

2025 Gateway PGA Spring Membership Meeting
Monday, March 31st, 2025 | Greenbriar Hills Country Club

11:03am | Call Meeting to Order

- Approval of 1/8/2025 Board Meeting Minutes
- 1st: Todd Meyer & 2nd: Matt Gindler

Executive Directors Report: Ali Wells

- Read as Presented: See attached report for review & details

Secretary's Report: Andy Crowe

- Read as Presented: See attached report for review & details

Vice Presidents Report: Adam Betz

- Read as Presented: See attached report for review & details

President's Report: Gideon Smith

- Read as Presented: See attached report for review & details

Motion to accept the Officer & Executive Director reports

- 1st: Todd Meyer & 2nd: Grant Masson

New Business & Open Forum:

- **Russ Ludoff** – Expressed his support for the Evans Scholars program as he was a part recipient and urged any PGA professional that could help the cause to do so, as a very worthy endeavor.
- **John Easterbrook** – Shared his support for the current leadership in the national office and expressed his support for Derek Sprague as our new CEO.

11:35AM | Call Meeting to Close

- 1st: Mike Keegan & 2nd: Scott Brauer

President's closing comments – congratulating those who participated in last year's events and won the "TNT Shootouts" to participate in today's 2024 winners' event.

2025 Spring Meeting | Officer Reports

PRESIDENT REPORT

Committees, Chairs AND Goals

- Our Committees at the Section level are extremely important. We want them to be very involved and have good representation from the membership.
- Each committee also has a Board member assigned to the committee and/or as a Committee Co-Chair
- Committees not only support staff members but they also create ideas and make suggestions for the Board to vote on.
 - They are the ones involved in what a committee does and helps our members.
- Committees are meant for our members to serve on and be active. We all are passionate about something but sometimes it is important to serve on a committee that takes you out of your comfort zone.
- I encourage you to read through each committee report if you have not. Learn how you can help make the Greatway even greater.
- As President, I have the responsibility of assigning Chairs, Co-Chairs and Board Liaisons to each committee. The screen shows a list of all these for the 2025-2026 term.
 - Assistants Association - Chair Zane Roberts
 - Communications - Chair Brett Moomey
 - Finance - Chair Nathan Charnes
 - Golf Sale - Chair Joe Schwent
 - Junior Golf - Chair Marvin Herrod
 - Membership - Chair Andy Crowe
 - Partnerships - Chair Adam Betz
 - Past Presidents - Chair Grant Masson
 - Player Development - Chair Gideon Smith
 - Professional Development - Chair Paul Resner
 - Rules of Golf - Chair Jesse Barge
 - Teaching & Coaching - Co Chairs Dan Polites & Logan Murphy
 - Tournaments - Chair Michael Tucker

Section's 50th Anniversary Book

- Jim Healy is doing amazing work on the 50th Anniversary book.
- He needs just some last-minute information I am sure from members at certain facilities.
- It will go to print later this fall with the plan of it being ready for our 50th Anniversary in February of 2026.
 - We are working on ways to pay for the book so that we can give a copy to every Member at no or very little cost.

- Jim Healy's contact information is listed and I encourage you to reach out to Jim if he has contacted you.

Strategic & Business Plan For 2025

- The Long Term Strategic and Business Plans give the Board, Committees and staff a blueprint of what to work towards.
- It has 4 pillars with multiple Priorities and Strategies to achieve.
 - The Board, Committees and Staff use this plan for many of the work items that they do.
 - The metrics are monitored for end of the year goals that we are trying to achieve as a Board and Staff for our members and patrons.
- The 4 pillars are:
 - Members
 - Game
 - People
 - Business
- These Pillars and most of the priorities did not change in 2025 from the last few years. The Board and Committee Chairs wanted to keep working towards the same goals.
- Committee Chairs are brought in during Board On-Boarding and planning along with National PGA HQ individuals (Mike Ray, Jacque Madison, Ginger Brown Lemm and Nathan Charnes) to monitor and help us with Best Practices to achieve our goals.
- Many of these items that we are striving to achieve help us get additional funding from PGA HQ so for a smaller section like ours that is extremely important in our day-to-day operations.
- At the halfway point in the year the Board and team look at where we stand on many of the pillars.

