

# GCAW Board Meeting 10-25-14—Trappers Turn, WI Dells

Called to order at: 9:08am by Andrea Wieland

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

**Agenda item #1**—Summer meeting minutes approval: A Motion to approve the minutes was submitted by Ed Carlson, 2<sup>nd</sup> by Tonya Gnewikow. Motion carried.

**Treasurer's report**—(Andrea Wieland) - Andrea reported that the association currently that Net Income for the association for the period August 2013 thru July 2014 was \$2,389.18. This is down from \$6,919.07 from the previous 12 months. The primary reasons for this were that additional money given away in scholarships (\$5000 vs. \$3000 the year prior) and extra expense for equipment including the tent and pop-up signage that totaled \$2300. Total revenues coming into the association were \$52,996 vs. \$51,017.08 the previous year. The scholarship awards will be assessed each year based on the financial status of the P&L. A Motion to approve the Treasurer's Report was submitted by Brian Scrobel, 2<sup>nd</sup> by Dirk Willis. Motion carried.

**Membership report** (Mark Johnson)— Mark reported that as of the board meeting total membership stood at 158 paid members, up 20 or 14.4% from the same time in 2013. Several Coaches on with Players on the tentative All State list have not paid their membership. Mark and Brian Bobinski have cross referenced the list and Brian will be reaching out to them prior to all state being posted publicly. Tonya G. also will draft a letter to D's and Principals regarding membership and awards. 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.

**Personnel Report** - (Andrea) – Andrea reported that we have received two board member resignations. John Lonergan (retired) submitted a resignation letter stating his need to devote more time to his construction business. Peggy Gierhart submitted a resignation letter stating her need to devote more time to family priorities. Andrea thanked both for their many years of service to the association and the growth of high school golf in the state. The discussion of potential replacements took place. Several names from several WIAA districts were brought forward. Before moving forward with nominating new board members, Dirk requested that the board define the official roles and committee responsibilities of each position prior to approaching potential nominees. Discussion was had to clarify the committee assignments for each of these positions. Discussion also took place regarding the vacant 2<sup>nd</sup> Vice President position. Nominees that were brought forward were: Brian Bobinski, Ed Carlson, Jay Christiansen, Andrew Delong. Each said they will consider it and get back to Andrea and Dirk prior the spring meeting. A vote for 2<sup>nd</sup> VP will take place at the Spring Meeting.

**WIAA Advisory Committee Report** – (Andrea Wieland and Dave Taebel) – Andrea and Dave reported that the live scoring procedures used at the girls state tournament were reviewed. WIAA increased to scoring updates after every hole vs. every 3 holes. This was a success for the most part and will continue in the short term. Discussion also covered expanding the coaching capabilities on the course for the WIAA season. In the past the board has 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 similar to NCAA rules. Tom said that this could be a several year process to get this

approved. Discussion was also had about format for Girl's State tournament in 2015. Andrea mentioned that the WIAA is looking at trying a shotgun start at 8:30am each. This prompted considerable discussion among the board. Dirk stated that an 8:30am full course shotgun is not feasible in the middle of October due to the course maintenance required to prep the course for a full field shotgun. Dirk recommended that if a shotgun was used, a more realistic start time would be 10:00am. Brian Bobinski, Dirk Willis and several other board members also expressed concern over the the switch from straight tee times to a shotgun. The overwhelming feeling of the board was that this diminished the event and would make it feel like nothing more than a glorified invitational. It was felt the luster of the crowds surrounding the starting tee and each player getting to hear their name and school announced would be lost.

**Girls All State report**—(Brian Bobinski) – Brian reported that a total of 67 of nominations were received. Brian reported that 6 individuals were selected to All State 1<sup>st</sup> Team: Tess Hackworthy (POY)-Edgewood, Anika Hitt-Homestead, Caroline Lake-Edgewood, Jess Reinecke-Verona, Loren Skibba-Middleton, Grace Dunn-Brookfield Central. 7 individuals were selected to 2<sup>nd</sup> Team: Speedy Kent-Homestead, Mikayla Hauck-Monona Grove, Abby Chase-Beaver Dam, Mikayla Smith-Xavier, Kayla Priebe- Fox Valley Lutheran, Chey Ann Knudsen-Milton, Maddy Neumeier-Preble. 7 individuals were selected to 3<sup>rd</sup> team: Sarah Busey-St. Kate's, Allison Chomniak-Arrowhead, Megan Growt-De Pere, Claire Lauterbach-Arrowhead, Katelyn Martin-Mukwonogo, Bailey Schmidt-GET, Bailey Smith-Verona. 29 individuals were selected for Honorable Mention. 18 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 with considerable weight going to head to head results. 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. 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". Dirk also supplied the committee with a head to head analysis of the top nominated players.

Brian led a discussion on how to further improve the process to ensure all coaches are paid members prior to filling out a nomination form. Brian will meet with Ray Johnson to look at a potential solution. A motion to approve the all state report by Ed Carlson, 2<sup>nd</sup> by Brian Scobel. Motion carried.

