

# GCAW Board Meeting 6-24-14—Blackwolf Run, Kohler

Called to order at: 8:13am by Andrea Wieland

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

**Agenda item #1**—Spring Board meeting minutes approval: Dirk briefly reviewed the meeting minutes from the fall board meeting. Dirk asked that action items that were spelled out in those minutes be addressed during the committee updates. A Motion to approve the minutes was submitted by Garth Gerstenberger, 2<sup>nd</sup> by Chuck Menzel. Motion carried.

**Treasurer's report**—(Andrea Wieland) - Andrea reported that the association currently has a large balance in the bank due to fees for the Summer Clinic and College Showcase. However, as bills for hosting those events are paid and scholarship dollars are paid out, that balance will diminish. For this fiscal year end (July 31, 2014), anticipate profit to be somewhere between \$4,000 -\$6,000. Expense Items that were increased in the budget were 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, 2<sup>nd</sup> by Carole Zierden. Motion carried.

**Membership report** (Mark Johnson/ Ed Carlson)— Mark reported that as of the board meeting total membership stood at 376 paid members, up 35 or 10.3% 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, 371 as of summer meeting. Membership continues to grow consistently year to year. Garth Gerstenberger motioned to approve the Membership report, 2<sup>nd</sup> by Jay Christiansen. Motion carried.

**Summer Clinic Update** — (Gerstenberger) – Garth provided a quick overview of the 2014 event. 95 players signed up for Tuesday, 94 for Wednesday. Overview of agenda

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

- 10:00 AM -Small Group Instructional Clinics (in depth training) –Video analysis and Club Fitting
- Noon Coaches instructional clinic put on by the Kohler Golf staff. Full Swing / Course Management, Short game
- 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.

2015 Event - Set to be hosted by Lake Arrowhead. Garth reported that Lake Arrowhead has offered a very attractive rate of \$44 per round for the golf, cart and range. A rate of \$17 per person was also agreed upon for the dinner. Garth has had discussion with several board members regarding the schedule for 2015. Several board members feel it is import to try to host a Tuesday – Wednesday event because of Father's day falling the Sunday prior to the clinic. This would help avoid travel for many board members and participants on the eve of Father's Day. Garth will investigate

with Lake Arrowhead to see if this schedule presents any issues on their end. Tentative accommodations for board members will be the condominiums located on the Lake Arrowhead property. Garth is still investigating ideas to keep people around longer on the 2<sup>nd</sup> day, however, intends to focus on giving out more prizes and money on the 1<sup>st</sup> day. Tonya Gnewikow motioned to approve the Summer Clinic report, 2<sup>nd</sup> by Andrew Delong. Motion carried.

**Scholarship Report:** (Jay Christiansen) - Jay reported that the scholarship committee met immediately prior to the board meeting. Jay supplied completed scholarship applications for all 25 applicants (12 boys and 13 girls). Jay confirmed that the following board members served on the scholarship committee: Jay Christiansen, Andrew Delong, Dirk Willis, Tonya Gnewikow, Andrea Wieland. Jay reviewed the new scholarship limits approved at the spring board meeting: Boys: (1) \$1000 scholarship, up to (4) \$500 scholarships. Girls: (1) \$1000 scholarships, up to (4) \$500 scholarships. Based on the number and quality of applications submitted the committee agreed to give (1) \$1000 scholarship and (3) \$500 scholarships for each gender. The following scholarship winners were selected by the committee:

**GIRLS:**

- \$1000 GCAW Scholarship: Sienna Chapman, Prairie School
- \$500 GCAW Scholarship: Arianna Day, Platteville HS
- \$500 GCAW Scholarship: Marissa Elner, Pulaski HS
- \$500 GCAW Scholarship: Amanda Fiorentino, West Bend West HS

**BOYS:**

- \$1000 GCAW Scholarship: Michael Tenuta, Kenosha St. Joseph's
- \$500 GCAW Scholarship: Zach Hentrich, Lancaster HS
- \$500 GCAW Scholarship: Jacob Linse, Jefferson HS
- \$500 GCAW Scholarship: Robert Schlimovitz, Portage HS

Carole Zierden motioned to approve the scholarship report and the list of scholarship recipients, 2<sup>nd</sup> by Dirk Willis. Motion carried.

