Present: Charlie Rinehart, Andy Platt, Pete Samborsky, Dan Pelphrey, Gary Huls, Jeff Scohy, Jim Finke, Doug Miller
Absences: Mike Chapin, Ron Eubel, Joe Goodall

Minutes

1. Meeting was called to order at 6:38pm by president Charlie Rinehart.
2. No Minutes where approved as the last formal Board Meeting was 3/9 with approval on 5/12 Moraine Event
3. Staff Introductions, Reports were given by key staff members as to their duties and roles.
4. Steve Jurick gave a year in Review Report
5. Doug Miller gave a Handicap and Course Rating Report and he reported on the Courses Rated in 2011 and submitted for approval the rating to be issued. M/S/C. He then discussed the courses to be rated in 2012, Affiliate Membership Options for those expiring course ratings.
6. A Tournament Report was given announcing the 2012 Schedule and discussing a number of items from throughout the tournament season.
7. A Education Report was given on the winter education programs
8. A Finance Report was given and the 2012 Budget was presented and M/S/C.
9. The dates of the Board Meeting for 2012 were announced.
   March 13 - Monday
   May 23rd - Wednesday
   Dinner Prior to the Metro
   October 24 - Wednesday
10. M/S/C to adjourn meeting at 7:47pm
SCC Renovation
Staffing Resources

Steve Jurick, PGA Executive Director

Brian Laurent
Associate Director
Communications

Jeff Foland
Associate Director
Tournaments

Amanda Zedrick
Associate Director
Junior Golf & Operations

Nancy Stringer
Handicap Services

Debbie Schott
Heather Merz
Staff Accountant

Cathy Jurick
Development Director

Molly Ginger &
John Muir
Assist with Communications and Event Management

Chris Donovan
Hardware Support

Phil Martin, CPA
Accounting

Larry Davis
Web Support

Pre 4/1 Labor Levels

Labor added for OTF Contract

Additional Event Staff as Needed
Allie Pulos, Micaela Cronin, Nancy Reed (Partnership Sales), Lynette Barchek, Matt Crase, Michael Oberschmidt, Grace Nikoli, Tonya Foland, Cynthia Pratt (Food and Beverage Director)
Having spent over 20 years in customer service and sales-related positions, Cathy joined the associations in 2009 to help build the Partner program. She grew up in Springboro and attended the University of Cincinnati, where she obtained a Bachelor of Arts degree in Communication. In her spare time Cathy enjoys reading, gardening and harassing her husband, who she's been married to since 1992. Her two teenage daughters also keep her very busy.
Amanda Zedrick joins the team at OTGT with five years experience in non-profit and event management. She is deeply excited to rejoin the golf industry and reconnect her work with her passion for the game. Amanda is originally from Portage, Mich. and was introduced to her first set of golf clubs by her father at the age of four. She was a member of the Michigan State University golf team from 2002-2006, and after graduating with a degree in Marketing, Amanda went to work for the United States Golf Association in Colorado Springs, Colo. in the Grants & Fellowship department. There, she earned valuable experience as a grants consultant to junior golf programs and programs for individuals with disabilities, and participated as a member of the championship staff for the U.S. Women’s Open.

Upon completion of the USGA Fellowship program, Amanda moved to Wichita, Kan. with her husband Zac, and worked for the Wichita State University Alumni Association as an event director. During her three years in Wichita, Amanda developed alumni involvement with the University through planning and operating several association events, including the annual golf tournament, reunions, athletic programming, homecoming and auction fundraiser.

Amanda and Zac now reside in Oxford, Ohio with their dog, Arnie.
Brian comes to the Ohio Turf & Golf Trust with deep roots in the golf and turf industries. He was introduced to the game by his father, Terry Laurent, who was Director of Golf Courses and Grounds at Saucon Valley Country Club in Bethlehem, Pennsylvania during multiple USGA Senior Open’s and now operates an 18 hole facility in northern Indiana. Brian was a member of the varsity golf team at Ohio State and graduated with a degree in Communication. Following college, he was an Assistant Professional at The Hawthorns Golf & CC in Fishers, Indiana and General Manager at Cross Creek Golf Club in Decatur, Indiana. Most recently, Brian has been responsible for creating content and developing strategies focused on generating awareness and increasing revenue for the organizations in which he has served. Brian resides in Columbus with his wife Kristi and sons Camden and Ethan.
Hello, my name is Jeff Foland and I would like to take the opportunity of introducing myself as your new Associate Director at Ohio Turf & Golf Trust (OTGT). My main responsibilities with the association will be event planning and implementation.

