



# PGA

Pacific Northwest Section

*Senior Players' Championship*

## KEATING WINS SENIOR PLAYERS' CHAMPIONSHIP



 **PGA**  
Pacific Northwest Section  
*Senior Players' Championship*

WINE VALLEY GOLF CLUB

Date 4/30/14

Pay to the order of MARK KEATING \$ 1,000.00

*One Thousand and 00/100* Dollars

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## PRESIDENT'S REPORT

by Marcus King, PGA, CCM, CCE

True Blue is YOU!



I want to start by congratulating my fellow Section Board member and Oregon Chapter President Mark Keating for his dramatic victory in the Pacific Northwest Section PGA Senior Players Championship. This is the second time the iconic Meriwether National Director of Instruction has won

this prestigious event and I can't think of a more deserving professional than he...although my buddy Joe Carranza sure did pour it on with three eagles and three birdies to scare the tan off of Mark!

For those of you who know Mark, he is the real deal, a golf industry leader, a grassroots golf guru...and "true blue."

Why "true blue?" The man bleeds PGA blue. He is a great player, he is a great instructor, and he is a great promoter of the game of golf. He talks the talk, he walks the walk, and he teaches, preaches, promotes and plays the game better than anyone. Working with the affable veteran and perennial champion Meriwether National Head Golf Professional and GM Tom Carey, Mark has made golf fun and exciting for the myriad of golfers in his golf lesson programs including the flagship Get Golf Ready program. He makes golf cool, he makes golf less hard, and he makes golf affordable, which is all that the PGA could ever ask of a PGA Golf Professional. When the PGA talks about promoting the game of golf, he gets it done, and done admirably.

My favorite part about Mark, though, is that he is a straight shooter—both literally and figuratively—he has no airs about him and is a true blue representative of the PGA of America. You can always rest assured that when his name comes up in casual conversation about the PGA that our collective reputation is solid. I sometimes fear that we are not always represented in the best of light, especially after that horrific issue in Northern California, but I do know that if each of us modeled ourselves and our operations after what Mark and Tom do at Meriwether National, and do so with humility and respect for the game and its players, the golf industry would not be in the state it's in. When golfers look at you, my dear Golf Professional colleagues, and think good thoughts, you should thank Mark in part for being true blue.

Mark inspires me. He came back from a near-death skiing accident last year and has fought his way back to the top of the Pacific Northwest Section PGA tournament food chain. Because of Mark, I responded to the email today about openings in the Washington Open Invitational and I went ahead and registered knowing that if he could battle through physical adversity and find his winning form, the least I could do is hand him my entry fee and hopefully be paired with him in the opening round and shake his hand on the first tee en route to my customary opening round 84/net 75.

My dear friends and fellow Golf Professionals, how "true blue" are you? Shouldn't what Mark does be our rule and not our exception? Shouldn't playing the game, teaching the game and promoting the game like Mark be completely aspirational and inspirational to each of us? I think so, and I'll be

thinking of his contributions the next time I stand in front of you at our Fall meetings and ask that you all continue to honor what our PGA tradition is all about: playing the game, teaching the game, and promoting the game. "True blue" is you!

I look forward to seeing you all at the Washington Open Invitational and I look forward to taking Mark Keating down like a lion takes down a gazelle...net!

See you on the first tee!  
— Marcus King

## CEO's REPORT

by Jeff Ellison, PGA

CEO



May signals full speed ahead for Championship Season in the Section. We just completed the Senior Players Championship at Wine Valley, with Mark Keating taking home his second Senior Players title. Congratulations Mark. John Thorsnes at Wine Valley was a great host and the club was largely responsible for the

large increase in the field! Thanks, John.

We are just around the corner for the Washington Open Invitational at Meridian Valley Country Club in Kent. There are still a few spots available for the May 19-21 championship. Meridian Valley is in great shape and we are looking forward to Greg Manley hosting us again this year. [Click here to enter.](#)

Entries are open for the Oregon Open Invitational featuring the National Car Rental Pro-Am at Black Butte Ranch's newly remodeled Glaze Meadow course, June 10-12. This popular event allows you to bring your own group and enjoy the first two rounds with your team. Entries are also open for the Rosauers Open Invitational at Indian Canyon GC in Spokane. Played July 18-20, don't miss the pro-am for this one! Links to all three championships are located at [www.pnwpga.com](http://www.pnwpga.com).

Congratulations to our nine Section professionals who competed in the Southworth Senior PGA Professional National Championship at PGA Golf Club last month. Both Jeff Coston (T3) and Rob Gibbons (T7) earned a spot in the 2014 Senior

PGA Championship, May 22-25 at Harbor Shores GC in Benton Harbor, Michigan. Rob was a last minute entry off the waiting list! Jeff Fought also successfully survived the cut. Nice playing gentlemen.

May is also a busy month at the PGA of America. An email will go out shortly with your dues invoice and you can now pay your dues at any time by going to your account on PGALinks. If you prefer to mail a check, there is a link in your record to print an invoice. If you have an email address in your PGALinks profile you will not get a paper invoice in the mail. Notice I did not say a good email address! If you are expecting a paper invoice and it does not show by the middle of May, it's not coming. Please print one off PGALinks or call National for a copy. Remember, dues are payable no later than June 30 and the total includes Section and National dues, liability insurance and life insurance. If the club pays your dues, get them started soon. Most late payments are from clubs mailing the payment too close to the June 30 deadline. Walk it through accounting to avoid problems. If you know someone struggling to pay their dues, whether it's a senior with health issues or it is due to uncertain employment, please suggest they call me to discuss the options available.

The 2014-15 Member Handbook will be going to the printer soon. Please make sure your personal information – address, email, phone, spouse, etc. is current in PGALinks. Each year we miss a few changes and we'd like this volume to be as current as possible.

