

Annual Meeting

February 21, 2024 - Phoenix Country Club

Welcome/ Introduction.

Presidents Message

Tim Brown
AGA President

Service Awards.

Leslie Kramer



Scott McNevin



Mark Jeffery



Bryan Hoops



Ann Martin



		LEADERS														
HOLE		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
PAR		4	5	4	3	4	3	4	5	4	4	4	3	5	4	

Committee Report.

Presidents Message
Tim Brown
AGA President

2024 Executive Committee.

Officers:

- Secretary - Jackie Bertsch, LPGA
- Treasurer - Vera Ciancola, Gainey Ranch Golf Club
- Vice President - Tim Hulscher, AZ GOLF Club
- Vice President - John Souza, Moon Valley CC
- President - Tim Brown, Phoenix CC

Returning Members:

- Dr. Harry Cavanagh Jr., Paradise Valley CC
- Tameka Fox-Hartman, Seville G & CC
- Jay Pennypacker, Estancia Club
- Rod Tomita, Corte Bella Golf Club
- Victoria Totlis, Arizona CC
- Joe Foley, Executive Director (Ex-officio)

New Members:

- Joe Hickle, Tucson CC

Arizona Golf Association - 2024 Annual Meeting

USGA Update.

USGA Message
Mike Sweeney
Director, Regional Affairs - West

Where we will lead.

Unify

Connect directly with those who live the game

World Handicap System
(124 countries)

3.03M U.S. golfers with a Handicap Index (GHIN App)

USGA Course Ratings
(allowing all to play together)

57 Allied Golf Associations
in the US

Showcase

Showcase the best amateurs & professionals

15 USGA National Championships

“Open” to all golfers (male/female, young/old, professional/amateur)

USGA Golf Museum (oldest sports museum)

World Golf Hall of Fame
(GH Pinehurst)

Govern

Govern with an unbiased perspective

Equipment Standards
(research, testing conformance)

Rules of Golf (write, interpret, educate, certify)

Amateur Status (write, interpret, modernize, protect)

Advance

Commit to improving long-term sustainability and creating more inclusive game

Founding partners (The First Tee, LPGA/USGA Girls Golf, Drive Chip Putt)

Green Section (since 1920)

- Agronomy support and expertise

- Davis Research Program
- Science & tech tools

Water Conservation Initiative

USNDP – Future Pipeline

Forward into 2024.

- World Handicap System Revisions
- New USGA Exemption Events
 - 2024 U.S. Women's Amateur Championship Exemptions
 - 2024 Arizona Women's Amateur Champion
 - 2024 U.S. Amateur Championship Exemptions
 - 2024 Arizona Amateur Champion



State of Association

Executive Message
Joe Foley
Executive Director

Unaudited Financial Results

Daniel Shoup
Head of Finance and Administration

'23

Unaudited Total Revenues: **\$5,314,000**

Unaudited Total Expenses: **\$5,200,000**

Net Surplus before investments: **\$114,000**

Net Surplus after investment revenue: **\$257,000**

Membership revenue came in just above budget at 6% growth Year over Year.

Saw overages in Tournament Operations due to exponential increases in green fee costs.

Investments performed better than expected in the high yield money market accounts.

Figures rounded to nearest thousand

'24

Total Budgeted Revenues: **\$5,403,000**

Total Budgeted Expenses: **\$5,333,000**

Budgeted Net Surplus before investments: **\$71,000**

Budgeted Net Surplus after investment revenue: **\$118,000**

Membership revenue is budgeted at 6% growth.

Lowered partnership revenue estimates due to change in brand strategy.

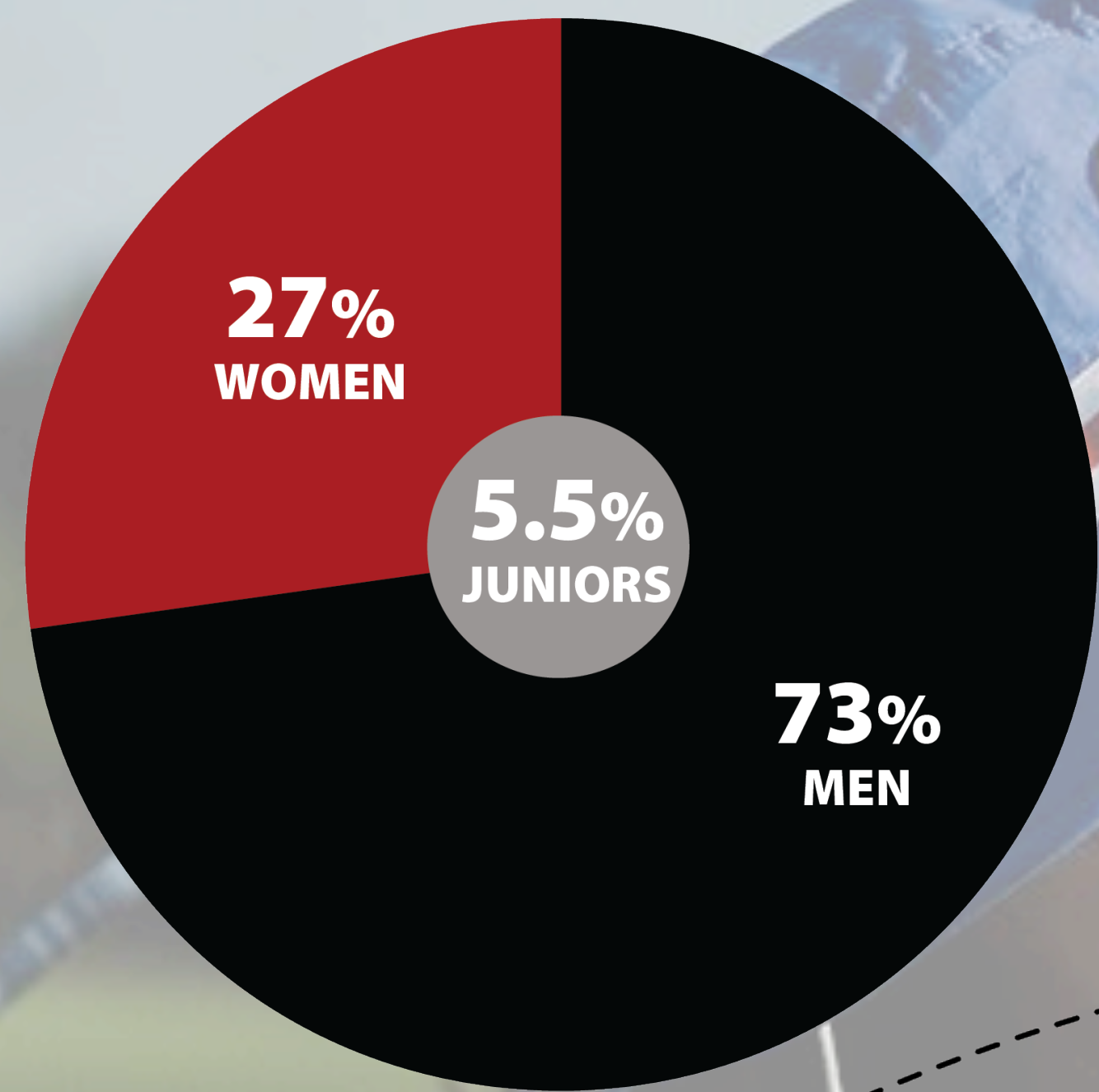
Added new stakeholder relations program budget that will include a facilities relations program, volunteer expenses and staff development expenses.