Gateway PGA LEAD

Started at the national level, PGA LEAD is a leadership development program designed specifically to identify, mentor and progress PGA Members along a guided path to volunteer leadership roles in the Association at the Section and National levels. Marvin Herrod was our most recent PGA LEAD participant and is bringing the program to the Gateway. Keep an eye out for PGA LEAD virtual meetings coming this year.

Additionally, applications are now open to be a part of the national PGA LEAD for 2025 and 2026. There are 15 slots available and any Member that meets the requirements is encouraged to apply.

Individuals must:

- Be a Class A Member in good standing for 1 year
- Aspire to serve in a national volunteer leadership role within the Association
- Is committed to actively participating in monthly meetings
- and Is committed to participating in PGA LEAD activities

PGA.org has more information and a link to apply. Applications are due May 1st.

VICE-PRESIDENT REPORT

2024 Year-End Financials

As Vice President, I am responsible for reporting on the section's financial health. I will touch on the Statement of Financial Position and our Statement of Activities for the fiscal year ending December 2024.

Looking at the statement of financial position, the Section had a strong asset position at the end of December, with just over 1.8 million in total assets.

The Section and the PGA REACH Gateway Foundation keep a running balance of what the Foundation owes the Section for its half of all hybrid employees and overhead expenses throughout the year. This February, the Foundation transferred \$85k to the Section to clear out the 2024 Intercompany Receivable balance. This was a much lower balance compared to 2023 due to the Foundation clearing the balance out quarterly throughout 2024 instead of at the end of the year in 2023.

Moving on to “Liabilities and Net Assets”, I will point out a couple of things:

- At year-end, when we close the books, we show Accounts Payable and Accrued Expenses for events like the January PGA Show & SBO Conference and the March Las Vegas Pro-Am.
- We typically carry a sizeable deferred revenue balance at the end of each year as we receive all revenues for the Las Vegas Pro Am, but since we are accrual accounting, we don't recognize them until we conduct the event in March.

Now, looking at our 2024 Statement of Activities, I'll share a few comments related to our Section operations:

- Overall, our 2024 operations were close to those of Fiscal Year 2023.

A few items to note impacting 2024 operations are:

- Korn Ferry Tour Qualifiers had increased participation and were more profitable this year. Overall, all our Tour qualifiers resulted in \$45,000 to the Section
 - We brought back the Gateway Golf & Business for Women program, netting almost \$4k to the Section
 - We also went multiple months with a key staff position vacant due to a transition
 - We received a stipend from the PGA of America to offset expenses incurred to carry out the rebranding campaign. These expenses include replacing logo stationery, replacing banners, and updating branding on the office building. These funds will be spent over the next two years.

Overall, the Gateway PGA Section is in a strong financial position, and I have to thank Ali and her staff for continuing to guide our Section in this positive direction.

Moving forward, I would like to discuss a few topics that we, as a Section, would like to emphasize.

First:

COMPENSATION PROFILE & COMPLETING YOUR COMP SURVEY

You have likely received an email, request, or reminder from Jacque Madison or Section Staff asking you to update your Compensation Profile in your PGA.org account. First, thank you to those who have been diligent and have updated their profiles.

Whether you completed the comp survey in 2024 or have never completed it before, please take one minute to do this. We need both Class A Members and Associates to participate. Our goal for 2025 is to have every Gateway Member submit their 2025 compensation information before April 30th.

Even if you completed your profile in December 2024, please do it again now. Jacque works on this information in the summer, ensuring managers and department heads have the most up-to-date information when budgeting for next year in the fall before the following season. It is **CRITICAL** for us to have your current year's salary before she prepares those reports. That is why we are asking everyone to complete their profile before April 30, even if they completed it late in 2024.

Completing your Comp Profile in your PGA.org account is extremely important, and knowing that all the information you submit is entirely confidential by law is essential.

1. It is the best tool we have for increasing your compensation and benefits and correctly budgeting for the future.
2. As we all know today, Data drives decisions, and employers want to see data and trends in their local markets.
3. It is also **vital** to our section to achieve the highest possible level of funding.