The Section is involved in three Junior Golf initiatives. First, please finalize your PGA Junior League team very soon. This is an exciting new program for kids that our host clubs enjoyed last year. Second, entries are available for the PGA Junior Championship, May 31 – June 1 at Lake Spanaway GC. Please direct your competitive junior golfers to this event which is open to juniors 12-18 years old. The Boys and Girls champions each earn a spot in the National PGA Junior Championship! Entries close on May 23. [Click here for more information.](#) Finally, Drive Chip and Putt registrations continue. This fun and free event is open to juniors 7-15 years old and fits both the ultra-competitive player as well as the new player. Direct your players to [www.drivechipandputt.com](http://www.drivechipandputt.com) to register.

Finally, please support our sponsors. Each year the sales process gets a little tighter, your efforts make my job much easier.

Have a great May and I hope to see you at Meridian Valley Country Club for the 88th Washington Open Invitational.

— Jeff Ellison

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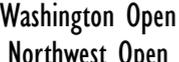
 <b>WILDHORSE</b> RESORT & CASINO Senior Oregon Open	 <b>ProAm</b> SERIES 2014 Oregon Open & PNW Pro-Am	 <b>ROSAUERS</b> SUPERMARKETS Rosauers Open Invitational
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# ROSAUERS OPEN INVITATIONAL

by Molly Cooper, PGA



Rosauers  
Open

**Indian Canyon GC – Spokane, WA**  
**Umpqua Bank Pro-Am: July 16-17, 2014**  
**Championship: July 18-20, 2014**

## PAST CHAMPIONS



Corey Prugh  
2013, 2011, 2009



David Phay  
2012



Jeff Coston  
2008, 2006, 1997



Ryan Benzel  
2005



Casey McCoy  
2001



Todd Erwin  
2000

**\$135,000.00 purse**

Enter online at:  
<http://www.pnwpga.com/tournaments/rosauers-open-invitational/>

## EASTERN WASHINGTON'S FUN & FAMOUS CHAMPIONSHIP!

Watch 2013 champion and three-time winner PGA Professional Corey Prugh of Manito G&CC attempt to defend his title against 168 of the best PGA Professionals and top amateurs in this popular event's 27th year. The Rosauers Open Invitational started in 1988 when a group of Spokane area Golf Professionals realized their goal of bringing a Pacific Northwest Section Major to town, which they achieved by developing a relationship with Rosauers Supermarkets. Jeff Coston and Corey Prugh hold the record for the most wins (3).

## INDIAN CANYON GOLF CLUB



The tournament has been hosted at Indian Canyon GC since its inception. The course was built in 1935 for \$200,000. H. Chandler Egan, a member of the PNGA Hall of Fame, crafted the Canyon's layout over the well treed hillside southwest of the Spokane River. This municipal track has been annually rated among Golf Digest's "Best Public Courses", "Best Affordable Courses", "Best Golf Courses You Can Play" and more.

## CHARITIES

Proceeds from the Rosauers Open Invitational will benefit the Vanessa Behan Crisis Nursery, Spokane's safe haven for children at risk of abuse and neglect. \$125,000 was raised for the charity in 2013 which puts the total approximately at \$2,375,000. For more information, visit:

<http://www.vanessabehan.org/>

## SPONSORS



# 2014 SECTION SCHEDULE

## Tournament Schedule

DATE	EVENT	SITE
May 17-21	Washington Open Invitational	Meridian Valley CC, Kent, WA
May 31 - Jun 1	PNW Junior PGA Championship	Lake Spanaway GC, Spanaway, WA
Jun 10-12	Oregon Open Invitational	Black Butte Ranch, Sisters, OR
Jul 16-20	Rosauers Open Invitational	Indian Canyon GC, Spokane, WA
July 29- 31	Senior Oregon Open Invitational	Wildhorse Resort & Casino, Pendleton, OR
Aug 4	Assistant Professional Championship	Rainier G&CC, Seattle, WA
Aug 18-20	Northwest Open Invitational	Wine Valley GC, Walla Walla, WA
Sep 4-5	PNW Senior PGA Championship	Tetherow Golf Club, Bend, OR
Sept 16-18	PNW PGA Professional Championship	Salish Cliffs GC, Shelton, WA
Oct 2-3	Pacific Northwest Pro-Amateur Championship	Circling Raven GC, Worley, ID
Oct 23-24	66th Hudson Cup Matches	Tualatin CC, Tualatin, OR

## Important Upcoming Dates

DATE	EVENT	LOCATION
May 22-25	Senior PGA Championship	The Golf Club at Harbor Shores, Benton Harbor, MI
May 31 - Jun 1	PNW Section Junior PGA Champ	Lake Spanaway GC, Spanaway, WA
June 12-15	USGA Open	Pinehurst #2, Pinehurst, NC
Jun 22-25	PGA Professional Championship	Dunes Golf & Beach Club, Myrtle Beach, SC
Jul 13	Summer Officers Meeting	Spokane, WA
Jul 10-13	USGA Senior Open	Oak Tree National, Edmonds, OK
Jul 27 - Aug 1	Junior PGA Championship	Miramont CC, College Station, TX

# OREGON OPEN INVITATIONAL



Oregon Open Sisters, OR | Black Butte Ranch - Glaze Meadow  
*Invitational* June 10-12, 2014

by Molly Cooper, PGA



## Past Champions



2013 - Hans Reimers\*



2012 - Brian Thornton



2011 - Reid Martin\*



2010 - Derek Berg\*



2009 - Brian Nosler



2008 - Corey Prugh

\* won as amateur

## Oregon's Premiere Golf Tournament

Years back, when sheep mowed the fairways at Waverley CC, George Smith, a Scot from Oakland, CA won the Oregon Open's inaugural championship including a course record 74. Some of golf's most prestigious names followed in his footsteps, including Tommy Armour, Horton Smith, Chuck Congdon, Bob Duden, Bill Eggers, Jerry Mowlds, Pat Fitzsimons, Rick Acton, Peter Jacobsen, Jeff Coston, and Mike Davis. Only three men have won the title three or more times; Bill Porter (3), Rick Acton (4), and Bob Duden (8). The tournament scoring record is held by Brian Nosler at 198, set in 2009 at Brasada Ranch.

