Wednesday, April 13, 2016
Country Club of the North
Minutes for April 13, 2016

In Attendance: Bob Rice, John Sherman, Doug Miller, Mary Rice, Chris Coleman, Chris Wells, Paul Day, Mike Chapin (Staff: Steve Jurick)

Absent: Charlie Rinehart, Dan Sutherly, Ryan Flick, Pete Samborsky

Location: Country Club of the North – Board Room

M/S/C to accept
Chris Wells, Paul Day, Chris Coleman, Ray Flick as new Trustees and Bob Rice as Secretary

Office & Administration:
Location stays in place
Staff: Matt will leave effective immediately
Two Boatwright interns for 2016 – Dylan Wilkerson & Scott Ladehoff

Facilities Report
Greene - no change
Moraine - open June 12th, two new staff
Troy - Hired Mark Robart, Nate Combs leaving as GM
Urbana - Hired Chris Diodoardo, PGA and John Wilkinson to replace Pat Delaney, PGA and Jack Pawkoski, PGA
WPAFB - Joey Clendening, PGA was hired to replace Tom Abrahanson, PGA who moved to Palm Tree Golf Course in Guam / Tony Stritenberger was hired to replace Tom Timmons who moved to Whispering Winds Golf Course in New Mexico

Anniversaries – 20 Beavercreek, 30 US Women’s Open at NCR, 60 years for Kittyhawk and 120 Years for Piqua CC

Foundation
Tax advice/board & family member contribution and expenses - governance concerns.

Historical Issues & Solutions:
Fragmented Junior Golf - Solution SOPGA Junior Tour
Fragmented Junior Instruction - Solution TFT
Transitional Zones - Micro dynamic, smaller scale
#More from Golf: vehicle to distribute clubs, Inventory of clubs
Concept - Free clubs and other items

Entry Level Golf League
FOUNDATION ask - Donate, Presidents Club, Gifting, Rollout timeframes, Milestone & Dates

Handicap/GHIN
2016 - Course Ratings Schedule
USGA Presentation and Rating Exercise
Handicap System Changes - Playing Alone & Others
World Handicap – 2018 - Discussion of Expected Changes

Membership
The Miami Valley Golf Association is a Recognized Regional Golf Association of the USGA.
Minutes from October 21, 2015

In Attendance: Jeff Scohy, Bob Rice, John Sherman, Doug Miller, Charlie Rinehart, Pete Samborsky, Gary Huls, Dan Sutherly, Mary Rice, Mike Chapin (Staff: Steve Jurick and Matt Wendelken)

Absent: Bill LeBocuf, Andy Platt

A quorum was present

Meeting called to order at 6:32 pm

Motions/Seconds and Approvals
- Minutes from April 22, 2015
- Presidents Club – MVG Play Days
- Celebrations - 70 Exemptions
- 2016 Budget

Reports Where Given On
- USGA Report – contract changes and possible implications for MVGA
  - Steve Jurick will attend the next USGA meeting (Nov. 12th) and provide a brief outline and a short objective list for the Trustees.

Course Ratings for 2015 Review & Issuance Meeting

Changes in Course Rating for 2016

Transition to Online Version Report
- TPP Online Report
- Online Renewal Report
- Membership Report
- Rounds Posted and How
- 2016 Schedule
- Presidents Club and Miami Valley Golf Play Day
- Celebration - exceptions to boost turnout
- Player of the Year / Ohio Intrasstate Team Selection
- 2015 MVGA Objectives Update
- 2015 Year End & 2016 Budget

Adjournment at 8:56pm

Support Material Follows these Meeting Minutes
USGA & SRGA Member Engagement Initiative

Definition of a Partner Organization

The following parameters must be met in order to be considered a partner golf organization. The partner golf organization may be a single golf association or multiple golf associations that collaborate to perform the services below:

- The partner must service all golfers in its defined region. (Men, Women, Juniors)
- The partner must service all types of clubs including public, private, and associate clubs.
- The partner will administer the USGA Handicap and Course Rating Systems. This includes support for products, education on the handicap system, conducting course and slope rating services in its area of jurisdiction, and assisting local handicap committees.
- The partner must assist the USGA in conducting qualifiers and assist with USGA national championships when conducted within its specified region.
- The partner must provide championship opportunities in its specific region to all golfers.
- The partner agrees to participate in USGA player development programs and create development programs in its region.
- The partner must assist in regional governance including Rules of Golf, Amateur Status, World Golf Rankings, etc.
- The partner must provide education on Rules of Golf, etiquette, handicapping, course rating, and administration in its region.
- The partner must be a non-profit as defined by Section 501(c) of the IRS tax code.
- The partner must have an elected governing body comprised of at least 90% amateur golfers who are member clubs or members of the entity. Employee of the entity may not constitute a majority of the governing body.
- The partner must hold regular board meetings and invite members of the USGA regional affairs staff to such meetings.
- Other items to be expanded upon.

