

PRESIDENT'S REPORT

Marcus King

CEO'S REPORT

Jeff Ellison

COSTON WINS PNW SENIOR PGA CHAMPIONSHIP

Molly Cooper

*Jeff Coston,
PNW Senior PGA Champion*

PLAYER OF THE YEAR POINTS

HOLK'S HIGHLIGHTS: CHRIS GARRISON

FIVE "P's" TO MASTER FOR FUTURE SUCCESS

Monte Koch

WHAT MOTIVATES YOUR CUSTOMER TO BUY?

Carol Pence

HOW TO BOIL A FROG

Jeff Beaudry

BAD LESSONS LEARNED FROM THE GREAT CRASH

Blake Parrish



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 **RMG Club** at OAKBROOK

Date 9/6/13

PRESIDENT'S REPORT

by Marcus King

The Care and Feeding of Golf Professionals



It's that time of year when a golf professional's thoughts turn to...FALL! Indeed fall is upon us and rather than serving as our "silly season," we get a chance to take a somewhat deep breath—or at least slow down the hyperventilating—line up our chapter and Section meetings, get ready for the Merchandise Show in Portland, practice for the Section Championship,

and cheer on our favorite Hudson Cup side. We get to summarize our rounds and lessons and Get Golf Ready activities, begin to plan budgets and activities for 2014, plan our continuing education, and start to cast a thought toward next season's "growing the game" plans.

As fall alights here at Overlake and throughout the great Northwest, I love the opportunity for our outstanding PGA Head Golf Professional Mark Sursely to give our own Golf Professionals some well-deserved schedule relief. While we all work lots of quality hours for our members and guests during the peak season, it is during this time of year when we can let our foot off the scheduling gas pedal and transition our staff to the highly-desirable, highly-motivating 4x10 schedule. I began using this format at Jackson Park Golf Course and you can just imagine how energizing it is to have three days off during the 6-month "off season." I implore you all to consider such an approach, to reward your team with a chance to reconnect with their families and other life activities, and to give back to your team that has been so good to you throughout the 6x10 months. Remember, my friends: work to live, don't live to work. I feel like I'm livin' the dream as a Golf Professional, and taking care of

your own teams will help them feel the same way. We as employers can't just keep taking and taking and taking and squeezing and squeezing and squeezing from our PGA brothers and sisters. It ain't right to carry a golf facility's margins and profits on the backs of over-worked labor, so please take some time and spend some energy in establishing a common sense—and legal!—schedule and staffing pattern.

While I'm on fire, another rite of the fall season is the annual blood-letting of performance evaluations. For those of you who dread the "annual ambush" whereby you pray your boss doesn't remember the one crappy thing you did in the past 8 weeks and instead remembers the 11 previous months' of great work, maybe it's time we change the system. After all, I don't know too many folks who don't come away from those evaluations feeling like it was a big waste of time or a kick in the @\$\$, instead of feeling energized, fulfilled and motivated to succeed even more.

Of course, it takes two to tango—both coach and player—so give some thought to considering some of these points to make the performance evaluation good for both of you.

My Top Ten Performance Evaluation Tips:

1. **Learn to coach and be coached.** If you're the boss, learn to give thoughtful, appropriate, behavior-oriented frequent feedback THROUGHOUT the year, not just at the annual ambush. If you are the team member, learn to accept constructive coaching and use it to make yourself better and stronger at what you do. Both of you will benefit. Don't forget: "praise in public, coach in private."
2. **Take notes throughout the year.** As you come to the performance evaluation, both of you should have a

set of notes that detail improvements to be made and accomplishments earned. That way you will both be talking from the same perspective.

3. **Don't grade-flate.** Use a five point scale with 3 being the "you're doing fine, you get to keep your job as long as you want, and here are a couple of things to improve" level. Don't put down a 5-Excellent for everything: no one wins from your unwillingness to be honest, and it will bite you in the putter in the end.
4. **Separate the wage review from the performance evaluation.** Nothing is worse than going into my own evaluation and then holding out my hand for a raise afterward. Try to separate your coaching and evaluating from the annual review of wages and salaries.
5. **Make your evaluation pertinent.** Be sure to begin your annual process by setting performance and behavior goals, monitor those goals along the way through coaching, and summarize them at the end of the year with your evaluation. Be sure to include your facility's mission, vision, and core values as part of the matrix since you theoretically are using those elements to make your decisions along the way.
6. **Use a self-evaluation.** One of the best and most important tools is for your team member to self-evaluate. This should be done first, then submitted in advance of the formal evaluation. I am always impressed by a team member's thoughts and impressions of their own performance and frequently they are deeper and more introspective than I can ever be.
7. **Consider a 360 degree evaluation.** Often called an "upside down" evaluation, this is a great tool to recognize how those whom you evaluate view how YOU perform, manage, and lead. This is my favorite

CEO's REPORT

by Jeff Ellison, PGA
CEO



October 1 means we have just 20 more days to prepare for the Annual Meeting, Merchandise Show and Education program. It's a big undertaking and most importantly, a valuable event for you the PGA Professional. Please plan to join us in Portland, October 21-23. There is something on the program for everyone. We kick off the week on Monday morning with the new Pro-Vendor Invitational.

Invite your favorite vendor to play with you at Columbia Edgewater and then why not help them move in! That's almost as good as an order! Education includes Monte Koch with a "how to" workshop on Player Development and Nike Golf brings in Bill Harmon of Golf Channel for a teaching workshop on Wednesday. Bill's presentation will include "live lessons" to help demonstrate how to teach. The week also includes our Annual Meeting on Wednesday morning. Please visit www.pnwpga.com to sign up for Education, the Pro-Vendor and to [register yourself and your buyers for the Merchandise Show](#).

Entries are out for the Holcomb-In-One Las Vegas Pro-Am, March 9-13, 2014 in sunny Las Vegas. I'm happy to announce we were able to *lower the price* this year! We play The Legacy, return to Tuscany with their new clubhouse and conclude at Anthem CC. Grant brings together gifts from Antigua, Sun Mountain and Imperial to make for a great event. If you have not been, you just need to know the code—it's Vegas, we have a little fun!

Sponsors are the lifeblood of our Section and Chapters. Be sure you take a look at the sponsor listing on the following page as you make your buying plan for 2014. These folks help make all your programs successful.

A draft 2014 Section Tournament Schedule is ready (see right) and is also posted on the web site. We'll continue to update the web site as we confirm courses. The Tournament Committee is meeting in a couple of weeks to confirm the Section and Chapter schedules. It's a big job coordinating 230 events!

Our on-line scoring has been so popular that the old pdf format was causing issues with refreshing. In response, we've converted to an html version that avoids that issue. The reports are not as pretty, but the information updates! This winter, we'll work on enhancing the formatting. Watch your fellow professionals next week at Meadow Springs in the PPC. We'll be posting turn scores all week and live updates for the leaders on Thursday. We'll also post live updates for the Hudson Cup Matches.

