



PGA
PACIFIC NORTHWEST
CHAMPIONSHIP

THORNTON WINS PNW PGA PROFESSIONAL CHAMPIONSHIP



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PRESIDENT'S REPORT

by Marcus King, PGA, CCM, CCE

A New Chapter



This is my final article as your President, and I want to thank you all for your indulgence over the past two years. I don't like to sit still, I don't like the status quo, I do like change, I do like mixing things up, and I hope you've enjoyed the ride with me.

As we turn the page into a new chapter with the amazing,

affable, and downright smart Bryan Tunstall taking over the reins of the Section Presidency this month in Portland, and as the trail-blazing, swashbuckling, and passionate Greg Manley takes over as Vice President, and as the effervescent, gregarious and committed "G Mo" Greg Morris takes over as Secretary, and as we put Past President Prugh out to the poa pasture, I can't help but reflect on my 14 years in the Chapter and Section chairs and how far we've come as an Association.

Some of my thoughts after a Diet Pepsi binge:

The PGA really is the leader of the industry. We are the boots on the ground, we are the ones who "bring it" every day for our owners, operators, members, and customers and make golf accessible, fun, and something you want to do more often. There is real value in what we do.

Steve Prugh handed me his mantle of "play the game, teach the game and promote the game" and I want to keep reinforcing that message every chance we get. Committing to these three bedrock fundamentals of our profession will make all of us stronger.

I added five layers of leadership behaviors as your President and your Board has come through like champs: continuous improvement, high-trust, moments of truth, transparency, and servant leadership are all part of our fabric and are threads we will continue to weave as we improve in representing you.

"Player development" is here to stay. Find a way to make it part of your everyday activities and find ways to stretch your operation to contribute to the growth of the game. The game of golf is a fragile thing, and with demographics wrapping its hands around our collective neck, it's time to grow with the times, to adapt to changing realities, and to not keep doing things the way we have always done things.

I'm still going to bang the drum for the working PGA Professionals who really should be working five-day weeks, and not six- or seven-day weeks as is way to commonplace. This industry and the profitability of golf businesses should not be built on the backs of those working 60, 70 or more hours per week for relatively low wages. It ain't right.

And speaking of hours, your PGA staff—your Chapter and Section staff—works damn hard for us. I get to see it since I am in the middle of it, but many of you don't get the chance to see all that they do for us. They're not just our employees, but our friends and our advocates who genuinely care about each and every one of us. It's been said before, but it is absolutely true: we have the best Section staff anywhere in the country. The other 40 Sections look to us to see how to do it right and to try to capture some of the light that our team brings to the field. We are truly blessed to have such great professionals working hard on our behalf. From the bottom of my heart, THANK YOU for a job well done.



In closing, I'm looking forward to spending the next two years as your Past President and being in charge of the strategic planning aspect of our Section business. That stuff turns my crank and I hope that we can create a collaborative plan together that benefits all of our PGA brothers and sisters.

Serving as your President for the past two years has been an honor and a privilege, and I thank you for allowing me to represent you on the local and national stage. It's been a great journey and one that I look forward to continuing as your Past President.

Respectfully Yours,

Marcus S. King, PGA, CCM, CCE
General Manager
Overlake Golf & Country Club

CEO's REPORT

by Jeff Ellison, PGA
CEO



October marks the winding down of our season and our largest gathering of the year, the Pacific Northwest Section PGA Merchandise Show. We return to the Exposition Center in Portland and I'm pleased to report the response from our vendors has been tremendous; we are up 20 booths over last year so the Show really will be bigger and better. We just

need one thing to make this gathering of the Northwest golf community a hit – YOU. This event combines education, the Merchandise Show, our Annual Meeting, the Pro-Vendor Invitational and is simply a chance for PGA professionals to interact, learn, teach, and be entertained. Please join us in Portland. Pre-registration is important, [click here to register yourself and your non-PGA buyers](#). Check out the Merchandise Show Secrets article on page 19 for tips on making the most of your time at the PNW PGA Merchandise Show.

We have two outstanding education seminars planned. On Monday, October 20 following the Pro-Vendor at Columbia Edgewater CC, Carol Pence and Monte Koch present "Communicating Your Story". They will lead the discussion and share ideas and resources for creating more value and relevance to your employer and facility. This is obviously a valuable skill regardless of your position. On Wednesday, just as the Show closes, Jim Wilkinson will present a Teaching Seminar. Jim is one of our outstanding teaching professionals and has spent years developing his craft from every source he can. A second generation professional, Jim has served as a head professional, teaching professional and even played two years on the Champions Tour. [Click here to](#)



[register for these outstanding workshops.](#)

There is still room in the Pro-Vendor Invitational at Columbia Edgewater. Invite your favorite vendor to join you for this relaxed four-ball competition...that's right, no individual! Our goal, bring vendors and professionals together for a nice day of fun and golf. Last year's event was well received and you should never pass up a chance to play Columbia Edgewater. Lunch is included! [Click here for the entry form.](#)

Lastly, our Annual Meeting will be held at 7:00 AM on Wednesday, October 22 at the Portland Metropolitan Exposition Center. We have a new format this year. After Roll Call and the normal member recognition activities we will break into smaller groups for the bulk of the meeting. The groups are designed to foster interaction rather than information download. Please plan to join us.