**Spring Clinic Update** – (Ed Carlson) – Ed stated that U-Ridge has limited dates available to host the spring clinic. He stated that the only date in March that works is the same date as boy's state basketball tournament. He asked the board for opinions on returning to U-Ridge versus another site. The overwhelming response from the board was to return to U-Ridge, if possible. Several board members felt that having the boy's state tournament in town the same weekend may actually help with coach attendance. Next steps for Ed are to secure U-Ridge and search hotel rates. A motion to approve the Spring Clinic Update by Dirk Willis, 2<sup>nd</sup> by Dave Taebel. Motion Carried.

**Coach Approach Report** - (Andrew Delong) Andrew reviewed the list of stories needed for the next edition of the Coach Approach. Deadline for story submissions is 11/7/14, with targeted publish date of 11/14/14. A motion to approve the Coach Approach report by Jay Christiansen, 2<sup>nd</sup> by Dave Taebel. Motion carried.

**Website report**—(Ray Johnson) – Ray reported via email on Website traffic in comparison to 2013 is up. See attached pdf:



2014GCAWFallBoard  
MeetingWebsiteRepo

Ray also has been working on a beta version on a new association web-site that is more mobile device friendly and has a more intuitive user layout. This beta version is now live at: <http://www.golfcoacheswi.org/>. A motion to approve the web-site report by Garth Gerstenberger, 2<sup>nd</sup> by Carole Zierden. Motion carried.

**Summer Clinic Update** — (Gerstenberger) – Garth Reviewed the 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 had previous discussions with several board members who felt it was important to try to host a Tuesday – Wednesday event because of Father’s day falling the Sunday prior to the clinic in 2015. Garth reported that the dates of Tues 6/23/15 and Wed 6/24/15 are set. Tentative accommodations for board members will be the condominiums located on the Lake Arrowhead property. Garth is still investigating ideas to change up the format on Wednesday. Several ideas were discussed among the board. Garth will come back at the Spring meeting with his recommendation. A motion to approve the Summer Clinic report by Dirk Willis, 2<sup>nd</sup> by Dick Kyes. Motion carried.

**College Showcase Update** - (Dirk Willis) 2014 Event Review:

- 98 total participants. (Low on Girls...17 Girls to 81 boys)
- 34 college coaches attended the 2014 Showcase and another 28 were sent the results and player information. In 2013 we had 31 coaches actually and sent info to 15 others.

2015 Event

- Date Confirmation. Still looking into. May need to look at June or around 4th of July weekend, due to PGA Championship. Other option might be Sun-Monday after we close the Straits for the PGA, but may conflict with WPGA Lake Arrowhead Invite.
- Player Fee stays at \$160.
- Looking into Live Scoring through BirdieFire. Will require additional coach volunteers.
- Player Registration: with John Lonergan resigning, Andy Delong will look into how we can automate the process more with Ray Johnson through the web-site. Will look at allowing girls to begin registering this winter yet.
- Marketing to players.... Similar channels with WPGA Junior Foundation email list (Andy), web-site and coach approach, but need to really focus on the girls for next year. Numbers have dwindled from 36 in 2012 to only 17 this year...an all time low.
- 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)
  - 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.

- Sponsorship: Adidas / TaylorMade is definitely interested again. However, we will be entertaining a potential addition sponsor to augment or even potentially replace. UA has expressed interest.
- 2015 Event Costs: Similar to 2015. A motion to approve showcase update by Andrew Delong, 2<sup>nd</sup> by Tonya Gnewikow. Motion carried.

**Hall of Fame/Awards Report:** (Steve O'Brien) - Steve informed the board of very sad news that 2014 HOF award recipient, Steve Peterson of WI Rapids had passed away. The award was presented to Coach Peterson at the banquet during the 2014 Summer Clinic. Coach Peterson was in attendance, despite having 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. A motion to approve HOF report by Carol Zierden, 2<sup>nd</sup> by Dirk Willis. Motion carried.

**Marketing Report:** (Dave Taebel) – Dave brought the board information regarding the 2016 LPGA event at Rich Harvest Farms. The planning committee for this event has requested GCAW member contact information in the hopes of recruiting WI high school golf teams to attend and volunteer for the event. Questions were raised by several board members on WIAA out of season contact regulations. It was understood by the board that any coordination of events related to this tournament by coaches organizing attendance of their team would qualify as one of their 5 unlimited contact days. Dave also reported on the Bushnell purchase program. Tracy Lick (formerly with Polo) is the new sales rep for Wisconsin. Dave stated that there are efficiency issues with processing with the program with the new rep. If anyone has questions regarding the purchase program and how it works, they should contact Dave. A motion to approve the marketing report by Jay Christiansen, 2<sup>nd</sup> by Scott Helms. Motion carried.

