



# Jacksonville Area Golf Association 2021 ANNUAL REPORT

DECEMBER 31, 2021

## From the President

There were three goals I shared in January 2021 after being elected JAGA president. We called them “The 3 Fs” – Fundraising, Forward Progress, and having Fun! In leading the organization, I’d like to think we paid attention to a lot of smaller, important considerations but also focused on several big picture items that made the organization stronger and more efficient by the end of the year.

Among the things addressed in 2021 were:

- With the support of treasurer Billy Walker of Cimarrone, we created our first annual operating budget and fine-tuned all of our budgeting and accounting procedures.
- We identified certain areas that previously had been overlooked but are now on top of through our “Areas of Focus” program, which spreads out responsibilities and activities among more JAGA directors. No longer are things falling through the cracks. Many thanks to those who are contributing to this effort.
- Some excellent additions to the JAGA director base are helping build and strengthen the JAGA bench, particularly among those who chair our tournaments. We are already seeing the results in better-run JAGA tournaments.
- Groundwork for the “Friends of JAGA” fundraising program was put in place



Jeff Adams

with a rollout expected in early ‘22. Success for this program is very important to JAGA as we look to grow and deepen our footprint and impact on golf in Northeast Florida.

- We’ve enhanced the working relationship between JAGA Operations and the JAGA Charitable Trust. With the leadership of Trust chair Wayne St. Clair of Jacksonville G&CC, things are very transparent, and our communication is greatly enhanced.
- George Halvorsen of Marsh Landing has made huge contributions in addressing some key items in our insurance coverages as well as some in our controlling documents for both JAGA Operations and the Trust.
- Joe Grippi of Deerwood is having great success with the effort to reel in the few non-JAGA member clubs in our area and recruit new directors at clubs where we have shortcomings or needs.
- Important relationships with key groups that are striving to serve younger people in our community who have less exposure and contact with our great sport are gaining momentum, namely

with The First Tee and Moore-Myers Children’s Fund.

- While JAGA is an organization for everyone, we’re working on broadening our involvement and interaction with women golfers in Jacksonville. We may look like an all-male group, but we aren’t supposed to be.
- Our meetings have become more impactful with the addition of outside speakers and workshops covering things like rules, course ratings and tournament operations.
- We’ve improved JAGA’s free monthly Northeast Florida Golf News, a widely respected publication that our golf constituents look to for news across all fronts of the local golf scene. If you don’t receive it, go to [jaxareagolf.org](http://jaxareagolf.org) and sign up. It’s free.
- And last but not least, JAGA will have a slightly different and fresh look in the year ahead as a modified logo and new tournament signage are unveiled by early January.

Fun was the third of the 3 Fs. Anyone who plays golf can’t help but have fun being around the game we love so much. I hope that in JAGA’s collective role as a leading promoter of golf in Jacksonville, we have made the game more rewarding and fun for you and everyone who comes in contact with us. We’ve enjoyed serving the golf community this past year and look forward to having more fun and making more progress in 2022!

## JAGA Awards

JAGA’s annual awards were announced at the annual meeting and recognized were (from left) Chester Stokes, Shannon Wheeler, Justine Redding and Richard Blackston, Billy Walker, Melanie Bevell and Mike Broderick. More, page 4.



## Member Clubs

JAGA is an association of clubs, which pay annual dues of \$200 to participate in the activities which include hosting tournaments and board meetings, having members and employees eligible for scholarships, and having up to four designees to the JAGA Board.

Amelia Island Club	Moore-Myers Children's Fund
Amelia National	NAS Jax
Amelia River	Pablo Creek
Atlantic Beach	Palatka
Brentwood	Palencia
Cimarrone	Plantation
Deercreek	Ponte Vedra Inn
Deerwood	Queen's Harbour
Eagle Harbor	San Jose
Fernandina Beach	Sawgrass
Fleming Island	St. Johns G&CC
GC of South Hampton	St. Johns GC
Hammock Beach Resort	Suwannee
Hidden Hills	The First Tee
Hyde Park	The Yards
Jacksonville G&CC	Timuquana
Jax Beach GC	TPC Sawgrass
Julington Creek	Windsor Parke
Magnolia Point	Windy Harbor
Marsh Creek	World Golf Village
Marsh Landing	

### ABOUT JAGA

Established in 1954, JAGA celebrates its 69th year in 2022. It is a not-for-profit corporation comprised of approximately 40-member golf clubs/courses located in Northeast Florida. JAGA's mission is to promote golf and goodwill through tournaments and related events and activities. It conducts 12 tournaments, including six championship events and six others that feature team formats. JAGA also manages a college scholarship program that can maintain financial aid for as many as 35 deserving students per year. Since 1974, the program has generated approximately \$1.8 million in financial aid to approximately 375 students. Each year between five and eight new scholarships are awarded.

