

## GCAW Board Meeting 10-26-13—Trappers Turn

Called to order at: 9:06am by Andrea Wieland

**Board Members: present:** Dick Kyes, Brian Scrobel, Ed Carlson, Mark Johnson, John Lonergan, Chuck Menzel, Scott Helms, Bob Sullivan, Jay Christiansen, Brian Bobinski, Carole Zierden, Garth Gerstenberger, Peggy Gierhart, Steve O'Brien, Tony Pritchard, Dave Taebel, Ken Barrett, Andy Landenberger, Dirk Willis, Andrea Wieland. **not present:** Andy Delong, Ray Johnson, Rob Jansen, Tonya Gnewikow.

**Agenda item #1**—Summer Board meeting minutes approval: Motion to approve by Garth Gerstenberger. 2<sup>nd</sup> by Dick Kyes. Motion carried.

**Treasurer's report**—Andrea reported that the GCAW is on track to have a small profit once again in 2013. The estimated net profit is to be approximately \$7021. This is approximate because the QuickBooks report is not completely updated. Check book balance as of 10/23/13 was \$22,269, while the Paypal balance was \$12,087. Andrea reported that the 2013-14 fiscal year budget should be similar to 2012-13. Andrea will email the 2013-14 budget to all board members. Andrea advised each committee chair to review their respective line items and report back any changes they feel appropriate. Andrea also reported that the GCAW received a check for \$369.32 from the now defunct Federation of High School Coaches. This organization has not been active since the 1990's and had at one time earmarked funds for the promotion of all high school sports in the state of Wisconsin. The letter attached stated that the organization was clearing its accounts and had divvied up all remaining funds to the various coaching associations in the state. The \$369 was the Golf Coaches Association's share. The last discussion topic brought up was what to do in the future with this \$369 and the additional cash flow that will be coming in future years from the success of the College Showcase. This topic will be further addressed in subsequent reports in these minutes. Brian Scrobel Motioned to approve the Treasurer's report. Chuck Menzel 2<sup>nd</sup> the motion. Motion carried.

**Membership report** (Mark Johnson/ Ed Carlson)—Mark and Ed reported that we currently have 138 members as of 10/25/13. This number compares favorably to the last couple years. Historically membership grows as the school year progresses: Here is a breakdown of the membership growth the last two seasons. 2011-2012: 120 fall, 239 spring, 319 summer; 2012-13: 129 fall, 263 spring, 341 summer. As you can see membership levels have grown consistently as of Fall Board meeting the last two years, 120 to 129 to 138. Dirk asked if we have new stated goal for membership by next June. Last year the goal was 350, which we barely missed. Ed reported that the membership goal has not changed. A discussion was had regarding how to engage those coaches who are not members or seem to only apply for membership when they have a student athlete that is worthy of nominating for an award. Several ideas were discussed: Jay Christiansen Brian Scrobel recommended a possible gift managed through each conference for full conference participation among coaches. Ed Carlson felt that the issue starts largely with the AD's and that AD's have to make it a priority for their coaches to be a member of their respective coach's association. John Lonergan recommended a much more informative print version of the Coach Approach that details the benefits and services provided by the GCAW and the value of membership for not only the coach, but also the schools and their student athletes. Brian Bobinski added that this informative coach approach should also be actively promoted through WIAA Regional Packets and that Tom Shafranski would likely be open to promoting this to regional hosts. It was mentioned by several members that Tonya Gnewikow (not present) was currently working on this type of piece for a promotional brochure. Andrea was going to check on the status of this piece to see if could be implemented for spring launch in the format John Lonergan suggested. Dirk Willis motioned to approve the Membership Report. Bob Sullivan 2<sup>nd</sup>. Motion carried.

**WIAA Advisory Report** - (Taebel / Wieland) – Andrea and Dave reported on several topics of discussion at the WIAA Advisory Committee meeting.

