

GCAW Board Meeting 3-7-14—Holiday Inn West, Madison

Called to order at: 7:01pm by Andrea Wieland

Board Members: Present: Brian Scrobel, Ed Carlson, Mark Johnson, John Lonergan, Scott Helms, Bob Sullivan, Jay Christiansen, Brian Bobinski, Garth Gerstenberger, Peggy Gierhart, Steve O'Brien, Tony Pritchard, Dave Taebel, Andy Landenberger, Dirk Willis, Andrea Wieland, Andy Delong, Ray Johnson, Rob Jansen, Tonya Gnewikow. **Absent:** Dick Kyes, Carole Zierden, Chuck Menzel, Ken Barrett.

Agenda item #1—Fall Board meeting minutes approval: Dirk briefly reviewed the meeting minutes from the fall board meeting. Several action items were highlighted in the minutes which will be addressed in the committee updates. A Motion to approve the minutes was submitted by Tonya Gnewikow, 2nd by Garth Gerstenberger. Motion approved.

Treasurer's report—(Andrea Wieland) - Andrea reported that the Tax Form 990 (filed every year on December 15th for prior fiscal year) has had small mistakes for the last couple years. These mistakes were corrected for the fiscal year of 8/1/12 – 7/31/13. Therefore, profit for last fiscal year was over-stated due to understated amount from previous years. Profit shows \$16,228. For this fiscal year end (July 31, 2014), anticipate profit to be somewhere between \$6,000 - \$8,000. Andrea handed out the 2013-14 budget to all board members for review. Anticipated changes for each committee chairs areas need to be submitted to Andrea by March 31st. (potential changes – Scholarship fund from \$3000 to \$6000, Promotion Supplies / Equipment increase \$1500 - \$2000 for tents, banners and table cover.) Added budget items are the Alumni and Friends Event and Board Gift. A Motion to approve the Treasurer's Report was submitted by Garth Gerstenberger, 2nd by John Lonergan. Motion approved.

Membership report (Mark Johnson/ Ed Carlson)— Mark reported that as of the board meeting total membership stood at 280 paid members, up 17 or 6.5% from the same time in 2013. A breakdown of membership trends the last few years: 2011-12: 120 as of fall meeting, 239 as of spring meeting, 319 as of summer meeting; 2012-13: 129 as of fall meeting, 263 as of spring meeting, 341 as of summer meeting; 2013-14: 138 as of fall meeting, 280 as of spring meeting. Membership continues to grow consistently year to year. Mark also reported that there were 60 paid spring clinic registrations as of the board meeting.

In follow up to fall board meeting discussions, Tonya developed a promotional membership flyer and brochure. Tonya presented an initial layout and design for each at the board meeting. Each was met with enthusiasm by the board. Discussion was had on printing, final layout/design and informational content. Garth suggested the addition of info regarding the association's voice with the WIAA policy board. John L. recommended that the membership chairpersons contact information be added to the flyer. The inclusion of verbiage regarding association mission statement, values and objectives was recommended by Andrea and will be addressed in further detail in the Bylaws/Procedures Review update by Andrea later in these minutes. To save on cost for final layout and design, Andrew Delong offered to create a project for his Media Design students to create the final layout. Dirk motioned to approve Andrew's offer, 2nd by Tonya and the motion was approved. Andrew will commence the project, with final content to be provided by Andrea, Tonya, Dirk and John L. Dirk Willis motioned to approve the Membership report, 2nd by Garth Gerstenberger. Motion approved.

