

2022 OGA Annual Meeting
October 17th, 2022
(at the Tualatin Country Club)

In attendance: OGA CEO, OGA Executive Committee, OGA staff and program chairs, representative from PNGA , USGA, 80 Directors from golf clubs.

2022 Highlights of Reports

Theme: “Strength in Numbers”

New Chief Executive Officer (CEO) Rick Rangel
(formerly of Northern California Golf Association)

OGA members

OGA includes over 473 member clubs (clubs, i.e. CWGA)

5th Year of Consecutive growth

47,500 adult members

1900 junior members

2,100 new dues members in 2021

960 Golf Passports sold

OGA website:

New website launched in May 2022

1.5 million pages viewed over past year

Email Engagement:

Covers: Rules and Handicap, Member Benefits and News

Just over 50% open emails

Advertising Campaign:

Four different media markets (Portland, Eugene, Central Oregon and Southern Oregon) help drive membership growth

Championships and Tournaments:

135 Tournament Days (60 Oregon Junior Golf)

9,200 participants (5,700 adults, 3,500 Junior Golf)

2,700 participants in OGA Tour + Women's Interclub Play

Fourth consecutive year an OGA member has won a USA National Championship

(Krissy Carman won the U.S. Women's Mid-Amateur Championship (first U.S. Women's Mid-Amateur title won by an Oregonian)

National success by 8 other OGA members too

Play:

Rounds posted 1.4 million

Average 32 rounds posted per OGA member

Nearly 70% posted using Golf Genius mobile app

Apple Watch App

Games and Scorekeeping features

Rules workshops are with back live in-person and recorded Sessions

OGA course loans to be paid off by 2025

OGA course hosted several USGA qualifying events in 2022

New residential development at OGA course

Junior Golf

1,908 members (17% female)

9 Majors + Tournament of Majors (1,196 Participants)

16 Summer Series + Charlottes Tournament of Champions (1,207 Participants)

OGA Treasury stabilized and well controlled.
Continued challenges with costs going up

OGA golf dues will remain at \$35 (each member pays dues to OGA) for 2023 (dues not raised for last 8 years)

Where does your \$35 go?

- Handicapping/Course Rating \$8.50 (24.3%)
- Championships/Tour/Rules \$3.00 (8.6%)
- Marketing/Communication \$3.00 (8.6%)
- Administration \$9.00 25.7.%)
- OGA Golf Course Support \$2 (5.7%)
- Junior Golf Support \$2 (5.7%)
- PNGA Membership \$1 (2.9%)
- Evans Scholarship Foundation \$1 (2.9%)
- Reserve and Capital \$1 (2.9%)
- Principal and Interest \$5.50 (15.6%)

-Member Benefits: continue with Employee Store access to Columbia, Adidas, Nike, OGA course discounts

Looking Ahead:

Focus: P.A.R. (Participate with OGA, Acquire new members, Retain our current members)

-Review business/operating model for future success Focus on Operational Excellence

-Membership Dues

-Assess existing software (Software Cost, e.g., Golf Genius)

-Enhance the Golfer Experience Understand member needs, wants & expectations

-Partners in golf Club Outreach Create Focus Groups and Solicit Feedback

- 2024 OGA Celebrates Centennial

- **PNGA (Pacific Northwest Golf Association)**

(website: www.thepnga.org)

(Home Course: Dupont, Washington (OGA members play with discount)

-Publishes Pacific Norwest Golfer Magazine to members 4 times a year (November's to be digital)

-Regional Tournaments – several won by OGA members including Oregon's Marsha Fischer winner of the Senior Championship

-Oregon's Laura Tenant inducted into Hall of Fame Tenant (2021 USA Senior Amateur Women Champion)

USGA (2022)

2.98 million USGA members

- Qualifier events in Oregon

- Amateur Championships held at Bandon Dunes

2022 OGA Officers:

2022 Officers:

President: Vincent Johnson

Vice President: Donna Smoot

Secretary: Eric Schoenstein

2020 OGA Annual Awards presented included:

Club Executive of the Year: Laine Wortman, Emerald Valley G.C.

Member of the Year: Rick Eide, Players Club of OGA

Handicap Chair of the Year: Terry Bailey, Willamette Valley C.C.

Facility of the Year: Tualatin Country Club

Superintendent of the Year: Roger Vandehey, Meddlefield G.C.

Club of the Year: Westridge Men's Golf Club of Central Oregon

Report submitted by Sue Oberg,
OGA Director (representing CWGA)