Before you pass on all these events, check your MSR totals! Members may log into PGALinks and view their progress toward their requirements due no later than June 15, 2015. This fall and next spring are your only remaining opportunities within the Section for those all-important PGA Meeting and PGA Education credits. Apprentices need 12 credits per calendar year and should have received a letter recently outlining their progress.

The Annual Meeting is important to our governance process. Honorary President Steve Prugh leaves the Board of Directors after nine years of service. Bryan Tunstill will take over for Marcus King as President, Greg Manley moves up to Vice President and Greg Morris of Iron Horse GC in Whitefish, Montana will be sworn in as our new Secretary. We will also say thank you to Chapter Presidents Mark Keating, Todd Nacke, Bill Rosholt and Steve Stensland as they move off the Board at the end of the meeting. Thank you all for your service. We also welcome their replacements as our new Board Members – Luke Baker, Tyler Brooks, John Kawasoe, Caleb Kraus and Jess Roper. These folks take on an important job charting the course for 1,100 professionals, 230 events and a \$4 million dollar budget. Please thank them all for their dedication.

Entries are out for the Holcomb-In-One Las Vegas Pro-Am, March 8-12, 2015. This FUN event is a great way to kick off the season and spend a little quality time with your friends, members or favorite Blackjack dealer. Grant provides outstanding tee prizes and we have a nice line up with Angel Park, Tuscany and Anthem CC. An emergency nine on the lighted par 3 at Angel Park is a must add to your extra-curricular activities. You save \$150 by registering by November 30 and we will not run your payments until January 2. Check out page 8 for

(continued from previous page)

more information.

[The 2015 Tournament Schedule](#) is up on the web site to help with your planning for next season. Please note the changes in September and October.

It's not too early to start planning for PGA Junior League in 2015. This fantastic program is a great way to engage with your juniors and their parents. It's also built as a profit center for the coaches! Contact Monte Koch, Dan Harrington or Dominic Marconi for more information.

We are in the middle of our Chapter Meetings and I look forward to visiting with all of you this fall. Chapter elections are a critical part of our governance process and I encourage all of you to visit with your chapter officers about serving your fellow professionals. The Chapter Secretary is probably our most important election every two years. Not only will this person be leading the chapter in four short years, but they will join the Section Board of Directors in just two years! As a member, please be involved in the process and vote!

Our thanks to our September host professionals. Chris Van der Velde and Louis Bennett welcomed the seniors to Tetherow and David Kass and his team were great hosts at Salish Cliffs for the PGA Professional Championship. Rumor has it a few players did well in the casino!

Your staff is looking forward to the Annual Meeting and Merchandise Show. It will be a long week but as always, they look forward to seeing all of you. A special thank you to Jennifer Dodd our Merchandise Show Director, she's on top of things and has built our largest show in years. I hope you are attending! I look forward to seeing you all at your chapter meeting or in Portland.

– Jeff Ellison



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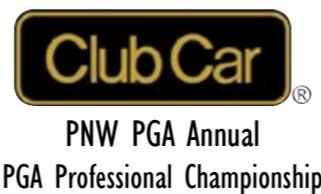
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Pacific Northwest Section

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66TH HUDSON CUP MATCHES

by Molly Cooper

Director of Tournament & Member Programs

TUALATIN, OR – Tualatin CC
 October 22-24, 2014
 6,700 Yards, Par 72

History of the Championship

Created in honor of Robert Hudson of Portland Golf Club, this event pairs the Section's top professionals against the area's top amateurs.

Robert A. Hudson was a very successful Portland businessman whose firm, Hudson House, was one of the nation's leading wholesale grocers. Hudson played golf at Portland Golf Club and was devoted to the game. During World War II, the PGA of America was trying to keep its Tour alive and was in dire need of sponsors. Hudson stepped up to the plate with the urging of Larry Lamberger, Portland Golf Club head professional, and offered to underwrite a 72-hole open tournament with a purse of \$10,000. Thus the 1944 Portland Open was born, and Sam Snead won it.

Hudson stayed with the program and went on to sponsor the 1945 Portland Open (in which Ben Hogan set the 72-par 72-hole scoring record of 27-under-par 261) and the 1946 PGA Championship, won by Hogan. Hudson went on to sponsor Portland Opens in 1948 and 1949 and the Western Open in 1955, all at Portland Golf Club, and he became the first chairman of the PGA Advisory Committee.

Cumulative Score

Over the 65 years that the Hudson Cup matches have taken place, the Professional team has won 54 times, the Amateur team has won 7 times, and the two teams have tied 4 times.

Over the 22 years that the Senior Hudson Cup matches have taken place, the Professional team has won 16 times, the Amateur team has won 5 times and there was a tie once.