Speaking of the Hudson Cup, the teams will be finalized following the PGA Professional Championship next week with the top 10 professionals and top 10 senior professionals taking on the amateur sides. Captains Pat Fitzsimons and Jerry Mowlds are looking forward to leading their teams to victory at Pumpkin Ridge, October 24-25. Conducted since 1949, the Matches are the highlight of our season and making the team is a great honor.

In Portland, make it a point to meet Carol Pence, our new PGA Employment Consultant. Carol has been managing the process in Northern California and is adding the Pacific Northwest Section to her responsibilities as Jeff Beaudry steps back a little to handle his new role as the Western Director of Employment. We thank Jeff for his many years of service to the Section and look forward to working with Carol. Carol can be reached at cpence@pgahq.com or 510-706-1583.

I look forward to seeing all of you either in Portland or at your chapter meeting...I'll make them all this fall! Please feel free to ask questions or seek my help whenever I can be of service.

—Jeff Ellison

2014 TENTATIVE SCHEDULE

Tournaments

DATE	EVENT	SITE
Jan 30 - Feb 6	Winter Pro-Am	Mauna Lani, Hawaii
Mar 9-13	Holcomb-In-One Las Vegas Pro-Am	Las Vegas
Mar 17-18	PNW PGA Pro-Assistant Championship	TBA (Portland area)
Apr 21-22	Senior Players Championship	TBA
May 17-21	Washington Open Invitational	Meridian Valley CC, Kent, 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	TBA
Aug 18-20	Northwest Open Invitational	Wine Valley GC, Walla Walla, WA
Sep 3-5	PNW Senior PGA Championship	TBA
Sept 16-18	PNW PGA Professional Championship (PPC)	Salish Cliffs GC, Shelton, WA
Oct 2-3	Pacific Northwest Pro-Amateur Championship	TBA
Oct 23-24	66th Hudson Cup Matches	TBA



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HUDSON CUP POINTS



65th Hudson Cup &
22nd Senior Hudson Cup Matches
October 24-25, 2013
Pumpkin Ridge – Witch Hollow
North Plains, OR

Hudson Cup

	Professional	Points
1	Griffin, Chris	315.00
2	Prugh, Corey	305.00
3	Coston, Jeff	295.00
4	McCoy, Casey	267.50
5	Erdmann, Scott	247.50
6	Malby, Ryan	212.50
7	Black, Darren	201.13
8	Thornton, Brian	193.00
9	Feenstra, Tim	185.00
	Phay, David	185.00
11	Gibbons, Rob	145.00
12	Manley, Greg	137.50
13	Sharp, Brady	130.00
14	Immordino, Josh	127.50
15	Benzel, Ryan	117.50
16	Sovay, Tom	100.00
17	Korn, Joe	93.63
18	Kasch, Mike	88.00
	Robydek, Tony	88.00
20	Krieger, Scott	85.00
21	Erwin, Todd	85.00
22	Gardner, Mark	77.50
23	Moe, Clayton	75.00
24	Bennett, Luke	68.00
25	Alldredge, Adam	67.50
26	Stewart, Bruce	55.00
27	Siesser, Derek	50.00
28	Walsh, Brent	47.50
29	Coleman, Keith	35.00
	Van der Velde, Chris	35.00

Senior Hudson Cup

	Professional	Points
1	Coston, Jeff	687.50
2	Sovay, Tom	552.50
3	Gibbons, Rob	520.00
4	Fought, Jeff	467.50
5	Stewart, Bruce	412.50
6	Krieger, Scott	402.50
7	Marsh, Jeff	382.50
8	Milne, Chuck	370.00
9	Bowen, Steve	350.00
10	Haney, Fred	345.00
11	Erwin, Todd	340.00
12	Carey, Tom	307.50
13	Staskus, Tom	292.50
14	Gardner, Mark	287.50
15	Murray, Brent	225.00
16	DeLong, Mike	190.00
17	Prugh, Steve	187.50
18	Whitney, Buster	175.00
19	Westling, Ted	170.00
20	Comella, Ray	155.00
21	Givens, Mike	145.00
22	Bobillot, David	135.00
23	Toll, Mike	130.00
24	Repass, Chris	127.50
25	Cobleigh, Paul	120.00
26	Doxsie, Doug	105.00
27	Stull, Steve	87.50
	Reuhl, Steve	87.50
	Peccia, Joe	87.50
	Bishop, Kevin	87.50

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UPCOMING EVENTS

65th Hudson Cup Matches

North Plains, OR | Pumpkin Ridge - Witch Hollow | Oct 24-25



Cumulative Score

Over the 64 years that the Hudson Cup matches have taken place, the Professional team has won 53 times, the Amateur team has won 7 times, and the two teams have tied 4 times.

Over the 21 years that the Senior Hudson Cup matches have taken place, the Professional team has won 15 times, the Amateur team has won 5 times and there was a tie once.

Contact Molly Cooper for details: 360-456-6496.

Pumpkin Ridge - Witch Hollow

Considered among the nation's best classic-style courses, Bob

Cupp designed the par-72, 7,017-yard Witch Hollow course to blend harmoniously with its natural surroundings in the shadows of the Cascade Mountains. Woven through a tapestry of fir, maple, oak and ash trees with dramatic views of the Tualatin Hills, the course's undulating fairways, wide manicured greens, numerous wetland areas and variety of ponds, lakes and streams add to the layout's mystical allure and beauty. *Golfweek* named it one of America's 100 Best Modern Courses, and *Golf Digest* ranked it as one of America's 100 Greatest Golf Courses.



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COSTON WINS PNW SENIOR PGA CHAMPIONSHIP

by Molly Cooper

Director of Tournament & Member Programs

LAKEWOOD, WA— RMG Club at Oakbrook – 6,530 yards, Par 71

Jeff Coston will lead 7 Section PGA Professionals to compete Oct. 10-13 in the 25th Southworth Senior PGA Professional National Championship.

The National Championship, presented by Mercedes-Benz USA, will return for a third consecutive year to Creighton Farms of Aldie, Va., and River Creek Club of Leesburg, Va.

Coston turned in a winning total of 5 -under-par 137 to capture the PNW Senior PGA Professional Championship supported by Southworth Development LLC and Mercedes-Benz. Tom Sovay of The GC at Redmond Ridge GC tied Coston at 137 but lost in a playoff. They are joined by Chuck Milne of Vanco Driving Range, Brent Murray of Oswego Lake CC, Scott Cravens of Crave Golf, Jeff Fought of Black Butte Ranch, Scott Krieger of Broadmoor GC and Tom Staskus of Airport Golf Center.

PGA Professional Bill Tindall of Aldarra Golf Club won the Senior Division by one stroke over PGA Professional Rick Adell of Bellevue, WA. PGA Professional Ron Stull of Union, WA won the net division.