**Boys All State report**—(Brian Bobinski) – Brian reported that a total of 77 of nominations were received. Brian reported that 7 individuals were selected to All State 1<sup>st</sup> Team: Eddie Wajda –Brookfield Central (POY), Thomas Longbella – Chippewa Falls – McDonell, Matt Bachmann – Sheboygan Falls, Chris Colla – Winnebago Lutheran, Kaylor Steger – Oak Creek, Ricky Kuiper – Racine Case, Bennett Hutson – Onalaska. 7 individuals were selected to 2<sup>nd</sup> Team: Dylan Patscot – Kettle Moraine, Charlie Maleki – Homestead, Garrett Loomis – River Falls, Trevor Thomas – SPASH, Erik Thulien – Appleton East, Tyler Church – Holmen. 7 individuals were selected to 3<sup>rd</sup> team: Philip Johnson – Germantown, Johnny Decker – Edgewood, Dylan Allen – Catholic Memorial, Zach Hentrich – Lancaster, Connor O'Neil – Notre Dame, Chapin Orr – Dodgeville, Gabby Curtis – Altoona. 43 individuals were selected for Honorable Mention. 13 nominated individuals were not selected for placement.

Brian discussed briefly the process and how the all state meeting flowed. Brian said that the 1<sup>st</sup> was pretty clear cut and that the breaks for the 2<sup>nd</sup> and 3<sup>rd</sup> team were a bit tighter. POY of year discussion centered on the season long body of work put together by the 1<sup>st</sup> team selections, all of whom placed in the top 7 individually among all divisions at the WIAA State Tournament.

Coaches this year were asked to submit more detailed information regarding exact yardage, USGA course ratings and slope ratings of all courses played by each nominee. This data was then audited by Dirk Willis for accuracy. Dirk estimated that it took him a total of 15 hours to cross check all data for accuracy and make corrections to each

nomination. The most common issue was different coaches listing different yardages, course ratings and slope ratings for the same event. As most of these events were posted on the GCAW website under the results page, these corrections were easy to make, just time consuming. Once all data was audited, Dirk supplied Brian and the committee a database that included all players' nomination forms (including quantitative and qualitative data supplied by nominating coaches). For each player Dirk verified the player's 18 hole raw scoring average, developed a full season adjusted 18 scoring average using the USGA Handicapping Index formula (plus a baseline of 72) and a similar adjusted scoring average for the WIAA tournament series. The purpose of the standardization was to formalize the process for two of the listed voting criteria for all state "1) Scores/Scoring Average and 6) Course Difficulty". Based on a discussion of its effectiveness in the boy's all state process this spring, it was voted unanimously by the board to continue with the process going forward.

Brian and Dirk discussed opportunities to amend the nomination form slightly and provide more detail instructions and support documents to coaches to eliminate the entry errors on the form going forward. These should be implemented by the time the Girl's nomination process starts this fall. Motion to approve the all state report by John Lonergan, 2<sup>nd</sup> by Jay Christiansen. Motion carried.

**Academic All-State-** (Bob Sullivan) Team all state academic award – Bob announced the winners of the team academic all state awards for the boy's season: D1 – 1<sup>st</sup> Place: SPASH, 2<sup>nd</sup> Place: Appleton East, 3<sup>rd</sup> Place: Slinger, 17 HM teams. D2 – 1<sup>st</sup> Place: Marinette, 2<sup>nd</sup> Place: Amery, 3<sup>rd</sup> Place: Palmyra-Eagle, 5 HM teams. D3 – 1<sup>st</sup> Place: Kohler, 2<sup>nd</sup> Place: Shiocton, 3<sup>rd</sup> Place: Bruce, 7 HM teams.

Bob talked briefly about the mailing expense associated with the academic all state process. This total expense for the fall girl's and boy's spring seasons were \$574 this school year. Further discussion will be has had on investigating opportunities to make the process more efficient and save some mailing / shipping cost. No decision was made on changing the process for the upcoming girl's season. Motion to approve the academic all state report by Tonya Gnewikow, 2<sup>nd</sup> by Chuck Menzel. Motion carried.

