

Spring Board Meeting Minutes

3/8/13—Holiday Inn West, Madison

Meeting called to order by President Dick Kyes at 7:15pm. Board members present: John Lonergan, Scott Helms, Ed Carlson, Dave Taebel, Brian Scrobel, Tony Pritchard, Dirk Willis, Brian Bobinski, Andy DeLong, Carole Zierden, Bob Sullivan, Ray Johnson, Chuck Menzel, Tonya Gnewikow, Dick Kyes, Andrea Wieland, Peggy Gierhart. (Board members absent: Ken Barrett, Jay Christiansen, Mark Johnson, Andy Landenberger, Rob Jansen, Garth Gerstenberger, Steve O'Brien)

New Board personnel introduced—Rob Jansen not present but will be WSGA representation for our board. Nice fit with our connection with Wis PGA and WIAA. Scott Helms of Hartford was also introduced. He will take over John Lonergan's duties when John retires.

Fall board minutes—sent out by Andrea last week. Ed Carlson motioned to approved minutes, Tonya Gnewikow 2nd.

Treasurer's report—by Andrea—Association still in great financial standing. Tax form 990 was filed in December for fiscal year 2012. We also are doing well with the budget so far this year. Andrea anticipates a "break even" year. Checking account activity since new fiscal year began (August 1) was shared, and is consistent with the few previous years. Andrea's other discussion involved the possibility of using University Ridge's free live scoring feature that will be available on their GPS systems on their golf carts at the state tournament. There would need to be one volunteer person (on a cart) with every group at state. Tom Shafranski has not commented on this possibility, but the board is in favor of using it, if possible. Motion to approve Treasurer's report made by John Lonergan, 2nd by Dave Taebel.

Ben Cowan from Wisconsin Golf Federation stopped into our meeting to explain his "club golf" concept and to share his ideas on how the Federation would like to grow. Ben would like golf to become similar to WAHA "club hockey." He handed everyone a packet and explained a little about hockey, and how it would compare to golf. Right now Ben also does Spring golf events for middle school (u-14) boys and both categories of girls (u-14 & 15-18). We discussed the need for these types of events. Ben hosted events in the fall for boys, which were successful. Ben would like to see the Federation grow by coaches (or golf professionals) gathering kids together from their communities to make a "team" and compete against other "teams" regionally. Currently there are only two teams who have joined (Dave Roesch in Milwaukee area, and Derek Schnarr in Madison). Concerns were raised about the cost of the program and the WIAA restrictions on contact with players during the school year. Several board members liked the idea of the U-14 level, but would like to see how the events work this spring before generating an official opinion on the concept.

Membership report by Ed Carlson—Currently we have 263 members, which is a little ahead of what we normally have at this time. Still waiting for the normal "rush" of boys golf coach memberships. Mark & Ed are sending out monthly membership lists, and Ray is posting updated lists on the website. Everyone agrees that the new membership scale is helping with our increase in total numbers.

Spring clinic update—50 paid, 10 extra have confirmed they are coming but not paid. Andrea and Ed have prepared for a nice clinic. We are excited to have it at University Ridge and to be able to tour the new UW Indoor Golf Facility. Todd Oehrlein & Michael Burcin are excited to have us, and should be a great clinic. The parent/family panel is new this year—Dirk made a rough ‘recruiting manual’ and it’s good to have different families explain their stories. Recruiting rules will be discussed. Opportunity at the “non-elite’ level that is out there will also be discussed. Bill Lineman will be there to present WSGA rules. But there will be no one from the WIAA this time.

Coach Approach report—by Andy DeLong. Andy already sent an email out on who needed to get articles to him by the deadline of March 22nd. He would like to get the Coach Approach out by April 1st. We were unable to get a paper copy out in the fall, so we will wait until next fall (beginning of school year) to get it out.

All stars/Alumni Event—Andrea, Ed, Dick, and Dave met before the board meeting to discuss and brainstorm ideas on a possible All-Stars/Alumni Event. Andrea talked with Andy Landenberger about the possibility of sharing the profit with the Wisc PGA to benefit our GCAW scholarship fund, and the WiscPGA “Border Battle” event. Ed mentioned that Troy Ryan of Wisconsin Dells has good connections with the visitor’s bureau in Wisc Dells to maybe come up with a package for participants. We will see if Trappers Turn would be available and go from there. Possible dates will be a Saturday or Sunday in mid-July or first two weekends in August. Andrea will talk to Troy and Andy to try to get moving on the event for this year. We will get email out about final Proposal before Summer Clinic. Andy might be able to help promote event if we can get it on the WisPGA schedule/calendar.

Website report by Ray Johnson—Ray said we would have a link for Bluegolf results website on our site. We discussed possibility of having bluegolf results for invites (and not the current set-up of only 12 teams.) Ray also mentioned that he is setting up a mobile version of website for smartphones and tablet browsers. The website detects that the person is using a smartphone and redirects them to a simplified version of website which will have fewer pages that most people will be looking for, such as the Results, Rankings, our home page, and then a link to the full site. John Lonergan suggested that we add more history of the GCAW (which would include WHSGCA info) and also list the Hall of Fame people by year they were inducted, i.e., “Hall of fame class for 1995, etc.” Dirk offered to contact Dick McKichen to get all the bios and years, etc. Andrea will try to get old WHSGCA files from Janet (the interim website person). Andrea suggested more pictures on the website. Ray wants more suggestions on putting links on the website (for a donation to the scholarship fund).

