

ForeWord

Magazine of the Pacific Northwest Section PGA



PGA

Pacific Northwest Section

Press

February 2013



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PGA ANNUAL MEETING

*A Journal for the Golf Professionals
of the Pacific Northwest*



PGA

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C O N T E N T S

PRESIDENT'S REPORT

Marcus King..... **2**

EXECUTIVE DIRECTOR'S REPORT

Jeff Ellison..... **4**

TOURNAMENT NEWS: PNW PRO-ASSISTANT

Dana Rutledge..... **8**

38TH HAWAI'I PRO-AM

Jeff Ellison..... **10**

HOLK'S HIGHLIGHTS: GREG MANLEY **12**

PILOTING YOUR FACILITY

Monte Koch..... **10**

EMPLOYMENT SERVICES

Jeff Beaudry..... **16**

SPONSOR COMMUNICATION: MERRILL LYNCH

Blake Parrish **17**

On the cover:

Dean Pratt, Jim McCullar, Mike Schoner, Kurt Colley, Jen Colley
Al Taylor, Mike Naumes, Norm Blandel, Mandy Jenkins, Jim Jenkins

Chocolate Chip Pizza, Hall of Fame, and the Queen's Code

By Marcus King, PGA



Happy New Year to you, my dear colleague! I hope that 2013 is a banner year for all of you and your families. Here at Overlake, the snowbirds are still away until June, the course is frozen solid, the dang protestors are gone, and our members are lining up to hit balls from inside the heated tent that our Superintendent installed. My four kids are doing well—three are in college, leaving me desperate to make money on the putting green taking wadded up dollar bills from our PGA Professionals Mark Sursely, Adam Rogers and Adam Alldredge just to buy my kids new shoes—and my wife Jonette is a perfect angel putting up with me for yet another year, or as she puts it, “renewing the lease.” She had a great 2012 as a real estate broker, so the pressure is off me for a little while!

January 1 is always a mixed blessing for me. On one hand, I look forward to pushing the proverbial “reset” button on all my crappy behaviors like eating too many chocolate chip pizzas and too little kale; or panting like a dog just trying to put on a tie instead of working out by running the 22 flights of stairs up to my apartment; or taking 3 weeks to call my Mom back instead of 3 hours. Flawed I am, but it could be worse: I could be a 787 lithium ion battery designer, or Brian Thornton’s hopefully spry caddy, or Jeff Ellison’s keyboard.

This January, however, brings much pleasure in the election of PGA Professionals Jeff Coston and Mike Dowaliby to the Pacific Northwest Section PGA Hall of Fame. Both men are outstanding representatives of the best that the Northwest has to offer, both on and off the playing field. Both are gentlemen above comparison, both care deeply for the game, and both have made us all look good as PGA Professionals. Most importantly, both have promoted the game of golf in their own unique ways and show us that there are many ways to live the credo “play the game, teach the game, promote the game.” Mr. Coston and Mr. Dowaliby will be

honored on April 26th at the Pacific Northwest Golf Hall of Fame Induction and banquet in conjunction with the Pacific Northwest Golf Association’s three inductees. Circle the date on your calendar, and plan on attending to honor these two outstanding and exemplary professionals.

Your Pacific Northwest Section Board of Directors—comprised of the President and Vice President from each of your Chapters, along with the four Section officers—just completed the Winter Planning Session for 2013. Looking into the budget crystal ball is always a tough task, and this year was no different. Revenues have stagnated to some extent, while expenses continue to climb somewhat modestly, probably just like your own home, but creating enough of a spread that we can’t keep doing the “same ol’ same ol’.” To cover the increases for 2013, we raised your dues from 3% to 4.6% and cut expenses wherever we could find some daylight. Rest assured that these 14—along with Executive Director Jeff Ellison—are working hard to keep expenses in check and promote revenue wherever possible. If you have any specific questions about the budget, feel free to contact me any time, Bryan Tunstill or Jeff Ellison.

At that same meeting, we discussed the Stephen M.R. Covey “13 Behaviors of High Trust Leaders” that all good leaders seem to have. This presentation was given to both the PGA and the CMAA at the national level, and was a good reminder and energizer to help us all get off to a great start in this year of leadership. To save you a few minutes online, the 13 behaviors are pretty self-explanatory and here they are:

- | | |
|-----------------------|---------------------------|
| • Talk straight | • Confront reality |
| • Demonstrate respect | • Clarify expectations |
| • Create transparency | • Practice accountability |
| • Right wrongs | • Listen first |
| • Show loyalty | • Keep commitments |
| • Deliver results | • Extend trust |
| • Get better | |

We had some good quotes to go along with the 13 behaviors that all seemed to be common sense:

- “We judge ourselves by our intentions and others by their behavior.”
- “The first job of a leader—at work or at home—is to inspire trust. It’s to bring out the best in people by entrusting them with meaningful stewardships, and to create an environment in which high-trust interaction inspires creativity and possibility.”
- “When you build trust with one, you build trust with many.”
- “Trust is one of the most powerful forms of motivation and inspiration. People want to be trusted.”
- “Leaders need to be able to inspire trust and confidence in others.”
- “Trust is about credibility, and credibility boils down your integrity, your intent, your capabilities, and your results.”
- “Integrity includes honesty (telling the truth and leaving the right impression), congruence (walking your talk), humility, and the courage to do what is right.”
- “The most massive violations of trust are violations of integrity.”
- “Your actions speak so loudly that I cannot hear what you say.”
- “Trust cannot become a performance multiplier unless the leader is prepared to go first.”

