

**PNGA WOMEN'S COMMITTEE MEETING MINUTES**  
**Everett Golf and Country Club**  
**October 7, 2015**

The meeting was called to order at 8:40 a.m. by Lynne Crandall, Chairwoman, PNGA Women's Committee. Lynne mentioned that Ann Beste, Women's Committee Secretary, was not available and that Jeanne Link, Zone 3 Representative would be taking minutes of the meeting.

**Committee members and guests present:**

Lynne Crandall  
Leslie Crawford  
Nate Schroeder  
Robin Cole  
Dixie Geddes  
Diane Ford (guest)  
Troy Andrew  
Jeri Stone  
Sherri Jacobson  
Jeanne Link  
Linda Geddes (guest - EGCC Women's Rep./Tournament Chair)

Ms. Ford is visiting from Florida and is considering moving to the state of Washington and would like to become involved in our golf associations. Dixie Geddes invited her to attend our meeting to introduce her to PNGA and the Women's Committee.

A motion was made, seconded, and approved to dispense with reading of the minutes from the October, 2014 meeting.

**PNGA Championship Updates:**

1. Nate Schroeder reported on the PNGA Women's Amateur/Mid-Amateur Championship held at Banbury GC in July. The Amateur field was of normal size while the Mid-Am field was much smaller than normal. Banbury, a previous host, did a great job of hosting this Championship. There were many volunteers, including standard bearers and first tee announcers. Participation by Idaho players was very low.
2. Nate also reported on the Junior Girls Amateur Championship held at Redhawk GC in August. There were only 14 competitors, most from the Seattle area. The turnout was very disappointing especially given the big effort Redhawk GC put into preparation and hosting. Troy Andrew mentioned that he received a long e-mail from one of the volunteers, John Michaelson, that complimented the PNGA and Golf Course staff on how well run the Championship was and that he would like to have a PNGA Championship return.
3. Robin Cole, PNGA Women's Committee liaison to the Championship Committee reported on the PNGA Women's Senior Team Championship held at Oregon's Sunriver

Resort in September. The host Club learned from past experiences that tee times would have to be moved to a little later time because of frost and did so in advance. The event was fully staffed by both PNGA and volunteer staff. One team was disqualified for signing for an incorrect score; which was regrettable since they were only 3 strokes back from the leaders and the duel between the two teams would have made for an exciting Championship and good storyline. The next best team finished 25 strokes back from the eventual winners! Thirty teams competed in the Championship and participants were complimentary of how well run the event was. The Championship is moving back to the Gold Mountain Golf Complex next year. Robin stated that Canadian participants mentioned they appreciate having the event farther north in the I-5 corridor and we are likely to see greater participation by them when it moves to Gold Mountain. General discussion then took place concerning participation by players from various allied associations.

4. Linda Geddes, EGCC Representative and host club tournament chair, reported on the PNGA Senior and Super Senior Women's Championship that concluded October 6. Everything went smoothly and there were many compliments paid to PNGA staff and how well they organized and ran the Championship. There were 90 players and an exciting playoff in both Divisions. Winners were very pleased with the prizes. There were a few negative comments about the hors d'oeuvres on the second day...players expected something more than that and much of it was consumed during the playoff so very little was left for the players and spectators. The wait staff brought the players food off the regular menu and that was much appreciated. Players gave positive reviews to the Monday lunch, especially since it also accommodated vegetarians. Other comments to take note of included how the flags surrounding the putting green interfered with measuring the distance to the pin flag on Hole 11 and Linda received many e-mails expressing dissatisfaction that adjustments were made to hole yardages after most practice rounds had been completed. Nate explained why and when those adjustments were made. Linda's report was followed with general discussion by those present who played in the Championship about what beautiful shape the golf course was in.

**Committee Reports (full reports available on Women's Committee website):**

1. **Championship Committee:** Robin Cole reported that she was unable to attend last year's meeting but Lynne Crandall took the Women's Committee vision/goal to the meeting. All our allied Associations are struggling with the same issues with participation in their events. They are all working on ideas to attract additional players, such as modifying championship formats, creating different divisions within the same event; i.e. championship level players playing different course set-up and formats. All are working toward finding solutions, sharing ideas, and sharing best practices. Idaho Golf Association is considering combining 5 different events into one. Robin will be attending the 2015 Championship meeting on Tuesday, October 13.
2. **Communications Committee:** Dixie Geddes reported that the "Pacific Northwest Golfer" magazine is doing well and is in the black again. Revenue is up with credit given to Jeff Jobe for growing the ads and sales force. They are looking toward improving the