Lastly, to increase your participation, we will conduct a drawing for prizes on May 1st (prizes to be announced soon). Only those who have completed their 2025 Comp Profile will be eligible for the drawing.

Your agenda in front of you has a QR code that will take you to the digital program, with a link to your 2025 Compensation Profile. You are doing yourself and every other PGA Professional in our industry a disservice by not taking this one minute to complete your profile. Please take a moment to do this now so you don't forget!

SECRETARY REPORT

All of these Membership changes reflect member activity as of the Fall 2024 Meeting. When I call your name, if you're here, please stand.

New Associates – Class B Professionals

Registered	Alex Anderson	Jacksonville Country Club
Registered	Grace Aromando	Old Warson Country Club
	Clayton Arrowood	Lake Forest Country Club
Registered	Ethan Bozner	Margaritaville Lake Resort
Registered	Curtis Brokenbrow	The Quarry at Crystal Springs
Registered	Kyle Cool	Old Hickory Golf Club
Registered	Adam Curran	Country Club of St. Albans
	Dillon Dalton	The Legends Country Club
Registered	Laim Durbin	Family Golf & Learning Center
	Henry Freedman	Meadowbrook Country Club
Registered	Bailor Harris	Fox Run Golf Club
	Will Heller	Poe Golf
	Maylie Holt	Columbia Country Club
Registered	Matt Hood	Forest Hills Country Club
	Matt Johnson	Boone Valley Golf Club
Registered	Brendan McCurry	Persimmon Woods Golf Club
Registered	Spencer Melville	Margaritaville Lake Resort
	Jabarri Quarles	The Highlands
Registered	Jady Reese	Country Club of Missouri
Registered	Claire Rendleman	Sunset Hills Country Club
	Tim Roche	Columbia Country Club
Registered	Patrick Ryan	The Falls Golf Club
	Doug Schulte	Bent Oak Golf Course
	Tyler Shumaker	St. Louis Country Club
	Grant Standbrook	St. Louis Country Club
Registered	Jack Stiegemeyer	Old Warson Country Club

	Jake Storts	WingHaven Country Club
Registered	Tyler Wiegard	Persimmon Woods Golf Club

PDRY Cycle Ending

June 15th marks the end of the current PDR Cycle, Cyle #17 from June 2022 to June 2025. In this 3-year time period, 54 Total credits are needed of which 30 of them need to be Required credits coming from education or player engagement programs and 6 of them need to be Required credits coming from meetings and national surveys.

As of today:

- 72.5% of Gateway Members have met the Required education or player engagement PDR credit threshold
- 92.5% of Gateway Members have met the Required meeting or national survey PDR credit threshold, and
- 75.7% of Gateway Members have met the Total PDR credit threshold

Unsure if you have met your requirements or not? Download the PGA Member app to view your PDR status.

Still looking for PDR Credits? There are 3.5 months left to fulfill the PDR requirements to maintain your Member in Good standing status.

- Sign in to your PGA.org account and click the blue button that says “Earn Credits”. There are many videos you can watch that are 1 hour or less and will earn you 1 PDR credit.
- Also on your PGA.org account page, click the blue button up top to take the PGA Member survey and earn yourself some meeting or national survey Required credits
- Jesse Barge and the Rules of Golf Committee will be holding a Rules Refresher in early May.
- The Professional Development and Teaching & Coaching Committee are also working on spring opportunities for in-person education.
- Volunteering also earns credits! Spring Junior Tour Events are a great way to earn credits by helping with rules of golf or starting.
- Have activities you’ve done that you still need to submit PDRs for? You can report them yourself by clicking “Report PDR Credits” in your PGA.org account OR by emailing PDR@pgahq.com.
- There is no shortage of opportunities to earn your final PDRs and if you have any questions about if things you’ve done might earn credits, please reach out to the Section staff.