Spring Clinic Update—(Carlson) - Ed reported that there were 60 paid registrants as of the meeting. Tentative coach's panel participants are Bob Sullivan, Garth Gerstenberger, Becky ? Surveys sent out to past Spring Clinic Participants indicate that attendees would like the coach's panel content to involve more JV development programming. Todd Oehrlein has also offered to sit on the panel. Andrea Wieland and Scott Helms will man the registration table. Andrea will give the GCAW address and touch on the WIAA Golf Advisory Board report from fall 2013, as there will be no WIAA representative at the clinic. Bill Linnemann from the WSGA will do a complete review of the 2014 WIAA rules test,

followed by the coach's panel. Lunch for all attendees will be from the normal U-Ridge menu. This is an upgrade from last year when box lunches were provided. The instructional portion of the clinic will be given by Head Men's Golf Coach at Wisconsin, Michael Burcin and Asst. Women's Coach, Katie Elliott. A Motion to approve the Spring Clinic update was submitted by Dave Taebel, 2nd by Ray Johnson. Motion approved.

Coach Approach Update—(Andy Delong) - Andrew reported on the content of the Spring Coach Approach. The content will include: President's Message (Andrea Wieland), Review of Spring Clinic (Ed Carlson), Summer Clinic (Garth Gerstenberger), College Showcase (Dirk Willis), Retired Coach Report (Chuck Menzel), Scholarship Report (Jay Christiansen), Recent College Commitments (Dirk Willis and all), Girls Academic All-State (Bob Sullivan), List of WPGA & WSGA Summer Events (Landenberger and Jansen). John Lonergan recommended that the list of committees and board assignments included in the coach approach be audited. It currently has a couple errors in committee assignments. Deadline for articles and information from the responsible individuals listed above is March 21st, 2014. Targeted date for print is March 28th, 2014. Next coach approach will follow the summer board meeting and clinic. A Motion to approve the Coach Approach Report was submitted by Ed Carlson, 2nd by Jay Christiansen. Motion approved.

Website report—(Ray Johnson) – Ray reported on website stats from 2013. 2013 saw a total of 31,314 unique visitors to the GCAW web-site. This data is slightly skewed in May as the WIAA uses the GCAW server for boy's golf and boy's tennis during the spring tournament season. The top pages of the web-site viewed are WIAA event scoring, GCAW results page and GCAW rankings page. Top search key phrases are "Wisconsin golf coaches association" and "golf coaches association of Wisconsin". Top search key words are "golf", "Wisconsin", "coaches". Ray reported on follow up items from the fall board meeting including missing photos, Google docs and "Player of the Week" proposal. Ray is still missing photos of the following board members: Ken Barrett, Brian Bobinski, Andrew Delong, Garth Gerstenberger, Peggy Gierhart, Rob Jansen, John Lonergan and Dave Taebel. Ray has also changed all "forms" on the web-site to Google docs. This change should allow chairs of various committees to more easily search submitted forms for various awards committees. Tony Pritchard inquired about the set-up of the "tournaments wanted" page. After discussion it was agreed that this page should put the responsibility on the coach requesting meets or teams to participate in meets, to add the relevant information. Ray also presented a web-based player of the week proposal.

Ray's proposal would require member coaches to nominate players they feel are deserving of the award. The nomination process would be open during the week and close at midnight on Saturday. On Sunday, a group of board members (Ray Johnson, Tony Pritchard, Dave Taebel, Dirk Willis) would narrow the nominees down to a reasonable number. Ray proposed 5 finalists and after discussion among the board, it was agreed that a max of 5 nominees would be appropriate. Voting would then open up on Monday on the web-site and stay open till Wednesday with the winner announced on Thursday. No physical award would be given and the award would have no bearing on other GCAW awards (All State, Academic All-State, etc). Nominees who do not win, can be nominated in the following weeks, however, winners are only allowed to win one "player of the week" award per season. The purpose of the award is to create interest and traffic to the GCAW web-site, therefore increasing overall interest in the association. After discussion among the board, it was widely expressed that coaches be required to be paid members of the GCAW to nominate a player. Some board members expressed concern about people being able to vote multiple times. Ray explained that voting is tracked by IP address and that theoretically an individual could vote more than once from multiple devices, but that this would only be a minor concern. Voting would be promoted through social media in an effort to get more parents, players and coaches to follow the GCAW on Twitter and Facebook, as well as increase web-site traffic. Ray submitted a sample nomination form. After review by the board, minor revisions will be made to standardize the scoring and meet data that is collected from each nominee. Dirk Willis motioned to approve Ray's proposal for Player of the Week and the Web-site Report, 2nd by Garth Gerstenberger. Motion Approved.