- Home Course and non-home course practice Rule. Additional verbiage was recommended and added to clarify “for practice purposes only” for non home course practice when weather or other issues dictate that teams cannot practice on their specified home courses. All board members and coaches should be reminded to review the Home Course and non-home course practice regulations that are currently posted on the WIAA web-site at: <http://www.wiaawi.org/Sports/BoysGolf/RulesRegulations.aspx>
- -Regional /sectional sites—process of selection -Concern from some coaches that sectional sites show great disparity in the quality of teams that advance to state. **It was suggested that if this is truly an issue then a proposal by the GCAW needs to be put forth and that it needs to be consistent between the Boy’s and Girl’s season, as well as consistent with what other sports are doing.** Ken Barrett added that the GCAW also needs to be persistent and consist in its promotion of a change to the WIAA Advisory Board. His experience in basketball suggests that the first few times it may meet with resistance, but as time passes and board’s turnover changes are occasionally made if an a coach’s association shows persistence commitment to the proposal. Several board members agreed and **Brian Scrobel proposed a small task force of board members investigate what neighboring states do.** Andy Landenberger also offered to try to obtain a copy of the WIAA State Tournament Host contract which should be on file at the WSGA /WPGA office. The purpose of which is to understand the language in the contract that relates to the 7 year agreement for a single state host site (U-Ridge). Jay Christiansen questioned that it would specify that “U-Ridge” specifically be that only host site during that timeframe. **The Board is currently looking for members to volunteer for the task force to be led by Brian Scrobel.**
- State Tournament Format / Cut: Andrea and Dave reported that Tom had softened on his proposal for a cut at the state tournaments. However, his explanation of how it might be implemented in “weather emergency only” situations seemed wishy-washy and somewhat obtuse to the GCAW board members. It was concluded by the GCAW board that Tom could not practically apply the cut in the manner in which he explained and it is likely that he will not move the proposal forward.
- Group Scoring – Based on feedback and recommendations by the advisory committee, Tom has agreed to change the language of group scoring to “Integrity Scoring” with slightly altered scoring procedures. Coaches may choose to use full group scoring if they so choose, but Tom agreed to promote in the spring video that coaches “require” all players to publicly declare their scores to their entire group after each hole as an alternative to group scoring. Garth Gerstenberger motioned to approve the Advisory Committee update. Carol Zierden 2<sup>nd</sup> the motion. Motion carried.

**Girls all state report**—(Gierhart) – Peggy reported that a total of 59 of nominations were received. Peggy reported that 7 individuals were selected to All State 1<sup>st</sup> Team: Jessica Reinecke-Verona (POY), Anika Hitt-Homestead, Becky Klomland-Stoughton, Jessie Staed-Notre Dame, Caroline Lake-Edgewood, Sienna Chapman-Prairie School, Tess Hackworthy-Edgewood. 6 individuals were selected for 2<sup>nd</sup> Team: Grace Dunn, Loren Skibba, Maddy Neumeier, Lauren Reeg, Abby Dufrane, Abby Martin. 7 individuals were selected to 3<sup>rd</sup> Team: Kayla Priebe, Claire Lauterbach, Maddie McCue, Bailey Smith, Leah Birch, Danielle Ducklow, Hannah Schulz. 32 individuals were selected for Honorable Mention. 7 nominated individuals were not selected for placement.

A heated discussion was had regarding standardizing the number of players per team and the selection criteria. A couple board members not currently part of the committees offered their feelings regarding the current process and selection criteria. There are very different and passionate opinions among board members on this topic; expressed by Jay Christiansen, Dirk Willis, Peggy Gierhart, Andrea Wieland, Dick Kyes, Brian Bobinski, Steve O’Brien and Brian Scrobel. **It was recommended by Brian Scrobel that a sub-committee be formed to meet prior to the spring board meeting. This committee will consist of current Boy’s All State and Girl’s All State committee members. The sub-committee will be**

charged with bringing unified resolution to this issue with mutually agreed upon selection criteria and procedures. This resolution is to be reported back to the board at the Spring 2014 meeting. Dick Kyes motioned to approve the Girl's All State report. Jay Christiansen 2<sup>nd</sup> the motion. Motion carried.

