

**Gateway PGA Fall Meeting @ Old Hickory**  
**Wednesday, December 6, 2023**

**8:35am** | President Grant Masson calls the meeting to order

- VFW Post 5077 Color Guard – Post Colors
- National Anthem – Lori Moomey
- Invocation – Paul Resner

**8:41am** | President Grant Masson's Opening Remarks

- Thanks to Old Hickory and Gateway PGA Staff
- Thanks to all of our Sponsors
- Reviews meeting Agenda

**8:47am** | President Masson calls up Secretary Adam Betz for Member Recognition

- Half Century Members
  - Terry Clark, Thomas Linard
- Quarter Century Members
  - Michael Brown, Andy Church, Kevin Collins, Michael Fromuth, Richard Martin, Monty King, Bobby Pavelonis, Dale David, Dan Breslin, Kevin Corn, Lance Flury, Ed Schwent
- Specialized Certifications
  - Logan Murphy (Teaching and Coaching)
  - Mike Suhre (Teaching and Coaching)
- Introduce Marvin Herrod for his PGA LEAD Update

**8:52am** | Marvin Herrod – PGA LEAD Update

**8:56am** | Adam Introduces Nathan Charnes for his Award Recognition

- Awards Night success
- Explanation of the Awards process, eligibility to participate, the nomination phase, questionnaire phase, committee phase and voting process
- Changes to the process
  - Nominating member can fill out the questionnaire
- Recognition of 2023 Award Winners
- Introduced Vice President Gideon Smith as the Golf Professional of the Year

**9:00am** | Gideon Smith – Golf Professional of the Year

- Explains what it meant to him to win the Award

**9:02am** | Brett Moomey – Hall of Fame Update

- Odd years are when the HOF process is conducted
- Led by the Past President
- Submit HOF Nominations to the Section or Committee Chair (Past President)
- 2023 Winners: Scott Bess & Joe Schwent
- Brett Moomey introduces Joe Schwent as a Gateway PGA Hall of Fame Member
- Joe speaks on behalf of being inducted into the Hall of Fame

**9:18am** | Grant Masson speaks on Membership, Award Winners, Hall of Fame Inductees

- Announces that Jon Depreist has become the first Gateway PGA Member to win a National Award
- Grant introduces Jacque Madison for her Regional Update

**9:28am** | Jacque Madison – Regional Update

- Updated PGA App
- Job Seeker Profile
- Deferred Comp
- Introduces Barry Howard – District 7 Director

**9:41am** | Barry Howard – District 7 Update

- Summary of Annual Meeting

**9:51am** | Grant Masson – Annual Meeting Report

- NGF/State of the Industry
  - Rounds are up 10%
  - 20% growth over last 4 years
  - Biggest increase since the “Tiger Slam”
  - Increase in “off course” golfers
  - Many facilities making significant reinvestments
- Deferred Comp & PGA Member App
  - Benefits: Tax deferred growth, Ability to choose your investments, Future retirement income, Contributions coming straight from PGA
  - Launched April 1
  - Minimum of 200 pts required to be eligible
  - Up to \$1,500 earned can earn 3% per year
  - PGA contributed \$5M in 2023
- Gateway Members Enrolled
  - 5,272 enrolled Nationally
  - Gateway - 97 Enrollments
- Frisco
  - Incredible facilities, Fantastic golf courses
- Introduction of Play Through Capital Campaign

**10:03am** | Play Through Capital Campaign Update (Dave Jolly, Vern Remiger, Wendy Dyer)

- Vern Remiger - Site development – Shows plans, photos, and video
  - 14 acre golf intro/learning facility in city of St. Louis
  - Youth, Military, Inclusion programming
- Wendy Dyer – Fund Development Consultant
  - Fund raising plan/update

**10:18am** | PGA of America Officer Update – Nathan Charnes

- State of Membership
  - Membership levels are strong on Section and National level
- Ball Roll Back
  - 10% decrease in distance for the Tour Pros
  - Not going to affect the amateur golfer as much

- New PGA Logo Update
  - In reaction to June 6 PGA Tour/PIF Partnership announcement
  - PGA sees the need to reinvent the logo to better differentiate the PGA of America and the PGA Tour
  - New Member, Section, Foundation and Junior Tour logos
- North Stars Initiative
  - National initiative giving direction to the efforts of the PGA of America
- National Disaster Relief Fund
  - Encouragement to participate
  - Hawaii disaster