The Southworth Senior PGA Professional National Championship brings together a field of 264 contestants representing The PGA of America's 41 nationwide Sections, and features a total purse of \$285,000 on both courses over the first two rounds. Creighton Farms, a Jack Nicklaus Signature Golf Course, will host the final 36 holes.

Southworth Development, with headquarters in Newton, Mass., returns as the title sponsor of the Senior PGA Professional National Championship. Mercedes-Benz USA is a presenting sponsor.



Creighton Farms, a par-72, 7,410-yard layout that opened in 2008, was one of two private courses in the world to achieve recognition by Golf Digest, GOLF Magazine, and Travel Leisure Golf in the same season. In 2009, Golfweek selected Creighton Farms among its "Best New Private Golf Courses." Creighton Farms reflects the Nicklaus trademark of a challenging design, focusing on course management strategy and precision rather than power.

River Creek Club, a challenging, 7,036-yard, par-72 layout, was designed by Ault, Clark & Associates, with Tom Clark of Marshall, Va., the lead architect in the regional firm. River Creek Club made its debut in 1997 as one of three golf courses nestled on the Potomac River, and bearing challenging, large undulating greens as its signature and most prominent set of challenges.

Begun in 1989, the Senior PGA Professional National Championship is modeled after the PGA Professional National Championship, with a field of 50-and-older senior PGA Professionals who advanced through 41 Section Championships conducted from July through September this year.

The top 35 finishers in the National Championship earn a berth in the 75th Senior PGA Championship presented by KitchenAid, which will be conducted in May 2014, at Harbor Shores in Benton Harbor, Mich. The top five finishers earn an exemption into the final stage of the 2013 Champions Tour National Finals. Since its debut, many participants in the Senior PGA Professional National Championship have used their success in the event as a springboard to a Champions Tour career.



PGA
PACIFIC NORTHWEST
SENIOR CHAMPIONSHIP

CHAMPIONSHIP RESULTS

	Player	Facility	Score	Winings
1	Coston, Jeff	Semiahmoo G&CC	69-68—137	\$1,500.00
2	Sovay, Tom	GC at Redmond Ridge	68-69—137	\$1,175.00
3	Milne, Chuck	Vanco Driving Range	67-73—140	\$950.00
	Murray, Brent	Oswego Lake CC	69-71—140	\$950.00
5	Cravens, Scott	Crave Golf	71-70—141	\$762.50
	Fought, Jeff	Black Butte Ranch	68-73—141	\$762.50
7	Prugh, Steve	Manito G&CC	72-70—142	\$555.00
	Bowen, Steve	Dick's Sporting Goods	69-73—142	\$555.00
	Krieger, Scott	Broadmoor GC	70-72—142	\$555.00
	Gibbons, Rob	Arrowhead GC	74-68—142	\$555.00
	Staskus, Tom	Tom's Golf Center	69-73—142	\$555.00
12	Keating, Mark	Meriwether National	72-72—144	\$450.00
13	Carranza, Joe	Aldarra Golf Club	74-71—145	\$412.50
	Marsh, Jeff	Orchard Hills CC	73-72—145	\$412.50
15	Schuh, Craig	Deer Park GC	71-75—146	\$325.00
	Carey, Tom	Meriwether National	73-73—146	\$325.00
	Doxsie, Doug	Seattle GC	73-73—146	\$325.00
	Smith, Von	Bear Mountain Ranch	70-76—146	\$325.00
	Mack Jr., George	Black Butte Ranch	71-75—146	\$325.00
20	Bishop, Kevin	Saint Martin's University	73-74—147	\$237.50
	Stewart, Bruce	Arrowhead GC	72-75—147	\$237.50
22	Coombs, Kevin	Green Mountain GC	75-74—149	\$50.00
	Tolbert, Gordon	Stone Creek GC	76-73—149	\$50.00
	Scott, Bob	MeadowWood GC	73-76—149	\$50.00
	Basse, Scott	Battle Creek GC	73-76—149	\$50.00
	Gardner, Mark	The Creek at Qualchan	74-75—149	\$50.00
	Givens, Michael	Tacoma Firs GC	74-75—149	\$50.00

SENIOR DIVISION - GROSS

	Player	Facility	Score	Winings
1	Tindall, Bill	Aldarra Golf Club	71-77—148	\$525.00
2	Adell, Rick	Bellevue, WA	71-78—149	\$400.00
3	Bobillot, David	Eaglemont GC	75-76—151	\$275.00
4	Von Lossow, Jim	Von's Golf	75-77—152	\$200.00

SENIOR DIVISION - NET

	Player	Facility	Score	Winings
1	Stull, Ron	Union, WA	66-62—128	\$525.00
2	O'Donnell, Ryan	Orchard Hills CC	66-74—140	\$400.00
3	Solomonson, Scot	RGM Club at Oakbrook	73-70—143	\$237.50
	Coury, Mike	WWC PGA	72-71—143	\$237.50

PLAYER OF THE YEAR

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	Professional	Points
1	Prugh, Corey	450.00
2	Grove, Russell	367.50
3	McCoy, Casey	322.50
4	Coston, Jeff	317.50
5	Thornton, Brian	287.50
6	Griffin, Chris	273.50
7	Erdmann, Scott	272.50
8	Feenstra, Tim	227.50
9	Malby, Ryan	225.00
10	Kearney, Brandon	202.50
11	Black, Darren	192.50
12	Sharp, Brady	175.00
13	Nosler, Brian	173.50
14	Phay, David	167.50
15	Gibbons, Rob	162.50
16	Benzel, Ryan	156.00
17	Roters, Mike	112.50
	Kasch, Mike	112.50
19	Pence, Todd	109.17
20	Manley, Greg	105.00
21	Immordino, Josh	100.00
22	Gardner, Mark	92.50
	Moe, Clayton	92.50
24	Runge, Mitch	87.50
25	Erwin, Todd	80.00
26	Milne, Chuck	75.00
	Hinkle, Lon	75.00
28	Krieger, Scott	70.00
29	Stewart, Bruce	67.50
30	Walsh, Brent	65.00
31	Sovay, Tom	57.50
32	Allredge, Adam	55.00
	Korn, Joe	55.00
	Coleman, Keith	55.00
35	Fife, Cameron	51.00
	Aichele, Jason	51.00
37	Grow, Jerrel	50.00
	Bennett, Luke	50.00
	Walsh, Josh	50.00
	Dooley, Jeff	50.00