paper quality of the magazine in 2016. Dixie is attending a Communications Committee meeting in November and asked those present to provide feedback concerning whether the magazine was interesting and whether it addresses areas of interest to women. The consensus of those present was that it does. Dixie also asked if there were any stories/articles that could be added to appeal to the woman reader. The group suggested a number of ideas, including articles on the KPMG LPGA Championship to be held at Sahalee, contact information for those who want to volunteer, and stories that feature locally connected players, such as Sadena Parks. Troy Andrew mentioned that the cover of the May issue has been reserved for the KPMG LPGA Championship and that the PGA may help supplement the cost of production. Dixie asked whether advertising and feature articles addressed women's interests and while everyone agreed, we discussed the fact that all present are over 50 years of age and maybe we don't look at things the same as the younger generation. Perhaps consideration needs to be given to specifically seeking the feedback of a younger demographic. The group discussed different ways to reach out, such as surveys at junior and amateur events and personal testimonials about playing in PNGA events. Dixie asked that any other ideas and suggestions be sent to her by e-mail in preparation for the November meeting.

**Zone Representative Updates (full reports available on Women's Committee website):**

1. **Zone 1 (Oregon):** Helen Beckel was unable to attend. Lynne Crandall read her report. Among the highlights: the OGA Women's Interclub matches that were inaugurated last year have been expanded to 22 teams and may be expanded to encompass Eugene and Bend; they have eliminated some events due to lack of participation, including the OGA Senior Women's Amateur which had only 6 players; they have added a 4-ball Championship; and, their Junior Amateur Championships have been at or close to capacity.
2. **Zone 2 (Eastern Washington including northern ID):** Jeri Stone reported on the status of the handicap licensing cycle that ends in December of this year. Many WSGA Club Handicap Chairs or other representatives have not completed the required seminar that will allow them to issue handicaps. Jeri also reported that there is a shortage of volunteer course raters for Eastern Washington. Jeri talked with Scotty Crouthamel regarding the Women's Committee goal of increasing the participation in PNGA events and Scotty has prepared a flyer to highlight Women's Championships and attract players. Jeri suggests sending the flyer out to high school golf coaches. Shari Jacobsen, PNGA Manager of Club Relations, mentioned her efforts at connecting with high school athletic directors/coaches.
3. **Zone 3 (Western Washington, Alaska):** Jeanne Link reported on her activities related to the Women's Committee vision and purpose. Jeanne reached out to a random sample of women Club Representatives in Zone 3 to solicit their ideas, thoughts, and suggestions concerning the Women's Committee vision. To date, nobody has responded. Jeanne reported that overall participation in WSGA Women's Championships was down a small amount in 2015 (-18 players total). Some Championships saw an increase in participation (4 out of 7) while others saw a decrease (3 out of 7). The most notable was

the WSGA Best Ball which showed a decrease of 30 players, attributable most likely to the change in dates from May to September this year. Absent that decrease, there actually would have been an overall increase in participation in WSGA Women's Championships. Jeanne also mentioned that the private clubs associations (Washington State Women's Golf Association – WSWGGA and the Seattle Women's Golf Association – SWGA) had high rates of participation in their events. For example, the WSWGGA Senior Championship held in September had 112 players and a wait list and the SWGA City Championship had 90 players. These events are typically in close proximity schedule-wise to WSGA/PNGA events so may be impacting the number of players.

4. **Zone 4 (British Columbia and Alberta):** Leslie Crawford reported on the status of BC Golf's mission/vision/values initiative that may result in providing free BCGA membership which could impact PNGA. Troy Andrew interjected that he is aware and stays on top of what is happening. Leslie also mentioned the research study for master athletes being conducted by SportMedBC. The research is designed to evaluate and detect the prevalence of cardiovascular disease and risk factors to prevent adverse cardiac events and sudden cardiac death in sport. Leslie also reported that Golf Canada's report for 2015 shows that golf is rebounding but is not fully back to its pre-recession levels.
5. **Zone 5 (Idaho and Montana):** No current representative; no current report.

**PNGA Executive Director's Report:** Troy Andrew reported on the PNGA Board's retreat in June. The purpose of the retreat was to review how they are doing on objectives developed during strategic planning in 2012 and what to work on going forward.