## Black Butte Ranch Glaze Meadow

Glaze Meadow was originally built in 1978 and redesigned by famous architect John Fought. After Fought's enhancements, completed in April 2012, the course earned first place in *Golf Inc. Magazine's* Renovation of the Year competition for public courses.

Black Butte Ranch is perfectly positioned for an authentic Central Oregon cascade experience; it is nestled beneath the Cascade Mountain range with sweeping views of Three Sisters, Mount Washington, Black Butte, and many more.

## The Field & Sponsors

A competitive field of 192 players is expected. 96 professionals and 96 amateurs will be competing as four player teams in both team and individual competitions. PNW PGA Player of the Year and 2008 Champion Corey Prugh of Manito G&CC is expected back to try and capture another win against a strong field of professionals and amateurs.

The Pacific Northwest PGA is proud to have a supporting field of sponsors including National Car Rental, Bridgestone Golf, Sun Mountain Sports, Greg Norman, Sun Dog, Loudmouth, and Abby's Pizza.



GREG NORMAN



TOGETHER WE'RE  
 INTRODUCING THE  
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KEEGAN BRADLEY  
 PROFESSIONAL GOLFER



## UPCOMING EVENTS

### Washington Open Invitational

Meridian Valley CC

Kent, WA

May 19 -21, 2014



Meridian Valley Country Club opened on July 1, 1967. This exceptional 18-hole layout was designed by Ted Robinson, one of the nation's leading golf course architects, who chose the site for its stunning views. MVCC hosted the Washington Open Invitational in 1972, 1976, 2002, 2004, 2005, 2009 and 2013, as well as the SAFECO Classic from 1982 to 1999.

#### Tournament Format

- Drive Fore the Cure Northwest Pro-Am: Daily individual Professional prizes and shamble (best 2 of 5).
- Championship: 54 hole stroke play. No cut.

#### Schedule of Play

- Saturday, May 17 – Drive Fore the Cure Northwest Pro-Am Round 1 – 1:00 PM shotgun start
- Sunday, May 18 – Drive Fore the Cure Northwest Pro-Am Round 2 – 8:00 AM shotgun start
- Monday, May 19 – Championship Round 1
- Tuesday, May 20 – Championship Round 2
- Wednesday, May 21 – Final Round

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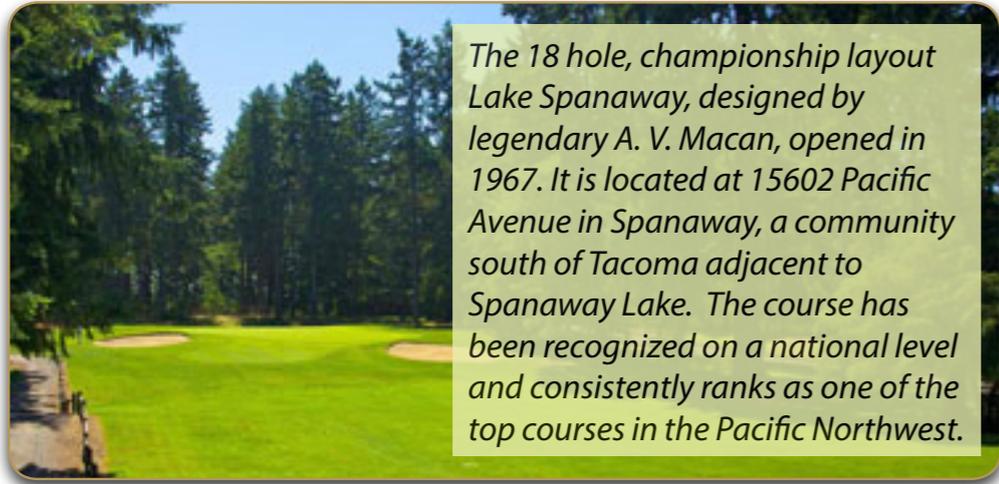
## UPCOMING EVENTS

### PNW Junior PGA Championship

Lake Spanaway GC

Tacoma, WA

May 31 – June 1, 2014



*The 18 hole, championship layout Lake Spanaway, designed by legendary A. V. Macan, opened in 1967. It is located at 15602 Pacific Avenue in Spanaway, a community south of Tacoma adjacent to Spanaway Lake. The course has been recognized on a national level and consistently ranks as one of the top courses in the Pacific Northwest.*



We are accepting entries for the 2014 PNW Junior PGA Championship Qualifier at Lake Spanaway GC on May 31st – June 1st. Please let your junior golfers at your club know about our upcoming tournament. It's a wonderful opportunity for your junior golfers to become involved in competitive golf.

The championship is a stroke play competition based on the lowest gross scores. The age divisions are: 12 & Under, 13-15, and 16-18.\*

\* Any junior who wishes to qualify for the Junior PGA Championship

must play 36 holes from the same tees as the 16-18 year old age division. If a junior is interested in trying to advance, they do have the option to play in the 16-18 age division.

Yardages expected to play are:

- Boys 16-18 – 6873 yards
- Boys 13-15 – 5975 yards
- Boys 12 & Under – 5604 yards
- Girls 16-18 – 5975 yards
- Girls 13-15 – 5604 yards
- Girls 12 & Under – 5604 yards

The winning Boy and Girl Champion from each of the 41 PGA Sections will participate in the Junior PGA Championship which will be held July 29 – August 1, 2014. Section Champions are identified based on the lowest gross score in the 16-18 age division.