Anyone interested in receiving monthly JAGA's "Northeast Florida Golf News" and announcements about JAGA and its tournaments via email may do so by signing up at [WWW.JAXAREAGOLF.ORG](http://WWW.JAXAREAGOLF.ORG). Simply click on the home page link that reads "Subscribe to JAGA Email". It's FREE.

## 2022 OFFICERS



*New officers (from left) include Vincent Celestino, Billy Walker, Jeff Johnstone, John Tancredi and Jeff Adams. Not pictured: Gregg Dieboldt.*

### JEFF ADAMS – President

JAGA director since 2016, representing TPC Sawgrass...Retired, former director of the PGA TOUR's Communications Department (18 years) and former LPGA staff member (10 years)...Served as JAGA VP/Tournaments, 2017-2018, and VP-Administration, 2019-20...From Chappaqua, NY... University of Florida graduate (Broadcasting)...Resides in Ponte Vedra Beach...Serving second year as president.

### JOHN TANCREDI – Vice President/Administration

JAGA director since 2015, representing Marsh Landing ...Retired CEO of Searles Valley Minerals...Graduate of Fordham University; earned post-graduate degrees from Iona College and Cornell University... Native of New York City...Resides in Ponte Vedra Beach...Serving second year as VP/ Administration.

### GREGG DEIBOLDT – Co-Vice President/Tournaments

JAGA director since 2014, representing Sawgrass...30+ year aviation/ piloting career (private, corporate, commercial, FAA and NATS UK). Still active as a pilot...Served as FSGA Captain of Section 3 Course Rating team and FSGA tournament director in NE Florida since 2008...From Cleveland...Kent State University graduate (Aerospace Technology)... Resides in Jacksonville...First year serving as an officer.

### JEFF JOHNSTONE – Co-Vice President/Tournaments

JAGA director since 2021, representing Sawgrass...Tournament director/JAGA Senior Amateur...Retired, former Commanding Officer USS Yorktown and Senior Vice President, Service Delivery Centurylink Communications...Native of Moline, IL...Graduate of United States Naval Academy, with a post-graduate degree from Naval Post Graduate School... Resides in Ponte Vedra Beach...First year serving as an officer.

### VINCENT CELESTINO – Secretary

JAGA director since 2015, representing Marsh Creek... Retired Senior Financial Consultant with HSBC Bank USA...From Tuckahoe, NY...Graduate of Mercy College in Dobbs Ferry, NY; earned CFP graduate designation from Pace University...Resides in St. Augustine Beach...First year serving as an officer.

### BILLY WALKER – Treasurer

JAGA director since 2013, representing Cimarrone...Retired, former partner at KMPG...Native of Montreal, Canada...Graduate of McGill University...Resides in Ponte Vedra Beach...Serving fourth year as Treasurer.

Going off the Executive Committee as officers are Cary Helton (VP-Tournaments) and Larry Stark (Secretary). Helton is the incoming president of San Jose Country Club.

Agreeing to serve in similar capacities again in 2022 were Jack Morehead of NAS (Assistant Treasurer/Meetings) and Arch Copeland of Deercreek (JAGA Webmaster). Barney Poston of Hidden Hills remains JAGA's Executive Secretary and an at-large member of the Executive Committee.

Jennifer Borocz of the North Florida PGA will continue to provide part-time support as JAGA's BlueGolf Administrator for the second year in a row.

## Tournaments

### The Champions



**Kaitlyn Schroeder, First Coast Women's champion**

#### **Men's Amateur: played at Marsh Landing**

Mike Smith of Ponte Vedra Beach got the monkey off his back and won his first Jacksonville Amateur Championship in his 11th try. Smith's 209 was one better than Japan's Kotaro Murata, whose second- and third-round scores of 68-67 were five better than anyone else in the field. He opened with a 75. Four players tied for third: Michael Bradham, Charles Collings and first-round leader Osborn Theam, all of Jacksonville, and teenager Aaron Jarvis of the Cayman Islands.