As a PGA Professional, with over 25 years of golf experience in the Dayton area, I feel some of you may recognize me. I most recently vacated the position as Head Golf Professional at Sugar Valley Country Club, where I served the membership for the past 19 years. Administering golf tournaments, golf outings or other special events have always been one of my favorite aspects of being a Golf Professional.

I live in Beavercreek with my wife, Tonya, who you hopefully will meet during her role as part-time photographer at some of our events. We have one daughter, Chelsea, who is 21 years old.

In conclusion, I am anxious to begin this new endeavor. Please feel free to approach or contact me with any questions or concerns. I look forward to seeing everyone soon and carrying on the excellent traditions of OTGT!
OTGT Governance

Ohio Sports Turf Managers Association
Ohio Lawn Care Association
Sod Producers
Ohio Turfgrass Research Trust

Greater Cincinnati GCGA
Northwest Ohio GCGA
Central Ohio GCGA

3 Seats on the Board
Plus Advisory Seat from Play Golf Ohio, Attorney, Accountant
## Size of Organization Now

<table>
<thead>
<tr>
<th>Organization</th>
<th>% of Gross</th>
<th>Gross Receipts</th>
</tr>
</thead>
<tbody>
<tr>
<td>OTF</td>
<td>55.00%</td>
<td>$522,500.00</td>
</tr>
<tr>
<td>MVGA</td>
<td>33.00%</td>
<td>$318,500.00</td>
</tr>
<tr>
<td>DDWGA</td>
<td>4.00%</td>
<td>$35,221.79</td>
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<tr>
<td>MVGCSA</td>
<td>4.00%</td>
<td>$30,084.74</td>
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<tr>
<td>DSGA</td>
<td>4.00%</td>
<td>$38,806.77</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>100.00%</strong></td>
<td><strong>$945,113.30</strong></td>
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*These Percentages are to be Charged back to the different groups for common expenses*
<table>
<thead>
<tr>
<th>U</th>
<th>T</th>
<th>Date</th>
<th>Score</th>
<th>CR/Slope</th>
<th>Diff</th>
<th>Course Name</th>
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<tbody>
<tr>
<td>A</td>
<td>1</td>
<td>11/25/2010</td>
<td>74</td>
<td>70/4/128</td>
<td>3.2</td>
<td>Briarcliff GC (Carriage)</td>
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<tr>
<td>A</td>
<td>1</td>
<td>10/18/2010</td>
<td>77</td>
<td>72.0/134</td>
<td>4.2</td>
<td>Brookside Golf &amp; CC</td>
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<tr>
<td>A</td>
<td>1</td>
<td>10/9/2010</td>
<td>79</td>
<td>73.0/133</td>
<td>5.1</td>
<td>Piqua Country Club</td>
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<tr>
<td>* A</td>
<td>3</td>
<td>10/4/2010</td>
<td>76</td>
<td>74.1/140</td>
<td>1.5</td>
<td>Scioto CC</td>
</tr>
<tr>
<td>* A</td>
<td>3</td>
<td>9/15/2010</td>
<td>73</td>
<td>73.8/139</td>
<td>0.7</td>
<td>Country Club of the North</td>
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<tr>
<td>* A</td>
<td>3</td>
<td>9/14/2010</td>
<td>72</td>
<td>69.9/119</td>
<td>2.1</td>
<td>Shelby Oaks Golf Club North/Bro</td>
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<tr>
<td>A</td>
<td>3</td>
<td>9/12/2010</td>
<td>75</td>
<td>72.2/132</td>
<td>2.4</td>
<td>Country Club of the North</td>
</tr>
<tr>
<td>A</td>
<td>3</td>
<td>9/10/2010</td>
<td>77</td>
<td>72.1/129</td>
<td>4.3</td>
<td>Miami Valley Golf Club</td>
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<tr>
<td>A</td>
<td>3</td>
<td>9/7/2010</td>
<td>83</td>
<td>71.2/139</td>
<td>9.6</td>
<td>Tartan Fields CC</td>
</tr>
<tr>
<td>* A</td>
<td>7</td>
<td>8/20/2010</td>
<td>74</td>
<td>74.5/141</td>
<td>-0.4</td>
<td>NCR Country Club South</td>
</tr>
</tbody>
</table>