## SENIOR POINTS LISTS



### Senior Player of the Year

	Professional	Points
1	Coston, Jeff	265.00
2	Gibbons, Rob	255.00
3	Keating, Mark	150.00
4	Carranza, Joe	95.00
5	Murray, Brent	80.00
	Hinkle, Lon	80.00
7	Van der Velde, Chris	65.00
	Stewart, Bruce	65.00
	Whitney, Buster	65.00
10	Edstrom, Gene	52.50
	Milne, Chuck	52.50
12	Fought, Jeff	50.00
13	Coombs, Kevin	35.00
	Krieger, Scott	35.00
	Schuh, Craig	35.00
	Stull, Steve	35.00
	Thorsnes, John	35.00
18	Bowen, Steve	17.50
	Repass, Chris	17.50
20	Mack Jr., George	3.00
	Gardner, Mark	3.00
22	DeLong, Mike	3.00
	Sovay, Tom	3.00
	Isaacson, Chris	3.00



### Senior Hudson Cup

	Professional	Points
1	Keating, Mark	175.00
2	Carranza, Joe	120.00
3	Gibbons, Rob	115.00
4	Coston, Jeff	105.00
	Hinkle, Lon	105.00
	Murray, Brent	105.00
7	Stewart, Bruce	90.00
	Whitney, Buster	90.00
	Van der Velde, Chris	90.00
10	Milne, Chuck	77.50
	Edstrom, Gene	77.50
12	Thorsnes, John	60.00
	Schuh, Craig	60.00
	Krieger, Scott	60.00
	Stull, Steve	60.00
	Coombs, Kevin	60.00
17	Repass, Chris	42.50
	Bowen, Steve	42.50
19	DeLong, Mike	25.00
	Isaacson, Chris	25.00
	Gardner, Mark	25.00
	Sovay, Tom	25.00
23	Mack Jr., George	25.00
24	Arey, Sean	3.00
	Cline, J.D.	3.00
	Westling, Ted	3.00
	Carey, Tom	3.00
	Fought, Jeff	3.00

# KEATING REPEATS WIN AT SENIOR PLAYERS' CHAMPIONSHIP

by Molly Cooper, PGA

Director of Tournament & Member Programs

PGA Professional and 2012 Champion Mark Keating of Meriwether National won the Senior Players' Championship for the second time at Wine Valley Golf Club. He won by one stroke over PGA Professional Joe Carranza of Aldarra Golf Club.

Keating had to birdie the final hole to beat Carranza who had a hot round consisting of three eagles, three birdies and three bogeys on his way to post his six under par 66.

Low amateur honors went to Tim O'Neal of Royal Oaks CC who finished two strokes back of Keating.

Mark Keating with his amateur partner Mark Bowler of Meriwether National GC also took home the team four-ball competition honors winning by two strokes over Joe Carranza and his amateur Ramer Holtan of Aldarra Golf Club.

The Senior Players' Championship is a two-man team competition of one Pacific Northwest PGA Professional and one amateur playing a both an individual and a four-ball competition.

Wine Valley Golf Club, which opened in April of 2009, has been rated 5th on Golfweek's Best New Courses. This stunning Dan Hixson design unfolds on a grand scale, playing over rolling hills in the shadow of the Blue Mountains. Wine Valley GC has broad fairways, dramatic bunkers, and bold, undulating putting surfaces.

The Northwest Open Invitational will once again return to Wine Valley GC this August. Mark your calendars for both the Basel Cellars Winemakers Pro-Am which will take place on Saturday and Sunday, August 16-17th and the Championship Monday-

Wednesday, August 18-20th. Entries will be out next month for both events.

Seniors, plan on playing next year! Both Senior Player of the Year Points and Senior Hudson Cup Points were awarded for top finishers.

View Senior Hudson Cup Points and Senior Player of the Year Points on page 9.

[View interview with Mark Keating on YouTube here!](#)



# PGA

Pacific Northwest Section



Wine Valley GC - Walla Walla, WA  
April 29-30, 2014  
6,600 Yards, Par 72  
Field - 51 pro-amateur teams

## Professional - Open Division

	Professional	Score	Award
1	Keating, Mark	65-72-137	\$1,000.00
2	Carranza, Joe	72-66-138	\$900.00
3	Gibbons, Rob	69-71-140	\$800.00
4	Murray, Brent	73-68-141	\$600.00
	Hinkle, Lon	71-70-141	\$600.00
	Coston, Jeff	67-74-141	\$600.00
7	Van der Velde, Chris	72-71-143	\$400.00
	Whitney, Buster	72-71-143	\$400.00
	Stewart, Bruce	72-71-143	\$400.00
10	Milne, Chuck	74-70-144	\$350.00

## Professional - Net

	Professional	Score	Award
1	Coombs, Kevin	65-74-139	\$375.00
2	Edstrom, Gene	68-72-140	\$325.00
3	DeLong, Mike	67-74-141	\$150.00
	Thorsnes, John	69-72-141	\$150.00

## Team Results

	Professional	Amateur	Pro Facility	Score	Award
1	Keating, Mark	Bowler, Mark	Meriwether National GC	60-69-129	\$300.00
2	Carranza, Joe	Holtan, Ramer	Aldarra GC	68-63-131	\$250.00
3	Whitney, Buster	Lewis, Tom	Dick's Sporting Goods - Spokane	68-64-132	\$200.00
	Milne, Chuck	Pliska, Jim	Vanco Driving Range	66-66-132	\$200.00
5	Gibbons, Rob	O'Donnell, Pat	Arrowhead GC	67-66-133	\$87.50
	Hinkle, Lon	Jacky, Chris	Life Member, Bigfork, MT	70-63-133	\$87.50
	Krieger, Scott	Burnett, Kevin	Broadmoor GC	68-65-133	\$87.50