#### **Women's Amateur: Sawgrass**

High school student Kaitlyn Schroeder won by five shots with a one-over 145 after a final 72. Tied for second were Florida Gulf Coast College players Sarah Edwards and Alica Clark. Former champion Ramya Meenakshisundaram of the University of South Florida was fourth. Kim Keyer-Scott of Naples was the senior winner and the Super Senior went to Nancy Smith of Venice. The event was conducted by the First Coast Women's Amateur Committee.

#### **First Coast Amateur: The Conservatory**

East Tennessee State senior Trevor Hulbert birdied the 15th and 18th holes to force a playoff with College of Charleston senior Logan Sowell, then parred the

first hole of sudden death to win at the Hammock Beach Resort and Spa course.

#### **Underwood Cup: Timuquana**

The team of the best amateurs in Northeast Florida defeated the Northern Chapter PGA team in the 30th annual Underwood Cup. The amateurs now lead the Walker Cup-type series, 16-11-3.

#### **Men's Senior Amateur: St. Johns Golf and Country Club**

Larry Smith shot 33 on his final nine to pull away from Ken Moody and win by three shots. The St. Johns member closed with a 70 after opening with rounds of 69 and 72 for a three-day total of 3-under-par 213. Gary Blackwell of St. Johns successfully defended his Super Senior title and Frank Perry of Ponte Vedra shot 73-68—141 to claim his first age 70+ Grand Seniors title.

#### **Match Play: Queen's Harbour**

Mark Spencer canned birdie putts of 12 and 17 feet on the 17th and 18th holes to capture a 1 up victory over Marcus Reynolds of Watkinsville, Ga. In the third-place match, Scott Blackshear of Jacksonville prevailed over Gregg Carrier of Jacksonville Beach, 3&2.

#### **Junior: Eagle Harbor**

Chase Carroll of Eagle Harbor and



**Mike Smith, JAGA Amateur champion**

Madelyn Campbell of Amelia River were the champions in the event co-sponsored and conducted by the North Florida Junior Golf Foundation. Following Carroll were Matthew French of NAS and Ty Folsom of Lake City, and Campbell was ahead of Sofia Rivera of St. Johns and Nancy Cox of TPC Sawgrass.

#### **Club Team: Slammer & Squire**

Jax Beach topped 24 other teams from Northeast Florida with a 17-under-par team score of 127. The winning team had Northern Chapter PGA professional Thomas Gelsomino and amateur partners Brent Dietz, Keanu Evans and Michael Lupi. Tied for second were teams from Palencia, Westside Golf Center and Marsh Creek. Low pro honors went to Stephanie Connelly-Eiswerth of Eagle Harbor. The event was co-sponsored by JAGA and the Northern Chapter PGA.

#### **Family Championship: Jax Beach**

UNF golf coach Scott Schroeder and 16-year-old daughter Kaitlyn bettered their 2020 winning score by one and successfully defended their Family Division title. The Schroeders shot 61 and were declared champions after a match of cards with Chester and Chet Stokes. Rick and Kelly Root captured the Couples Division, posting a 62.

## Get the News

JAGA's monthly newsletter fills you in on golf news in Northeast Florida. If you aren't getting it via email, go to [jaxareagolf.org](http://jaxareagolf.org) and sign up.



## New Logo

JAGA unveiled modifications to its logo at the annual meeting. The new logo is very similar, but the changes create a cleaner, more consistent and balanced marque. Anyone needing access to the new logo should contact a JAGA director or officer.



## 2021 JAGA Awards

JAGA's prestigious awards recognize those who have helped make the Northeast Florida golf community one of the nation's best. The JAGA Nominating Committee proposes a slate to the association's Executive Committee for approval.

### EARL & ELEANOR KELLY LONG-TERM SERVICE AWARD

#### Chester Stokes & Family, Marsh Landing CC

Chester Stokes, the long-time Jacksonville area real estate developer, has been influential on a broad scale since arriving in Jacksonville in 1965, not long after graduating from Georgia Tech. His projects include Marsh Landing, Marsh Creek, Summer Beach (now the Golf Club of Amelia,) Orange Park and Deercreek. Professional success has allowed the Blakely, Ga. native to support numerous philanthropic endeavors that have advanced needy causes throughout Northeast Florida. Marsh Landing CC has been at the forefront of the area golf scene every year since it opened in 1986. The Stokes family includes Chester's son and the club's general manager, Chet Stokes.

