

2023 OGA Annual Meeting
October 23rd, 2023
(at the Illahe Hills Country Club)

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

2023 Highlights of Reports
Chief Executive Officer (CEO) Rick Rangel

OGA members

OGA includes over 473 member clubs (clubs, i.e. CWGA)
6th Year of Consecutive growth
49,985 adult members (42,305 male members, 10,555 female members)
2800 junior members

850 Golf Passports sold

OGA website:

New website launched in 2022 actively used

Email Engagement:

Covers: Rules and Handicap, Member Benefits and News

Advertising Campaign:

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

Golf Genius: Continued support of Golf Genius use for clubs

Championships and Tournaments:

8,300 participants (WIP, Oregon Amateur Championship, Oregon Junior Amateur Championship, Oregon Senior Amateur, Oregon Mid-amateur)

Play:

Total Golfers: 48,506

Rounds posted 1,568,717

Average 32 rounds posted per OGA member

Nearly 70% posted using Golf Genius mobile app

The OGA course hosted several USGA qualifying events in 2023

There is new residential development at OGA course.

Course Rating

-32 course ratings performed

-34 trained course raters

Junior Golf

16 Summer Series

2,800 members (up 27%) (387 female members-16%)

7 Winter Series planned

Evans Scholars

Evans Scholars Program has 368 Evans Scholars Alumni and 29 current Evans Scholars from 53 clubs and courses across the state. The Evans Scholars graduated 2023 at a 98.4% rate and compiled a 3.3 cumulative GPA.

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

OGA golf dues increase from \$25 to \$41 (each member pays dues to OGA)

(first raise in last 8 years)

Where did your \$35 go this past year?

- Handicapping/Course Rating \$7.00 (20%)
- Competitions/Rules \$3.00 (8.6%)
- Marketing/Communication \$3.00 (8.6%)
- Information/Technology \$2.00 (5%)
- Administration \$8.50 (24.3%)
- OGA Golf Course Support \$2 (5.7%)
- Junior Golf Support \$2 (5.7%)
- PNGA Membership \$1 (2.9%)
- Evans Scholarship Foundation \$1 (2.9%)
- Debt/Reserves \$5.50 (15.7%)

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

Looking Ahead:

2024 - 100 Year celebration of OGA (2024 OGA Celebrates Centennial)

Focus: Foundation, Innovation and Community

- Continue to Review business/operating model for future success
- Enhance the Club and Golfer Experience
 - Understand clubs needs, wants & expectations
 - Understand member needs, wants & expectations

- Memberplanet workshops
- Conduct Best-in-Class Championships and Events
- Launch License Plate (all proceeds going to Junior Golf)

-OGA Golf Course (Full replacement of aging irrigation at OGA course)

- Celebrate OGA Centennial (through our channels)

-Introduce Memberplanet software in 2024. Memberplanet is a platform for managing everything for your group in one place. It is a platform of tools that can be used for groups of any size to communicate, process payments, and manage member.

- 2024 Rules and Handicap Updates: (Including Treatment of 9 holes scores, handicap review reporting tools, new minimum length of golf course

-Continue Rules and Handicap workshops.

- Continue Donor management and outreach

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

(website: www.thepnga.org)

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

- Conduct Regional Amateur Championships- several won by OGA members this year

-Members of PNGA include associations from: Oregon (OGA), Washington, Idaho, British Columbia, and new member Montana

-Publishes Pacific Northwest Golfer Magazine to members 4 times a year

USGA (2023)

3.03 million USGA members (up 4%)

- Qualifier events in Oregon
- OGA one of the most engaged associations
- Revision of handicap system in the fall
- Working on use of less water on courses in dry regions

2023 Officers:

President: Vincent Johnson

Vice President: Donna Smoot

Treasurer: Eric Schoenstein

2023 OGA Annual Awards presented included:

Member of the Year: Akbar Chisti, Rock Creek CC

Handicap Chair of the Year: Peter Berger, Salishan Golf Links

Facility of the Year: Illahee Country Club

Superintendent of the Year: Dan Imes, OGA Golf Course

Club of the Year: Summerfield Women's Golf Club

- [Championship Season in Review 2023](#)

Report submitted by Sue Oberg,

CWGA-OGA Director