Partnership Framework for Discussion

USGA Rights and Responsibilities

- **Technology** - The USGA must provide SRGAs the most advanced technology solutions available on the market including but not limited to:
  - Tournament management solution for association and club use
  - Mobile applications for member and club use
  - Advanced real-time scoring applications and display capabilities
  - Individual Membership application website with USGA & SRGA co-branding based upon applicant’s location
  - Integrated Database Management and Communication Tools
  - Digital educational Tools for USGA programs
- Single sign-on to utilize all technology solutions with permission based credentials
- Allow members to opt-out of specific communications (USGA email, SRGA email, texts/push notifications, corporate partner promotions, etc.) instead of all or nothing approach

**Data** - The USGA will have the right to utilize data derived from individual and club members including contact information, demographics, playing history and statistics. Ownership of data to remain with the SRGAs. Revenue generated from use of said data to be shared with SRGAs on a basis to be developed.

**Marketing** - The USGA will fully market and promote the new joint membership model on its websites and in broadcasts of its championships, including streaming, network coverage or otherwise.

**Billing** - The billing for membership to flow through the SRGAs for members that are currently engaged through member clubs.

**Internships** - The Boatwright internship program to continue.

**Qualifying Fees** - USGA will continue to provide SRGAs an increasing portion of tournament entry fees for conducting local and sectional qualifying.

**Sponsorship Revenue** - USGA sponsor revenue derived from utilizing national SRGA marketing channels (posting stations, joint newsletters etc.) to be shared on a formula to be determined.

### Partner Organization (SRGAs) Rights and Responsibilities

- **Single Entity** - Provide a single entity structure to serve golfers and golf clubs in a region. A single entity may be comprised of several subsidiary organizations which collectively fulfill responsibilities.
- **Data** - Allow USGA access to individual and club member contact information, demographics, playing history and statistics. Ownership of data to remain with the SRGAs.
- **Operating Control** - Partner to retain control of all daily and traditional operations of the SRGA.
- **National Initiatives** - Partner to actively promote and participate in the USGA’s Initiatives. (such as Play 9, Tee it Forward, etc.)
- **Local Initiatives** - Partner to create and administer local initiatives that create an interaction with the USGA.
- **Qualifiers** - Partner to coordinate and conduct USGA qualifiers that meet USGA standards.
- **Communications** - Partner to communicate USGA messaging to its constituents.
- **Clubs & Facilities** - Partner to serve as ambassadors to member facilities and clubs.
- **Governance** - Partner to serve as regional ambassadors in areas of governance such as:
  - Rules of Golf
  - Amateur Status
  - Handicap Administration
  - Course Rating
- **Diversity** - Partner to promote the USGAs diversity initiative in golf and golf administration.
Proposed Economic Model:

The SRGA’s believe that a nation-wide, one-price model cannot be effectively implemented in the short term. (A one-price model may be a long term goal, achievable over an extended timeline.)

The SRGAs recommend a multi-tiered pricing model:

Traditional SRGA Members and Clubs - Members engaging through traditional methods

- SRGAs to pay USGA a per-member, per-revision fee consistent with the current GHIN pricing model.
- 2018 fees to remain the same as 2017 to allow for a transition period.
- Billing to remain the responsibility of SRGAs.
- Joint membership – all members to be regarded as joint USGA / SRGA members – these memberships do not include the delivery of bag tags or hats. (higher level memberships in the USGA / SRGA to provide for additional benefits)
- Multi-state/Multi-club golfers will continue to join multiple states or clubs through their SRGAs.

\[
\text{USGA per member fee} + \text{SRGA per member fee} = \text{Individual member fee charged clubs}
\]

New Members from National Marketing Effort - Members engaging through to be developed technology and USGA marketing programs

- The USGA and SRGAs would share revenue for members sourced through national marketing efforts and new technology platforms.
- One-price, nationwide may be achievable (to be determined) for full membership including handicap.
- Initial Tier Membership – Not including handicap – nominal app fee or trial period
- Members to sign-up through one system.
- Membership revenue to be distributed to SRGA or multiple SRGAs based upon customer selection.

\[
\text{New Member Fee through National Effort} = (\text{USGA %}) + (\text{SRGA%})
\]

Fees & Price Point

- Traditional SRGA Members – Current GHIN pricing structure used in 2017 extended to 2018.
- Five-year pricing structure to developed and agreed upon.
- Prices charged to SRGAs not to increase until a minimum of one year following full delivery of USGA provided technology.
- New Members – derived from national marketing & technology
  - Price to be determined
  - Preferably one national price point
  - Revenue share between USGA & SRGAs based upon formula to be determined.
Implementation Timeline

**By end of Q2 2016**
- The SRGA delegation and the USGA leadership will unveil a proposed revenue model.

**By end of Q3 2016**
- SRGAs licensed for handicapping in areas with overlap to determine which association in a region will become the USGA partner or their intent to create a new entity to become the partner.
- The revenue model will be finalized and communicated to partner organizations.

**By end of Q4 2016**
- SRGAs in overlapping areas complete a formal agreement with the assistance of the USGA regional affairs and legal teams that will define which groups will perform the agreed upon activities in each region.
- The partner organization will sign agreements with the USGA committing to implementation on January 1st, 2018.