Mull over these common sense behaviors and quotes and see how they fit into YOUR work and home lives. I don’t like leading by “sound bite,” but this stuff seems pretty practical for how we PGA Professionals do business.

Along the lines of common sense, let’s all commit to promoting the game wherever and whenever we can and at a higher level. The golf industry looks to us and TRUSTS us as the leaders of the game, and it is up to us to bring the joy of golf into our communities and into our families, one doorway at a time. That

means taking what you’re already doing, and taking it up to the next level. Write down your ideas, how you’ll execute them, when you’ll execute them, and what success looks like so that you can document your successes not just for yourself, but for your employers. Share your player development ideas with your fellow Golf Professionals at your facility and get the whole crew involved. If you need some kick-start ideas, contact our very own Northwest Player Development Representative Monte Koch. He’s a good guy and full of workable and practical solutions, and he does a great job of working with what your facility already is and wants to be.



The newest Golf 2.0 initiative—Connecting with Her—is in front of us, and I can’t think of a more creative way to promote this initiative than what PGA Professional Sara Griffin is doing at our Western Washington Chapter PGA meeting on Saturday, February 2 at Rainier Golf & Country Club. Sara is a certified Queen’s Code (www.queenscode.com) Coach and is leading a workshop with PGA professionals and their wives or significant others on “Making Sense of the Sexes: Creating Satisfying Relationships with Yourself and

Others.” Jonette and I signed up, my friend Joey Reibel and his wife Megan signed up, and I’m hoping lots of you will sign up as well. We’ll get to reward innovation, give our wives a peek behind the wizard’s curtain, and learn what makes the other tick. It’s going to be great!

Finally, I look forward to seeing you all at your Chapter meetings and here at Overlake for the Section meeting and Pro-Assistant Championship on March 18 and 19. I’ll have the chocolate chip pizzas here waiting for you...

-Marcus King

Jeff Ellison, PGA



It's February already and I hope your preparations for a busy year are progressing well. This year in the office we've focused on upgrading processes and products rather than complete overhauls. Each year we try to get just a little better in the products and services we provide to YOU our members. I'm lucky to work with such a dedicated team who enjoy working for you and with each other. You will see the results of their efforts as we go through the year.

I just returned from Orlando after attending the Executive Director Conference and PGA Merchandise Show. It's a very busy week and each year I enjoy seeing so many people in the business that are friends of the Pacific Northwest Section. It was hard to make it to the next meeting without bumping into a friend of the Section. Michael Marion, Scott Smith, Kelly Barclay, Dawes Marlatt and Chris Nowlen were just a few who send a hello to everyone.

Your President, Marcus King took part in the Press Conference for the PNC at Crosswater this June and along with Section member and Sunriver GM Scott Ellender, Ted Bishop and Defending Champion Matt Dobyns all sang the praises of Crosswater and Oregon's High Desert. Marcus and Scott were the stars of the show! I look for a great championship at Crosswater with Scott and Josh Willis being our hosts. Erik Nielsen, Monte Koch and I are working with the National team to develop a few Player Development activities around the championship. Watch your email as we'll need a little help producing a couple of fun events.

Congratulations to Mike Dowaliby and Jeff Coston for being selected for induction into the Pacific Northwest Section Hall of Fame this April 26. Dowaliby had a remarkable career, that included 22 years at the helm of Whitefish Lake Golf Club where he developed outstanding junior golf programs. Mike will be the first PGA Professional

from Montana inducted into the Hall of Fame. Coston has won 19 Pacific Northwest Section majors, more than anyone else in our history. His record also includes 12 Player of the Year honors and 7 Senior Player of the Year awards. In addition to our events, Coston won the 2006 Senior PGA Professional National Championship. All Pacific Northwest Section professionals are invited to attend the gala banquet held in conjunction with the PPGA and the induction of their 2013 honorees as well. It will be a special evening, watch your email for the invitations.

There are still a few spots in the Mentoring Conference supported by Nike Golf. This innovative program is designed to help younger professionals jump-start their careers by expanding not only their subject knowledge but their perspective on the business. We added a section for Head Professionals this year with the same goals but focused toward helping their assistants develop into outstanding professionals. Thanks to Nike Golf, this program is VERY affordable. Assistants attend for just \$25 and Head Professionals for \$75 and this includes hotel, two lunches, dinner and breakfast! [Click here for more information and to sign up](#) for the Conference, February 25-26 at Pumpkin Ridge.

Applications are available for the PGA Financial Assistance Fund Scholarship. Open to children and grandchildren of PGA Members, these scholarships are a great way to help fund your student's education. [Click here for the online application.](#) Deadline for the application and receipt of transcripts is March 15, 2013 at 5:00 PM Eastern Time.