Awards Banquet Change

Over the past year, the Awards Taskforce has implemented several positive changes to the Section Special Awards process improving consistency, efficiency, and creating more structure. To give the awards process its due process and this year’s awards committee the time the process demands – from

nominations to questionnaires to scoring to interviews to selections to member voting – the Board has decided to move the Awards Banquet from this Fall to next Spring ... date to be determined. The diligence the awards process requires for all 150+ nominations means we need to give the awards committee more than 2 ½ months. The change of the awards banquet date will not negatively affect the awards process or cause us to “skip” a year... rather we will only delay the recognition of the award winners by a few months. This will also give the Section staff proper time to create a special evening that recognizes our members in the best possible way.

Ozzie Smith & The Golf Course Superintendents’ Association’s Tom Morris Award

In February, at the GCSAA Conference and Trade Show in San Diego, Ozzie was named at the winner of the 43rd Old Tom Morris Award.

The Old Tom Morris Award is the Pinnacle Award for those outside the GCSAA membership. It is presented to an individual who, through a continuing lifetime commitment to the game of golf, has helped to mold the welfare of the game in a manner and style exemplified by Old Tom Morris.

As President of PGA REACH Gateway, Ozzie’s ongoing efforts to grow the game have buoyed communities and exemplify what the award represents. In the process, he has formed friendships and developed a deep respect and appreciation for the numerous golf course superintendents he continues to interact with along the way. He is a true ambassador for the game of golf.

Past Old Tom Morris award winners include:

- Dottie Pepper, Johnny Morris, Vince Gill, Jim Nantz, Gary Player, The Powell Family, Ernie Els, Herb Kohler, Dan Jenkins, Annika Sorenstam, Jack Nicklaus, Rees Jones, Pete Dye, Nancy Lopez, and so many more

We are so proud to call Ozzie a friend of the Gateway PGA and ambassador for the game of golf.

EXECUTIVE DIRECTOR’S REPORT

2024 cesses Recap

- Disbursed \$725,400 of Direct Revenue to PGA Members’ pockets through PGA Jr League, Tournament Purses, Section and Foundation Programs
- Drove \$275,400+ of Revenue Directly to PGA Facilities through the Junior Tour, Tournament Program, Section and Foundation Programs
- Welcomed 49 First-Time Tournament Program Participants
- 101 National Qualifier Participants between PPC, Sr PPC, and Assistants Championship
- Gateway Assistants and Associates won the Philbrick Cup for the first time
- Welcomed 33 Guest Presenters and Subject Matter Experts in Education Seminars & Summits
- Launched the Mentor Program with 100% of Associates Paired with a Class A Member

- Increased Assistants' Association Members to 49
- Donated 40 Sets of Golf Clubs to PGA HOPE Veterans
- Served over 300 Veterans Across all PGA HOPE Programs
- Introduced Golf to 50 PGA ABLE Participants in 5 Programs
- Brought Back "Gateway Golf & Business for Women" and Introduced Golf to 65 Participants
- 160 Gateway Members Completed Compensation Profiles
- Tracked \$661,219 of documented* compensation increases to Gateway Members, over a 40% year over year increase
**These are only what was documented through Comp Profile completions... unofficial numbers are expected to be higher*
- Increased PGA Coach Profiles of Gateway Members from 66 to 95
- 90 Members were ADM Certified, an increase from 86
- Scholarshipped 166 PGA Jr League golfers throughout the Section
- Raised more than \$1,600 for charities selected by PGA Professionals through Junior Tour 2-Day tournaments
- Increased inflatable equipment rentals by almost 50% through 15 "Partner Program" Facilities
- Over 7,000 cases of Backflip Beverages sold driving ~\$5,000 back to the Foundation
- 4 Associates were Elected to Class A Membership
- 2 Members Earned a Specialized Professional Certification
- Welcomed 61 New Associates, a 340% increase from 2023
- Announced Gateway PGA's Second National Award Winner

Facility Data Collection

- As the PGA upgrades and transitions to the Member 360 platform, ensuring all PGA Member and Facility data is correct is crucial
- The PGA is tasking every Section to verify the data currently in the system is correct, and update it if necessary
- So beginning in April the highest ranking Member at each facility will receive a survey to complete with questions pertaining to your facility
- We will also be reaching out to Members to ensure Member data is correct
Our goal is to complete this before the summer
Thank you in advance for your help with this project