**Academic All-State-** (Bob Sullivan) Team all state academic award – Bob addressed the need for a schedule to be placed on line outlining the timing of the nomination and selection process for each season. He will work with Ray Johnson to have that added to the web-site. Bob also addressed an opportunity for a criteria change for All State, saying that while we want to continue to recognize all players doing well academically, there may be further need to distinguish those that are truly exceptional in the classroom. Dirk suggested system similar to All State where you have a 1<sup>st</sup> and 2<sup>nd</sup> team academic all state. Dirk suggested the criteria for 2<sup>nd</sup> team still remain at the 3.25 cumulative un-weighted GPA level, while 1<sup>st</sup> team be designated as 3.75 un-weighted GPA and above. Discussion continued amongst the board and it was felt those levels were appropriate. The board agreed that instead of calling the awards 1<sup>st</sup> and 2<sup>nd</sup> team however, they should be called “Academic All State – Honors” and “Academic All State – High Honors”. A motion to accept the criteria change was submitted by Dirk Willis, 2<sup>nd</sup> by Ed Carlson. Motion carried.

**Scholarship Report:** (Jay Christiansen) - Jay reported that the scholarship committee received 25 applicants (12 boys and 13 girls) in 2014. Jay was pleased by how evenly distributed the applicants were between boys and girls. Jay reviewed the scholarships that were given in 2014. Boys: (1) \$1000 scholarship and (3) \$500 scholarships. Girls: (1) \$1000 scholarships and (3) \$500 scholarships. The following scholarship winners were selected by the committee. Jay confirmed that the following board members served on the scholarship committee: Jay Christiansen, Andrew Delong, Dirk Willis, Tonya Gnewikow, Andrea Wieland. Jay would like to see two additional board members volunteer to serve on the committee. Ed Carlson recommended adding a scholarship banquet to formally recognize the winners. Dirk suggested that along with adding a scholarship banquet, possibly tying that as well as an the alumni fundraiser into the College Showcase event. This he suggested would truly make the event the “showcase” of the association for high school players and their parents. A sub-committee will meet prior to the spring meeting to discuss logistics of this with a realistic implementation date of 2016. Jay, Andrea and Dirk will be reaching out to board members to participate in the sub-committee. A motion to approved the scholarship report by Dirk Willis, 2<sup>nd</sup> by Ed Carlson. Motion carried.

**Retired Coaches Report** —(Chuck Menzel) – Chuck reported that the association had lost one retired coach member with the passing of Steve Peterson and gained one recently retired member. Chuck requested updated emails be obtained by the membership committee for the retired coaches. Chuck will work with Mark Johnson to obtain these emails through school contacts. Brian Scrobel suggested retired coaches being included under the school membership status (similar to active coaches). Discussion regarding the purpose of maintaining a retired member status was had. Several on the board felt that have the separate “one-time” fee encourage the retired member to still be actively engaged in the association.

**WSGA Update:** - (Rob Jansen via Andrea Wieland) – Rob was not in attendance, but sent an email update to Andrea. Andrea passed on to the group that the WSGA raised over \$100,000 at their Foundation Golf Outing to support the High School grant program. Rob encouraged every school to fill out the survey the WSGA sent out regardless if they have a financial need or not. It helps the WSGA to get a better financial picture around the state (good and bad).

**WPGA Update:** - (Andy Landenberger via Andrea Wieland) – Andy was not in attendance, but sent an email update to Andrea. Andrea Reported on Andy’s behalf. Junior Foundation; The junior tour was down 600 entries from last year. The junior membership was 1,131 compared to 1,170 in 2013. The Junior Foundation saw huge growth on the Par 3 Tour as entries were up 32% from 2013. Andy ran the numbers on a few members from around the state and recognized the players were only playing in a few events and way closer to home. Players in the past had been traveling farther for events. Andy stated the golf course has a lot to do with it, the better courses get more participation. Overall, the Junior Foundation was about \$6k behind budget for the year. Another positive note was the 3 fall tour events. These events all filled up and Andy will look to add a few more next year. The WPGA Junior Foundation administered 3 high school events this year: Maple Bluff – Edgewood (23 teams participated, teams paid for rosters), River Club – Homestead (13 teams participated, still working on paying a few more teams. Don’t have some rosters still from spring.), Yahara Hills – Edgewood (23 teams participated, still working on paying teams.) Collecting W-9 forms from high schools because PGA National tells Andy he needs a W-9 form from each. Andy would like to continue the high school events in 2015 but add more areas to the schedule. Andy did talk to Scott Helms later in the summer about possibly running his event later in the year but it did not work out. Andy would also like to add a Green Bay area event, possibly being hosted by Brian Bobinski’s team. Andy really wants to focus on expanding to girl’s teams that do not know about the events and the fundraising opportunities it creates through team member participation in WPGA Junior Tour events.

**New Business:** None

Motion to Adjourn: Dick Kyes, 2<sup>nd</sup> by Garth Gerstenberger.

Meeting Adjourned at 12:26pm.