The PGA Compensation Survey is out and if you complete it by March 15 you will earn 2 MSR for your efforts. It takes just a short time to complete and the information is extremely valuable when it comes time to enhance your current position or when Jeff Beaudry is working to upgrade an

open position. PLEASE complete this survey soon at PGALinks.com. Just log into your PGALinks account and the link will be in the section below your name.

A few housekeeping items – 1) 1099's went out last week to the last address we had for you...I hope it was current!; 2) check out the new calendar tool on our web site. You can hover over an item and see a few quick details before clicking to navigate to the information page; and 3) please make sure we have your current email and mailing address. Make your changes in PGALinks so they reach National, Section and your Chapter.

I look forward to seeing you soon this spring. Perhaps at the Pacific Northwest Section Spring Meeting at OverlakeG&CC on Monday, March 18, 7:00 PM following the first round of the Pro-Assistant Championship. I always look forward to the chapter meetings but I'm afraid I'll miss Oregon (Vegas Pro-Am), Central (our Mentoring Conference) and Montana (PGA Meeting in Port St. Lucie). I'll send a short highlight report for to each meeting to share a few important news items. I'm sorry I'll miss these meetings.

Have a great February....start hitting a few balls, the season is here!

- Jeff Ellison



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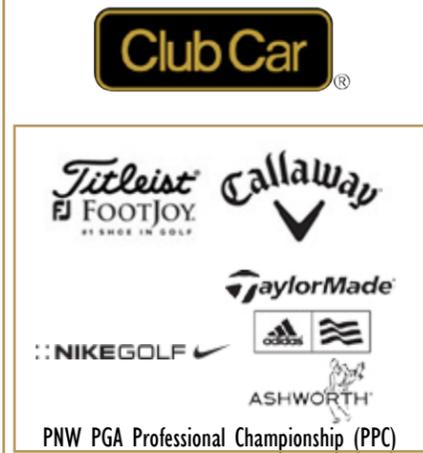
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UPCOMING EVENTS

Holcomb-in-One Las Vegas Pro-Am

March 3-7, 2013

Bali Hai GC, Rio Secco GC & Anthem CC

We're playing the best that Las Vegas has to offer!

Tournament format:

- Anthem CC: 1 Gross & 1 Net of 5
- Rio Secco GC: 1 Gross & 1 Net of 5
- Bali Hai: 1 Gross & 2 Net of 5
- 80% Handicap used in ALL competitions

This event is full! Check the website for almost-live scoring, photos and more.

Schedule of Events

Sunday, March 3, 2013:

Registration & Welcome reception:
7:00 PM at Monte Carlo

Monday, March 4, 2013:

Round 1: Anthem CC – 11:00 AM
shotgun

Tuesday, March 5, 2013

Round 2: Rio Secco GC

Wednesday, March 6, 2013

Round 3: Bali Hai GC – 12:00 PM
shotgun

Cocktails & Awards Dinner at Bali Hai
GC following play



Holcomb-1n-One

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Stay in touch with the latest events, scores and more at www.pnwpga.com

ForeWord Press

Tournament News

PNW Pro-Assistant Championship

Medina, WA – Overlake G&CC

6,671 Yards, Par 71

Max. Field: 60 teams of two Professionals from the same facility.

The Field & Sponsors:

Bushnell, Cutter & Buck and Ogio are returning with Representatives Sally Schmitz and Bryan Dickson as sponsors of the Pro-Assistant Championship once again.

Expected to return to try and defend their title is Head PGA Professional Brent Murray and his Assistant Scott Erdmann from Oswego Lake CC.

* Multiple teams are allowed based on space availability.

Bushnell



Barnett still holds the tournament record after scorching the rest of the field with an 18-under 126 at McCormick Woods GC and winning by three strokes. This championship has fostered camaraderie between the Head Professional and Assistant and is one of the most popular events of the Pacific Northwest Section PGA. In 2008, Head PGA Professional Steve Prugh and his Assistant Corey Prugh made history by being the first father-son duo to capture the title.

Overlake G&CC:

The original Overlake G&CC opened in 1927, and the architect for this 18 hole course was Frank James. Overlake G&CC was in full swing until 1935, when the Great Depression forced the club's closure.



In 1952, Norton Clapp decided that another private golf club was needed and leased the 132

acre site to the newly formed Overlake G&CC. The club's founders hired A. Vernon Macan of Victoria to design a new layout. Macan routed the second course in virtually the opposite direction as the original layout. The new course at Overlake G&CC opened for play on June 27, 1953.

We hope to see you and your co-worker(s) at Overlake G&CC in March!

The Champions



'12 - Brent Murray & Scott Erdmann



'11 - Ryan Malby & Jess Roper



'10 - Steve Prugh & Corey Prugh



'09 - Marti O'Neil & Josh Immordino



'08 - Steve Prugh & Corey Prugh

ForeWord Press

Around the Section

Highlights from the 2013 PGA National Conference in Orlando, Florida



Left to Right: Scott Ellendar (G.M. at Sunriver Resort), PNW PGA President Marcus King, Matt Dobyans (2012 PNC Champion) and PGA National President Ted Bishop pose with the PNC trophy.



Gary Williams (Golf Channel, left) and Pete Bevacqua (right) present the 2012 National Merchandiser of the Year award to Amy Pendergast (Bandon Dunes Golf Resort, center).