**College Showcase Update** - (Dirk Willis) 2014 Event Date: July 13-14, registration deadline of 7/1 at 5:00pm.

- Player Registration Update: as of 6/23: (60) 11 girls, 49 boys. (100 max). Andy Landenberger will send out one more email reminder to the WPGA Junior Foundation email list. Event is posted on WPGA Tournament Schedule. As of Summer Clinic last year we had 50 signed up and ended up full.
- Player Profile Book Cost (Lonergan): Deadline to get to printer is end of business day on 7/1/14.
- Awards: Need Update from Scobel on Raven awards ASAP!
- Range Volunteers (Delong) – Similar needs as past events for Sunday
- PR Volunteers: Dirk asked Scobel and Pritchard to assist in getting Rob Reischel and Rob Hernandez to lend PR support during the event from the Madison and MKE markets. We need to starting doing more filming and documenting of the events to boost PR and social media presence. This will required dedicated efforts by a couple board members. Dirk asked for all board members who are present at the showcase to assist in using social media to post player and coach interview content, parent interview content, action shots during the tournament, etc.
- New Tent, Signage and Table Skirt – purchased and will be utilized during event.
- College Coach Registration: as of 6/27: 23 coaches confirmed so far, others have stated they have it on their calendar and will try to make it. I will be sending personal emails to those coaches and all past attendees this week. At this time last year we had 22 confirmed to attend and ended up with 31 actual attendees.
- Sponsorship: Adidas / TaylorMade hats and shirts ordered.

Motion to approve showcase update by Andrew Delong, 2<sup>nd</sup> by Tonya Gnewikow. Motion carried.

**Coach Approach Report** - (Andrew Delong) Andrew reviewed the list of stories needed for the next edition of the Coach Approach. Included in that list was: President's Message (Andrea), Scholarship report (Jay), Summer Clinic Results

(Garth), All State (Brian B) and College Showcase results (Dirk). Deadline for story submissions is 7/11/14, except for showcase which should be submitted by Friday, July 18<sup>th</sup>. Motion to approve the Coach Approach report by Dirk Willis, 2<sup>nd</sup> by Brian Bobinski. Motion carried.

**Website report**—(Ray Johnson) – Ray reported on Player of the week voting. The biggest decision we need to make is if we want the Player of the Week voting to be restricted to once a day based on IP address or leave it unrestricted which allows people to vote hundreds of times each. A vote was taken and the majority of the board voted to allow multiple votes by an IP address. The reason being that many school networks are on a single IP address, restricting by IP address would only allow one vote per school in some cases. Boy’s Player of the Week winners by online vote were: 1<sup>st</sup> Week: Robert Petitjean – Notre Dame, Week 2: Gavin Stutz – Waukesha North, Week 3: Josh Haunty – Middleton, Week 4: Trevor Thomas – SPASH, Week 5: Jacob Michel – Lodi. The overall feeling was that the Player of the Week contest was a success in driving traffic and interest to the web-site and various association social media pages.

Website traffic in comparison to 2013 is up. May data for 2013 is skewed due to WIAA using our server for golf and tennis scoring.

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2013	777	1,364	4,126	21,872	863.58 MB
Feb 2013	959	1,857	6,317	26,604	903.76 MB
Mar 2013	1,160	2,588	15,291	40,021	1.16 GB
Apr 2013	1,798	4,518	13,789	87,071	3.33 GB
May 2013	13,384	37,123	190,317	467,591	32.77 GB
Jun 2013	3,277	6,434	17,981	91,071	4.79 GB

  

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2014	1,121	2,271	5,223	24,558	4.71 GB
Feb 2014	1,186	2,257	6,098	32,366	5.06 GB
Mar 2014	1,404	2,797	7,316	46,326	6.09 GB
Apr 2014	3,008	6,386	25,507	158,444	7.95 GB
May 2014	5,924	14,386	45,979	256,993	9.65 GB
<b>Jun 2014</b>	<b>2,196</b>	<b>4,887</b>	<b>10,694</b>	<b>81,856</b>	<b>4.37 GB</b>