**By end of Q1 2017**
- The new membership model is rolled out to the general public and implementation strategy begins.
- National marketing campaign outlined including championship broadcast coverage.

**By end of Q3, 2017**
- New technology platform completes Beta testing. Training of association staffs that will use Q4, 2017 to train member clubs to use new technology.

**January 1st, 2018**
- New membership model takes effect.
- New technology platform and World Handicap System launched.
Welcome to:

Spring Trustee Meeting

April 13, 2016
Introductions
Governance

• Motion to Accept New Trustees
  • Chris Coleman
  • Ryan Flick
  • Paul Stone
  • Chris Wells

• Motion to Appoint Bob Rice to Secretary
Minute Approval
From 10/21/2015 Trustee Meeting
Community Updates
Office

• **Accounting Clerk** - Amy Cunningham
• **Executive Director** - Steve Jurick
• **PJ Boatwright Intern** – Scott Ladehoff
• **Staff Accountant** - Heather Merz
• **Assistant Director** – Matt Wendelken
• **PJ Boatwright Intern** – Dylan Wilkerson

Office Located at
263 Regency Ridge Dr.
Dayton, OH 45459
Greene CC

Appears to be no closer to opening from the indications we are receiving. The course was maintained through the end of the 2014 growing season and mowed but not managed in 2015.

New as of 4/11 – Dan Minton is back mowing property
Moraine CC

MCC’s golf course will open in June 12 and the grow in appears to be in good order.

Marty Miller, has left the golf industry for the insurance industry and was replaced by Derrick DeHart, PGA from Chattanooga Golf & CC

Jim Awsumb has left and has been replaced by Jim Neff
Troy Country Club

Has hired Mark Robart, PGA to be their Head Golf Professional

Nate Combs has Left as their GM and they will be replacing his position (The two are not related)
Stillwater Valley GC

Has hired Matt Stover as an Assistant Professional
Urbana Country Club

Hired Chris Diodoardo, PGA and John Wilkinson to replace Pat Delaney, PGA and Jack Pawkoski, PGA
WPAFB Golf

Joey Clendening, PGA was hired to replace Tom Abrahanson, PGA who moved to Palm Tree Golf Course in Guam

Tony Stritenberger was hired to replace Tom Timmons who moved to Whispering Winds Golf Course in New Mexico
Anniversaries in 2016

20th Anniversary of Beavercreek Golf Course

30th Anniversary of Jane Geddes win at NCR CC in the US Women’s Open

60th Anniversary of Kittyhawk GC Founding

120th Anniversary of Piqua CC Founding
Foundation

Objective 1
Objective 1

- **Accomplishments**
  - Reaffirmed Public Foundation Status
  - Met with the Groups to help define direction
    - Springfield Foundation
    - MV Golf Museum
    - Etc
  - Met on 7/19/2015 with Dayton Foundation to understand their product offerings
  - Started a Charity Checking on 11/24/2015 with Dayton Foundation

- **Next**
  - Solicit $10,000 in donations in 2016
  - Forming a Partnership with Dayton Foundation to assist with
    - Estate Bequest
    - Planned Giving
  - Doubling Foundation Donations in 17 & 18
    - Refine Programming and Process for giving
    - Define Programs Funds Used for
Foundation Accounts (501(c)3)

General Foundation
- MVGF General - $2633.39
  - Tournament Registration Donations
  - Individual Donations
  - Course Rater Mileage
  - Junior World Donations
- Golf Museum – ($1500)
- Austin Greaser – $224.88
- Grant Godfrey - $0

DDWGA Specific
- General - $958
- Diana Schwab - $1178
- Janet Beardsley - $500
Historical Issues & Solutions

1. Fragmented Junior Tournament Golf

2. Fragmented Junior Instruction
   1. Solution – Reestablish & Support First Tee of Greater Miami Valley

3. Issues still exist in Transitional Zones
   1. Smaller in Nature and not limited to age or gender
      1. Getting on a Golf Course (*Resources/Organizational Issues*)
      2. Expense
         1. Equipment to “Just Try it Out”
         2. Course Fees (http://youthoncourse.org/)
   3. Mentoring/Connectivity
#MoreFromGOLF

- Are you a Member
- Are you Engaged
- Are you an Advocate
- Are you leaving a Legacy
Golf Clubs for All

- CONCEPT - Goodwill for Golf (Clubs & Potentially Other Items)
- Housed at Association Offices New Location (Next to Dayton Business Interiors)
- Development of Inventory
  - Clubs – Donation Locations at Facilities & Drop Off
  - Gripping Material & Items to Complete Process
  - Golf Bags, Balls, and other Items
- Limited Hours of Operation to start
  - Wednesday Night – Weekend Afternoons (Early Spring Push)
Entry Level Golf League

Format:
9 Holes Played in Two Person Scramble Format – 3 Holes at a Time

Use same format for Both Leagues

Just Package Differently
Foundation Ask

Funds are used to support Initiatives
   Traditional Reasons
   Golf Clubs for All
   Entry Level League Support
   Youth on Course
Donate through Dayton Foundation
Donate directly through Presidents Club Membership
Benefits