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Jeff Ellison, PGA
Executive Director

Seventeen teams of Pacific Northwest Section professionals and their amateurs enjoyed a week of sun and fun on the Big Island of Hawaii, January 10-17, 2013. As usual, the weather was a predictable 83 degrees with just light winds. Perfect for golf, sightseeing or just laying on the beach.

When they were not soaking in the rays, watching the Seahawks game at the Pool Bar, or enjoying the island hospitality, there was a little golf to play. Three rounds over the North and South courses at Mauna Lani yielded our first tie for the title with Norm Blandel and Mike Schoner leading their teams to the joint victory at 264 in the best two days of three stableford competition.

Greg Manley of Meridian Valley took home the professional title with 79 points or 7 under par for the two days. In all, players played for \$10,330 in prize money.

 As always, our thanks to host professional Tom Sursely. A Northwest professional at heart, Tom takes great care of us during the week and can offer you and your members special rates all year long, just give him a call. Our thanks also to our sponsors – Jim Ostrander of State Farm and Gary Mogg with AUR.

Give Jeff Ellison or Molly Cooper a call for information on joining us next year. We are back at Mauna Lani, January 30 – February 6, 2014. I hope you can join us!



Round One - South Course

Net			
1	Aki Nozaka	43	\$60.00
	Lew Walde	43	\$60.00
3	Dick Ipsen	42	\$50.00
4	Bill McConnell	38	\$38.33
	Tony Czabotar	38	\$38.33
	Charles Gorecki	38	\$38.33
	Mandy Jenkins	38	\$38.33
	Jim Thompson	38	\$38.33
	Kevin Rolph	38	\$38.33
10	Steve Elliott	37	\$30.00
11	John Swank	36	\$30.00
	Scott Cruikshank	36	\$30.00
	Bruce Cudd	36	\$30.00

Gross			
1	Jesse VanSchoiack	39	\$65.00
2	Bob Stevens	36	\$55.00
3	John Livingston	35	\$50.00
4	Dean Pratt	34	\$45.00
5	Jim Ostrander	33	\$40.00
	Jim Jenkins	33	\$35.00

Pro			
1	Jason Aichele	41	\$60.00
	Greg Manley	41	\$60.00
3	Dan Porter	37	\$47.50
	Scott Rath	37	\$47.50
5	Rick Larson	36	\$40.00

Team			
1	Jason Aichele, Mike Aichele, Aki Nozaka, Jesse Kadinger, Bob Hall	132	\$300.00
2	Sean Fredrickson, Dick Ipsen, Bill McConnell, Mike Stringfellow, John Swank	131	\$225.00
	Carol Brogan, Steve Elliott, Charles Gorecki, Ron Ash, Dan Goodrich	131	\$225.00
	Jason Aichele, Judy VanSchoiack, Tony Czabotar, Jesse VanSchoiack, Julie Czabotar	131	\$225.00
5	Dan Porter, Wendell Olson, Dave Bertsch, Ron Vig, Lew Walde	130	\$175.00
6	Rick Larson, Ron Nelson, Jane Sossaman, Rick Richardson, Liann Richardson	129	\$150.00

Round Three - South Course

Net			
1	Mandy Jenkins	43	\$65.00
2	Steve Elliott	41	\$50.00
	Kevin Rolph	41	\$50.00
	Laurie Beechler	41	\$50.00
5	Dick Ipsen	40	\$40.00
	Ron Vig	40	\$40.00
7	Peter Joers	39	\$35.00
	Dick Silliman	39	\$35.00
9	Given Chase	38	\$32.50
	Jade Kiosse	38	\$32.50
11	Ian Smith	37	\$30.00
	Charles Gorecki	37	\$30.00

Gross			
1	Dean Pratt	39	\$65.00
2	Jim Jenkins	36	\$52.50
	Rick Richardson	36	\$52.50
4	Jesse VanSchoiack	35	\$45.00
5	Bob Stevens	33	\$40.00
6	Jim Ostrander	32	\$32.50

Pro			
1	Greg Manley	38	\$56.67
	Sean Fredrickson	38	\$56.67
	Scott Rath	38	\$56.67
4	Mike Schoner	37	\$45.00
5	Jason Aichele	36	\$40.00

Team			
1	Mike Schoner, Jen Colley, Kurt Colley, Jim McCullar, Dean Pratt	132	\$300.00
2	Norm Blandel, Jim Jenkins, Mandy Jenkins, Mike Naumes, Al Taylor	131	\$225.00
	Tim Spears, Laurie Beechler, Soosie Byrne, Jane Egelhoff, Barbara Kelleher	131	\$225.00
	Rick Larson, Ron Nelson, Jane Sossaman, Rick Richardson, Liann Richardson	131	\$225.00
5	Scott Rath, Dick Silliman, Jim Bayne, Jade Kiosse, Jim Williams	130	\$175.00
6	Carol Brogan, Steve Elliott, Charles Gorecki, Ron Ash, Dan Goodrich	129	\$150.00