Most visited pages in 2014 are the Player of the Week voting, #2 is the Home Page, Player of the Week Winners is number 3, Season event results is #4. GCAW Website Search results show that the most searched words and phrases people used to access our web-site were: Words: golf, Wisconsin, coaches, association, of, high, school, wi...in that order. Phrases: Wisconsin golf coaches association, golf coaches association of Wisconsin, golf coaches of Wisconsin, golfcoacheswi.org. It was suggested by Andrea that a link be added to other junior associations and tournaments. Ray said this was easily done, just need a list of those associations to add links for. Motion to approve the web-site report by Ed Carlson, 2<sup>nd</sup> by Brian Bobinski. Motion carried.

**Social Media Update**—(Tony Pritchard) – Tony again 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. Tony also reiterated Rob Jansen’s suggestion from the Spring meeting that we need to promote universal #’s for the association and results. Tony stressed that it be encouraged that all followers tweet @GCAWOI. Dirk Willis motioned to approve the Social Media update, 2<sup>nd</sup> by Andrew Wieland. Motion carried.

**All-star/Alumni event**— (Andrea Wieland) - Andrea reported on the format and date for the inaugural event at Trappers Turn. The event will be Sunday, August 3<sup>rd</sup>, 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 25<sup>th</sup>. If paid June 26<sup>th</sup> thru deadline of July 4<sup>th</sup>, the fee

will be \$480 per team (\$120 per player). Based on current sign-ups (five 4-somes), Andrea recommended that the discounted rate be extended through the deadline of July 4<sup>th</sup>. This was approved. Dirk to make copies of the sign-up form to be handed out at the Summer Clinic Banquet this evening.

**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 fall board meeting. After a review of the application and discussion the committee voted unanimously to vote Steve Peterson into the Hall of Fame. The HOF award was to be presented to Coach Peterson at the banquet tonight. Coach Peterson was scheduled to be in attendance, despite recent surgery. Steve reported that one nomination for the HOF Class of 2015 was received and that was for Dave Blake of Hayward. Coach Blake receive several nominations from former players and fellow coaches. Coach Blake's nomination will be reviewed at the fall board meeting by the HOF Committee. Steve also reported that Distinguished Coaching Award discussion was being tabled. Steve listed the following GCAW Awards to be presented for 2014. **HALL OF FAME:** STEVE PETERSON – WISCONSIN RAPIDS H.S. **FRIEND OF GOLF:** RON JOHNSON - OSSEO GOLF CLUB, MARGARET "SQUIB" OLSON – GALESVILLE. **25 YEAR AWARD:** DARYL GABRIEL – SPOONER H.S., BILL BERKHOLTZ -- BURLINGTON H.S., DALE TIMM - WEST DE PERE H.S. **HOLE – IN – ONE :** DANNY PEPPEY (JR) CAMBRIDGE H.S., DRAKE LARSON (SR) CAMBRIDGE H.S., JOHN RUDYANSKI (SR) BROADHEAD H.S. **STATE CHAMPION COACHES (BOYS):** DIV. 1 HOMESTEAD – O'B, DIV. 2. WAUKESHA CATHOLIC MEMORIAL – STEVE PLACHETY, DIV. 3. LANCASTER – BRAD STURMER. A Motion to approve the Hall of Fame Committees Selection of Steve Peterson was submitted by Andrew DeLong, 2<sup>nd</sup> by Brian Bobinski. Motion carried.

**Bylaws / Procedure Review** – (John Lonergan) – John reviewed the new association mission statement prepared by Brian Scrobel. John has developed revised bylaws for the association, including duties, responsibility of all committees and board members. Bylaws will be sent out for review to all board members. Motion to approve Bylaws review report by Chuck Menzel, 2<sup>nd</sup> by Dick Kyes. Motion carried.