1. Eligibility to Limited Field MVGA Play Days at various private clubs and other great tracks in our region. (20-36 players)

2. A MVGA Bag Tag and appropriate thank you gift based upon donation amount. (At $100 level a MVGA Hat)

**Term of Membership** - Calendar Year or More than X in total gifting?
Handicap Report
2016 Course Rating Schedule

Wednesday, April 6 – USGA Seminar - Heatherwoode
Monday, April 18, WPAFB East * (Education & Rating)
Monday, May 16, Springfield CC
Monday, June 13, WPAFB West
Monday, July 18, Cassel Hills
Monday, August 15, Madden GC
Monday, September 13, Walnut Grove
Monday, October 3, Rain Date
Friday, November 4, Rating Review Committee Meeting
Last Weeks Presenter

Eric Lahman
Manager
Handicap and Course Rating Administration
Handicap System Changes 2016

1. **Definition of a tournament score:** Additional guidance is provided to Committees conducting competitions regarding the definition of a tournament score, placing greater emphasis on “significant events.” The definition excludes fundraising events and regular league play, in favor of designated competitions such as a member/guest or club championship, local amateur tournament or national qualifying and competition. (Section 2: Definitions)

2. **Adjusting hole scores:** A revised decision provides clarity for acceptable scores in limited situations where the player has not played a hole(s) under the Rules of Golf, but his or her score would be sufficiently accurate for handicap posting purposes. Three areas covered under the examples include: 1) where the Local Rule is not in effect, but a player chooses to use a Distance Measuring Device or preferred lies; 2) where a player does not wish to cause undue delay; or 3) where the situation is outside of the player’s control, such as an incorrectly marked golf course. (Section 4: Adjusting Hole Scores)

3. **Posting scores when a player is disqualified:** To improve alignment with the Rules of Golf, the revised Handicap System is clearer about what scores are acceptable when a player is disqualified. In general, a score is acceptable for handicap purposes even when a player fails to hole out, or apply a Rule that affects the rights of another player. If the disqualification breach is determined to provide an advantage for the player, the score is deemed unacceptable for handicap purposes. (Section 5-1: Acceptability of Scores)

4. **Anchoring and posting:** A new reference concerns a player who anchors the club while making a stroke during a round and fails to apply the appropriate penalty or an adjusted hole score (Section 4-2). Since the score would not be reflected as playing under the Rules of Golf, it would be unacceptable for handicap purposes. (Section 5-1: Acceptability of Scores)

5. **Playing alone and necessary peer review:** To further support the System premise of peer review, scores made while playing alone will no longer be acceptable for handicap purposes. This change applies when the Committee has determined that a player is unable to play under the rules of golf due to a player’s physical or mental ability, and the ability of other players to form a reasonable basis for supporting or disputing a posted score. (Section 5-1: Acceptability of Scores)

6. **Committee responsibilities:** In an effort to assist the Handicap Committee with its responsibilities, this revision addresses a player with a temporary disability or permanent disability who has a Handicap Index that is no longer reflective of his/her current potential ability. In the particular instance cited, the Committee will no longer assign a local handicap (denoted with the letter “L” for local use only), but instead will issue a (temporary) modified Handicap Index (denoted by the letter “M”). This change supports the portability of a disabled player’s handicap, so that it can be used outside the player’s home club. (Section 8-4c: Handicap Index Adjustment by Handicap Committee)
The Future Handicapping

World Handicapping System coming in 2018
World Golf Handicap 2018

• Expected Changes
  • There will be a Limit to the Handicap Increase
  • Adjustments for Abnormal Playing Conditions
  • Net Double Bogey will be the Max Score
  • Removal of the Bonus for Excellence (96%)
  • Handicap Revisions/Updates will occur at the end of each day
  • Will only require 54 holes to establish a Handicap (Old 90)
  • New Max Limit will be 45.0 for both genders
  • Exceptional Tournament Scores will be More Penal
Membership

Objective 2
Objective 2 - Membership

Accomplishments

• Updated GHIN Membership Renewal Programming
• Started Process of Establishing Baseline Metrics
• New Member Clubs

Next

• Continue to refine Membership Solicitation *(Detail Plan being developed by Matt Wendelken on this currently which will include Google Ad Words Facebook and Twitter Ads and other SEO Updates)*
• Continue to define Baseline Metrics with CFI
• Integrate adaptive web designs and elements – Responsive Web Design of Website
• Prepare for and take lead with USGA SRGA/Membership Integration
• More discussions with Toledo District
• Continue to define better membership proposition values
GHIN Membership as of 4/1

• Made All Public Courses Rosters Inactive 4/1
  • Down 827 on 4/1/2016 from 4/1/2015
• We should recover from that move as it better positions our GHIN Billing
• Membership Advertising
GHIN Numbers from 1997
MEMBERSHIP - JOIN OR RENEW