## Amateur - Open Division

	Professional	Score	Award
1	O'Neal, Tim	70-69-139	\$750.00
2	Pliska, Jim	75-70-145	\$575.00
	O'Donnell, Pat	73-72-145	\$575.00
	Daniels, Larry	73-72-145	\$575.00
5	Kloenne, Michael	72-74-146	\$356.25
	Patton, Byron	71-75-146	\$356.25
	Lewis, Tom	77-69-146	\$356.25
	Kerns, Mike	73-73-146	\$356.25
9	Bowler, Mark	71-76-147	\$262.50
	Larson, Craig	73-74-147	\$262.50

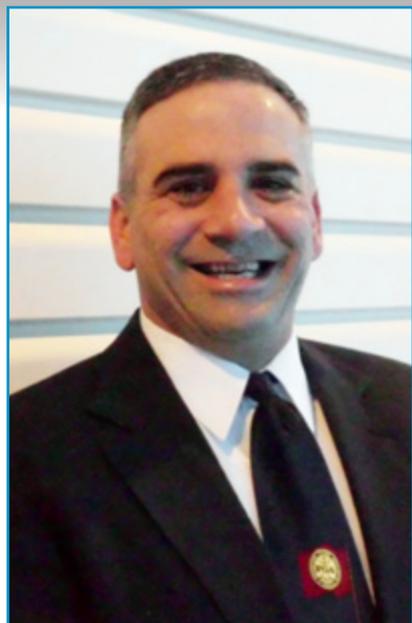
## Amateur - Net

	Professional	Score	Award
1	Christensen, Bob	71-70-141	\$318.75
	Fallis, Bob	73-68-141	\$318.75
	Burnett, Kevin	72-69-141	\$318.75
	Boggs, Bill	70-71-141	\$318.75

## Holk's HIGHLIGHTS

### Spotlight on Joey Esh

*Joey Esh received the 2013 PNW PGA Youth Player Development award*



- **Facility:** Lewiston Country Club
- **Background:** "My home town is Polson, MT. I was born in San Diego and have a strong passion for the San Diego Chargers and Los Angeles Lakers. Thank god that's all the SoCal I have in me!"
- **Turned Professional:** In 1989, under Roger Wallace
- **Greatest Influence:** "My greatest influence in golf is Roger and my wife Jamie. My wife is my best friend and played golf in college at WSU and has a great love for golf and all sports just like myself."

Joey Esh is on a mission to teach an ever increasing amount of kids about golf. He started by building a four-week junior golf program at Lewiston CC in 2002 with much success – resulting in a Girls State Championship team, a Girls Medalist Champion and multiple State Junior Champions. In 2013, he talked the Board of Directors into opening the program to the public – and it was a huge hit. Still wanting to reach more kids, he started his own Golf in Schools program in 2011 by bringing golf instruction and kid-appropriate equipment to PE classes throughout the Lewison School District.

*"My Junior program has been going every year since I started in 2002. We are changing our program this year to the PGA Sports Academy. I'm going to use the PGA model and modify it to fit my club. We think this will make it more fun for the kids and the PGA name will help in marketing."*



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## CANDIDATES FOR SECRETARY

### Section Motto

*This month continues the monthly articles written by the candidates for Secretary of the Pacific Northwest Section. Please read them and use them to inform your choice for Secretary at the fall general meeting.*



***What does the Section motto “play the game, teach the game, and promote the game — and deliver measurable results” mean to you? How do you live this in your career?***

This month's article has caused a lot of reflection on my part; do I play the game, teach the game, and promote the game? I am very disappointed to say that I know I

can do better in at least 2 of the 3. I have become so busy staring at financial statements, training staff, and working as the General Manager and Head Golf Professional at Kayak Point Golf Course, that I have forgotten to get out to play and teach as often as I should.

I reflect back to a 14 year old kid who beat his dad for the first time—that same kid couldn't wait to get to the golf course to practice or go play and have fun. What happened? I have become too wrapped up in the daily business that I have lapsed in the rest of my responsibilities. After all why did we get in the golf business to begin with? We work around a game in which people come to us to have fun.

Over the past few years I have preached to my staff we want to make Kayak a fun place to be as its okay if we get out and play 9 holes on a slow afternoon—the paperwork will wait. How about meeting a prospective member or tournament host for a few holes? This not only showcases our product but also develops deeper relationships with our guests. As PGA Professionals our guests look up to us as players, teachers, rules experts, and business leaders. We need to be sure we are fulfilling every aspect of that role. We need to step out from behind the counter and welcome these guests into our facilities.

Being limited to 500 words, I could go on and on, but we have so many resources to help us deliver measurable results. If you are not using Carol Pence, Monte Koch, or any of the resources given to us from PGA National, you are missing out a one of the most beneficial resources that we pay for. I have attended many Section and Chapters meetings where they are offering and asking us to call them. To this day, it shocks me that most of us don't use them as often as we can—they are experts at what they do and are here to help us.

This winter the Western Washington Chapter Board adopted a theme to “Play One More.” Starting today I am going to work on sharing this message not only with you and my staff, but I am meeting a customer for a round. I am taking them out to play the game, teach the game, and promote the game... and deliver measurable result. After I book them for an event I am going to share this success story with my owner. Please, join me today in this promise. Play, teach, promote our game... and show measurable results.

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# PGA

Pacific Northwest Section

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## CANDIDATES FOR SECRETARY

### Section Motto

What does the Section motto “play the game, teach the game, and promote the game — and deliver measurable results” mean to you? How do you live this in your career?



Hello again! When asked the question, “What does the Section’s mantra ‘play the game, teach the game, promote the game and deliver measurable results’ mean to you?”, the answer was easy.

I can sum it up in two words “PGA BADGE”.

The Section’s mantra is the long-standing PGA core value that should be important to every PGA Golf Professional within the Pacific Northwest section.