Round Two - North Course

Net			
1	Given Chase	41	\$60.00
	Dean Pratt	41	\$60.00
3	Mandy Jenkins	40	\$50.00
4	Jesse Kadinger	38	\$45.00
5	Mike Aichele	37	\$40.00
6	Steve Elliott	36	\$35.00
	Dick Ipsen	36	\$35.00
	Charles Gorecki	36	\$35.00
	Ron Vig	36	\$35.00
	Mike Naumes	36	\$35.00
11	Bill McConnell	35	\$28.00
	Al Taylor	35	\$28.00
	Ron Nelson	35	\$28.00
	David Pruitte	35	\$28.00
	Jim Thompson	35	\$28.00

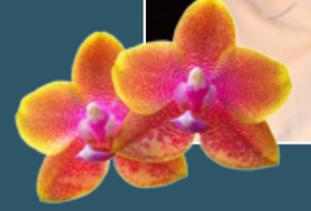
Gross			
1	Jesse VanSchoiack	35	\$65.00
2	Jim Ostrander	34	\$52.50
	Jim Jenkins	34	\$52.50
4	Rick Richardson	33	\$45.00
5	Bob Stevens	31	\$35.00
	Bob Hall	31	\$35.00
	John Livingston	31	\$35.00
8	Aki Nozaka	29	\$25.00

Pro			
1	Mike Schoner	40	\$65.00
	Scott Rath	37	\$55.00
3	Jason Aichele	36	\$50.00
4	Rick Larson	33	\$45.00
5	Dan Porter	32	\$20.00
	Greg Manley	32	\$20.00

Team			
1	Norm Blandel, Jim Jenkins, Mandy Jenkins, Mike Naumes, Al Taylor	132	\$300.00
2	Mike Schoner, Jen Colley, Kurt Colley, Jim McCullar, Dean Pratt	129	\$225.00
	Sean Fredrickson, Dick Ipsen, Bill McConnell, Mike Stringfellow, John Swank	129	\$225.00
	Carol Brogan, Steve Elliott, Charles Gorecki, Ron Ash, Dan Goodrich	129	\$225.00
5	Jason Aichele, Mike Aichele, Aki Nozaka, Jesse Kadinger, Bob Hall	126	\$175.00
6	Dan Porter, Wendell Olson, Dave Bertsch, Ron Vig, Lew Walde	124	\$150.00

Total Champions - Best 2 of 3

Pro			
1	Greg Manley	79	\$85.00
2	Mike Schoner	78	\$75.00
3	Jason Aichele	77	\$65.00
4	Scott Rath	75	\$60.00
5	Dan Porter	70	\$55.00



Team			
1	Norm Blandel, Jim Jenkins, Mandy Jenkins, Mike Naumes, Al Taylor	264	\$475.00
	Mike Schoner, Jen Colley, Kurt Colley, Jim McCullar, Dean Pratt	264	\$475.00
3	Sean Fredrickson, Dick Ipsen, Bill McConnell, Mike Stringfellow, John Swank	260	\$375.00
	Carol Brogan, Steve Elliott, Charles Gorecki, Ron Ash, Dan Goodrich	260	\$375.00
5	Rick Larson, Ron Nelson, Jane Sossaman, Rick Richardson, Liann Richardson	259	\$300.00
6	Dan Porter, Wendell Olson, Dave Bertsch, Ron Vig, Lew Walde	258	\$150.00
	Jason Aichele, Mike Aichele, Aki Nozaka, Jesse Kadinger, Bob Hall	258	\$150.00

HOLK'S HIGHLIGHTS

Spotlight on Greg Manley



Facility: Meridian Valley CC

Hometown: Puyallup, WA

Turned Professional: 1993

College: Green River CC in Auburn, WA



Greg Manley was named the 2012 PNW PGA Golf Professional of the Year. He was also elected to the position of Secretary of the Section last fall. Manley didn't spend the off-season idle and is known for being a guy who gets things done.

On the role of Section Secretary so far:

"It is important for all PGA members to be engaged in the association and 'give back' to what they get out of the game. I would like to encourage all Section members to find time to serve on a committee or run for a Board position in their Chapters. I can promise them that if they get involved and give back their time and skills they will be better PGA Professionals because of it."

On hosting the Washington Open at Meridian Valley this year:

"A Meridian Valley member, Nigel Southey, who started 'Drive For the Cure NW' has stepped up in a big way for the 2013 Washington Open. He has committed \$20,000

to the PNWPGA to operate the Pro-Am. Because of this commitment I have promised my help in securing PNWPGA Professionals to bring teams to the Pro-Am, which involves a huge auction dinner that will be held the Saturday night of the Pro-Am. I ask that all PNWPGA professionals look for any way they can to support this Pro-Am of our Section Major, whether by bringing a team or by offering rounds of golf or other items that are auction-worthy for the event. Any and all help from the PGA Professionals in our Section is greatly appreciated."

[Click here for more information about the Drive For the Cure Northwest Pro-Am](#) or to sign up your team.

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Monte Koch, PGA
PGA Regional Player Development Manager



“Why do we need Player Development and Golf 2.0?” On my third day at the PGA Merchandise Show in Orlando, FL, this week, I was speaking with a PGA member from another Section about Golf 2.0 and our player development focus as an Association. I am quoting exactly what he said, “I’ve got a burr in my butt about this.”