TO GET STARTED CLICK ON THE BUTTON BELOW TO
Join or Renew at your Miami Valley Golf Facility
Prices and Benefits Vary By Club

www.JoinMVGA.org

- Clubs Set Own Price
- We price eClub at Higher End of Price Range to drive back to facilities
- We Credit Clubs for those who join online
- Assist clubs, with staff deterioration levels
- One of only 5 SRGA’s in US that offers this program
- 18% of our renewals in 2015
Score Posting Kiosk

Mvga Trial Club

Club Member Score Posting

Guest & IGN Score Posting

Handicap Lookup

Other Options

Would Love
Join/Renew HERE
## Score Posting

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<td>18.45%</td>
<td>29.61%</td>
<td>23.42%</td>
<td>19.14%</td>
<td>15.93%</td>
<td>14.89%</td>
<td>13.53%</td>
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<td>Mobile</td>
<td>22.35%</td>
<td>12.76%</td>
<td>7.72%</td>
<td>3.58%</td>
<td>0.03%</td>
<td>0.00%</td>
<td>0.00%</td>
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<tr>
<td>Kiosk</td>
<td>59.20%</td>
<td>57.63%</td>
<td>68.86%</td>
<td>77.28%</td>
<td>84.04%</td>
<td>85.11%</td>
<td>86.47%</td>
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GHIN Mobile APP
New Member Facilities

• White Springs Back On
• Sugar Isle beginning 1st Full Year
USGA New Membership Direction
For more than a hundred years, the Handicap and Course Rating System has been the foundation for equitable competitive and social play. Together, the USGA and SRGAs have built an ecosystem that has enabled millions of golfers to enjoy the thrill of the game, and at the same time deliver valuable services. In 1931, 78% of the facilities in the U.S. were private. Transformative change has taken place where today 75% of the facilities in the U.S. are public, and where globalization and modern technology provide unprecedented opportunity for golfers to interact with the game in new ways.

We have an opportunity, and an obligation, to redefine our operating model to create a modern, sustainable ecosystem, transforming the delivery of our services, better engaging all golfers, driving value to our clubs, and creating a healthier game at all levels.
Where does the Leverage Come from?

• Course Rating Contract
  • Extension through 17
• Handicapping Contract
  • Extension through 17
• GHIN Services Contract
  • Contract 2014-2016
• IN 2018 - World Handicap System that the Country’s Amateur Organization Controls
• They write the Rules
• Over 300 million in unrestricted assets
Membership Engagement
USGA Future Vision

Multi-Year Transition with various element evolving over the next several years that include:

• The Development of a modern, multi-purpose technology that will replace GHIN;
• An evolved model for the administration of the Handicap System exclusively through the USGA-SRGA Partnership;
• A streamlined, joint membership model whereby golf clubs and golfers will reap the rewards of national USGA membership and SRGA membership through a single membership offering;
• Improved collaboration amount SRGAs to drive operating efficiency and consistency in excellent service delivery;
• Modern technology tools to better engage casual golfers; and
• Access to unprecedented data analysis and insights about golfer and golf club behavior.
Golfer Engagement: An Overview

Our Vision

Together, the USGA and State and Regional Golf Associations (SRGAs) have an opportunity to redefine our operating model to create a modern, sustainable ecosystem, transforming the delivery of our services, better engaging all golfers, driving value for our clubs, and creating a healthier game at all levels.

A New Engagement Model

This new way of engaging with golfers is a multi-year transition with various elements that will evolve over the next several years. Learn more.

The Opportunity

Our work has identified five primary obstacles and corresponding opportunities to enable a healthy ecosystem; together these help to define a new operating model.

All Golfers, One Goal

The message will focus on sustaining our relationship with core golfers, engaging casual golfers and growing a relationship with those who don’t yet play the game.

Our Strategic Partner

As announced in January 2016, the USGA and Deloitte began a multi-year partnership focused on strategy and golfer engagement.

USGA Regional Affairs Department

Contact the USGA Regional Affairs director in your area of the country for further information or feedback.

http://www.usga.org/engagement
Golfer Engagement

<table>
<thead>
<tr>
<th>Group</th>
<th>Engage %</th>
<th>USA</th>
<th>Ohio</th>
<th>NOGA</th>
<th>GCGA</th>
<th>OGA</th>
<th>MVGA</th>
<th>TDGA</th>
<th>CDGA</th>
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<tr>
<td>Estimated of Golfers</td>
<td></td>
<td>25,000,000</td>
<td>757,244</td>
<td>245,733</td>
<td>171,900</td>
<td>119,867</td>
<td>85,656</td>
<td>76,378</td>
<td>57,711</td>
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<tr>
<td>SRGA Members</td>
<td>9.00%</td>
<td>2,250,000</td>
<td>68,152</td>
<td>22,116</td>
<td>15,471</td>
<td>10,788</td>
<td>7,709</td>
<td>6,874</td>
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<td>SRGA Members Who Posted Scores</td>
<td>5.94%</td>
<td>1,485,000</td>
<td>44,980</td>
<td>14,597</td>
<td>10,211</td>
<td>7,120</td>
<td>5,088</td>
<td>4,537</td>
<td>3,428</td>
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<td>Individual Members Who</td>
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<td>4,241</td>
<td>1,376</td>
<td>963</td>
<td>671</td>
<td>480</td>
<td>428</td>
<td>323</td>
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<tr>
<td>Participate in Association</td>
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<td></td>
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<td></td>
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<td>Events</td>
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- 9% of Golfers are SRGA Members
- 66% of our SRGA Members Post Scores
- ½ of 1% of golfers play in an SRGA/USGA Qualifying Events
### All Ohio SRGA’s at a Glance