“Play the game” – As PGA Golf Professionals we are golfers and need to be able to play a credible game of golf. Taking pride in playing the game of golf will go a long way with your customers and members at your club. You don’t need to be a golfer that shoots 68 everyday. We all became Golf Professionals because at one point in time we wanted to compete at golf.

“Teach the game” – We are the leading industry in teaching the game of golf. The PGA badge is a symbol to our customers and members expecting us to help them improve at the game of golf so that in return they can enjoy playing more. Don’t ever stop learning how to be a better teacher. Utilize what’s out there to help you become a better teacher of the game, whether it’s using launch monitors, high-speed video, force plates or 3-D capture systems, make sure you have the tools you need to teach the game.

“Promote the game” – Because you are a role model wearing the PGA Badge, behaving professionally encompasses all spheres of your life; an around the clock promotion of the game. Promoting at your facility is vital. Promoting to your entire community permeates success that will benefit the

whole golf industry. By promoting the game outside the ropes of the golf course and being a leader within your community, this will ultimately be an industry leading way to promote the game of golf. People follow leaders and they will follow you right to the front door of your golf course. Make sure to leave the light on!

“Deliver measurable results” – It’s easy to walk the walk and talk the talk, but the ability to deliver what you are preaching is what we all struggle with. Delivering measurable results can be as simple as having more Juniors show up for Junior Camp, or increasing your bottom line when it comes to teaching, or winning a Section Major or Chapter Pro-Am. Delivering measurable results will show up by playing more golf, teaching the game and promoting the game.

I encourage everyone to get more involved in their local chapters or even at the section level, whether it’s playing in a section event, playing in 1 more pro-am within your chapter, or running for office. The great thing about this game of golf and being a PGA Golf Professional is you will always get back more than what you put in, which will hopefully make you want to give more.

“Play the game, Teach the game, Promote the game, and show measurable results”

Gregory C. Morris  
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# FOUR WAYS TO KILL YOUR LEADERSHIP CRED

Monte Koch, PGA

Player Development Regional Manager



***Maintaining credibility and winning the respect of your team is a continuous process. Losing it, however, takes mere carelessness...*** Credibility is everything when you're leading any team. In our world, it's crucial for success with "front line" staff – who work long hours, deal with demanding customers and represent our brand with

every word and action.

As a Head Professional, General Manager, 1st Assistant or even a Director of Instruction, it would seem that "knowing what you're doing and being well-versed in your area of expertise" is the key factor in success and generating respect from your team (as well as your employer, customers and the Board of Directors). However, respect is also directly linked to *leadership credibility* with all those people. In my experience, respect and "leadership cred" can be killed by these common mistakes—fast:

## 1. Act like you know everything.

In my former working life as a Director of Golf at semi-private 27-hole facility, I remember compensating for my lack of knowledge in certain areas—usually, I'd use pride or even coercion as the stop-gap. If I wasn't 100 percent sure about some new concept or program, I'd still pretend to be knowledgeable in fear of losing face. In the end, I was not helping my case.

A better approach is to admit to being human. Humility and willingness to listen to constructive feedback

and advice (especially from subordinates) is very powerful when it's authentic. Simply put, you can't know everything about any topic; your team and your customers understand this. Genuinely saying, "I don't know, but I'd like to learn" is a sure way to earn respect.

## 2. Point fingers.

We all know this rule, and yet it is one of the hardest to avoid. Somehow, being in charge can morph into a role where you become critical of everything – but that's not exactly the best leadership trait for supervisors, team leaders or golf professionals.

My Dad told me about one of his mentors who led their sales team very well. When a salesman messed up, their boss would say, "We just paid for some more education." Everyone on the team knew exactly what he meant. *You know what you did was the wrong. I'm expecting you to learn enough from this situation so you won't do it again!* By correcting employees without blaming them, especially not in front of others, you're saying they're valuable to you and the team and that their role on the team matters. As an employee, if I know I matter, it will be much easier for me to think, "When I screw up, I need to admit it, own it and learn from it."

## 3. Communicate haphazardly or not at all.

Whenever I've done a poor job of communicating with my staff, it has caused a huge loss of momentum with them and with the program or event we were trying to launch. Looking back, I realized my haphazard effort actually was communicating something that I wholly wanted to avoid. I was saying, in effect, "You don't



matter and that's why I didn't tell you or consult you about this matter." Not surprisingly, staff (and customer) buy-in was the opposite of what I'd hoped.

To avoid this outcome, follow the Player Development "Wheel of Excellence" (see image above) and weave intentional and purposeful communication throughout your process. Throughout the entire process, include your key front line staff, your key stakeholders. Ensure they know the purpose of the program and their role in its success. Include how they can personally benefit.

## 4. Try to be "Super-Pro".

(You'll end up looking like "Skimmer-Pro"). One of the areas golf professionals tend to excel in is productivity. That same ability to "git'er done" helped us become leaders of others, but it doesn't help us motivate, delegate and lead them as we should. All too often, I see golf professionals who don't trust their people enough to delegate to them. Looking back, I realize I often fell into the same trap.

It's a vicious cycle, and both parties end up very frustrated. The leader feels alone handling every major responsibility and the subordinates feel untrusted, unmotivated and unremarkable in their job experience. As a result, the leader starts "skimming" to manage the pressure and results suffer. Staffers either slack off or burn out, which further lowers production and the leader's trust in the team...and around it goes...unless we choose to be different. *(continued on page 14)*

(continued from page 13)



“Delegation starts with development of your team and following this simple formula: “Invested Knowledge/ Training + Trust = Ownership” by helping them know more about the job area, the event, the program you want them to own. Once they know enough, because you’ve invested your own knowledge in them, step back and trust them and give them the opportunity to own it. As a test for true delegation, you’ll know you trust them and they own when they tell you (politely) to stay out of it when you want to stick your nose back in there.” Stop trying to be Super-Pro and start delegating responsibility!

