Women's Fourball Championship). Rusty and OGA's Director of Championships surveyed Ladies Club Chairs/Presidents to find out what would motivate them to play in golf events. The results indicate that they like competition but want intimidation factor minimized, they want it to be fun, and want value for the venue – good courses. Private clubs have Team matches but only the lowest handicappers get to play. Rusty and OGA created Women's Interclub play consisting of 12 teams of 6 players from public and private courses which gives both public course players and higher handicapper private course players an opportunity for team play. They have a Team Championship where the top teams compete for the trophy at the end of the season and then have a banquet. Other teams participate in a consolation championship. There are 3 divisions, competitions are gross and net, and green fee is \$40 per player no matter where played. There are no tee prizes or weekly payouts. 120 players participated in the interclub matches and 90 came out for the final match/banquet. They hope to expand this up and down the I-5 corridor. Rusty also shared her experience with the First Tee/LPGA girl's golf program – it is thriving and she had 35 girls participate in an on-course rules clinic that she ran.

Zone 2, Jeri Stone reported that WSGA only completed 4 course ratings on the East side of the mountains this year due to too few people doing the ratings. They are hoping to get 4 more done before the end of the year. The WSGA needs more volunteers to do the ratings on the East side. WSGA will be replacing handicap computers for all Clubs. Their goal is to have this completed by the end of 2015 but hope to finish earlier. Most will need higher speed internet connections. Replacement will start in the Spokane area in mid-November.

Zone 3, Jeanne Link reported that she, too, had obtained information from WSGA and didn't have much to add to what Jeri reported other than the handicap licensing procedures will require Ladies and Men's Club Handicap chairs to attend an in-person or on-line seminar and pass a test in order to be able to issue handicaps. The licensing is on a four year cycle with the latest cycle having begun 1/1/2012. This means that the Handicap Chairs will have to complete the training by the end of 2015.

Zone 4, Leslie Crawford, BCGA and Alberta GA reported that Golf Canada has set up so that snowbirds with GHIN entries can update their RCGA handicaps online instead of manually. She also reported that Golf Canada is initiating a tax fairness campaign...in Canada you can't take charitable deductions for golf association contributions and business deductions for taking clients out to play golf...but you can do it for other sports such as hockey. Also, Golf Canada is going to Federal and provincial governments to explain how golf benefits the economy. They have also launched a Playground to Fairways Program (P2F) to introduce kids to golf early and to focus on physical skills applicable to all sports. The Canadian Junior Golf Association has a pilot project designed to increase participation levels of young girls 14 and under in golf. This has resulted in creation of two groups for competitions....14 and under and 15 to 19. If successful they plan to roll it out across Canada next year. They have also launched a "Golf in Schools" program to expose kid to golf through their physical education curriculum. Golf Canada has also launched Jr. Par Guidelines where par is variable based on the child's skill levels (can have up to a Par 9). They have installed family tees in the middle of the fairway....similar to the USGA "play it forward" program. Last year's floods in the Alberta

Province destroyed Kananaskis Golf Club – a public course built in the foothills of the Canadian Rockies. Consideration was given to just letting it go but after considering the cost to renovate versus the economic value, the Kananaskis Golf Club will be rebuilt.

Golf Canada has moved away from having a dress code. They've relaxed the rules, for example girls and women can wear the kind of attire that LPGA players wear. They're pretty much moving in the direction of taking a more casual approach to golf in order to try to attract more young people.

Zone 5 – no representative yet but Lynne is working on it.

Nominating Committee: Cathy Kay chaired and Robin Cole and Jane Sossamon served on the Committee. Leslie Crawford (Zone 4 Rep) will become Chair-elect. Linda Adams Thorpe pointed out that Leslie will be officially elected to the Chair position next year.

Women's Committee Chair Report: Lynne Crandall reported that she had attended all of the PNGA Board of Directors Meeting as the representative of the Women's Committee's. She also attended the Annual meeting in April in Portland at Columbia Edgewater G&CC. In June a meeting was called for the Women's Committee to revise the Women's Committee Guidelines. It was the right time with all of the changes that have occurred with the change from Women's Division to Women's Committee. The Guidelines had not been revised since 2004. The revised Guidelines can now be found by anyone that has access to the Club Representatives Secure Page on the PNGA website. She did not attend the PNGA Am and Mid-Am due to the conflict with the USGA WAPL that was held the same week. She did attend the first day of the PNGA Jr. Girls at Olympia Country and GC and also the banquet. She also attended and played in the PNGA Women's Senior Team Championship in Sunriver, Oregon and the PNGA Super Seniors Championship at Fairwood Golf and Country Club.

OLD BUSINESS:

None

NEW BUSINESS:

Judy Thompson, Hall of Fame Chairwoman, mentioned that the banquet will be held this April and that nomination forms are available. There are 57 people in the PNGA Hall of Fame. The deadline for submissions for new nominations is November 5 which is the date the Committee will meet. Anyone can make nominations. Criteria are on the nomination sheet.

Shari Jacobsen discussed status of Club Representative Program. There are 526 Club Representatives – 305 are male and 221 are female. She has been working with the CRM automated program to maintain an up-to-date listing of Club Representatives.

Lynne Crandall asked the Committee to propose items that the Committee would focus on for 2015. Kaydee Mounce suggested guidelines for Zone Reps and the Championship Committee

Rep. based on comments made during the meeting. Rusty Beckel suggested that we craft something around the issue about yardages and attracting different levels of players – what is it we hope to achieve? Lynda Adams suggested consideration of the idea of a tournament within a Championship – to offer a format that would appeal to the average player. There was much discussion about what a “Championship” is about and whether bringing back the social and fun aspects, appealing to higher handicappers, making the course shorter and easier, etc. would dilute the purpose. There was discussion of what kind of special outreach could be done to personalize Championship notices, for example a special personalized invitation to targeted groups.

After considerable discussion, a motion was made, seconded, and passed that the following statement reflects our proposed objective for 2015:

The PNGA Women's Committee will focus on encouraging female golfers to participate in and/or volunteer for PNGA events by developing different strategies for reaching out to amateur, mid-amateur, junior and seniors.

Robin Cole will take this objective statement to the Championship Committee for their input/concurrence.

Lynne stated that a meeting would be held to develop a more detailed plan.

The meeting was adjourned at 12:50 p.m.

Respectfully submitted,
Jeanne Link
Zone 3 Representative
Rainier Golf and Country Club