SENIOR PLAYER OF THE YEAR



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	Professional	Points
1	Coston, Jeff	630.00
2	Fought, Jeff	435.00
3	Sovay, Tom	415.00
4	Gibbons, Rob	270.00
5	Staskus, Tom	267.50
6	Krieger, Scott	261.00
7	Carey, Tom	193.50
8	Haney, Fred	180.00
9	Murray, Brent	171.00
	Stewart, Bruce	171.00
11	Marsh, Jeff	158.50
12	Milne, Chuck	148.50
13	Bowen, Steve	147.50
14	DeLong, Mike	140.00
15	Cravens, Scott	127.50
16	Erwin, Todd	122.50
17	Westling, Ted	120.00
18	Comella, Ray	105.00
19	Doxsie, Doug	100.00
20	Givens, Mike	96.00
21	Gardner, Mark	90.00
22	Whitney, Buster	85.00
23	Prugh, Steve	75.00
24	Coombs, Kevin	70.00
25	Repass, Chris	62.50
	Reuhl, Steve	62.50
	Stull, Steve	62.50
28	Peccia, Joe	57.50
29	Davis, Brian	56.00
30	Toll, Mike	50.00
31	Keating, Mark	45.00
	Tolbert, Gordon	45.00
33	Bobillot, David	40.00
34	Carranza, Joe	37.50
35	Larson, Rick	30.00
36	Cobleigh, Paul	27.50
	Tindall, Bill	27.50
	Runge, Kris	27.50
	Cline, JD	27.50

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ASSISTANT PLAYER OF THE YEAR

Professional	Points
1 Prugh, Corey	565.00
2 Kearney, Brandon	537.50
3 Erdmann, Scott	406.00
4 Griffin, Chris	397.50
5 Grove, Russell	385.00
6 Immordino, Josh	362.50
7 McCoy, Casey	335.00
8 Malby, Ryan	325.00
9 Pence, Todd	290.00
10 Sharp, Brady	282.50
11 Feenstra, Tim	261.67
12 Roters, Mike	257.50
13 Stevens, Bryan	217.50
14 Runge, Mitch	196.00
15 Ables, Clint	195.00
16 Siesser, Derek	192.50
17 Moe, Clayton	145.00
18 Dahl, Ryan	130.00

Professional	Points
19 Franklin, Darek	123.50
20 Baker, Luke	92.50
21 Stewart, Bruce	90.00
22 Alldredge, Adam	81.67
23 Tucker, Colin	75.00
Harrison, Taylor	75.00
25 Ferris, Taylor	67.50
26 Lisk, Chris	65.00
27 Henry-Cano, Issac	55.00
Rodgers, Nick	55.00
29 Spurgeon, Rick	50.00
30 Faller, Brad	48.50
31 Carlson, Colin	45.00
Aichele, Jason	45.00
33 Mazurek, Bobby	40.00
34 Lawrence, Mark	35.00
Grafos, Michelle	35.00
Walsh, Josh	35.00

Professional	Points
37 Kauffman, Doug	32.50
38 Burtner, Adrian	30.00
Koch, Chris	30.00
Raihl, Aaron	30.00
41 Stevens, Steve	30.00
42 Johnson, Aaron	25.00
Easley, Mark	25.00
Martin, Tyler	25.00
Curran, Chris	25.00
Carranza, Joe	25.00
47 Lancaster, Grant	22.50
48 Williams, Steven	20.00
Mercer, John	20.00
50 Miller, Kyle	16.00
51 Smith, Sam	11.67
52 Cortez, Pepe	5.00
53 Bain, Brendon	2.50

UPCOMING EVENTS



HAWAII WINTER PRO-AM

The Pacific Northwest Section is pleased to announce our 39th annual Hawai'i Winter Pro-Am, January 30 - February 6, 2014. Join us for a week of surf, sun and golf at the Mauna Lani Resort on the Big Island. You'll play three rounds of golf and have plenty of time to explore the resort and surrounding island, including beautiful beaches, shopping and fishing.

We use a fun format with daily prizes for amateurs, professionals and teams. Overall tournament winners are based on the best 2 of 3 rounds.

Contact Bruce Cudd with questions: **503-288-6321**
or call the Section office: **800-688-4653**



JOIN US AT MAUNA LANI

Tournament to be held:

February 1, 3 and 4, 2014

Mauna Lani North & South Courses

Each Pro-Am Entry Includes:

- Round-trip economy airfare from Seattle or Portland.
- 7 nights ocean view room, including tax and portorage.
- Greens fees and shared golf cart for 3 rounds of golf.
- Round-trip transfers between Kona airport and Mauna Lani.
- Cocktails & dinner on Jan. 30 & Feb 5
- Breakfast on morning of Jan 31

Cost:

(based on double occupancy)

Golfer: \$3,367.00

Non-golfer: \$2,154.00

Single room, add: \$1,152.00



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Prof. David Feherty

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BIRDIES FOR CHARITY - FINAL



In addition to sponsoring three of our major championships and the Hole-In-One Challenge, our friends at Sterling Bank have created an exciting program that donates additional money to the official tournament charities. A bonus pool for those professionals making the most birdies during these three events will be paid at the end of the season.

	Professional	Facility	Birdies	Award
1	Thornton, Brian	Meridian Valley CC	49	\$400.00
2	Malby, Ryan	Iron Horse GC	42	\$350.00
3	Pence, Todd	Fairways GC	40	\$300.00
4	Nosler, Brian	Vanco Driving Range	39	\$205.00
	Prugh, Corey	Manito G&CC	39	\$205.00
	Black, Darren	Rainier G&CC	39	\$205.00
7	Phay, David	Whidbey G&CC	38	\$130.00
8	Coston, Jeff	Semiahmoo G&CC	37	\$105.00
	McCoy, Casey	Airport Golf Cntr.	37	\$105.00
10	Benzel, Ryan	Pro Golf Disc. - Lynn	36	\$92.50
	Manley, Greg	Meridian Valley CC	36	\$92.50
12	Barron, Derek	Tacoma Firs GC	35	\$85.00
13	Griffin, Chris	Tacoma C&GC	34	\$75.00
	Grove, Russell	Avondale GC	34	\$75.00
	Aichele, Jason	Meadow Springs CC	34	\$75.00
16	Kearney, Brandon	Bend G&CC	33	
17	Erdmann, Scott	Oswego Lake CC	32	
18	Marsh, Jeff	Orchard Hills CC	31	
19	Roters, Mike	Gateway Golf Disc.	29	
	Immordino, Josh	Riverbend GC	29	
21	Runge, Mitch	Tacoma C&GC	28	
22	Franklin, Darek	Willamette Valley CC	26	
	Sharp, Brady	Walla Walla CC	26	
	Gardner, Mark	Creek at Qualchan	26	
25	Gibbons, Rob	Arrowhead GC	25	
26	Cassidy, John	Alderbrook G&YC	24	
27	Feenstra, Tim	Broadmoor GC	23	
	Robydek, Tony	Pro Golf Disc. - Tac	23	
	Dahl, Ryan	Horn Rapids GC	23	
	Sovay, Tom	GC at Redmond Ridge	23	



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- Golf Digest



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Advanced reservations required. Management reserves the right to alter, suspend, or withdraw offer/promotion at any time. Price listed does not include tax.