**Spring Clinic Update**—(Carlson / Wieland) Andrea confirmed with Todd Oehrlein and Michael Burcin that they will host our Spring Clinic again at University Ridge and the Indoor Facility--the date will be Saturday, March 8. (It's the only Saturday that works in their schedule.) Andrea was also informed by Michael Burcin that the GCAW budget for lunch in 2014 needs to be increased. Ed reported that the Spring Board meeting will take place on Friday night. Ed would also like to incorporate Andy Landenberger into the rules discussion during the clinic, prior to giving the floor to Bill Linneman. Ed felt that Andy could provide more applicable rules information regarding standard, regularly occurring rules scenarios that happen during the course of a meet or tournament. Then let Bill introduce and discuss the advanced and less anticipated rules scenarios. Ed will also work on the format and program agenda and forward to the board.

**Coach Approach Update**—Andy DeLong—Brian Bobinski reported on Andy's behalf. Articles need to be sent to Andy by November 13<sup>th</sup> in order to publish Coach Approach by November 18<sup>th</sup>. Andy will send out email reminders in the coming week to all board members that need to submit information. Question was raised regarding the print version of the email with the informative piece regarding membership promotion (noted in membership report). It was agreed that this is too quick a turn around and that this should be targeted for the Spring Coach Approach. The board agreed to move forward with just the email version of the normal Coach Approach for the fall edition.

**Website report**—(Ray Johnson) – Ray submitted his report via email and Andrea presented it to the board. Ray reported that he has been unable to find Hall of Fame information for the years 2007, 2009 and 2010. Dirk actually did a quick check on the web-site of the archive of Coach Approaches that Ray posted on the web-site and his old email files and found the following: 2007: (Info is in the April 2007 coach approach which is a damaged file on web-site, cannot access) , 2009: Bill Ehren (Luxemburg-Casco), 2010: Dewey Stendahl (in July 2010 Coach Approach). Ray has updated the web-site with past coach approaches which can be found at the following link:

<http://golfcoacheswi.org/coachapproach.html>. Ray still needs the pictures of the following board members for the web-site: Ken Barrett, Brian Bobinski, Andy DeLong, Garth Gerstenberger, Peggy Gierhart, Rob Jansen, Dick Kyes, John Lonergan, Steve O'Brien, Tony Pritchard, Brian Scrobel, Dave Taebel. Ray included visitor stats for both the GCAW main web-site and mobile web-site. Ray noted that May data is skewed because of the WIAA using our server for golf and tennis during boy's spring season. It was suggested by Ed Carlson that a Google doc be added to the web-site that allowed for coaches to post tournaments that they are hosting throughout the season. It was felt this would assist with those coaches filling those events and assist with coaches that were looking to fill their schedules. Tony said that that was easily done and that he would work with Ray to have something put on the web-site. Once complete Tony will report back so that it can be communicated to the membership.

**Summer Clinic Update** — (Gerstenberger/Willis) Garth reports that we will keep the pricing structure the same for next year and are planning to return to Kohler. Garth also reported the date change to Tuesday / Wednesday the 24<sup>th</sup>/25<sup>th</sup> of June. The board meeting will take place Tuesday morning with the Boy's All State meeting on Monday afternoon. Garth reported on additional coaching education opportunities that Dirk and Kohler Golf Academy (KGA) will be offering to add more educational value to the clinic agenda. Below is a brief of the revised agenda:

**Tuesday, June 24th:** All events at Meadow Valleys of Kohler Golf

- 10:00 AM -Small Group Instructional Clinics (in depth training) -Introduction to JC Video, V1 and Ubersense training software including tutorial. Introduction to Custom Club fitting (Taylor Made, Titleist, USA Kids and Cleveland) Programs.

