

WGANC PRESIDENT'S REPORT

2011 History

January 2011 Board of Directors

Marilyn Nicholls, President, Stockton Golf & Country Club, Central Valley

Linda Daniel, Vice President, Ambassador, Marketing, Green Hills Country Club, San Francisco

Sandi Zrnich, Treasurer and Northern Team, Mira Vista Golf & Country Club, East Bay

Norene Bokan, Secretary and Membership, Valley Hi Country Club, River Valley

Linda Minehan, Tournament, Marin Country Club, North Bay

Suzanne Allen, Assistant Rules, Silver Creek Valley Country Club, Peninsula

Sylvia Bachman, Assistant Ambassador, Stockton Golf & Country Club, Central Valley

Carol Clifton, Handicap and Site Committee, Auburn Valley Golf Club, North Valley

*Shurene Curti, Course Rating and Website, Visalia Country Club, South Valley

Cathy Hendrickson, Assistant Open Day, Lake Wildwood Golf Club, North Valley

Susan Lyon, Hole-in-One, Ridgemark Golf & Country Club, Monterey

Beverly Manville, Assistant Open Day, Sierra View Country Club, River Valley

Jeanine Schreiber, Open Day, Crow Canyon Country Club, East Bay

Kathy Sheragy, Rules, Kings River Golf & Country Club, South Valley

Mary Thornhill, Assist. Tournament & Junior Girls, Half Moon Bay Golf Links, San Francisco

Penny Wright, Assistant Tournament, Oakmont Golf Club, North Bay

Barbara Lee, Director-at-Large and Newsletter, Ridgemark Golf & Country Club, Monterey

*Bev Steffen, Director-at-Large, Sequoyah Country Club, East Bay

Sharon Bradford, Adviser and Historian, Sunset Whitney Country Club, North Valley

Donna Altemus, Executive Director

*resigned within the year

The 2011 Board convened for their initial meeting in January with five first year and fourteen returning directors. As several of those returning directors were serving in vital repeat assignments, the decision was made to devote one half day to preliminary training. Due to the experience and anticipated stability within respective programs, as well as consideration for budget limitations, no retreat was scheduled.

GOALS AND IMPLEMENTATION

Two goals were specifically addressed for the year: #1) Marketing the name and activities of WGANC #2) Meeting the needs of our members, both individual and clubs.

- Branded merchandise sold at Regional Meetings and various tournaments included crystal ball markers, insulated plastic logo glasses with straws and bucket rain hats. All were enthusiastically received with minimal residual inventory.

- e-Revision bi-monthly handicap updates provided timely and extensive access to our membership in the form of a mini-newsletter. Publicity for various WGANC events as well as news regarding our members was transmitted electronically.
- Club of the Year awards were given to nine individual clubs – one from each area. The criteria for establishing the winners included member participation in WGANC Open Days and Tournaments. In addition special emphasis was granted for individual club support of Junior Girl's Golf and Junior Golf programs. Winners in their respective areas were: Greenhorn Creek Golf Club, Half Moon Bay Golf Links, Lake Wildwood Golf Club, Madera Golf & Country Club, Mira Vista Golf & Country Club, Oakmont Golf Club, Seascape Golf Club, The Villages Golf & Country Club and Valley Hi Country Club.
- Complimentary course ratings were completed for twenty three (23) of our member clubs and courtesy ratings were extended to fourteen (14) non-member clubs.
- Individual member and club dues were maintained at the pre-2011 level. The current economic challenges are creating uncertain times for many of our clubs and their women golfers. WGANC in anticipation of declining memberships prepared and maintained a balanced budget.
- On-Line Registration for all tournaments was implemented and declared a success. Payment by credit card was instigated and applicable fees were absorbed by the organization.
- The penalty for a no-show at any WGANC tournament was changed from a two year suspension to a one year suspension.
- Silver tournament medallions replaced our traditional gold awards in an effort to minimize tournament entry fees. Acceptance of the change was *mixed* according to general consensus. As gold continues to sell in the \$1500 - \$1700 per ounce range, silver will once again be the metal of choice for 2012; the design to be modified.
- The first on-Line Area Meeting was held in the North Bay in September. Specific timelines and details were generated and monitored by the directors. Topics necessitating on-line discussion were included as well as scheduling for 2012. Most of the participating captains appreciated the efficiency and time-saving attributed to the process. It will be repeated by North Bay in 2012.
- TPP Training was offered to and welcomed by several clubs. Donna Altemus, Executive Director, and Cathy Hendrickson, North Valley Director, conducted group TPP training sessions at various locations. Looking forward to 2012, recognizing the success as well as limitations when offering away from the Office, the program will be reviewed and perhaps modified slightly.