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<thead>
<tr>
<th>Department</th>
<th>Gross Receipt</th>
<th>Percentage</th>
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<tr>
<td>Handicapping</td>
<td>$1,236,303.81</td>
<td>50.56%</td>
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<td>USGA Q</td>
<td>$73,530.00</td>
<td>3.01%</td>
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<td>Tournaments</td>
<td>$761,189.43</td>
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<td>Sponsorship</td>
<td>$40,438.00</td>
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<td>Membership</td>
<td>$249,352.00</td>
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<td>Misc</td>
<td>$30,418.64</td>
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<td><strong>TOTAL</strong></td>
<td><strong>$2,445,091.88</strong></td>
<td><strong>100.00%</strong></td>
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**2/3 of SRGA’s Revenue will be controlled by USGA**
Hot Zones for Consolidation

Golf of USGA – Take 89 SRGA’s Down to Mid to High 40’s

<table>
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<tr>
<th>States/Regions</th>
<th>Count</th>
<th>Notes</th>
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<tr>
<td>31 Ladies Organizations</td>
<td>31</td>
<td>Total</td>
</tr>
<tr>
<td>2 in Illinois, Kansas, Massachusetts &amp; Missouri &amp; Nevada</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>3 in Maryland</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>5 in Greater New York Area</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>5 in Ohio</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Ohio Partnership Issues

1. Three of our Associations distinguish between gender, public and private facilities,
2. Two of our Associations cross state lines
## How Associations Compare

<table>
<thead>
<tr>
<th>State</th>
<th>Population</th>
<th>Handicap and Membership Income</th>
<th>% Paid to Service</th>
<th>Amount Paid to Service</th>
<th>Net Handicap &amp; Membership</th>
<th>Per State Per Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ohio</td>
<td>11,590,000</td>
<td>$1,485,655.81</td>
<td>15.00%</td>
<td>$222,848</td>
<td>$1,262,807</td>
<td>$0.11</td>
</tr>
<tr>
<td>Michigan</td>
<td>9,900,000</td>
<td>$1,357,470.00</td>
<td>15.00%</td>
<td>$203,621</td>
<td>$1,153,850</td>
<td>$0.12</td>
</tr>
<tr>
<td>Kentucky</td>
<td>4,400,000</td>
<td>-</td>
<td>15.00%</td>
<td>$0</td>
<td>$0</td>
<td>$-</td>
</tr>
<tr>
<td>Indiana</td>
<td>6,600,000</td>
<td>$676,416.00</td>
<td>15.00%</td>
<td>$101,462</td>
<td>$574,954</td>
<td>$0.09</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>5,800,000</td>
<td>$929,874.00</td>
<td>15.00%</td>
<td>$139,481</td>
<td>$790,393</td>
<td>$0.14</td>
</tr>
<tr>
<td>Illinois</td>
<td>12,900,000</td>
<td>$2,258,132.00</td>
<td>15.00%</td>
<td>$338,720</td>
<td>$1,919,412</td>
<td>$0.15</td>
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<tr>
<td>Minnesota</td>
<td>5,500,000</td>
<td>$1,469,152.00</td>
<td>15.00%</td>
<td>$220,373</td>
<td>$1,248,779</td>
<td>$0.23</td>
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<tr>
<td>Georgia</td>
<td>10,100,000</td>
<td>$1,806,877.00</td>
<td>15.00%</td>
<td>$271,032</td>
<td>$1,535,845</td>
<td>$0.15</td>
</tr>
<tr>
<td>Texas</td>
<td>26,960,000</td>
<td>$1,902,526.00</td>
<td>15.00%</td>
<td>$285,379</td>
<td>$1,617,147</td>
<td>$0.06</td>
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<tr>
<td>California</td>
<td>38,800,000</td>
<td>$11,218,052.00</td>
<td>15.00%</td>
<td>$1,682,708</td>
<td>$9,535,344</td>
<td>$0.25</td>
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<tr>
<td>Florida</td>
<td>19,900,000</td>
<td>$2,623,284.00</td>
<td>15.00%</td>
<td>$393,493</td>
<td>$2,229,791</td>
<td>$0.11</td>
</tr>
<tr>
<td>USA/USGA</td>
<td>318,900,000</td>
<td>$92,481,000.00</td>
<td>15.00%</td>
<td>$13,872,150</td>
<td>$78,608,850</td>
<td>$0.25</td>
</tr>
<tr>
<td>USA/USGA</td>
<td>318,900,000</td>
<td>$76,536,000.00</td>
<td>15.00%</td>
<td>$11,480,400</td>
<td>$65,056,600</td>
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<tr>
<td>USA/USGA</td>
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<td>$60,591,000.00</td>
<td>15.00%</td>
<td>$9,088,650</td>
<td>$51,502,350</td>
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<tr>
<td>USA/USGA</td>
<td>318,900,000</td>
<td>$44,646,000.00</td>
<td>15.00%</td>
<td>$6,696,900</td>
<td>$37,949,100</td>
<td>$0.10</td>
</tr>
</tbody>
</table>
Where we are?