- Noon Coaches instructional clinic put on by the Kohler Golf staff. Large Group Instructional Clinics (with hands on practice) Full swing instruction and drills at driving range, Short game instruction and drills at the chipping green, Putting instruction and drills on the practice green
- 2:00 PM 18 hole 4-person scramble with flights @ Meadow Valleys in Kohler
- 7:00 PM Buffet dinner followed by GCAW annual meeting and Hall of Fame Induction(s).
- 9:00 PM Coaches Social

**Wednesday, June 25th:** All events at The Irish Course of Kohler Golf

- 8:00 AM 18 hole stroke play tournament @ The Irish Course.
- 1:00 PM Coaches networking and sharing session. Coaches from around the state will share some of their favorite drills with other coaches, Full swing at driving range, Short game at the chipping green, Putting on the practice green.

Registration form is ready to be posted on web-site and link sent through November 18<sup>th</sup> Coach Approach. Garth and Dirk agreed to add web-site links directing members to the KGA web-site and the KGA instructional videos for further educational value. Carol Zierden reported on the success of the Raffles that were run at the Spring and Summer Clinics to raise money for the scholarship fund. \$1380 was raised from the Summer Clinic and \$500 from the spring clinic. The golf round prizes were the biggest hit of these raffles and were deemed important to fund-raising efforts. Tony Pritchard suggested alternative raffle prize opportunities (ie: Brewers Tickets, Milwaukee Wave Tickets, Badger Football/Basketball Tickets) and asked Andy Landenberger to investigate this opportunities through the WPGA relationships. Dirk mentioned that Destination type facilities (ie: Kohler, Erin Hills, Sentryworld, Geneva National, U-Ridge, Grand Geneva, Troy Burne, Trappers, etc) offer the greatest opportunity to raise money quickly. Dirk said the key to securing these opportunities is personal contact and connection with the Director of Golf or General Manager of those facilities. Board members who have those relationships with the stated destinations or others in their area are encouraged to personally contact those facilities. John Lonergan motioned to approve the Summer Clinic report. Brian Scrobel 2<sup>nd</sup> the motion. Motion carried.

**College Showcase Update** - (Willis) – Dirk reported on the success of the 2013 Showcase and the details for the 2014 event. 2013 Event Review: 104 total participants in skills sessions, 103 in tournament (27 girls, 77 boys). 31 college coaches attended the 2013 Showcase and another 15 were sent the results and player information. In 2012 we had 22 coaches actually attend. Coach Round Table Session: This had always been a strong part of the Showcase, with parents and players getting to hear from college coaches. This year was possibly the best yet. Big thank you go out to Michael Burcin (WI) and Steve Bailey (Marquette) for once again leading the dialogue. We had some new members of the panel and they were all extremely engaged and gave the audience some extremely valuable information on the recruiting process and college golf life, thank you to Kyle Steffen (Loyola), Mel Blasi (W. Illinois), Katie Elliott (WI) and Adam Vollbrecht (WI Lutheran).

2014 Event: Need to confirm date. The late July date will not work for the course and also conflicts with Junior Masters. Currently looking at July 6-7 or July 13-14. Dirk and Andy will finalize to ensure the date does not conflict with Lawsonia Player's Tour event. Want to begin Player and Coach registration in conjunction with beginning of WIAA spring season. Board agreed to increase entry fees: \$160 for player of GCAW Member Coach, \$200 for non-member. Player Registration: It was stated that the WPGA Junior Foundation email list (Andy) is a critical item to player recruitment. Dirk and Andy will plan to do two emails (April and June) to the WPGA email list. Other player recruitment tools to include: Web-site (Willis and Johnson), Coach Approach (Willis and DeLong), Promote at events though-out Boy's Season (all board members). College Coach Registration: Regular Email Marketing to above coaches list (Willis). Cold Calls and personal visits to coaches, especially in WI. This is our biggest shortfall in coach participation, our own state. If you have board members have college coaches in their areas, they should be actively promoting participation in the Showcase to those coaches. (Brian Scrobel and Scott Helms), Kohler Collegiate Classic - NAIA Invitational to be hosted in October at Blackwolf Run and Whistling Straits. Sponsorship: Adidas / TaylorMade update. Based on the strength of the current partnership between Adidas / TaylorMade and Kohler Golf, Adidas / TaylorMade have agreed to supply all competitor hats and shirts at no cost to the GCAW. 2014 Event Cost to GCAW:

\$42 per player for Green Fees and Tournament Set-Up (100 players), \$100 per hour for use of range and KGA staff for Skills Sessions (6 hours), \$100 per Rules official (2 rules officials), \$20 (including gratuity) per person for Buffet Dinner (150 players and coaches), Player Profile Book Cost (Lonergan/Helm), Awards Cost (Scrobel / O'Brien).