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HOLK'S HIGHLIGHTS

Spotlight on Chris Garrison



Facility: Camas Meadows GC

Hometown: Camas, WA

University: Attended Golf Academy of America (San Diego, CA); played on the golf team.

Year Became a PGA Member: 1992

Awards Won: 2012 PNW PGA Assistant Professional of the Year

Chris Garrison was recognized in PGA Magazine for his efforts in growing the game (September 2013 issue, page 34). Previously, he won recognition in 2012 with the Section's Assistant Professional of the Year Award. He is now General Manager at Camas Meadows GC. We decided to catch up with Garrison.

"My specific leadership skills lie within transition management— bringing a new direction to departments or clubs."

What was it like to transition from Assistant Professional to General Manager?

"It was a formidable jump, but I have a great team of managers who make me look good. I'm also fortunate to have a solid network of people to reach to from different businesses. They have helped to make my first season surprisingly smooth."

What do you feel is your best accomplishment to date?

"Building ladies' beginner programs. I get them on the course quickly, create an environment where they can be successful and help them make connections with each other. I have had over 200 participants this year and it has been amazing to see it all come together."

What or who was your greatest influence in golf?

"My older brother has been a PGA member much longer than I have and he had a tremendous impact on my start as a golf professional. He made sure I knew where I was going and how to get there."

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FIVE “P’s” To MASTER RIGHT NOW FOR FUTURE SUCCESS

by Monte Koch, PGA

Player Development Regional Manager

Punch Holes • Plan • Post • Prepare • Plays



I hope that as the 2013 golf season quickly winds down, you’re getting the opportunity to take a deep breath, maybe play a little golf yourself and catch up on some much needed family time. The aerifiers have made or will make their semi-annual “lap” around the putting surfaces. Just like these machines “punch holes” in the surface to bring light, nutrients and moisture to regenerate healthier, better turf, I’d like to ask you to “punch some holes” in your own programming, efforts, leadership and execution this past season.

With the idea of “punching holes” to shed the light of evaluation, analysis and improvement in the future, I’d like to suggest a good way I’ve found to make progress right now for success in 2014. It doesn’t matter what the program, the project or the concept, I believe laying the “Five Ps” template over it will make a huge difference in whether or not it’s successful.

We’ve spent a good bit of time on how to grow our customer base and drive revenues. But there’s another important area we can’t forget. “Retaining the Core” is the 1st “leg” of the Golf 2.0 stool. For this month’s “Pro Highlight,” check out the following page and be prepared to be inspired about coaching your core players.

Dates (Quarter)	“Five P’s” of Success with for the Golf Professional as a Key Tool for Promotion/Program Management Success	
	1. “PUNCH HOLES” <i>Ask Yourself The Hard Questions</i>	<ul style="list-style-type: none"> Evaluate everything, especially the revenue generators. <i>Focus less on the cost areas/issues and more on the cost of not doing them!</i> Are your key staff/assistants stepping up as you and the facility need them to? <i>Did you empower them to step up so you could focus on generating revenue?</i> What new customer and core customer offerings could work at your facility? <i>Don’t be afraid of success! Be afraid of failing to try.</i>
10/1-11/28 (Qtr 1)	2. “PLAN”	<ul style="list-style-type: none"> Based on your facility “physical plant,” what programs can you offer to build new customers, engage your core customers and attract families, women and new business? How can you engage yourself or a staffer to drive revenue in 2014? <i>Service doesn’t separate us as PGA professionals anymore. Driving bottom line revenue is the ONLY way.</i> Select the programs you (and colleagues/staff) use
12/1-1/31 (Qtr 2)	3. “POST” and Promote Programs	<ul style="list-style-type: none"> Once you’ve selected the programs, don’t procrastinate in scheduling, posting and promote them! Secret of Success: Schedule programs (more of them than you think,) at times that FIT YOUR CUSTOMERS, not you, your staff, etc. <i>Fill the classes, then worry about who will teach them...there are a lot of under-employed golf professionals who could teach them.</i> Use Active, create a “promotional center” on site where you can promote your programming in print, digital and other methodology.
2/1-3/31 (Qtr 3)	4. “PREPARE”	<ul style="list-style-type: none"> Meet with your colleagues, teaching staff and other key golf operations “front-line” staffers—then take it further to other facility staff who interact with customers in the restaurant, the bar, etc. Share your vision with them on your ‘WHY’ for running the programs you/your team have chosen and HOW they fit into the success of the plan, including how they will personally benefit from the success of these programs. Finalize your curriculum, scripts, staff schedules, etc. <i>If you need to find extra help to teach, start looking now.</i>
4/1-9/30 (Qtr 4)	5. Run the “PLAYS”	<ul style="list-style-type: none"> The season is upon you—you’ve got a plan, a script and a schedule. Run the plays, keep yourself, your colleagues/staff motivated and go “WIN” the season! Celebrate your successes, track them and learn from mistakes. Keep updating the promotions/plays throughout the season, and make tweaks as necessary. Communicate regularly with your employer, stakeholders and facility colleagues on the success of your programming; find out if they have any positives to share from their view on the success of programming.

“CORE PLAYER” COACHING

—Highlighting a Winning Concept

For this month's "Pro Highlight," I'd like to celebrate the effort and success of another PGA member within our PNW ranks. As with our past highlighted professionals, I feel a strong sense of pride as their colleague, but more importantly, I AM INSPIRED by their efforts, creativity and entrepreneurial attitude. This month's highlight has achieved success in "Core Player" coaching.

Jeff D'Amico, PGA
Wing Point G&CC
Bainbridge Island, WA

**Successful Concept:
"Coaching Club" for
Core Players**

Fee Structure:
Reasonably priced at
\$50/month or \$150 for
four months (drop-ins
allowed @ \$15/class)

Schedule: Three "Coaching Hour"
Sessions per week (1 hr, same topic each
hour; Tues, Fri, Sat);

Class size: Averaged 15-20 ppl per session

A great add-on: The beverage cart was
a huge hit and made for a fun, social
learning environment!

D'Amico says: "Our Coaching Club
turned out to be a real hit with many of
our members. After meeting with Monte
early in Spring 2013, we brainstormed
the "Coaching Club" concept around
our membership and driving range
limitations. We were able to attract and



"We have been able to increase our private lesson fee and reach many more members with no increase in time spent teaching."

recruitsome longtime and new members fairly easily to join the Coaching Club. Most of the members who participated in the coaching sessions had not taken traditional private lessons from me or my staff previously. This concept actually added to our stable of lesson takers and brought in a whole new group of active members ...As Professionals, we have been able to increase our private lesson fee because of this concept and reach many more members with no increase in actual time spent teaching. Coaching Club participants have also increased the number of rounds they played in '13, not to mention their purchases from our golf shop for new equipment, balls and shoes...the Coaching Club concept was a real win for our staff AND for Wing Point!"