Now that spring is here and our golf season is nearly upon us in earnest, let me remind you that I’m here to support you in whatever way I can. Don’t hesitate to call, email or text me at your convenience.



Monte Koch, Certified PGA Professional/Player Development  
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## MEMBERS ON T.V.

### PGA Of America CBS Special, “Beyond The Green,” Airs Saturday, May 3, Profiling Future Leaders, Lives Transformed Through Golf

PALM BEACH GARDENS, Fla. – “Beyond the Green,” a look at how golf and PGA Professionals have nurtured future leaders and transformed lives, will be presented in a series of documentary-style profiles by CBS Sports, Saturday, May 3, from 2:00 p.m. to 3:00 p.m. ET. The hour-long special highlights the healing powers of golf in helping people overcome life’s challenges as well as featuring PGA Professionals who are committed to growing the game.

“Beyond the Green,” produced by the PGA of America and narrated by CBS Sports commentator Bill Macatee, precedes coverage of the Wells Fargo Championship. The opening 30 minutes chronicles “Building Future Leaders,” including an in-depth look at a PGA Junior League Golf team through the eyes of PGA Professional Jim Poole of Avon, Ind., and his twin sons Mark and Luke. Other stories include the mentoring by PGA Professional Joe Simpson of Flint (Mich.) Boys & Girls Club member Journei Daniels; the bonding between Lester Bell of Dallas, Texas and the family of PGA Professional Ira McGraw; and overcoming a handicap by John Paul George of Juno Beach, Fla., the son of professional Tour caddie Derek George.

“Beyond the Green” also focuses on the healing powers of the game experienced by Turner Fordham of Dalton, Ga.; finding a new mission as golf ambassador by former Marine Lance Cpl. Tim Lang of Ann Arbor, Mich.; and the passion golf provides for Olympic decathlon gold medalist Ashton Eaton while *guided by PGA Professional Todd O’Neal of Creswell, Ore.*

For more information about the PGA of America, visit [pgamediacenter.com](http://pgamediacenter.com).

## MEMBERS ON THE MOVE

by Jennifer Dodd

Tournament & Membership Administrator

### Welcome, New Apprentices!

- Mathew Hennick — Mill Creek CC
- Martin Reinland — Clarkston CCC
- Brion R. Lubach — Useless Bay G&CC
- Emily K. Anderson — Black Butte Ranch - Big Mountain
- Alex W. Cormier — Gregg Rogers Performance Center
- Andrew S. Ellis — Fircrest GC
- Justin E. Ponton — The Ranch Club

### Employment Changes

- Michael J. Montgomery (A-1) — from Bellingham G&CC to Sahalee CC
- Josiah J. Neuhaus (A-8) — from unaffiliated to Pronghorn
- Ralph L. Stevens II (A-8) — from Meadow Lake Golf Resort to Iron Horse GC

### Newly Elected Members

- Brendon J. Bain (A-8) — Black Butte Ranch - Big Meadow
- Shayne E. Day (A-8) — Legion Memorial GC
- Jacob J. Hanson (A-8) — Sand Point CC
- Trent C. Henning (A-8) — The GC at Hawks Prairie
- Luke A. Luttrell (A-8) — Gamble Sands GC
- Jonathan J. McAleer (A-8) — University of Idaho GC
- Charles G. Miller (A-8) — Linda Vista GC
- Edgar A. Quick (A-8) — Wentachee G&CC
- Justin R. Roberts (A-8) — Canyon River GC
- Alexander B. Stacy (A-8) — Battle Creek GC
- Barry R. Walters (A-8) — Yakima Elks GC

## EMPLOYMENT SERVICES

by Carol Pence, PGA

PGA Employment Consultant



### Sharing Information to Increase Your Value

One of the privileges I have is the ability to meet with and speak to many groups on behalf of our Association. This provides wonderful opportunities to ask questions on their knowledge and perceptions of the Association as well as share the value of hiring a PGA Professional. Most often, I am surprised at how little

they know. Here are topics I make sure to share:

1. **To earn and retain membership in the PGA of America, a PGA Professional must undergo more than 600 hours of training**, pass three comprehensive checkpoints as well as one of golf's most difficult playing tests. Once a member, PGA Professionals must achieve credits through continuing education, meetings, player development and more to remain active. Additionally, there is opportunity to continue education by becoming certified in four specific areas, Management, Golf Operations, Teaching, and Player Development.
2. **Nowhere else will employers find employees with more a more balanced skillset than the PGA Professional.**

These include:

- Traditional Golf Skills – operations management, teaching, merchandising, club fitting, event management, rules of golf, playing, etc.
- Business Skills – customer service, budget and fiscal management, marketing, program development, asset management, technology, food and beverage, etc.
- People Skills- business writing, interpersonal, verbal, etc.

3. **The PGA Professional is armed with national marketing support** – including growth of the game programs for increasing play of core, lapsed, and new golfers.
4. **PGA Magazine** – the PGA of America provides a facility owner or key individual at every PGA member facility with a complimentary subscription.
5. **Employers can receive complimentary admission to PGA of America Championships** – including the PGA Championship, Ryder Cup and PGA Grand Slam of Golf when accompanied by their PGA Professional.
6. **The PGA Consumer Marketing Department conducts research and provides resulting complimentary data** (such as PGA Performance Trak) to enable increased performance.
7. **Employers of PGA members are able to leverage the reputation and brand strength associated with The PGA of America logo.** They can take advantage of special national account pricing and discount programs from PGA Partners to positively impact the facility's bottom line. Some leading PGA partners include: Pepsi, Office Max, Gatorade, Aquafina, Samsung, Validex, National Car Rental and many more.
8. **When hiring a PGA Professional in good standing, employers are hiring someone that has coverage under a blanket liability insurance policy** with access to numerous other insurance plans.
9. **Employers can have access to PGA tools** including CareerLinks, Jobfinder, and Best Practices libraries.