**All-star/Alumni event**— (Wieland/Landenberger) history: Andrea report that she and Andy Landenberger will work to find a course and date to get into the WPGA schedule. It was suggested by several board members that a location that is centrally located geographically would work best. (ie: The Dells, Stevens Point/WI Rapids, Madison) Discussion among the board centered on who to target for participation. Andy Landenberger noted that the WPGA historically has had problems developing interest in alumni events. He stated one of the biggest challenges is targeting and then obtaining accurate contact information of alumni players. The newer alumni typically have schedule issues due to college and the older alumni are more difficult to track down due to out-dated contact info. Dave Taebel and others suggested that focusing on the coaches to recruit alumni players and teams was the key to gaining interest. It was agreed among many board members that a scramble type format with the GCAW member coach recruiting their former players to form teams would be a very fun and well received format for the event. Brief discussion was had regarding team make-up and divisions. Dirk recommended that a 4 to 6 player scramble format with a flexible team make-up (ie: all male, all female or co-ed) would work assuming the event set up had men's and women's tees.

**Hall of Fame/Awards Report:** (Steve O'Brien): Steve O'Brien reported the following awards" Holes in One: Claire Matkom, Jessica Reinecke. 10 Year Award: John Lonergan. 25 Year Coaching Award; Garth Gerstenberger.

Steve O'Brien proposed the creation of new award called the "Distinguished Coaching Award". Steve's rationale was that the annual list of nominees for the Hall of Fame Award often includes individuals that have had a positive effect on the development of junior and high school golf in their areas, but have not met the requisite team performance standards that should be synonymous with earning Hall of Fame recognition. A review of the existing Hall of Fame nomination form supplied by John Lonergan showed that the appropriate performance categories are already supplied on the form. It was suggested by Dirk that a further explanation of how those criteria are graded for Hall of Fame inclusion be added to the nomination form instructions. Andrea added that it would make sense if the additional award for "Distinguished Coaching" were created that that be the spring board for Hall of Fame Nomination. This meant with general agreement, though it was noted by several board members that not all nominees for the new award be automatically given the award, there needs to be some decision process by the awards committee. Steve, Scott Helms and Brian Scrobel agreed to put together a proposal for the decision-making process of the newly created "Distinguished Coaching Award" and present it at Spring Meeting to the board.

Dirk also brought up the idea of upgrading the quality of all awards that are presented to award recipients. He specifically questioned the quality of the 1<sup>st</sup> All State Awards and how the present awards were inferior in quality to what was presented in the past. Steve, Brian S and others discussed the change from Healey to Raven for the awards and that the Healey awards in the past were of higher quality and are still used by the association for Hall of Fame. Given that the association is now turning a considerable net profit, Dirk felt it was time to upgrade the awards to be more representative of their true importance and prestige. Scrobel and O'Brien will investigate the alternatives available for improving the awards with Healey and Dirk will offer assistance in design and GCAW branding.

**Marketing Committee Discussion & Report** – (Taebel) – Dave Taebel introduced a potential vendor and sponsor for the spring clinic, Skillzyz, LLC out of Woodbury, MN. Skillzyz provided Golf Rule Tags that are attachable to a players golf bags. The rules tags are hard plastic tags that highlight common and important golf rules as reminders for players. Scott Helms stated that he uses them and now all team in his conference do as well. Other members of the board saw them as a good product and recommended reaching out to them regarding their proposal for discount pricing to GCAW member coaches and potentially having them offer sponsorship dollars towards the Spring Clinic for promotion of their

product to our membership and display space at the clinic. It was also recommended that the association continue their spring clinic sponsorship relationship with KollegeTown apparel. Ken Barrett suggested that if the association is interested in growing its relationship with Healey awards that it may be appropriate to seek sponsorship moneys from them as well. He stated that they supply substantial sponsorship dollars to the Basketball and Football Coaches Associations in exchange for exclusive rights to those associations' special awards.