- As this was the final year in the three-year-cycle for USGA Handicap System Club Licensing, special presentations were made during the Regional Meetings to prepare handicap chairs for their testing relative to the upcoming requirement. All 107 clubs had completed the qualifications by November 1 and are re-licensed for 2012-2016.
- Four (4) Regional Rules Seminars were held: San Joaquin Country Club, South and Central Valley; Valley Hi Country Club, North and River Valley; Sharon Heights Golf & Country Club, San Francisco, Peninsula and Monterey Areas; Marin Country Club, North and East Bay. Total attendance was 198 members and guests. Next year's seminars (9) will be spread throughout the year, desirable to the locale; in this way it is hoped to increase participation.
- Review of our commitment to Junior Golf and wishing to expand that emphasis, a motion was passed at our Annual Meeting to allow flexibility relative to the thirty cents (.30) garnered from each member's WGANC dues. It is the intent that a committee will be formed to survey and evaluate potential options for usage of these funds as well as the individual and club donations made to the Junior Girls program throughout the year.

AD HOC COMMITTEES

In addition to the standing Budget, Open Day, Rules, Site and Tournament Committees, several ad hoc committees were established throughout the year. Their reports have been filed and will indicate the substance and determination of their missions.

- *USGA Gift Committee:* USGA presented WGANC with a one-time gift of five thousand dollars (\$5000). A committee, under the leadership of Norene Bokan, was established for recommending possible projects to be funded. Six (6) new radios were purchased for tournament usage. New tee markers were also purchased for use at our WGANC tournaments.
- *WGANC Organizational Restructure Committee:* Established and chaired as requested by two directors, Suzanne Allen and Cathy Hendrickson and the Strategic Planning Committee, this committee reviewed current WGANC organizational structure and recommended a revised director and Board alignment. Their proposal, as well as the endorsement of the Strategic Planning Committee, has been forwarded to the 2012 President for Board study and consideration.
- *WGANC Slogan Committee:* As proposed by the 2010 Strategic Planning Committee, a contest to develop a slogan for WGANC was held. Over one hundred entries were submitted to chair Cathy Hendrickson, River Valley Director, and her committee. The winning selection, "*Bringing Women and Golf Together Since 1907*" was submitted by Hilary Frigillana, Discovery Bay Country Club, and member of WGANC Rules Committee.

- *WGANC Website Committee*: A committee to research and develop a plan for revamping the WGANC website was established with Ann Van Sickel serving as chair. After several meetings an RFP (request for proposal) was created. Additional input and refinement is necessary before the project can be put out to bid. It was temporarily shelved until 2012.

TOURNAMENTS AND OPEN DAYS

- **Nine of our ten scheduled tournaments were held**, with 18-59ers Tournament canceled due to low entries. 1140 players participated in the events. Team Challenge I, Stroke Play and The Classic filled to 100% capacity.
- We had a total of **3325 players attend 49 Open Days**, an increase of 1% over 2010. 25 Open Days were canceled due to low participation or weather. Team Open Days proved to be successful and will be continued in 2012.
- **Lynne Cowan** became the first player in WGANC history to win all three major tournaments in one year. Lynne was victorious in the Champion of Champions, Stroke Play Championship and Match Play Championships. Congratulations to an outstanding golfer!
- **Current directors will now be eligible** to participate in and be exempt for all Open Days and one tournament (excluding the president for tournament participation) for which they qualify during each year of their service. Previously they were not eligible until they retired from their director position. The intent of the change is to promote the attributes of director involvement; thus, a recruiting enticement.
- **Retiring directors**, having served two terms (4 years), will receive **automatic acceptance** to all WGANC Open Days and tournaments for which they are eligible, for a period of ten (10) years following their retirement from the Board. The president maintains lifetime exemption.
- **Fees for entry into WGANC tournaments will increase** in the year 2012. A fee of fifty dollars (\$50) will be charged for both Classic Tournaments and thirty five (\$35) for all other scheduled tournaments. The amount was adjusted to provide for increased costs in silver medallions as well as expenses attributed to on-line registration.
- The annual ***Alumnae and Friends Tournament*** was held in Carson Valley, Nevada, August 26-28. Twenty partnerships competed and the event was chaired by Sylvia Bachman. Two days of golf were included in the package; day one on Genoa Lakes- Resort Course and day two on Genoa Lakes-Lakes Course.