For Starting New Organization
1. No legacy governance issues.
2. No legacy accounting issues.
3. No legacy Tax Determination issues.
4. Have OGA Staff as 1/6 partner as opposed to managing partner.
5. Could still use a DBA to avoid user confusion.
6. No legacy inclusion issues.
7. Legal Representation Strongly Encourages.

Against Starting New Organization
1. Attorney Fees. (5Kish)
2. Filing Fees. (1Kish)
3. Confusion of adding another entity.
4. OGA potentially loses managing partner status.
Sponsorship Events

Objective 3
Objective 3 – Sponsorship Events

Accomplishments

• Chairman and ED meet to discuss future ideals and concepts
• Discussions with Wright State University to manage their athletic Golf Event Fundraiser

Next

• Develop Presentations to potential Charitable Events
• Develop more Group Event Logistical Support
• Outreach to Rotaries, Chamber of Commerce’s, Etc.
• Add additional sponsorship/partnership companies
Partnership Network
Sr & Mid Am Presented By?

• Sponsorship of Senior & Mid Am Championship.
• Brand will be placed throughout Material Associated with the Championship.
• Prominent placement on www.MiamiValleyGolf.org
• Select Emails throughout the 2016 season with Brand Placement

• Placement on the GHIN Score Posting Kiosks at all Miami Valley Golf Association Member Clubs.
• Presidential Club Membership for Primary Contacts
  • Co Logo’ed Outerwear
  • Co Logo’ed Shirt
  • One day Presidential Golf Trip to select golf location in Ohio
What if?

April 8, 2016
partnered with State and Regional Golf Associations
Potential Value for

- Easier Entry into Market as a valued partner of SRGA’s
- Enhanced Brand Awareness
- SRGA’s have an extremely high market capture rate of Golf Facilities as member clubs
- Teesnap/Parent Company access to upper 9% of golfer market that are Golf Association Members (obviously some parameters)
- Your Product Helps Grow the Game!
Potential Value for Facilities

- Better Inclusion within Golf Community
- Better Support from within the Golf Community
- Handicap System Hardware
- Break the GolfNow addiction
- Promotional Services from SRGA to supplement their skill set limits
Potential Value SRGA

• Data that is outside our network
• IT Services
  • Hardware, Cloud Service
• Enhanced Marketing Tools
• Potential Revenue Programs
  • A’la Cart Services such as Marketing Support using the teesnap products
• Front Facing Tee Time System
Potential Partnership Agreement

• Pay a Fee Per Facility in the Golf Association Territory that uses teesnap
• Provide Association Web Services (unsure on this one)
• Association Promotes teesnap services as a value add to member club
• Association supports teesnap sales representative endeavors in their Association Territory
Next Steps

• Ed & I get Miami Valley Golf Association Member Clubs to use teesnap (timing is bad)
• Teesnap develops a Sample Association Website Application for your tee time module.
• Present at IAGA Meeting - [Omni Amelia Island Plantation November 6-9, 2016](#)
• 2017 and beyond, teesnap sales team accompanies Association Staff on site visits.
Continuous Loop Arrangement
Tournament

Objective 4
Objective 4 - Tournament

Accomplishments

• Developed Event Registration Historical Data

• Developed a smaller, mid week event schedule for the 2016 Season with possible membership component and discount
  (There are Ohio SRGA ramifications that may need to be considered in with this process)

Next

• Develop and Publish Mid Week Event Material and Membership Guidelines
2016 Schedule

May 2 – Spring Better Ball – Miami Valley Golf Club
June 6 – US Open Sectional – Springfield CC
July 5 – US Amateur Sectional – Dayton CC
July 7 – US Women’s Amateur Sectional – Walnut Grove
July 21-24 – Metropolitan – Country Club of the North
Sept 1 & 2 – Sr. Metropolitan and Mid Am – Sugar Valley
Sept 29 – Miami Valley Team Invitational – NCR
October 10 – Celebration – Dayton CC
Miami Valley Golf Play Days

- **Number of Players:** 20 – 32 players

- **Estimated Charge per Event:** $60 *(May Vary based in Course Fee)*
  Fees will include, Range, Cart, Green Fee (No Food Included)
  MVGA will Maintain $20 Per Event for Administration Fees
  $20 optional Skins Game

- **Staff Considerations: Two (2)**
  1st Staff Member will Tee Off Group / Play in Last Group
  2nd Staff Members will Tee Off First / Do Scoring