Social Media/Blue Golf report: Tony Prichard mentioned that he and Brian will talk with Dan from bluegolf, and will try to problem-solve the invite issue. Board feels Bluegolf will be a useful tool, even if it is only for Conference play. It is still free, and the data and statistics that can be kept for the players is very nice. We should encourage people to try it. The next Webinar is on 18th.

Awards/Hall of Fame Report—by Brian Scobel— Committee has met to discuss 5 coaches nominated for Hall of Fame: Bill Wucherer (Waupan), JP Fisher (Elkhorn), Roger Kukkan (Arrowhead), Rollie Christensen, (Northland Pines HS, Eagle River), and Tom Gasner (DeForest)

Hall of fame committee voted for Rollie to get in this year. Motion to accept results by Carole, 2nded by Bob Sullivan. Discussion on how winner will be notified. Other applicants will be up for review again next year, as our new procedure for Hall of Fame will not require someone to re-submit nomination papers every year. If an applicant does not get in this year, they can still be considered for the following year.

-Brian mentioned that our Hall of Fame Committee will benefit when Steve O'Brien streamlines the process—like we have done for All-State: Get better direction in distinguishing characteristics, and make the decision-making process more objective. For other awards, OB has reported that so far there have been 3 Friend of Golf awards, and 2 media FOGs this year....

Showcase report by Dirk Willis—Dirk handed out Showcase info packet. Event will run similar to last year. Dirk recommended we do not charge college coaches to attend. If they do not attend, but want the booklet or info they will have to pay a fee. We will order extras to cover that. Discussion on whether we could Pdf the booklet if we don't put on all of the contact info (maybe just high school coach contact).....could email the pdf to the college coaches. We want to encourage the coaches to show up for the event. Dirk and Brian are working on a large list of college online to get information out on the event. In order to off-set the cost of booklet—we will be “selling” advertising in the booklets—not a lot, but to a select few companies. Brian suggested NSR recruiting services, golf galaxy, potential sporting goods company. Currently Dirk and Brian felt that NSR was “using’ us to get to players to sign up for their services by coming to our event.So, Dirk would also like to offer a recruiting service—which would cover information on where to start, when to start....”college recruiting manual.” He would offer this service to anyone who wanted to sit down with him to go through questions! Andrea suggested that Dirk be listed as a “recruiting trainer specialist” on the website so if any parents had questions they could contact him for more info.

Marketing Report by Dave Taebel—KollegeTown is coming to the spring clinic tomorrow and will donate \$100 to our scholarship fund. Dave talked to a few board members about the possibility of charging vendors a fee for being at our clinic?—(Andrea said it must be a donation.) Dave recommends \$100 donation toward scholarship fund. Links on website/will talk to basketball coaches to find prices that they charge. Dick thought perhaps a 3 tier pricing structure might be possible—spring clinic fee, summer clinic fee, and a fee to be put on our webpage with a link and access to our email database for a one-time email blast. Dave will come up with a final proposal to bring to the board at the summer meeting. Dave also mentioned a that Bushnell has offered the golf coaches great pricing for range finders. Coaches must order them , no calls from kids directly.

Retired coach update—Chuck Menzel. Chuck is still seeking retired coaches and would like any help he can get to find them. Goal is to keep them involved and aware of what the GCAW is doing, and to invite them to be “Retired members.”

Academic All state report by Bob Sullivan. 25 girls teams nominated to team academic all-state. All will receive a certificate for team averages above 3.25. Bob's golden email list still working, and we have used it for academic all-state, scholarship info, and other reminders.

Scholarship Report by Andrea (per Jay Christiansen's absence due to Mukwonago's state tournament appearance!) Form is posted on our website and has also been sent out in an email blast. Andrea will also mention it to the coaches at tomorrow's clinic. This year we are giving out two scholarships for boys and girls, \$1000 for the first place winner, and \$500 for the 2nd place winner in each category.

Summer clinic—by Dick Kyes, as he received info from Garth. Garth said that so far the numbers for the summer clinic are down, perhaps due to the price. We are excited to go to Whistling Straits and Blackwolf and are very lucky to have gotten such a great price for the two-day event. General feeling is that we are not worried about the numbers yet. It's such a great opportunity to play two great golf courses! Only big potential problem is that the entries MUST be in earlier than usual. Deadline is May 17 to sign up.

New/Other Business—Garth does not want to be the VP starting this summer, he has too many other commitments, so we are seeking a new VP to follow Andrea's presidency. Brian Scrobel nominated Steve O'Brien for the position as VP. Helms 2nded it. All were in favor.....Pending Steve's approval since he was not present at the meeting.*

Motion to adjourn the meeting by John Lonergan at 10:50 pm; Andy seconded.

*After meeting, Steve O'Brien declined his nomination for VP. We will open the floor to more nominations for VP and 2nd VP at the summer board meeting, and vote by ballot at that time.