- Donna Altemus and Marilyn Nicholls attended the **California Women's Championship Tournament** and CWC meetings held at Temecula Creek Inn, July 18-20. This is a collaborative effort of Pacific Women's Golf Association, San Diego County Women's Association, WGANC and the Women's Southern California Golf Association. The sixty eight (68) players played fifty four (54) holes at scratch with one flight. Sharon Bradford has been selected to represent WGANC and serve on the 2012 CWC Committee.
- **Directors and Friends Tournament** was played at Ridgemark Golf & Country Club October 31. Sharon Bradford directed the event and fifty eight players participated. A dinner was held the night before (Sunday) and an awards luncheon followed play on Monday. Cost to each player was \$100 plus room. The November WGANC Board meeting was held on Sunday afternoon, October 30, preceding the dinner.
- The second annual **Helen Lengfeld Memorial High School Girls Golf Tournament** was held on September 7 at Sunset Whitney Country Club. This event is jointly sponsored by PWGA and WGANC and this year attracted thirteen (13) teams, six (6) players per team. In the inaugural year (2010) participation was seven (7) teams.
- The 15th **Northern California Women's Cup Matches** were held August 8 at The Golf Course at Wente Vineyards. Six team members (chosen by accumulated tournament points) represented WGANC and six team members represented Pacific Women's Golf Association (PWGA). The twelve challenged the twelve PGA Teaching professionals and were victorious, 13 points to 11 points. The crystal trophy will reside in the WGANC Office for six months and then in PWGA Office for the remaining six months of 2012.
- Once again PWGA, NCGA and WGANC sponsored the **Northern California Women's Four-Ball Net Championship** at Quail Lodge, September 26-27. Although participation is declining (50 players), it is felt additional publicity and increased WGANC promotion would be justified due to the positive aspects of encouraging player interaction with the other organizations.
- The **President's Tournament**, originally scheduled for play at Castlewood Country Club on Sunday October 2 was canceled as directors attended a memorial service for Don Manville, husband of Beverly Manville, River Valley Director.
- **The PW Challenge**, hosted by PWGA, was a shotgun event at Morgan Creek Golf Club on October 10. Due to pouring rains, the event was called after four holes. WGANC retained the trophy and Morgan Creek distributed rain checks for nine holes of play.

- The **WGAC Team Matches** were held Sunday, July 31, at Santa Maria Country Club. Six Northern Team players competed against six from southern California. Our Northern Team included: Lynne Cowan, Stacey Camara, Karen Garcia, Eva Monisteri, Karen Price and Lisa Winsten. The final score was a victory for our Northern Team – North 7 and South 5.
- Mary Thornhill, Donna Altemus and Marilyn Nicholls attended the Women's Nine Hole Golf Association (WNHGA) **Corena Green Tournament** at Brookside Country Club on Tuesday July 26. The nine hole event attracted girls ages 8-17. Certificates for scholarship money available when they enter college are awarded to winners ages 14 – 17. Younger participants receive tangible awards.

MEETINGS

- Four Regional Meetings were held during the month of February: Monterey/Peninsula/San Francisco Areas at La Rinconada Country Club, February 4; East Bay and North Bay Areas at Mira Vista Golf & Country Club, February 9; North Valley and River Valley at North Ridge Country Club, February 16; and Central Valley and South Valley at Stockton Golf & Country Club, February 25. Attendance ranged from 125 – 170.
- On-site Area Meetings were held in eight (8) of our WGANC Areas. Pine Mountain Lake Golf & Country Club, Central Valley; Castlewood Country Club, East Bay; Pajaro Valley Golf Club, Monterey; Peach Tree Golf & Country Club, North Valley; Stanford Golf Course, Peninsula; Cameron Park Country Club, River Valley; Crystal Springs Golf Club, San Francisco; and Kings River Golf & Country Club, South Valley.