Most satisfying aspect: "With the number of members coming out for the Coaching Club, my staff and I feel it's created more avenues to connect with them, and be the community centered pros they want and need us to be...being able to coach golfers on a weekly basis over a season has also helped me realize my gift in helping our members enjoy the game more too."

Please let me know how I can help you in any way: 206-335-5260 / mkoch@pgahq.com

Kind regards,
Monte Koch, PGA

PNW PGA 2013 FALL EDUCATION

COLUMBIA EDGEWATER CC
Monday, October 21 | 2:00 - 5:00 pm



Monte Koch
Player Development
Regional Manager

Capitalizing on Player Development in 2014

A Nuts & Bolts Workshop on Selecting, Planning and Delivering Programs to Drive ROI. This class will cover how to quickly implement Get Golf Ready, PGA Junior League Golf, PGA Sports Academy and your own custom programs.

Monte Koch is one of nine PGA Player Development Regional Managers (PDRM) and is based in the Pacific Northwest Section. He is charged with helping professionals, their facilities and employers with implementation of strategies, initiatives and programming to expand the reach of golf among current and potential players.

Receive 3 MSR credits in PGA education | dress: coat & tie

PORTLAND METRO EXPO CENTER
Wednesday, October 23 | 2:00 - 6:00 pm



Bill Harmon
NIKE GOLF

Teaching Seminar

Bill will discuss his approach to the game, demonstrate through "live lessons" and engage in a Q&A with those in attendance.

Bill Harmon has been an active member in the golf community for more than 50 years, having been introduced to the game by his father, Claude Harmon, 1948 Masters Champion. With his brothers Butch, Craig and Dick, the family has been awarded "The Golf Family of the Year" as well as the "Richardson Award" for lifetime contributions to the game of golf. Bill is the Director of Instruction at Toscana Country Club, Indian Wells, CA and President of the Harmon Experience Golf School. Harmon has been named one of Golf Magazine's Top 100 Instructors.

Receive 4 MSR credits in PGA education | dress: coat & tie

MSR's Earned:

PGA Education

Other non-PGA Education

EMPLOYMENT SERVICES

by Carol Pence, PGA

PGA Employment Consultant



What Motivates Your Customer To Buy?

Selling effectively begins with getting an understanding the needs or motives of your customer. Say a customer approaches and says she is looking to buy a golf bag. What is the primary reason

for this buy? You may think it is because a bent leg on her current bag is causing it to fall over.

You could start with: *"This is a really nice bag. It has great balance. I noticed that your other bag tends to tip over because of that one leg."*

However, always look beyond your initial thoughts and seek to understand any other concerns she may have. Ask questions to help understand her motives for buying. If you listen carefully, she will tend to tell you all you need to know. You may find out that she is also looking into a new golf bag because:

- "I don't want to be embarrassed about still using my old, broken one."
- "I like the floral pattern and the color on this golf bag."
- "I'm worried that my husband will buy me something I don't like."

Most salespeople just attack the perceived motive by telling the buyer that buying this golf bag is a good one and explain all of the bells and whistles that come with it. A more effective strategy would be to emphasize how this bag may solve her other concerns. So once you

have the information about those other motivations and concerns, build it into your approach and closing.

"You won't have to worry about this one tipping and your friends won't get to kid you about it, how does that sound? Also, I did notice that your shoes are pretty similar to this color. That's cool. And if you get this one today, you won't have to worry about your husband picking out the wrong one."

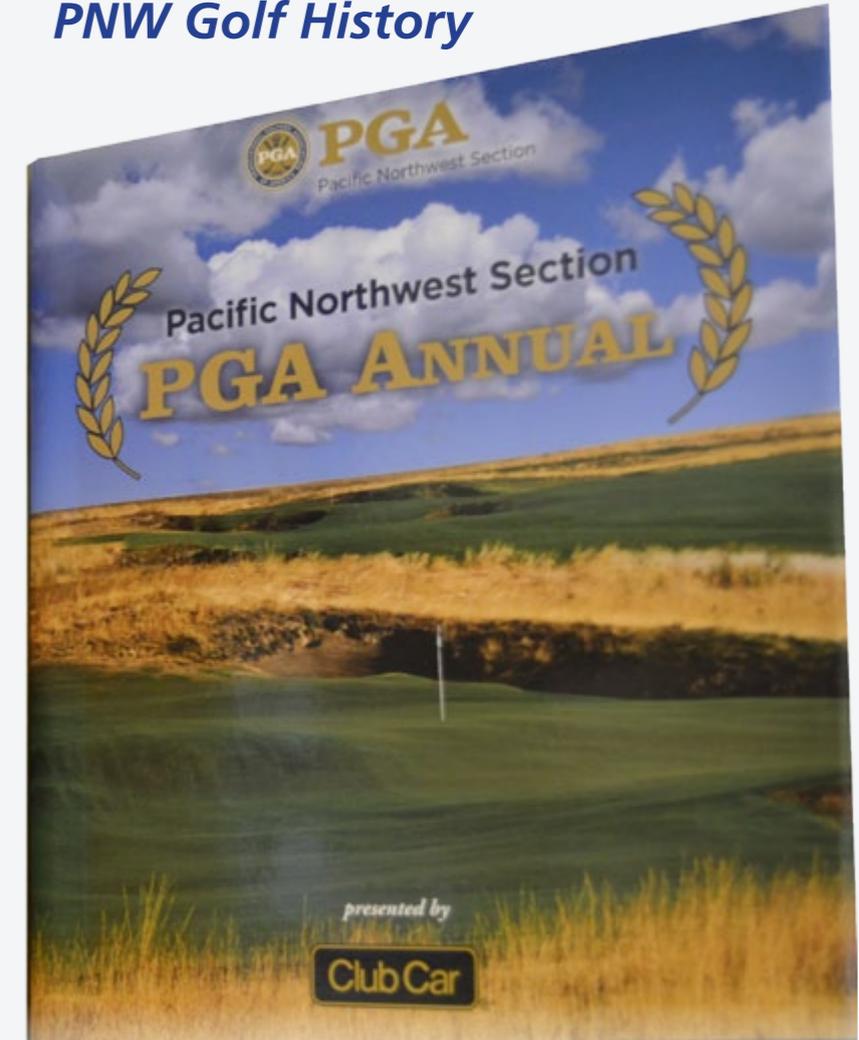
You won't know what the customer is thinking unless you ask. A simple question such as "How does that sound?" can be appropriate at any time. Other useful questions can be framed this way: "Tell me more about ..." or "Give me an example of ..." or "What else would help me get a better understanding of ..."