I asked him what he meant exactly. Did he not like Golf 2.0, the Player Development department or something else? He clarified it with, “Why do we need the Golf 2.0 initiative?, PGA members should have been doing this all along...they shouldn’t have to be told.” I can understand his reasoning, but the facts are abundantly clear: we need the strategic effort and focus of Golf 2.0.

From the late 80s to the mid-2000s, I believe we went through a cultural shift of our industry. In this shift, we got away from our core principles of teaching, promoting and growing the game to focus on business, management and operational skills. These shifts had a negative effect on the bottom line of nearly every golf facility.

As the bottom line health of golf facilities has waned, so have the opportunities and income streams for many PGA Professionals. However, responsibilities and expectations have risen. At the same time, we’ve come to understand that underemployment is a real factor in our business. Where golf professionals have employment, in many cases it’s not what it used to be or it’s not in line with their qualifications, skills and experience.

Are You “The Pilot” or Just a Passenger?

With the thoughts above squarely in my mind, I was flying back from Orlando, FL and the PGA Merchandise Show late on a Saturday evening. On approach to SeaTac, we were flying in through the clouds and the standard rain prevalent to the area. We were bouncing along through the thick layer

of clouds, where I couldn’t see anything above or below but the lights on the wings. Many of us have experienced this before. We’re just the passengers on the plane and literally all we have to rely on to get through the clouds is trust: our trust in the pilot, our trust in the plane, (its parts and the mechanics who put it together), etc.

What does the pilot trust in? He or she TRUSTS THEIR OWN SKILLS AND EXPERIENCE, their ability to read the instruments on the plane and follow

the flight plan they developed before taking off. To take off, with literally hundreds of people counting on them for their safety, is a huge responsibility, and I am glad these pilots take it very seriously.

Can we apply these principles to the work of a golf Professional? In the last two decades, it’s my view that too many golf Professionals have been willing to take a seat in the back as a passenger, or maybe the 1st Officer in leading their facility. Sometimes it hasn’t been their choice as someone higher up made the choice for them. Either way, someone else has taken the role of The Pilot who defines where the facility is going.

As a result, many facilities, led by well-meaning and effective “cost-cutters” have turned from generating revenue to “trying to survive.” In this “death spiral,” facilities stop re-investing in their product, their infrastructure and their staff. Sometimes, this is literally forced on them because of debt service and similar circumstances. In order to survive, they cut corners, compress departments and contract on service to the customer. These efforts usually do work to delay further cuts, and often they can get the facility to next year or next month, but it doesn’t ever work to get off the “spiral” itself.

Only REVENUE GENERATING LEADERSHIP by a “qualified PGA Pilot” can get a facility off the spiral.

Instead of being a passenger or even the 1st Officer, I’d like to challenge you to think of how you can morph into, or flat out become the PILOT at your facility. You can do it by challenging your own “HABITUDES” (that is, your habits and attitudes as a golf professional,) and it’s going to be worth it. Think about it for a moment please:

1. No one but YOU has your unique personality, character and charisma. Your ability to inspire golfers and create loyalty one customer/member at a time, makes you special. It makes you qualified to be “The Pilot.”
2. No one should know your “products” better than you do, especially those products focused on helping your customers hit more good shots, have more fun with friends and shoot lower scores. If your personal “why” is wrapped up in this, customers, staff and owners can trust in you.
3. No one has more to gain from your success as “The Pilot” than you do. When your plan succeeds (especially if you track your efforts well), you reap the rewards. So do others on your team, at your facility. They may have never said it, but they’re counting on you to lead them, to pilot them from this “rough patch” to smooth sailing where they and the facility can succeed.
4. No one else will do it for you. Again, your unique qualifications have made you ready for this assignment.

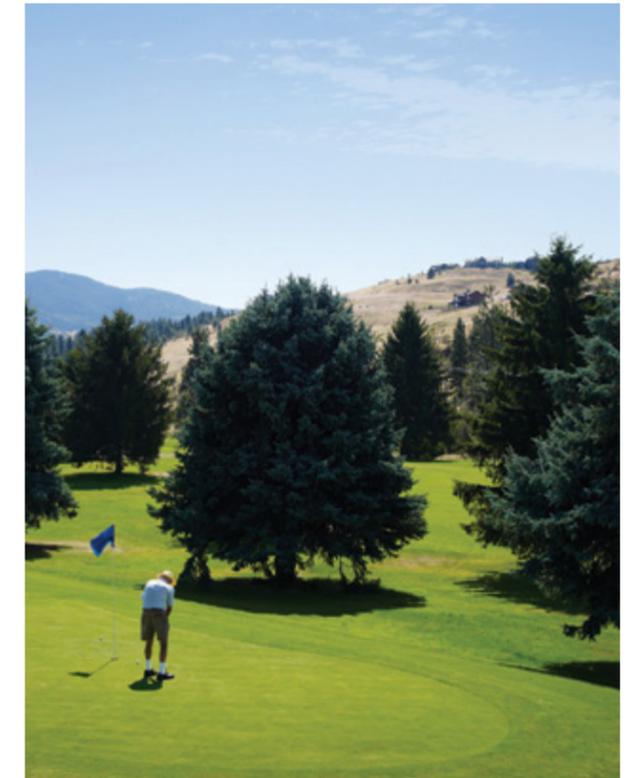
With your qualifications, talents and abilities, there is also responsibility—and thus, a certain vulnerability. If you’re willing to be “The Pilot,” you’re also willing to take responsibility for the

success or failure of the plan, and entrust others to join you in the endeavor. For some of us, this may take some growth in aspects of leadership, mentoring and making our owner(s), staff and customers see how they truly matter in the short and long term success of the plan. In the end, it will be worth it. Are you ready to step up and get back in the cockpit? Click on the videos included in this article for some ideas on how to become “The Pilot” you want to be!