Facebook.com/MVGolf

Miami Valley Golf Association

Organization: Dayton, Ohio

The official page of the Miami Valley Golf Associations.

661 people like this

Likes

Ohio Turfgrass Foundation

Remove from My Page's Favorites

Unlike

Wall

Write something...

Miami Valley Golf Association

The MVGA Caddie Initiative begins...meeting with the folks at the Wesley Center and the Kids on Saturday...

471 Impressions • 0.64% Feedback

Yesterday at 3:12am via iPhone • Like • Comment • Share

81 people like this.

Write a comment...

Miami Valley Golf Association

Quick Tips

Get more people to like your Page with Facebook Ads today!

Get More Connections

Sample Ad: Miami Valley Golf

The text of your ad will appear here.
http://twitter.com/#!/MiamiValleyGolf
Course Results

YOU MAY NOW POST SCORES
To Your GHIN Handicap Record When Played in the Miami Valley
What is an Acceptable Score?

COURSE RESULTS HAVE BEEN ENHANCED
In an effort to enhance our support of the golf community, we redeveloped the Course Results page, which currently captures information that is sent to the Dayton Daily News.

2011 TOURNAMENT SCHEDULE
To help you prepare for the 2011 Season we have linked all our calendars for the upcoming season to this post. If you have any questions or suggestions please let us know!

HORIZON PAYROLL SIGNS AS ASSOCIATION PARTNER
A big welcome goes out to Horizon Payroll Solutions, the 2011 Exclusive Payroll Partner of the Golf Associations. Horizon will be the Presenting Partner of the Spring Better Ball, the first event of 2011. Visit their site to learn more.

NEW COURSE RATINGS FOR 2011 RELEASED
CRM Integration

ASSOCIATION DATA FLOW CHART

FLEXSCAPE/Website Database
- Maintain Member Directories
  - No ability to load pictures in CRM
  - Allows use to build templates, do mail merges and e-mail campaigns

eClub

CRM (Master)

GHIN/GSI
- Member can update record in GHIN (immediate update)
- We can update record in CRM (process takes about 15 minutes)

OUTLOOK (each individual)
- CRM offers Outlook Install
  (Users access CRM from within their own Outlook)

ONE WAY FROM CRM POSSIBLE?

CURRENT: TWO WAY SYNC

Unresolved issues:
- Inability to provide automated Unsubscribe
- Individual Smartphone contact storage and synchronization
- Working through Outlook vs. Google

3. IMPORT Event into CRM
2. a. Format TPP Data
   b. Create GROUP in Flexscape
   c. Create TOURNAMENT/EVENT in CRM
1. EXPORT Event from TPP

TPP

TPP/CRM integration on USGA future list
League Initiative

Miami Valley Golf

REGISTRATION PROCESS

Set Up your Golf League in just a few easy steps...

- View Demo League
- Register Now!

Email us at: info@miamivalleygolf.org

MVGA Customer Service: 937-294-6842
Play it Forward Campaign

Launched over 4th of July Weekend

<table>
<thead>
<tr>
<th>Driver Distance</th>
<th>Recommended 18-Hole Yardages</th>
</tr>
</thead>
<tbody>
<tr>
<td>275</td>
<td>6,700-6,900</td>
</tr>
<tr>
<td>250</td>
<td>6,200-6,400</td>
</tr>
<tr>
<td>225</td>
<td>5,800-6,000</td>
</tr>
<tr>
<td>200</td>
<td>5,200-5,400</td>
</tr>
<tr>
<td>175</td>
<td>4,400-4,600</td>
</tr>
<tr>
<td>150</td>
<td>3,500-3,700</td>
</tr>
<tr>
<td>125</td>
<td>2,800-3,000</td>
</tr>
<tr>
<td>100</td>
<td>2,100-2,300</td>
</tr>
</tbody>
</table>
First Tee Miami Valley
Possible Path for FTGMV & OTGT