Keep in mind that the buyer is looking for reasons to support her decision. You will find that sharing this information will drive and push the sale forward. Of course that means the more you get to know your customers, the better service provider you will be. But that's a whole different subject. (Check out [Golf 2.0: Effective Tactics to Building Relationships with Your Customers.](#))

Respectfully,

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

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EMPLOYMENT SERVICES

by Jeff Beaudry, PGA

PGA Employment Consultant



How to Boil a Frog

There is a story that illustrates how sometimes things that appear to happen in slow motion can have dramatic impact. It is the anecdote of how to boil a frog. It suggests that if a frog were thrown into a pot of boiling water it would jump right out. But if the frog is put in a pot of lukewarm water, it will stay in there as the heat is gradually increased to

boiling. Admittedly this is a fictional story that has a bit of an "ick" factor, but it makes a point relevant to the sea change that we in the golf industry have witnessed over the past few years.

It has always been a cornerstone of the mission for PGA professionals to "promote the game of golf." In the past when golfers were abundant, the economy was chugging along steadily and before the golf course building boom, promoting the game was a kind of a warm and fuzzy goal. Slowly but inexorably, that has changed to a measurable necessity. The only possible job security is to be more valuable today than you were yesterday. And the most obvious contribution a PGA professional can make to most facilities is to increase revenue, rounds, memberships or member retention.

This is not to demean the terrific customer service many professionals and facilities provide. However, like much of the rest of the U.S. economy, golf has evolved slowly but dramatically from a customer service focused culture to a sales culture. It could be argued that really good customer service has become the standard rather than a noteworthy exception across all industries and companies throughout the U.S. Even fast food operations train their employees in what used to be the province of high-end customer service operations.



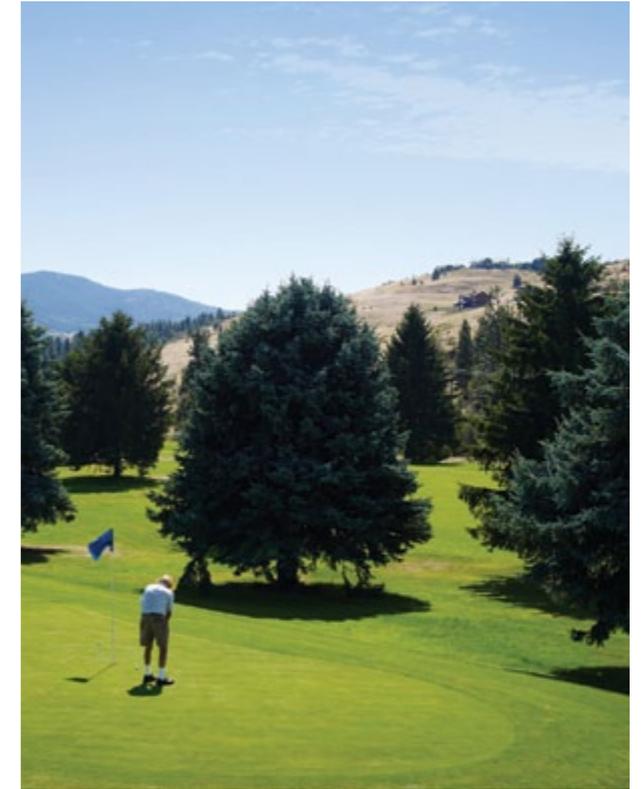
In some contexts sales has had an unfavorable connotation. Many of us think of sales as a high pressure tactic designed to have us pay more than we would like for a product we may not even want in the first place. In reality what the modern consumer may be looking for is information to make an informed buying decision. Purchasing decisions are not made solely on price. Especially for discretionary purchases, consumers want to understand the relative merits of the choices they face. Not only that, their personal values tend to rise to the top. Does the decision benefit the entire family or just them? What is the atmosphere like at the facility we are considering; welcoming or restrictive, comfortable or tense? Is there a sense of community? Am I greeted with a smile, by name? How about my spouse, family and guests?

For good or ill no matter how good your product or service it still requires selling someone on the benefits of why they should choose yours over all of the other options available. As evidenced above, it is not always about price. Unfortunately in too many instances, golf has become a commodity, where many facilities feel they are forced to compete on price alone. While it is understandable, it is not a long-term revenue solution. One of the principles of sales is to add value as opposed to lowering the price. Personalized service is one of the most effective added value components available.

Happily, there is no one better positioned than the PGA professional to be the lead revenue producer at any type facility. Not by cheapening the offering, but by doing what we PGA professionals have always done – provide a personalized, recreational community that people want to be part of.

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

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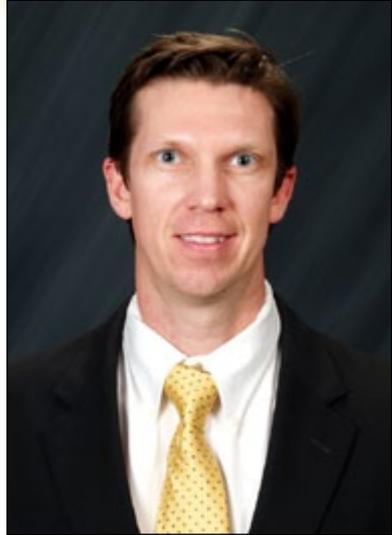
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BAD LESSONS LEARNED FROM THE GREAT CRASH

Financial Planning by Blake Parrish

BP Financial Associates



Last month I received several inquiries from Golf Professionals who are concerned about inflation (i.e. gasoline, energy, healthcare, food, etc). This month, I thought I would ask all of you to give me a call to discuss what you're doing about it. Cash on the sidelines "won't get you there from here." As the current zero-interest-rate environment grinds on,

driven by an excessively accommodative Fed and the intense risk aversion of the world's investors, I'm hearing stories of people willing to do increasingly reckless things in order to capture "yield." Come on, I know we've all tried to take a gamble on the golf course at some point to make up for that bogey the hole before (or in my case, sequence of bogeys), but I don't have to tell you that reckless investing is a very bad idea.

The madness continues today, as "investors" both lengthen maturities and come down in quality—the two things you would *never, ever* want to do at the *bottom* of an interest rate cycle, much less at the bottom of The Mother of All Interest. So, what exactly have investors learned during the financial crisis? We're five years out from the Lehman bankruptcy filing—what important lessons do you think investors appear to have learned?

Bad Lesson Learned

Unfortunately, I'm afraid the main lesson that a number of investors have learned is a very bad lesson. Namely, I think the lesson that they have learned is, "Hey, we should never trust equities again," because when you

look at flows of money into equity mutual funds since the crisis, it's been just about zero. There's been a little flow recently as markets have looked quite good, but by and large people have not put money into equities since the Great Crash of 2008.

Inflation marches on like the Colorado River carving out the Grand Canyon. The more you put off saving for retirement, and actually talking to someone who knows a bit about the numbers, the more excuses will creep into your vocabulary. "This time is different"; or "I need to wait until I have a better paying job in the golf business"; or "Why would I invest with the stock market this high?"; or elections, or conflicts abroad, or getting the kids through college... the list goes on and on.