#### **Academic All-State (Bob Sullivan)**

Bob reported that currently nominations are down by about 40%. As of 10/25 only 129 individual nominations have been received. Last year a total of 227 girls were nominated, 38 with a 3.25-3.49gpa based on the lowered standard). November 1<sup>st</sup> is the deadline for nominations and Bob expects to see a pick up in the nominations in the coming week.

Team all state academic award – Bob gave the board a reminder regarding the girl's team awards that nominations will be available in February (following the 1<sup>st</sup> semester). This is due to the fact that Freshmen varsity members are factored into the team award and they need at least one semester of classes to have a qualifying cumulative GPA. The team cumulative GPA is then derived by taking a weighted average of each individuals cumulative GPA multiplied by the number of course credit hours they have earned.

**Scholarship Report:** (Jay Christiansen) - Jay reported that he has received no negative feedback from coaches/parents questioning the first recipients of the GCAW Scholarships. Winners were selected by the committee the morning before the summer board meeting. Dirk and Jay suggested that with the steady increase in cash flow coming into the association that it would be an opportunity to increase the number and/or monetary reward of the scholarships, Dirk will come to the spring meeting with a proposal increase to the awards. Jay also requested additional assistance on the committee. Dirk and Andrea both offered to serve on the committee.

**Retired Coach Update** – (Chuck Menzel) – Chuck reported that retired coach's numbers are up from 18 to 21 since last year.

**Junior PGA Update** – (Landenberger) – Andy reported on WPGA s Invitationals. 3 were hosted in 2013 (two Boy's and one Girl's). The boy's events were hosted at Hawk's View and Meadowbrook, while the girl's was hosted at Yahara Hills. Looking to potentially expand to one more event in 2014. Steve O'Brien said he would look into a potential site at the River Club (1<sup>st</sup> choice) or North Shore CC (2<sup>nd</sup> Choice). Brian Bobinski also offered to assist in finding a Green Bay / Fox River Valley site if the WPGA were open to expanding to other regions of the state. A La Crosse regional site was also recommended. Ed Carlson suggested the if the Google doc of available tournaments that he suggested under the web-site report were developed, that could assist Andy in identifying existing tournaments that he could partner with or take over under the WPGA Invitational umbrella. This was suggested because Andy stated that one of his difficulties in adding more tournaments has been finding room within the existing high school tournament schedule. Ed suggests that some coaches may be open to the WPGA assisting or taking over their event because they are having issues filling the event themselves. The additional marketing power of the WPGA it was felt may be beneficial. Andy stated that he continues to have issues with coaches understanding the reward system and properly reporting their full rosters to him so that he can properly re-imburse the schools for WPGA Junior Tour Participation. Andy said the message still needs to get out to coaches that the more accurate information they can provide and the more they can promote participation in the WPGA tour events, the more financial benefit their program will realize.

**WSGA Update** – (Jansen) – No report.

**New Business:**

- Scott Helms presented the GCAW Logo wear online store proposal and pricing from KollegeTown. KollegeTown will host the online store and promote the GCAW Logo wear to the membership. The GCAW board will have final say on pricing and merchandising. Scott has identified product and pricing and Dirk has reviewed. On Average the GCAW will receiving about a 15% licensing fee per unit sold for use of the GCAW logo by KollegeTown. In exchange for hosting the web-store, KollegeTown will receive the remaining margin (after licensing fee) for the units sold. KollegeTown will have full liability for all inventory.

Motion to Adjourn: Brian Scrobel.

2<sup>nd</sup> by: Dick Keyes.

Meeting Adjourned at 1:09pm by Andrea Wieland.