- ED would become an employee of OTGT

- FTGMV would reimburse to OTGT salary,
  - (Not unlike 2011 agreement for Rachel Lubahn, and 2012 proposed agreement)

- Additional income would be generated by ED by partnership sales and a percentage would be awarded to ED based on sales volume percentage.

- Link to formula for FTGMV Director Wages and Commission Plan.
Benefits to FTGMV

- Better Network for Volunteer Recruitment and Retention
- 10 Million Campaign & Junior Golf Community Commitment
- Connecting Dots back to USGA & PGA
- Capital Recruitment Campaigns
- Enhanced Networking & Resources
  - Design Work
  - Insurance
  - Accounting / Tax Work
  - A home office
  - Software / Hardware Support
  - Communications
  - Internship Program
MVGA Partnership Inventory

- Event Partnership
- Player of the Year
- GHIN Systems
- Handicap Revision Emails
- Course Placements
- Web Contest
- Hole Signage
- Scholarships

- Event Management
- Golf Trip Management
- Birthday Greeting
- Course Results
- Web Sites

10,000 Members
OTF Partnership Inventory

- Event Partnership
  - Educational Seminars
  - Golf Events
  - Tradeshow Items

- Communications
  - Magazine
  - Weekly Clippings
  - You Tube
  - Product Interviews
  - Web Site

- Tradeshow
  - Booth Space
  - Innovative Idea(s)
  - Product/Banner Placement
  - Interviews
  - Dinners/Lunches
  - Speeches

ECOPASS

1,500 Members
MVGCSA Partnership Inventory

- Event Partnership
  - Educational Seminars
  - Golf Events

- Communications
  - Weekly Emails
  - Phone Calls
  - Web Site

- Field Day
  - Booth Space
  - Product/Banner Placement
  - Dinners/Lunches

150 Members
FTGMMV Partnership Inventory

- Event Partnership
  - Gifts, Naming, Etc
- Lesson Location Partnerships
- Grant Solicitation
- Communications

150 Members * GCSAA
Mentors Matters
Junior Metropolitan Winners
Junior World Winners
IN REVIEW

MVGA CADDIE INITIATIVE

In Conjunction with the Wesley Community Center
Had 4 Inside and 5 Outdoor Training Sessions