**WIAA Report** – (Tom Shafranski) – Tom reviewed some new exciting opportunities with the state tournament regarding live scoring. Tom asked the board there thoughts on opportunities to allow players to enter live scoring data into a Smartphone. Understanding the current restrictions of mobile device use by players on the course, Tom asked for input and concerns. Discussion was had regarding how to limit access to the phone by players when data is not being input. Overall the consensus feeling of the board was that there are other options to creating a live scoring environment. A number of ideas were discussed, but the most positively received by the board was increasing the number of scoring volunteers during the tournament. It was recommended by Dirk Willis and Brian Scrobel that it would be ideal if there was a scoring volunteer after each hole, rather than after each three holes. This would create more immediate feedback and information for coaches and spectators. Tom said he would investigate the opportunities for adding more volunteers. Discussion also covered expanding the coaching capabilities on the course for the WIAA season. The board recommended to Tom that the WIAA look at increasing the allowable on course coaches during a competition to TWO per team and expanding coaching to on the putting greens. Dirk Willis point out that these were recent additions to the NCAA coaching guidelines, and that it would be nice to see the WIAA implement them as well.

Tom talked about other enhancements to the state tournament, including improved telecast and live coverage. One challenge with improving this area is that the broadcast team sometimes has difficulty ID'ing teams and players do not have team bags or uniforms. Dirk suggested a color tag system similar to the colored caddie bibs used for televised tour events. Discussion was had on this and Tom said he would investigate this opportunity.

Tom addressed concerns over the PGA Drive, Chip and Putt competitions as it concerns eligibility during the WIAA season. He said the WIAA is investigating the language in the Season Regulations and Bylaws concerning this. Tom also explained the decision for moving the Manitowoc Sectional this past June, due to weather forcing closure of Branch

River. Weather during state tournament was also discussed. Tom reported that language has been put together to be reviewed by the WIAA board regarding eminent weather at state and instituting a 50% cut if severe weather events threaten the shortening of state tournament. This prompted discussion from the board regarding alternative to cuts. Brian Scrobel asked for clarification from Tom on the duration of the current contract with University Ridge. Tom stated that it was through 2020. Brian Scrobel and Mark Johnson opened a dialogue about separate tournament sites and dates for the different divisions. Mark and Brian stated that surrounding states that have multiple state tournaments. Brian Bobinski and Dirk Willis both felt that separating the divisions was not in the best interest of growing the brand of the WIAA State Tournament. They noted the huge growth in the event in the last 20 years and the excitement and buzz that is generated during it by players and spectators. If broken up into separate events by division, they felt strongly that that would be lost.

John Lonergan asked Tom if the WIAA had investigated any opportunities in addressing the inequity in awards at the state tournament in relation to other sports. Tom stated that the WIAA would be open to proposal regarding awards, if it is presented by the Advisory Board.

**WSGA Update:** No Update

**WPGA Junior Update:** No Update

#### **New Business:**

Steve O'Brien resigned his position as 2<sup>nd</sup> Vice President of the Association, effective immediately. He will continue with his roles as Chair of the HOF/Awards Committee and member of the Boy's All State Committee. Nominations for replacement are encouraged. Please reach out to Andrea or Dirk.

Additional discussion was had on the results of the ad hoc all state committee that met after the spring meeting. Based on the dialogue during that meeting, Andrea presented a voting sheet to each board member on a variety of topics and recommendations by the ad hoc committee regarding the all state process. The following recommendations were approved by the board for implementation starting this fall during the girl's all state selection process:

- Use of the standardized scoring format and database that was tested during the spring 2014 boy's season. The standardized scoring format will not change any of the list criteria, but will simply be used to formalize a procedure for two currently stated criteria: Scoring Average and Course Difficulty. Dirk will continue to audit all nominations and perform the data analysis with the assistance of Brian Bobinski.
- Merging of Boy's and Girl's All State Committees into one All State Committee that will participate in both seasons selection process. Committee will be co-chaired by existing boy' and girl's all state chairs, where each chair will continue to facilitate the meeting for their respective season. The board felt strongly that have a single committee involved in the process year round would create consistency and continuity in the selection process. It was further stressed by Dirk Willis that per the committee descriptions in the association bylaws that the role of the chair is simply to facilitate the meeting, report out the results and be the main point of communication in regard to the selection process on behalf of the association. It is not the responsibility of the chair to dictate policy with regard to selection.

Motion to Adjourn: Mark Johnson, 2<sup>nd</sup> by Dirk Willis.

Meeting Adjourned at 12:29pm.