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Just Do It

Now that fall is officially here and the busy tournament season is over, go to a professional *this week* to discuss your plan. Financial Advisors typically do not charge for

"Right now bonds should come with a warning label."

— Warren Buffett, February 2012

BP Financial Associates are committed to understanding your specific needs, and can help you get the basics taken care of from a practiced financial planning perspective.

this valuable service. I would suggest going to someone who has been through a few recessions and has an established financial advisory business.

Americans have grown up with many investing myths. One of the most precarious is that there are only two basic investing goals—growth and income—and that these goals are antithetical. But people investing today for three-decade retirements—during which, at trend-line inflation, the cost of living will rise two and a half times (think travel and healthcare costs)—must be disciplined by their Advisors to the realization that there's really only one rational investment objective: the growth of income. Bonds by their very nature can never provide this. The great companies in America and the world, by their very nature, can do nothing but this.

It's as simple as that.

One of the central themes of our philosophy at B P Financial Associates is that in thirty years of a rising-cost retirement (if you retire at 60 and live beyond your 80's, plan to experience a 2 ½ % increase in the things you'll be purchasing)—even setting aside capital appreciation—it is dividend growth, and certainly not bond interest, which must be relied upon to sustain our clients' dignity and independence.

Contact me today at:

B P Financial Associates
Phone: (503) 619-7237
E-mail: Blake@BPFinancialAssoc.com

MEMBERS ON THE MOVE

by Jennifer Dodd

Tournament & Membership Administrator

Welcome, New Apprentices!

Name	Facility
Matt M. Epstein	Everett G&CC
Joshua C. Hanson	Broken Top Club
Tyler E. Poster	North Bellingham GC

Newly Elected Members

Name	Class	Facility
Brad A. Hunter	A-6	GolfTEC - Nyberg Wood

Section Changes Into the Pacific Northwest Section

Name	New Class	New Facility	Former Section
John S. Kelley	LMA	Unaffiliated	Southwest
Kathy Wake	A-15	Dick's Sporting Goods	So. California

Section Changes Out of the Pacific Northwest Section

Name	Class	Former Facility	New Section
Christopher A. Meyer	A-1	Columbia Edgewater CC	South Central
Ryan P. Whitcomb	A-8	Lost Tracks GC	Southwest

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Jim Roberts
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Brad Racine
774-200-1114
Brad_Racine@acushnetgolf.com

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PRESIDENT'S REPORT

(continued from page 2)

tool and I give my team the latitude to speak freely since I ultimately want to become the best PGA General Manager in the industry. You need to have some pretty thick skin for this one, though.

8. **Use electronic media.** I like to use Survey Monkey for my evaluations. There are a couple of great online evaluation tools out there and they are wonderful at summarizing and storing historical information.
9. **Evaluate performance on goals.** It is critical to set goals each year. They should be SMART goals, and there should be some easy ones and some stretchy ones. Progress on goals should be monitored throughout the season, and you should assure that your team has the time, tools, and training to accomplish those goals.
10. **Get rid of them!** That's right: get rid of annual performance evaluations. All you really need to do is honestly coach throughout the year, give your team the opportunity to speak with you at any time about their performance, and use the annual time to instead purely "review and preview," or review the goals from the past season, and preview the goals for the upcoming season. This leaves a simple wage review as the remaining annual exercise, and we usually know how that's going to go anyway. Believe me: your facility labor lawyer will put you on her Christmas list if you get rid of the peril-ridden performance evaluations.

And in case you're wondering, I have completely FAILED at everything I share with you, and I have learned to overcome those failures by educating myself and learning to eat some crow and wear my hat in my hand. All it takes is the desire to improve, a healthy dose of humility, and a genuine sense of empathy.

As always, I am here to serve YOU, my Section's men and women Golf Professionals. If you would like to use any of my forms or methods, just drop me a line at mking@overlakegcc.com and I'll share the information with you freely. I look forward to seeing you all at your Chapter meetings, at the Section meetings, and at the Merchandise Show!

—Marcus King



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ANNIKATZ

SECTION SCHEDULE

Tournaments

DATE	EVENT	SITE
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
Oct 10-13	PGA Senior Club Professional Championship	Creighton Farms, Aldie, VA & River Creek Club, Leesburg, VA
Oct 13-15	PGA Grand Slam of Golf	Port Royal GC, Bermuda
Oct 21	PNW PGA Fall Education & Fall Board Meeting	Portland, OR
Oct 22-23	PNW PGA Merchandise Show	Metropolitan Expo Center Portland, OR
Oct 23	PNW PGA Fall Education & Annual Meeting	Metropolitan Expo Center Portland, OR
Oct 31 - Nov 3	PGA Assistant Professional Championship	PGA Golf Club Port St. Lucie, FL
Nov 21-24	PGA Annual Meeting	San Diego, CA



Official Card of PGA Professionals

ForeWord Press is published by the Pacific Northwest Section, Professional Golfers' Association of America. Contributors should contact the Section office at:

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Introduction to Background Screening Solutions

Validex Employment Screening Services, the approved background screening partner of The PGA of America, has been providing custom solutions for our clients' background screening needs since 1986. We strategically partner with our clients to provide a one stop Solution to best serve the needs of their business and hiring decisions. Validex is an industry leader in providing:

- Full range of background screening services
- Quality services
- Consultation on policy and risk
- Fair Credit Reporting Act compliance

Serving as the approved background screening solution for The PGA, we screen:

- Employees
- Members
- Volunteers
- Promotions

Validex offers a comprehensive range of:

- Human Resource Solutions
 - ✓ Background Checks
 - ✓ Verifications & References
- Risk Mitigation Tools
 - ✓ Policy Development
 - ✓ Compliance Services
- Safety
 - ✓ Driving Checks & Audits
 - ✓ Drug Testing Programs
 - ✓ Criminal Checks & Sex Offender Searches



Contact your dedicated Validex Sales Manager, Bernie Pack
800-438-9922 or bpack@validex.com

Offering a One-Stop Shop Background Screening Solution to PGA Professionals

- Easy to use
- Fast & accurate
- Affordable Golf Retirement Plus™ Partner
- Supported by a Dedicated Sales & Customer Service Manager

Our One-Stop Solution Guarantee

Validex ensures results that will positively impact your facility, regardless of the type of activities performed by employees on your premises. Among these benefits are:

- Risk reduction
- A safe & friendly environment for employees, clients, visitors & customers
- A consistent approach to hiring and placement that is compliant with all laws & requirements
- Reduced shrinkage

Why Background Screening Is Important...

A comprehensive background screening program, tailored to your facility, ensures hiring and volunteer decisions are **based on fact**, not instinct. When developing your background screening strategy, it's important you ask some of the following questions:

- Do I know that my volunteers working with children do not have a criminal record?
- Do I know that my staff operating vehicles and equipment have a safe driving record?
- Is the shrinkage I am experiencing due to employee theft?
- Do any of my employees have a criminal record?