Social Media Update—(Tony Pritchard) – Tony reported that “Player of the Week” would be a huge promotional opportunity for the association on social media. Voting would be promoted through the GCAW Twitter and Facebook pages, increasing likes and followers among parents, players and coaches creating greater awareness for the association. Tony also asked that all board members actively feed content to the social media team. If you have social media pages for your team or personal use, please make sure that you like or follow the GCAW accounts. Rob Jansen recommended that all content that is to go out on the GCAW social media accounts have a central filter. He cautioned that having too many hands in the pot, could cause issues. This concern was echoed by a couple others. Rob also suggested universal #’s for the association and results. Andrew Delong motioned to approve the Social Media update, 2nd by Bob Sullivan. Motion approved.

Summer Clinic Update — (Gerstenberger/Willis) - Garth also reported the date change to Tuesday / Wednesday the 24th/25th 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 posted on web-site and Garth says we are currently on pace with 2013 registrations. Garth also reported on bids for the 2015 Summer Clinic. Bids are expected to be submitted by Lake Arrowhead, Minocqua CC, and Bishops Bay CC. Geneva National may also submit a bid after inquiring about hosing the 2014 event. Garth expects to be able to have final bids reviewed and have a recommendation for 2015 to the board at the summer meeting with the goal of announcing the host site of the 2015 clinic during the general meeting at the 2014 clinic. Jay Christiansen motioned to approve the Summer Clinic Update, 2nd by Ed Carlson. Motion approved.

Scholarship Report: (Jay Christiansen) - Jay reported that the online application has been updated. The deadline for scholarship applicants will be May 10th, 2014. The scholarship committee meeting will be at 7:00am on the Tuesday of the Summer Clinic. Jay will supply completed applications to all scholarship committee members for review prior to the scholarship meeting. Jay confirmed that the following board members will serve on the scholarship committee: Jay Christiansen, Andrew Delong, Dirk Willis, Tonya Gnewikow, Andrea Wieland. Jay will also supply hardcopies of the application for all attendees of the Spring Clinic. Jay, Andrea and Dirk all had recommendations regarding increasing the scholarship fund for 2014 and beyond. Based on the improved financial position of the association resulting from the College Showcase and the potential additional revenue generated by the new Alumni event, it was felt the association could support the increased scholarship fund. Andy Landenberger provided some insight in now the WPGA Junior Foundation has a fluid scholarship fund that fluctuates annually based on the financial position of the organization. It was recommended by Dirk, Jay and Andrea that the GCAW follow a similar approach and set the scholarships for 2014

and forward at the following: Boys: (1) \$1000 scholarship, up to (4) \$500 scholarships. Girls: (1) \$1000 scholarships, up to (4) \$500 scholarships. A Motion to accept the Scholarship report and approve the change to the scholarship fund was submitted by Andrew Delong, 2nd by John Lonergan and Rob Jansen. Motion Approved.

All-star/Alumni event— (Wieland/Landenberger) - Andy and Andrea reported on the format and date for the inaugural event at Trappers Turn. The event will be Sunday, August 3rd, 2014. It is scheduled for a 1:00pm shotgun, 4-person scramble format. Entry fee will be \$400 per team (\$100 per player) if paid by June 25th. If paid June 26th thru deadline of July 4th, the fee will be \$480 per team (\$120 per player). Format is a scramble and each team will consist of at least one GCAW member coach and up to 3 graduated players (a parent of graduated player may also play). Hole Event awards will be given during the event, most likely gift certificates. WIAA was contacted regarding participation of current students. Tom Shafranski said that current WIAA players may play as long as the sign that they will not receive any prizes. Trapper's Turn is extending a total fee of \$65 per player (\$44.60 gf/cart, \$17 f&b, \$3 service charge). Expected field is to be between 60-100 total players. Net income generated from the event will go to GCAW and WPGA scholarship funds. A Motion to approve the Alumni Event Update was submitted by Dirk Willis, 2nd by Ed Carlson. Motion approved.