Please let me know how I can help you by contacting me today: mkoch@pgahq.com or (206)335-5260.

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Food for Thought and Spoiler Alert

Jeff Beaudry, PGA
PGA Employment Consultant



The past 18 months or so has seen the PGA of America develop and begin to execute a strategic initiative broadly known as Golf 2.0. Whether we call it Golf 2.0 or Player Development, it has been well-received not only by PGA professionals but also by the golf industry at large.

Allied associations, manufacturers, owners and management companies have embraced the need for action and applauded the PGA's leadership role.

It might be appropriate to review some of the significant points and conversations that brought us to where we are today. Along the way the following predictions were made: (Pay particular attention to the last 2 and be sure to read all the way to the end for the spoiler)

- Economics of the business will determine the skill sets necessary for PGA professionals in the future
- Role of the PGA professional should change to be in the totality of the business
- Player development is a key portion of the PGA professional today
- Consolidation is part of the business today
- Clustering is a big part of the consolidation, especially in areas where ten or more courses can share resources
- The best possible people will make the highest salaries in the golf industry. These people are also the most qualified
- More corporate ownership of golf courses is inevitable
- The standards of the Association should be set even higher
- Management talent should be a high priority of PGA professionals

- How do we shape the golf industry as opposed to the golf industry shaping us?
- Golf's participation today will change dramatically in the next twenty-five to thirty years
- We must review bringing people in today's game differently in the future than we have done in the past
- The industry must consider a reconfiguration of golf courses to embrace individuals, especially children, in the game of golf as opposed to the traditional tee settings of yesterday.



Spoiler: these are notes compiled by current Director of Employment Services Kathy Wilkes when she was Executive Director of the Southwest Section PGA from a panel discussion at the 1997 PGA of America Annual Meeting.

With the commitment that PGA Professionals have demonstrated, the chance of not heeding the call to action going forward is slim. Good luck in 2013!

Jeff Beaudry is a PGA Certified Professional and Employment Consultant for the PGA of America. He can be contacted at (801) 568-3980 or by e-mail at jbeaudry@pgahq.com.

9 Ways to Go Broke in 2013

Blake Parrish, Financial Advisor
Merrill Lynch - Global Wealth Management



Chances are pretty good that you've set some type of financial goal for 2013 last month. Many of you have done it for the club, but have you mirrored that with the all important "YOU"?

It's now February and if you want to make it happen with your money in 2013, make sure you **don't do the following things**.

1. Just wing it.

This is the opposite of making a plan. You can't just wing it with your money. You have to make a plan—including a budget—that includes all your short-term and long-term financial goals. *Note: If you're interested in keeping track of your expenses and budgeting, I recommend checking out the free and completely secure site www.mint.com. I've personally used it for years.*

2. Wait until 2014.

Unless you just enjoy stress and debt, no more procrastinating. Now is the time. This is the year!

3. Expect the government to help you.

If you're waiting around on the folks in Washington, D.C., to change your life, then you had better settle in and get comfortable—it's going to be a while.

4. Make excuses.

Just like in your golf career, be a problem solver with your money, members, customers, employees, and your family). Start with the end in mind and work backwards to this point.

5. Use payment plans.

Cut up your cards, Cash is King in 2013.

6. Buy every "updated" version of all the hot products.

At some point, we've decided that having a nice phone or a nice computer or a nice TV isn't enough. We must have the newest, nicest version

**"Always bear in mind that your own resolution to success is more important than any other one thing."
— James Whitcomb Riley**

of everything. We've become entitled. That's why some companies release a new product every single year!

7. Listen to your broke friends (or family).

One of the best ways to go broke is to take advice from broke people—like Uncle Duff and your old friend Hacker. Listen to those guys and, before you know it, you'll be invested in a pyramid scheme, leasing a BMW, and taking out a home equity loan to finance that get rich quick 2nd job.

8. Live in the past.

January was an opportunity to learn how you got into a bad financial situation. Now look forward to how you plan on getting out. The fact that you've realized the problem—whether it's credit cards, overspending, not saving enough, family affairs, etc.—is a great indicator that you're ready to change.

[Here is a great starting point to learn about how](#) (I'm not being paid, endorsed, or affiliated in any way to Dave Ramsey. He offers easy to understand advice

in this area of controlling debt habits).

9. Spend more time dreaming than working

The opposite of living in the past is spending too much time dreaming about the future. My grandfather who was a superb electrician used to say, "Goals are dreams with work boots on."