### SUPERINTENDENT OF THE YEAR

#### Shannon Wheeler, Plantation

Since becoming Plantation's superintendent a year ago, Shannon Wheeler has significantly enhanced the golf course conditions and playability. The North Carolina State business and turf management graduate performed similar excellence in his previous role overseeing TPC Sawgrass/Dye's Valley just up the road from his new club.

### COMMUNITY SERVICE AWARD

#### Dr. Justine Redding & Richard Blackston, Moore-Myers Children's Fund

The Moore-Myers Children's Fund has demonstrated remarkable outreach to the golf community and an ability to meet their mission of allowing "children to flourish in an environment that allows them to be healthy, safe and successful." Co-founders Dr. Justine Redding (daughter of Annie M. Moore) and husband Richard Blackston (son of Jessie M. Myers) are non-stop in their support and promotion of the fund, which was launched in 2014 in partnership with The First Tee at Brentwood Golf Course.

### JAGA DIRECTOR OF THE YEAR

#### Billy Walker, Cimarrone

After a lengthy career as an executive in the field of accounting, including a number of years with KPMG, Billy Walker has served in the capacity as JAGA treasurer since 2019. The Montreal, Canada native has totally revamped the methods and approach JAGA takes towards its accounting practices, upgrading and enhancing everything JAGA does in this area. Despite fighting the effects of prostate cancer, Walker has maintained his usual diligent and steadfast efforts in handling his JAGA treasurer responsibilities.

### CLUB EXECUTIVE OF THE YEAR

#### Melanie Bevell, Hyde Park

Melanie Bevell and husband Tommy Bevell have been longtime supporters of JAGA as tournaments hosts and other events and activities for many years. The same holds true for other organizations such as the North Florida Junior Golf Tour and the Northern Chapter PGA. Over the last year, as owners and operators, the Bevills have

invested in several important golf course renovations at Hyde Park, with many more enhancements in the works. Hyde Park, which will celebrate its 100th year in 2025, was a founding JAGA member in 1954. Bevell's father, the late Billy Maxwell, was co-owner of Hyde Park since the early 1970s.

### PROFESSIONAL OF THE YEAR

#### Mike Broderick, Deerwood

As Tournament Chair for the Northern Chapter of the North Florida PGA the last two years, Mike Broderick has been a tireless promoter, communicator, and facilitator in organizing and running tournaments on behalf of the Chapter, particularly as it pertains to the Chapter's dealings with JAGA. The relationship between the Chapter and JAGA has never been stronger. Broderick became head golf professional at Deerwood earlier this year after a seven-year stint on the Sawgrass staff after a five-year tenure at Palencia.

## Scholarships



*This year's class for JAGA scholars includes (from left) Maya Victor, Windy Harbor; Natalie Drake, Hyde Park; David Collins, Marsh Landing; Joe Libby, Hidden Hills; Caroline Davis, Timuquana; Grace Richards, First Tee; and Olivia Lyle, Deerwood. Also receiving grants but not present for the photo were Rebecca Gaza, Marsh Creek; Brayden James, Atlantic Beach; Austin Jacobs, Palatka; Scotty Kennon, Sawgrass; Miniya McNair, First Tee; James Tucker, Atlantic Beach; and Kylie Turner, Jax Beach. In addition, JAGA awards annually a scholarship to a PGA Apprentice to assist in his path to full membership in the organization. The 2020 recipient was Benjamin Miller of Marsh Creek. Information on the program is available at [jaxareagolf.org](http://jaxareagolf.org) and is limited to students affiliated with a JAGA member club. Applications must be filed through the club's JAGA directors.*



*Many JAGA member clubs contribute to the Scholarship Trust annually and Sawgrass presented its check last year during a directors' meeting at its club. On hand were (from left) Director of Golf Stefan Brunt; JAGA President Jeff Adams; JAGA Scholarship chair Ken Hicks; Sawgrass General Manager C.W. Cook; and JAGA directors Dr. Tom Tomlin, Gregg Deibold and Ray Gottschalk.*