**10:42am | President Grant Masson Announces Break**

**10:55am | Eye Promise – Supporting Sponsor – Jay Delsing**

- Jay speaks on Eye Promise and his Jay Delsing Radio Show and these partnerships w/ Gateway

**11:02am | Grant Masson Introduces - My Shop – William Bacas**

William Bacas worked with Seth Waugh at Deuche Bank

- My Shop Update
  - Online Golf Shop to offer additional brands; \$650 setup fee; \$229/month; Private Site; Elevated brands; admin tool ability
  - \$99/month: daily fee facilities; access to elevated brands; set up and go
- Revenue Share
  - 50% brand; 20% facility; 22% My Shop
- At once inventory; Embroidery availability

**11:29am | Gateway PGA Committee Chair Panel**

Grant Masson invites all committee chairs to join him on the panel

- Jeffrey Field – Player Development Committee
- Mike Tucker – Tournament Committee
- Mike Kegin – Assistants Association
- Dan Polities – Teaching and Coaching Committee
- Gideon Smith – Professional Development Committee
- Jesse Barge – Rules
- Marvin Herrod
- Joe Schwent

Grant engages all committee members to explain what their committees do and encourage participation for those interested in serving on a committee.

**11:57am | Formal Business Meeting – Grant Masson calls the Meeting to order**

- Moment of silence for those PGA Members that have gone before us
- Approval of 2023 Spring Meeting Minutes
  - Motion - Matt Gindler
  - 2<sup>nd</sup> – Kevin Dunn
- Grant introduces Ali Wells, Executive Director Report

**11:59am | Ali Wells – Executive Directors Report**

- SBO Team & Resources
- 2023 Sponsor & New Revenue
- PGA Frisco
- Ali Wells Introduces Adam Betz – Secretary’s Report

**12:04pm | Adam Betz – Secretary’s Report**

- New Members
  - Mike Kegin, Nick Jones, Tom Busken
- 13 New Associates
  - Ben Baker, Blake Baxter, Cory Cowser, Chris Ferris, Max Fredricks, Taylor Goodsell, Matt Johnston, Patrick Juleskusky, Jessica Peterson, Matt Renner, Maggie Smith, Connor Thrower, Scott Worley
- 3 Transferred Members
  - Tucker Coumbe, Bob Nieberding – Life Member; Stevenson White – Life Member
- Membership 20-year Trend
  - Associate numbers trending up
- Assistant Association
  - Wonderful resource for our Associate Professionals
- PGA Coach
  - 320 Gateway Members, 63 created PGA Coach Profiles
  - 1266 Leads created
  - PGA drives business to our PGA Coaches
- Personal Comments
  - Honor to serve
  - PGA Frisco
  - Congrats to our Award Winners
- Adam introduces Vice President Gideon Smith for his Vice Presidents Report

**12:13pm | Vice President’s Report – Gideon Smith**

- Homesite Purchase
- Finance Committee
- Inurement
  - Section/Foundation
  - Money in Purses
  - Charging for Education and Meetings
- Gideon Introduces Grant Masson for his President’s Report

**12:23pm | President’s Report – Grant Masson**

- 2024 Gateway Section Business Planning
  - Encourages all Members to engage in the Survey to help guide our Business Planning
- 50<sup>th</sup> Anniversary Book
- Thank you to PGA Reach Gateway Foundation past chair, Sue Rector

**12:27pm | Grant Masson asks for a motion to approve the Officer and Executive Director Reports**

- Motion – Mike Kegin
- 2<sup>nd</sup> – George Schrage

**12:28pm | Open Forum**

- Shawn Barnes – Upcoming golf tournaments Gateway National
- Adam Betz – Golf Foundation of MO
  - Need for golf instructors for the 6-week summer camps at Forest Park in June and July

**12:30pm | Closing Remarks – Grant Masson**

- Reminder to grab your PGA IDs
- Being a Mentor and Career Enhancement Education Seminar reminder for those staying
- Thank you to all the sponsors
- Meeting is concluded, lunch is served