College Showcase Update - (Willis) – 2014 Event Date Confirmed: July 13-14 is Posted on Web-site.

Dirk recommended upgrading the signs, purchasing tents and a table cover. John Lonergan motioned to approve Dirk to purchase of these items, Dave Taebel 2nd. Motion Approved. Dirk will coordinate vendors with Rob and Andy from WSGA and WPGA contacts. Dirk also addressed the need to improve the amount of PR and Social Media content that is produced on site during the event. Dirk encourages all board members to generate content whether it be video, photo or tweets of interesting things happening at the showcase. Dirk will work with Andy Delong, Tony Pritchard, Bob Sullivan and Ray Johnson on identifying opportunities of for potential videography of the event, including contestant interviews, coach interviews and parent interviews. Dirk reviewed the workflow, list of responsibilities and timing of preparations for the College Showcase. (below)

- Player and Coach registration to begin in conjunction with beginning of WIAA spring season.
- Player Fee is \$160 (GCAW member coach), \$200 (non-member coach)
- Player Registration:
 - WPGA Junior Foundation email list (Andy) – Posted on WPGA Tournament Schedule.
 - Web-site (Willis and Johnson)
 - E-Newsletter (Willis and Delong)
 - Promote at events though-out Boy's Season (all board members)
- College Coach Registration:
 - New Mailing Lists of Coaches obtained from Ping College Golf Guide and College Coaches Online.
 - Regular Email Marketing to above coaches list (Willis) – First Mailing willing go out in early April.
 - 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.
 - Kohler College Tournaments:
 - LOYOLA – D1 – 18 team men's tournament first week of September
 - Lawrence Tech – NAIA and D2 – 30 team men's and women's tournament 3 weekend in October.
 - NAC Conference Tournament – D3 - 10 team men's tournament in October.
 - NCAA Midwest Men's Regional – D1 – May of 2015 and/or 2016. 24 teams.
- Sponsorship:

- Adidas / Taylor Made update. Based on the strength of the current partnership between Adidas / Taylor Made and Kohler Golf, Adidas / Taylor Made have agreed to supply all competitor hats and shirts at no cost to the GCAW.
- 2014 Event Cost: Similar
 - \$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)

A Motion to approve the Showcase Report was submitted by Tonya Gnewikow, 2nd by Peggy Gierhart.

Hall of Fame/Awards Report: (Steve O'Brien) - Steve reported that the Hall of Fame Committee had one nomination, Steve Peterson from WI Rapids. He was nominated by the WI Rapids Athletic Director, Bill Vickroy. The Hall of Fame committee met prior to the board meeting. After a review of the application and discussion the committee voted unanimously to vote Steve Peterson into the Hall of Fame. A Motion to approve the Hall of Fame Committees Selection of Steve Peterson was submitted by Dirk Willis, 2nd by Andrea Wieland. Motion carried.

Steve also reported again on the inclusion of a new award tentatively called the "Distinguished Coaching Award". This award will be a service award based on the criteria of service to school, community and the development/dedication to high school golf in WI. There will not be team performance criteria. Based on feedback from John Lonergan and Dirk Willis, Steve will come back with finalized criteria and nomination form for approval by the board. A Motion to accept the Hall of Fame report was submitted by Andrew Delong, 2nd by Andy Landenberger. Motion carried.

Bylaws / Procedure Review – (Andrea Wieland) - Andrea reported on the need to amend the current association bylaws. The current bylaws were created in 2010 when the new association (GCAW) was formed. They were never intended to be permanent as they do not specifically identify the purpose of the association and how it functions. Andrea recommended that a committee be formed to develop a mission statement, associate values and strategic objectives of the association. John Lonergan offered to assemble all ideas and thoughts from all board members and put together a mission statement, association values and objectives for review by the board. Board members are to email their ideas to John Lonergan over the next month.