As we can't expect employers to know all of the benefits, it is essential that each of us communicate our value and the many benefits we bring to our facilities. If you haven't already, when will you educate your owner/employer of all that you do and have access to for success?

Respectfully,  
Carol Pence, PGA Employment Consultant  
(510)706-1583 | cpence@pgahq.com

## MEMBERS ON THE MOVE

by Jennifer Dodd

(continued)

### Welcome to the Pacific Northwest! Changes IN to the Section

- Corey P. Aurand (A-13) — from S. Florida to Pumpkin Ridge - Witch Hollow
- Hunter L. Blake (A-8) — from N. Florida to unaffiliated
- Koll M. Farman (A-1) — from Carolina to Washington National GC
- Travis A. Olson (A-1) — from S. Florida to Rock Creek Cattle Co.
- Michael Williams (A-1) — from Rocky Mountain to Longview CC
- Jacob D. Wilson (A-8) — from Colorado to Hamilton GC
- John P. Perkins (A-14) — from Metropolitan to Broken Top Club
- Brandon P. Smith (A-20) — from Southwest to SYNLawn

### Changes OUT of the Section

- Donald G. Rasmussen (A-15) — from Dick's Sporting Goods to S. California Section

# STEPPING INTO A DEBT-FREE WORLD

Blake Parrish

BP Financial Associates



*“The first 3rd of your life is to learn, the middle 3rd of your life is to earn, and the last 3rd is for you to return.”*

Let's touch on some easy-to-follow steps that take this old adage to heart:

## **\$1,000 Emergency Fund**

This is for those unexpected events in life that always seem to come at the most inconvenient times. Things

like faulty car transmission (which I just had to fork out money for), loss of job, unexpected pregnancy, relationship-separation, and the list goes on. It's not if, but when these will happen. No more borrowing. It's time to break the cycle of debt!

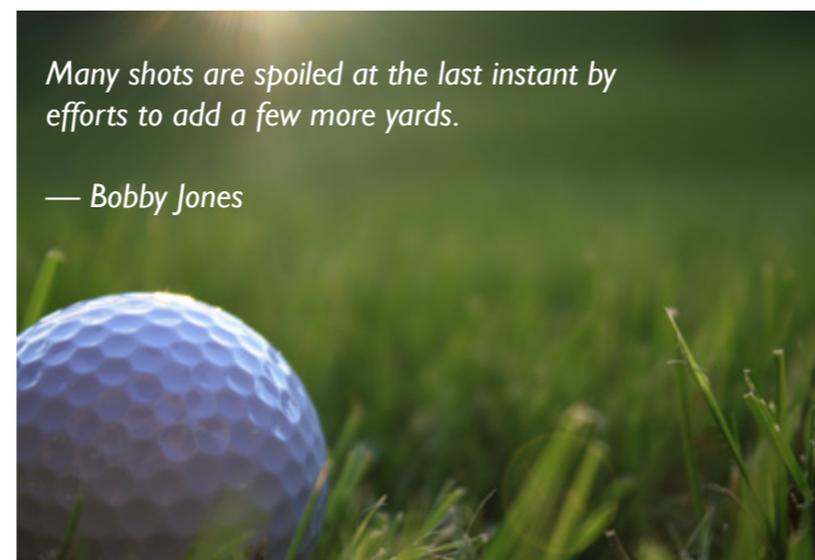
## **Step 1. Pay off all debt**

Why do Americans find it necessary to carry debt with them everywhere we go? List your debts, excluding the house, in order beginning with the smallest balance amount, then on up to the largest. The smallest should be your number one priority. The point is you need some quick wins in order to stay pumped up about getting out of debt! **Personal finance is 20% math knowledge and 80% behavior.** When you start knocking off the easier debts, you will see results that carry you on to the next. And do not go out and buy a car when you receive your tax return!

## **Step 2. Save your change**

Once completing the previous steps you have built serious momentum. But don't start throwing all your extra money into investments quite yet. You need 3

to 6 months of expenses in savings. Decrease your retirement contributions if you have to, but do this step only after completing the first two. Ask, "What would it take for me to live for three to six months if I lost my income?" That's your answer. Use this money for emergencies only: remember this money is not to be invested. Put it in a money market account.



## **Step 3. Invest**

When you reach this step, you'll have no payments – except the house – and a fully funded emergency fund that keeps us from slipping back down the slope into debt. You're ready to invest \$5,500 into Roth IRAs (\$6,500 if over age 50) and pre-tax retirement employer plans. See if you can save 15% of household income. You get the benefit of compounding your money as it grows over long periods of time, most of us get an employer to match our contributions into a qualified plan like a 401(k) (Free money! Hello!), as well as many tax advantages. Don't make the mistake to save for college and put too much money into a house at this point in the game. The kid's degree won't feed you

during retirement and if you throw all your money into your mortgage instead of the 15% in retirement accounts, you'll end up having to do crazy things like a reverse mortgage later in life.

## **Step 4. Plan for College**

Now it's time to start saving for college. Give us a call to determine which types of accounts are best for you. Right now we are estimating 8% tuition and college inflation per year. I can run the numbers for you on this one. When the kids are in high school, get them involved in searching for schools, grants, scholarships, and even encourage them to get advanced placement classes for those first couple of years knocked out at the high school or community college level.

## **Step 5. Pay off your house**

Why would you want to pay off a loan that has less than 4 ½ % interest and is one of the few tax deductions available to us? Call me before you make this mistake.

## **Step 5. Build Wealth and Give**

A famous prime minister once said, "you can't shake hands with a clenched fist." It's time to build wealth and give like never before. Leave an inheritance for future generations, and give your time and passion to others. The idea is to save for yourself, save for your family, and be gracious enough for those in your community.



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