*Potential Sites:* Sugar Valley GC, Troy CC, Piqua CC, Meadowbrook GC, Urbana CC, Maketewah CC, Shawnee CC
Financial
IRS Audit
April 19-21 – Accountants Office
Strengths

• Great Accounting Records and everything is good order “We Think”
• Accounting Firm is Comfortable
Concerns

• #15 – Records of bingo and small games of chance (SKINS GAMES & 50/50 Raffle)

• Asset Depreciation Schedule
  • Has Been Recreated (We have capitalize all purchases in the last decade or so)

• Using OTGT as Paymaster for All Associations

• Tax Status Threatened for MVGA
### 2015 Revenue Vs Expense

<table>
<thead>
<tr>
<th></th>
<th>Admin</th>
<th>Course Rating</th>
<th>GHIN</th>
<th>WSU Invite</th>
<th>Jr World</th>
<th>Spring BB</th>
<th>US Open</th>
<th>US Am</th>
<th>Women's Am</th>
<th>Metro</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Income</strong></td>
<td>$47,439.45</td>
<td>$0.00</td>
<td>$186,223.81</td>
<td>$1,797.33</td>
<td>$9,500.00</td>
<td>$8,780.00</td>
<td>$4,020.00</td>
<td>$2,960.00</td>
<td>$2,200.00</td>
<td>$14,570.00</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td>$251,358.79</td>
<td>$9,204.96</td>
<td>$39,724.54</td>
<td>$336.42</td>
<td>$4,048.92</td>
<td>$5,916.38</td>
<td>$1,434.79</td>
<td>$602.26</td>
<td>$251.72</td>
<td>$9,794.55</td>
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<tr>
<td><strong>Net Income</strong></td>
<td>-$203,919.34</td>
<td>-$9,204.96</td>
<td>$146,499.27</td>
<td>$1,460.91</td>
<td>$5,451.08</td>
<td>$2,863.62</td>
<td>$2,585.21</td>
<td>$2,357.74</td>
<td>$1,948.28</td>
<td>$4,775.45</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Mercedes</th>
<th>Sr/Mid AM</th>
<th>Intra State</th>
<th>MVTI</th>
<th>Celebration</th>
<th>MVM Admin</th>
<th>MVM 1</th>
<th>MVM 2</th>
<th>MVM 3</th>
<th>MVM 4</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Income</strong></td>
<td>$58,920.00</td>
<td>$9,010.00</td>
<td>$0.00</td>
<td>$10,560.00</td>
<td>$3,685.00</td>
<td>$909.23</td>
<td>$8,598.00</td>
<td>$6,109.00</td>
<td>$10,164.00</td>
<td>$9,764.00</td>
<td>$395,209.82</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td>$42,164.79</td>
<td>$5,792.96</td>
<td>$6,478.10</td>
<td>$9,759.31</td>
<td>$8,132.00</td>
<td>$1,319.26</td>
<td>$5,262.26</td>
<td>$5,135.00</td>
<td>$7,905.38</td>
<td>$8,850.74</td>
<td>$423,203.13</td>
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<tr>
<td><strong>Net Income</strong></td>
<td>$16,755.21</td>
<td>$3,217.04</td>
<td>-$6,478.10</td>
<td>$800.69</td>
<td>-$4,447.00</td>
<td>-$410.03</td>
<td>$3,335.74</td>
<td>$974.00</td>
<td>$2,258.62</td>
<td>$1,183.26</td>
<td>-$27,993.31</td>
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</tbody>
</table>
Reason for Loss in 2015

1. Trip to IAGA and GHIN Conference necessitated by USGA Reorganization
2. Less Sponsorship Income than Budgeted
3. Less Tournament Revenue than Budgeted
4. More Spent in GHIN Support Fees
5. More Spent in Administration Expenses
6. Historical Designation Donation to Miami Valley Golf Club
7. 1\textsuperscript{st} Payroll of 2016 falling into 2015 Calendar Year
Corrective Actions

1. Not replacing Matt Wendelken’s Position for the 2016 Season (Saving Approx. 20K)
2. Continue to work on additional Partnership Solutions
4. Placing the Celebration Event in Hiatus yet again. (Saving 4K)
5. Keeping a closer eye on daily expenses
2016 Amended Budget

<table>
<thead>
<tr>
<th>REVENUE</th>
<th></th>
<th>EXPENSE</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>GHIN Fees</td>
<td>$182,735</td>
<td>Labor</td>
<td>$154,837</td>
</tr>
<tr>
<td>USGA Grants</td>
<td>$32,000</td>
<td>GHIN Fees &amp; Expense</td>
<td>$30,000</td>
</tr>
<tr>
<td>Sponsorship Fees</td>
<td>$7,000</td>
<td>Office &amp; Admin</td>
<td>$70,000</td>
</tr>
<tr>
<td>Membership Dues</td>
<td>$750</td>
<td>Event Expenses</td>
<td>$115,148</td>
</tr>
<tr>
<td>Entry Fees</td>
<td>$164,970</td>
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</tr>
</tbody>
</table>

$387,455 $369,985 $17,470
Old Business
New Business
Adjournment