1. **Championships:** PNGA is looking at consolidating schedules for some of the Championships. Each Association has added quite a few over the last years and it is tough to schedule them all. They will be discussing how to make the level of Championships something to strive to play in. For example, winners/runners-up of the allied association championships might receive automatic exemptions and invitations to PNGA Championships. Troy also mentioned that participation levels correlate to easy-to-get-to locations. Site selection is important. They need help from Club Representatives, Board Members, etc.
2. **Financial Sustainability:** this is year 2 after WSGA increased its contribution to the PNGA and it has helped with financial sustainability. PNGA is in a good spot but the golf industry is changing fast. The focus is on Championships and Regional Coordination.
3. **Golf House:** Decisions need to be made whether to pursue Golf House. They will need a capital campaign. Troy and the Board will be discussing. The Golf House initiative has been idle because of the economy and the recession. Meetings have taken place with builders and architects to discuss options – particularly those that are simpler and more toned down. Troy and the Board have met with other entities that want to be housed there, also.

4. Hall of Fame/Distinguished Service Award: 2015 was the Hall of Fame year (HOF alternates with DSA). Tom Brandes and Chris Maletis were inducted this year. The HOF Committee has decided that candidates should be inducted while they are living and healthy enough to attend...so inductions are taking place earlier in a candidate's golf career even if they still have the potential for more accomplishments. DSA will be granted at the annual meeting in 2016. Past Presidents will vote on recipients at the Past Presidents dinner.
5. Home Course: rounds and revenue were up this year. The Food and Beverage concessionaire is retiring. PNGA has leased the equipment and trailer but found that it didn't meet County health requirements. They are looking at making an investment in F & B operations. They may build a kitchen in the pavilion that will be good for events and will meet health requirements. The PNGA Board will be meeting on this next week.

Troy asked Nate Schroeder to report on consolidation of Championship Schedules. Nate reported that the first change will be to consolidate the Junior Boys and Girls into one event. The field will be limited to 96 boys and 48 girls, which reflects the typical field size for each. The actual numbers can fluctuate in any year to ensure a full field. There are some details to be worked out, for example Host Club Tournament Chair. The advantage of this consolidation is that it eliminates the difficulty of finding a junior girls site – which was more difficult than finding a junior boys site. It should also increase the host club revenue – with the consolidation there will be more parents in attendance. Because the junior girls' event was so small, there was little F&B revenue for the host club. It will also be easier on the parents with children of both genders who are playing...they can go to one site instead of two and consolidate travel expenses.

**Motion:** Lynne Crandall asked for a motion for the Women's Committee to endorse combining the PNGA Boy's and Girl's Junior Championship. It was moved, seconded, and unanimously approved.

**Women's Committee Chair Report (Full report available on Women's Committee Website):** Lynne Crandall reported on her activities of the past year, including attendance at PNGA Board and Executive Committee meetings, Hall of Fame meeting, and the PNGA annual meeting where she reported on Women's Committee activities.

**Old Business:** None.

**New Business:**

1. This meeting concludes Lynne Crandall's Chairmanship of the Women's Committee. Lynne passed the Chairmanship to Leslie Crawford. Troy Andrew presented Lynne with the past Women's Chair pin which Leslie pinned on Lynne. Leslie introduced herself to Committee members by outlining her background and her interests in golf. Leslie was looking for an organization to devote her time to after retiring from her school principal career. She chose the PNGA as that organization and volunteered to Chair the Women's Am/Mid-Am at Bear Mountain. She has been involved in or chaired quite a few events for Alberta, BC, and Golf Canada. She selected PNGA as the organization to devote her

time and energy to because she was impressed with how classy and professional the organization is. She is excited to take over the Women's Committee.

2. Club Representative Update: Shari Jacobsen, Manager Club Relations, updated the Committee on the Club Representative program. There are 542 PNGA Club Representatives of which 215 are women. Thirty women Club Representatives volunteered for PNGA Championships. There were 13 new Club Representatives appointed in 2015. The Club Representative program is "healthy." Some Club Representatives are very active as volunteers and some are not. Shari welcomes the Women's Committee to forward her any information, messages, or other information we would like included in the Club Representative Newsletter.
3. Women's Committee Direction/Initiatives: Leslie Crawford stated her intention to ensure that the Committee has relevance to the PNGA. She mentioned that Cathy Kay initiated a focus on our role after we moved from a "Division" to a Committee within PNGA. Lynne Crandall carried on by establishing a vision and goal for the Committee. Leslie's focus for the Committee this year is to develop strategies and tasks to work on that will support our goal of increasing participation in PNGA Women's Championships. She led a brainstorming session to identify things that could be done before, during, and after Championships that might bolster participation. A number of ideas were generated and discussed in each category. The products of brainstorming will be summarized and shared with Committee members to prioritize for our actions in 2016. Leslie also introduced a goal planning sheet for members to use in setting individual goals as committee members. Leslie will ask us to report on achievement of our individual goals at the meeting in October of next year.

The meeting was adjourned at approximately 12:30 p.m.

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