An experimental on-line Area Meeting was held in the North Bay Area.

- The WGANC Annual Meeting was held at Castlewood Country Club with 234 members and guests in attendance. Sixty nine (69) of our member clubs were represented. A special guest was Ida Pieracci, a San Jose Country Club 18-holer, playing and participating at age one hundred (100). In addition, Dr. Pat Cornett, member of Olympic Club has been named the 2012 Curtis Cup Captain and was highlighted as our keynote speaker.

Lynne Gangi, Almaden Country Club, was awarded Volunteer of the Year for 2011.

Hailey Begert-Hellings of Fountain Grove Golf & Athletic Club was recognized as the most improved Junior Girl Golfer. Her index improved from 21.8 to 12.3.

- Donna Altemus and Shawn Miller attended the GHIN Users Meeting October 26-28 held in Newark, New Jersey. They returned most enthusiastic about the

upcoming changes being considered and to be implemented by GHIN in the near future.

- Donna Altemus attended the IAGA Conference held in Pinehurst, North Carolina, November 7-9.
- Donna Altemus, Sheri Erskine and Marilyn Nicholls attended Pacific Women's Golf Association (PWGA) Annual Meeting, October 5, held in conjunction with their Helen Lengfeld Tournament. Their two days of golf culminated in the luncheon gathering at the Naval Post Graduate School in Monterey. Indeed, always a pleasure to meet and greet others within our golfing community.
- Executive Director Donna Altemus and President Marilyn Nicholls attended the annual WARM Meeting in Phoenix March 8-10. The current major thrust of the WARM association -- to form the Women's Golf Alliance -- is in 'full-speed-ahead mode' as associations throughout the nation are aligning themselves in the effort. More information will be forthcoming in 2012 relative to the commitment and participation by WGANC.
- Donna Altemus, Carol Clifton and Marilyn Nicholls participated in the Women's Nine Hole Golf Association (WNHGA) Annual Meeting at Discovery Bay Country Club December 2. It was a pleasure to present a check in the amount of one thousand (\$1000) supporting their Corena Green Junior Girls' Tournament.

ADDITIONAL INFORMATION

- A new blouse to be worn with the Class A uniform was adopted and purchased for all 2012 directors. The previous button-down-collar shirt was abandoned in favor of a more fashionable look.
- Staff job descriptions have been evaluated and reviewed. All will be incorporated into a new Employee Manual due for distribution early in 2012.
- Elkhorn Country Club was closed by their owner Nancy Caplin on February 2 of this year. On March 7 WGANC voted suspension for Elkhorn until May 31, at which time their status would be reviewed. The club reopened November 10 under new ownership and was reinstated in WGANC shortly thereafter, thus restoring our club membership to one hundred eight (108).
- Sunset Whitney Country Club was sold to new ownership during the month of May. A new WGANC contract was signed by incoming management and anticipation is a continuing affiliation.
- New directors elected to serve for the 2012-2014 term:

Mary Airola	San Joaquin Country Club	South Valley
Hilary Frigillana	Discovery Bay Country Club	Central Valley
Nancy Hugus	Crow Canyon Country Club	East Bay
Marti Lathrop	Valley Hi Country Club	River Valley
Melissa Roberts	Copper River Country Club	South Valley

- Returning directors elected to serve a second term, 2012-2014:

Beverly Manville	Sierra View Country Club	River Valley
Mary Thornhill	Half Moon Bay Golf Links	San Francisco

STRATEGIC PLANNING

WGANC Strategic Planning Committee: This committee met twice during the year, chaired by President Marilyn Nicholls. Their final report, filed November 18, highlighted four areas of concern and recommended review.

- A) Increased Office Staff
- B) Potential opportunities for increased revenue
- C) Board of Directors reorganization
- D) Growing the game of golf at all levels