Andrea also addressed the discussion over all state procedure that occurred during the fall meeting. Andrea submitted a proposal for review by the board, recommended that an Ad-Hoc Committee be formed to provide guidance and recommendations to the All-State committees on potential changes to procedure. Andrea felt strongly an Ad-Hoc committee could provide the All-State committees objective feedback on the current process. Her proposal stated that it would not be the Ad Hoc committee's role to make changes for the GCAW, but to merely suggest changes and specific ways to administer those changes. Andrea proposed that the Ad-Hoc Committee consist of the current All-State Chairs (Peggy Gierhart and Dick Kyes), current / past coaches, golf industry professionals and individuals with experience in All State committees of other sports. The proposal spurred considerable debate. While most in the discussion participants in the discussion agreed that it was good to continuously look to improve the association's processes and procedures, there were differences of opinion on need for an outside committee and/or what that committees proposed function should be. After considerable debate it was agreed that the full membership of the existing all state committees should be involved with the Ad-Hoc committee and that the majority of the "industry expertise" needed was actually in the room with representation from the WSGA (Rob Jansen) and WPGA (Andy Landenberger). Dirk recommended this was all the farther the Ad-Hoc committee needed to go and that given that the collective all state

committees would be on the Ad-Hoc committee, they could bring final resolution on this subject. Bob Sullivan motioned to approve for Andrea to convene the Ad Hoc committee based on the above recommendations from the board, 2nd by Jay Christiansen. Motion approved with (2) No's (John Lonergan and Brian Scrobel) and (1) abstention (Andrew Delong).

Marketing Committee Discussion & Report – (Taebel) – Dave reported that the Rule Tags info and samples would be supplied for the clinic tomorrow. He also reported that Bushnell has extended a discounted promotion to GCAW member coaches. He will get the detail of the proposal to the board for posting on the web-site. Scott provided a hand-out outlining the KollegeTown Apparel available on the online store. The online store includes apparel from Under Armour and Adidas. Instructions on logging into the web-site and ordering product during the sale were included. Start date of sale is 3/7/14, end date of 3/23/14. Discussion was had regarding the 2014 GCAW Board Gift. It was agreed that the gift should come from the existing KollegeTown Apparel store. Board members are to provide their sizes and selections to Scott Helms by Friday, March 14th. A Motion to approve the Marketing Committee Report was submitted by Dirk Willis, 2nd by Andrea Wieland. Motion carried.

Academic All-State - (Bob Sullivan) –There was concern as of the fall meeting that nominations were down. As of 10/25/13, Bob had only received 129 individual nominations. Bob reported that applications picked up after the fall meeting and that he ended last fall with 212 girls being submitted for Academic All-State. While this was still slightly down from the 227 girls nominated in 2012, it was still good to see the pick up late in the nomination process.

Team all state academic awards – Bob gave the board a reminder regarding the girl's team awards that nominations are now available. 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. Last year there were a total of (21) DI and (9) DII teams that submitted Team Academic All State entries. A Motion to accept the Academic All-State report was submitted by Andy Landenberger, 2nd by Dave Taebel. Motion carried.

Junior PGA Update – (Landenberger) – Andy reported on the 3 WPGA Invitational Tournaments. Looking for Homestead (boys), Notre Dame (boys) and Edgewood (girls) to Host. More info on this needed. Please provide.

WSGA Update – (Jansen) – This was Rob's first meeting and he thanked the board for inviting him to be involved. Rob reported on the current arrangement with the WIAA regarding the State Tournament format. Rob reported that the WSGA does not have the last contract that was negotiated between the WIAA and U-Ridge. As the WSGA subsidizes the WIAA State Tournament, they would be supportive of investigating alternate sites and arrangements.

New Business:

No new business discussed.

Motion to Adjourn: Bob Sullivan, 2nd by Andrew Delong

Meeting Adjourned at 10:49pm by Andrea Wieland.