If you have cash flow questions, budgeting concerns, or any investment related questions, give Blake and his team a call before your season gets into high gear and another year has passed you by:

Blake Parrish
Merrill Lynch Global Wealth Management
Phone: (503) 221-4712
E-mail: bp@pga.com



PROS ON THE MOVE

Dana Rutledge
Tournament & Membership Administrator

Elected Members

Name	New Class	Old Class	Facility
Joshua B. Anderson	A-8	B-8	The Wilderness Club
Tony C. Robydek	A-1	B-8	Brookdale GC
Arthur S. Williams	A-8	B-8	Iron Horse GC
Noah M. Loyd	A-8	B-8	Seattle GC

Welcome, New Apprentices!

Name	Facility
Carl J. Hetterle	The Golf Club at Newcastle
Chad E. Turner	Bandon Dunes Golf Resort
Justin A. Harvey	Riverbend Golf Complex
Dustin W. Kask	Rainier G&CC
Mitchell R. Berschauer	Olympia C&GC

Employment Changes in the Pacific Northwest Section

Name	New Class	New Facility	Former Facility
Casey L. McCoy	A-6	Tumwater Valley GC	The Dalles CC
Mark C. Keating	A-8	Meriwether National GC	Astoria G & CC
Keith M. Moskowitz	A-20	Gear For Sports	unaffiliated
David A. Owens	A-1	Hamilton GC	Double Arrow Golf Resort

Section Changes into the Pacific Northwest Section

Name	New Class	New Facility	Former Section
Chuck Holesha	LM	unaffiliated	S. California
Jason A. Moon	B-8	unaffiliated	Middle Atlantic
Timothy J. Parsons	A-14	unaffiliated	S. Texas
Kevin W. Niessner	A-13	Glendoveer GC	N. California
Adam M. Slemp	A-1	Interbay Golf Center	S. California
Darrell Eshelman	A-13	unaffiliated	Georgia

NO Section Changes out of the Pacific Northwest Section

2013 SECTION SCHEDULE

DATE	EVENT	SITE
March 3-7	Holcomb-In-One Las Vegas Pro-Am	Las Vegas - Monte Carlo, Bali Hai, Anthem, Rio Secco
March 18-19	PNW PGA Pro-Assistant Championship	Overlake G&CC, Medina, WA
April 22-23	Senior Players Championship	The Reserve Vineyards & GC, Aloha, OR
May 18-22	Washington Open Invitational	Meridian Valley CC, Kent, WA
June 11-13	Oregon Open Invitational	Juniper GC, Redmond, OR
July 17-21	Rosauers Open Invitational	Indian Canyon GC, Spokane, WA
July 30-Aug 1	Senior Oregon Open Invitational	Wildhorse Resort & Casino, Pendleton, OR
August 5	Assistant Professional Championship	Chehalem Glenn GC, Newberg, OR
August 19-21	Northwest Open Invitational	Wine Valley GC, Walla Walla, WA
September 4-6	PNW Senior PGA Championship	Oakbrook G&CC, Lakewood, WA
September 18-19	Pacific Northwest Pro-Amateur Championship	Salish Cliffs GC, Shelton, WA
October 1-3	PNW PGA Professional Championship (PPC)	Meadow Springs CC, Richland, WA
October 24-25	65th Hudson Cup Matches	Pumpkin Ridge - Witch Hollow, North Plains, OR

Important Dates

DATE	EVENT	SITE
Feb 11-13	Bandon Workshop	Bandon Dunes
Feb 18-19	Sweet 16	Coeur d'Alene, ID
Feb 25-26	Mentoring Workshop	Pumpkin Ridge, North Plains, OR
Mar 17	PNW PGA Spring Board Meeting	Overlake G&CC, Medina, WA
Mar 18	PNW PGA Spring Meeting	Overlake G&CC, Medina, WA
May 23-26	Senior PGA Championship	Bellerive CC, St. Louis, MO
Jun 1-2	PNW Section Junior PGA Champ	Tumwater Valley GC, Tumwater, WA
June 13-16	USGA Open	Merion GC, Ardmore, PA
Jun 23-26	PGA Professional Championship	Crosswater Club, Sunriver, OR
Jul TBA	Summer Officers Meeting	Spokane, WA
Jul 11-14	USGA Senior Open	Omaha CC, Omaha, NE
July 30 - Aug 2	Junior PGA Championship	Trump National GC, Washington D.C.
Aug 8-11	PGA Championship	Oak Hill CC, Rochester, NY
Aug 19-21	PGA Expo	Las Vegas, NV
Sept 16-22	PGA Cup Matches	Slaley Hall, Hexham, England
Oct 10-13	PGA Senior Club Professional Championship	TBA
Oct 21	PNW PGA Fall Education & Fall Board Meeting	Portland, OR
Oct 22-23	PNW PGA Fall Merchandise Show	Metropolitan Expo Center, Portland, OR
Oct 23	PNW PGA Fall Education & Annual Meeting	Metropolitan Expo Center, Portland, OR
Oct 13-15	PGA Grand Slam of Golf	Port Royal GC, Bermuda
Nov TBA	PGA Assistant Professional Championship	PGA Golf Club, Port St. Lucie, FL
Nov 21-24	PGA Annual Meeting	San Diego, CA