Figures rounded to nearest thousand

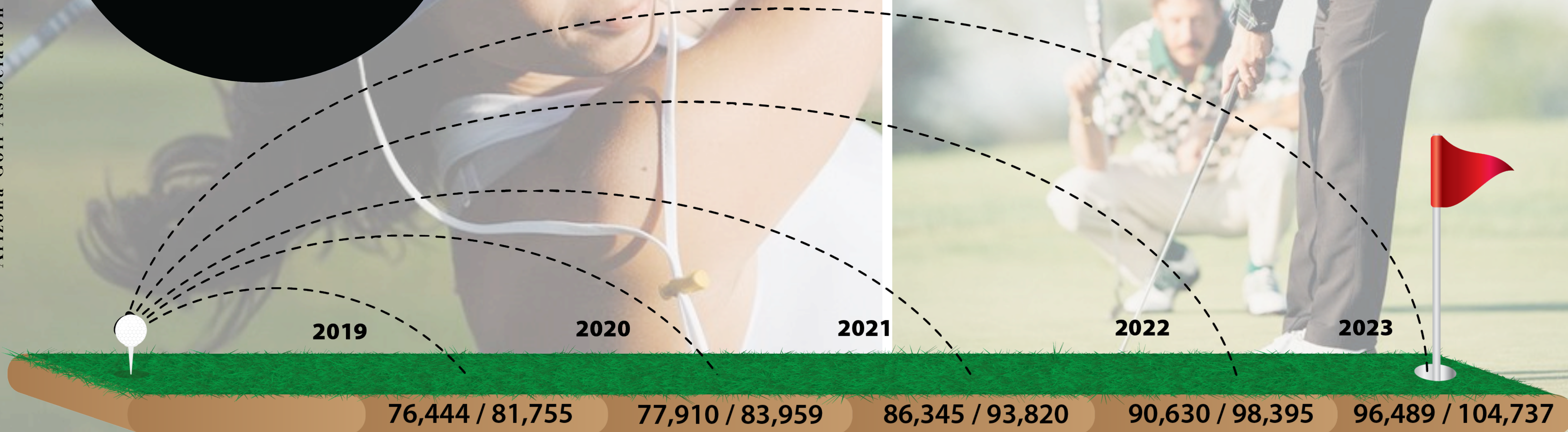
State of Membership

Anj Brown
Head of Membership & Growth

2023 MEMBERSHIP BY GENDER



MEMBERSHIP GROWTH 2019 - 2023



Opportunity.

Preston McFarland
Sr. Brand Advisor

Opportunity.

Golf does not discriminate.

Meeting golfers where they are requires us to explore territory outside the country club and sanctioned events. Instead, we will reflect on our relationship with that little white ball and highlight the moments and locations that had the greatest impact on our love for the game. Organically bonding ourselves (as AGA) to these moments will create positive associations within sport and in turn, our offerings as an organization.

Narrative.



Narrative.

We exist to connect golfers with the greatest game on this green earth. As the governing body of Arizona golf, we continuously strive to elevate sport and unlock access for all level players - embracing beginners' road to refinement while celebrating competition among champions.

We share a great love for this game and invite you to experience the most enjoyable of heart breaks, greenest of pastures, and luckiest of bounces. Nobody starts from scratch and we surely don't expect you to. What would be the fun in that anyway?

Let's play some golf.

New Look.

New Look.

Core colors
rooted in desert
tones - black
and white to be
leveraged for

Tee integration

:

Saguaro
integration

Spines draw
connection to
1923 - 2 spines on
left arm / 3 on

Vertical Mark:



Horizontal Mark:

az golf

Copy style is approachable yet
traditional and playful
(lowercase)

Copy is handwritten / imperfect
- just like our golf game

Highlight deep
orange draws
homage from az
sunsets

Closing/ Break outs.

Tim Brown
AGA President

Thank you.