Never Had Actual Course/Player Adoption Program in 1st Year
<table>
<thead>
<tr>
<th>Description</th>
<th>Actual</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fiscal Outcome</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Income</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4000 REVENUE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4250 Sponsorship Fees</td>
<td>1,500.00</td>
<td>0.00</td>
</tr>
<tr>
<td>4510 Event Fees</td>
<td>2,160.00</td>
<td></td>
</tr>
<tr>
<td>4510.1 Event Fees Cash/Check</td>
<td>100.00</td>
<td>100.00</td>
</tr>
<tr>
<td><strong>Total 4510 Event Fees</strong></td>
<td><strong>$ 100.00</strong></td>
<td><strong>$ 2,260.00</strong></td>
</tr>
<tr>
<td><strong>Total 4000 REVENUE</strong></td>
<td><strong>$ 1,600.00</strong></td>
<td><strong>$ 2,260.00</strong></td>
</tr>
<tr>
<td><strong>Total Income</strong></td>
<td><strong>$ 1,600.00</strong></td>
<td><strong>$ 2,260.00</strong></td>
</tr>
<tr>
<td><strong>Gross Profit</strong></td>
<td><strong>$ 1,600.00</strong></td>
<td><strong>$ 2,260.00</strong></td>
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<tr>
<td><strong>Expenses</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6000 EXPENSES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6020 Office and Admin (Variable)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6031 Travel</td>
<td>493.50</td>
<td>720.00</td>
</tr>
<tr>
<td>6047 Support Material / Clothing / Printing ETC</td>
<td>912.57</td>
<td>1,000.00</td>
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<tr>
<td><strong>Total 6020 Office and Admin (Variable)</strong></td>
<td><strong>$ 1,406.07</strong></td>
<td><strong>$ 1,720.00</strong></td>
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<tr>
<td>6500 Event Fees</td>
<td></td>
<td></td>
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<tr>
<td>6520 Contestant Food</td>
<td>1,332.41</td>
<td>1,890.00</td>
</tr>
<tr>
<td>6545 Caddie Master Wage</td>
<td>900.00</td>
<td></td>
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<tr>
<td>6546 Caddie Wage</td>
<td>2,575.00</td>
<td>4,320.00</td>
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<tr>
<td><strong>Total 6500 Event Fees</strong></td>
<td><strong>$ 3,947.41</strong></td>
<td><strong>$ 6,210.00</strong></td>
</tr>
<tr>
<td><strong>Total 6000 EXPENSES</strong></td>
<td><strong>$ 5,353.48</strong></td>
<td><strong>$ 7,930.00</strong></td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$ 5,353.48</strong></td>
<td><strong>$ 7,930.00</strong></td>
</tr>
<tr>
<td><strong>Net Operating Income</strong></td>
<td>-$ 3,753.48</td>
<td>-$ 5,670.00</td>
</tr>
<tr>
<td><strong>Net Income</strong></td>
<td>-$ 3,753.48</td>
<td>-$ 5,670.00</td>
</tr>
</tbody>
</table>
Next Steps

- Need Groups of Golfers to Adopt Concept so that program can have a “Next Step” (Micro Numbers)
- Have Fewer Indoor and More Outdoor Sessions
- Develop a More Definable Fiscal Arrangement
  - Support Program with a Donation
  - Support Program Using
Photos and Video

2011 MVGA CADDIE INITIATIVE

In Conjunction with the Wesley Community Center

Link to Video
COURSE RATING REVIEW
Courses Rated in 2011

- Northmoor
- Echo Hills
- White Springs
- Yankee Trace
- Pipestone
2011 Course Rating Plan

- Do an outstanding job in completing all planned course ratings  **DONE**
  - Include use of First Tee Course Rating Promotional Signs

- MVGA and DDWGA teams attend USGA National Calibration Seminar in Memphis, TN  **DONE**

- Implement strategy for courses with out-of-date course ratings  **DONE**

- Continue to recruit, grow and train our course rating teams
  - Hold a regional USGA course rating seminar (April 15th)  **DONE**
  - Create Online test before rating seminar to prepare  **NOT DONE**

- Identify MVGA course rater to join MVGA Board of Directors  **DONE**

- Develop First Tee Handheld Handicap Conversion Tables **NOT DONE**
Courses to be Removed from CRD

Cherokee Hills
Mercer County Elks
Tree Liks
Woodland (1999)
Beechwood (2008)
Hidden Lake (2008)
Larch Tree (2008)
**Locust Hills/Gold (2008)**
**Locust Hills/Red (2008)**
Cliffside (2009)
Indian Springs (2009)
**Penn Terra (2009)**
**National Golf Links (2011)**
Options to Become Compliant

1. Join as an Affiliate Member Club at a $100/year for 10 year commitment.

2. Pay $125 per set of tees rated

3. Less Likely, Join the GHIN network (requirements will be too difficult for all)

For those that enroll we will allow existing Course Rating and Slope data to remain in GHIN until we can rerate course.
2011 Areas to Improve

Communicate our measurement, prep and rating team requirements with courses in writing...

SEVERAL TIMES.

Don’t schedule a course rating on a holiday, even late in the season.
2011 Challenges

Distance

Weather

Over Crowdedness
2012 Course Rating Plan

- Do an outstanding job in completing all planned course ratings

- Continue to recruit, grow and train our course rating teams
  - Hold an annual USGA course rating seminar in the Spring and Create Online test before rating seminar to prepare
  - Have all Course Raters Complete Handicap System Testing

- Develop First Tee Handicap Conversion Tables