Tualatin Country Club

Tualatin Country Club became the fourth golf club in the state of Oregon at its inception in 1912. This Chandler Egan design is defined by large Douglas fir trees, tight fairways and small greens. The course was updated by Fought/Cupp in 1991 and 1992 with a major renovation. This parkland style golf course is known throughout the Northwest as having some of the fastest greens, tightest fairways, and some of the best manicured facilities in the region. Tualatin Country Club has had the opportunity to host many competitive events including: the Oregon Amateur, PNW PGA Shootout, PNW PGA Assistant Championship, and several local US Open qualifiers.



HUDSON CUP POINTS



	Professional	Points
1	Black, Darren	418.75
2	Feenstra, Tim	417.50
3	Thornton, Brian	395.00
4	Coston, Jeff	347.50
5	McCoy, Casey	337.50
6	Benzel, Ryan	307.50
7	Prugh, Corey	250.00
8	Robydek, Tony	237.50
9	Phay, David	228.75
10	Malby, Ryan	203.75
11	Griffin, Chris	198.22
12	Runge, Mitch	178.75
13	Bennett, Luke	161.25
14	Manley, Greg	141.97
15	Sharp, Brady	137.50
16	Walsh, Brent	125.00
17	Aichele, Jason	110.00
	Gibbons, Rob	110.00
19	Koch, Chris	97.50
	Keating, Mark	97.50
21	Nosler, Brian	95.00
22	Williams, Scott	87.50
	Hval, Tim	87.50
24	Rannow, Bob	86.25
25	Murray, Brent	85.00
26	Lisk, Chris	77.50
27	Grow, Jerrel	75.00
28	Erdmann, Scott	67.50
29	Sweet, Tyler	63.22
30	Poirier, Mark	60.00

	Professional	Points
1	Gibbons, Rob	656.25
2	Coston, Jeff	597.50
3	Sovay, Tom	592.50
	Carranza, Joe	592.50
5	Milne, Chuck	585.00
6	Stull, Steve	582.50
7	Murray, Brent	551.25
8	Keating, Mark	525.00
9	Krieger, Scott	497.50
10	Bowen, Steve	432.50
11	Marsh, Jeff	426.25
12	Fought, Jeff	421.75
13	Gardner, Mark	398.75
14	Stewart, Bruce	381.25
15	Erwin, Todd	357.50
16	Van der Velde, Chris	332.50
17	Haney, Fred	290.00
18	Schuh, Craig	257.50
19	Hinkle, Lon	232.50
20	Larsen, Scott	206.25
21	Prugh, Steve	203.50
22	Whitney, Buster	200.00
23	DeLong, Mike	182.50
24	Carey, Tom	173.00
25	Coombs, Kevin	166.00
26	Williams, Scott	162.50
27	Kelley, John	140.00
28	Barbic, Zdravko	135.00
29	Toll, Mike	132.50
30	Bies, Don	131.25



66th Hudson Cup Matches
 October 22-24, 2014
 Tualatin CC, Tualatin, OR



UPCOMING EVENTS

Holcomb¹In-One

presented by Grant Holcomb

Las Vegas Pro-Am



Join us on our yearly trip to play the best golf courses in Las Vegas! This year's event will take place March 8-12, 2015. We have the opportunity to enjoy three fantastic golf courses once again – new this year is Angel Park GC, along with old favorites Tuscany GC and Anthem CC. Why not plan an emergency nine after the 12:30 shotgun at Angel Park on the

lighted par 3 course? Included in the price of this trip:

- 4 Nights lodging at the Monte Carlo Resort & Casino
- 3 Rounds of Golf w/ Carts and Range Balls
- Welcome Reception & Awards Dinner
- \$19,000 Prize Fund (based on 24 teams)
- Tee Prize Package.



Tournament headquarters for this exciting event will be Monte Carlo Resort & Casino. The Monte Carlo recently went through some upgrades with an entire new entrance to The Strip. Suddenly you have more dining options at the Monte Carlo, including Double Barrel Roadhouse, 800 Degrees pizza, Yusho, Blvd Creamery and Sambalatte – all facing Las Vegas Blvd.

Get your team together today and make sure you are one of the first 24 teams entered! The cost increases \$150/player after November 30.



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MEMBERS ON THE MOVE

by Jennifer Dodd

Employment Changes

- Connor H. Sproull (A-1) — from University of Montana GC to Missoula CC

Welcome to the Pacific Northwest! Changes IN to the Section

- Joseph R. Cain (B-1) — from Southwest to the Cedars at Salmon Creek
- Matthew D. Finch (A-6) — from Southwest to GolfTEC - Cascade Station
- Ronald L. Gring (A-6) — from Dixie to Pronghorn Club

Changes OUT of the Pacific Northwest Section

- Jacqueline R. Stevens (A-1) — Sun Willows GC to Nebraska

Newly Elected Members

- Gordon R. Corder (A-8) — Manito G&CC
- Scott M. Swanson (A-8) — Yakima CC

New Quarter-Centry Members

- Mark Buss (A-14)

Welcome, New Apprentices!

- Derek Berg — Sahalee CC
- Joshua Prockish — Persimmon CC
- Mark Wilkins — Manito G&CC

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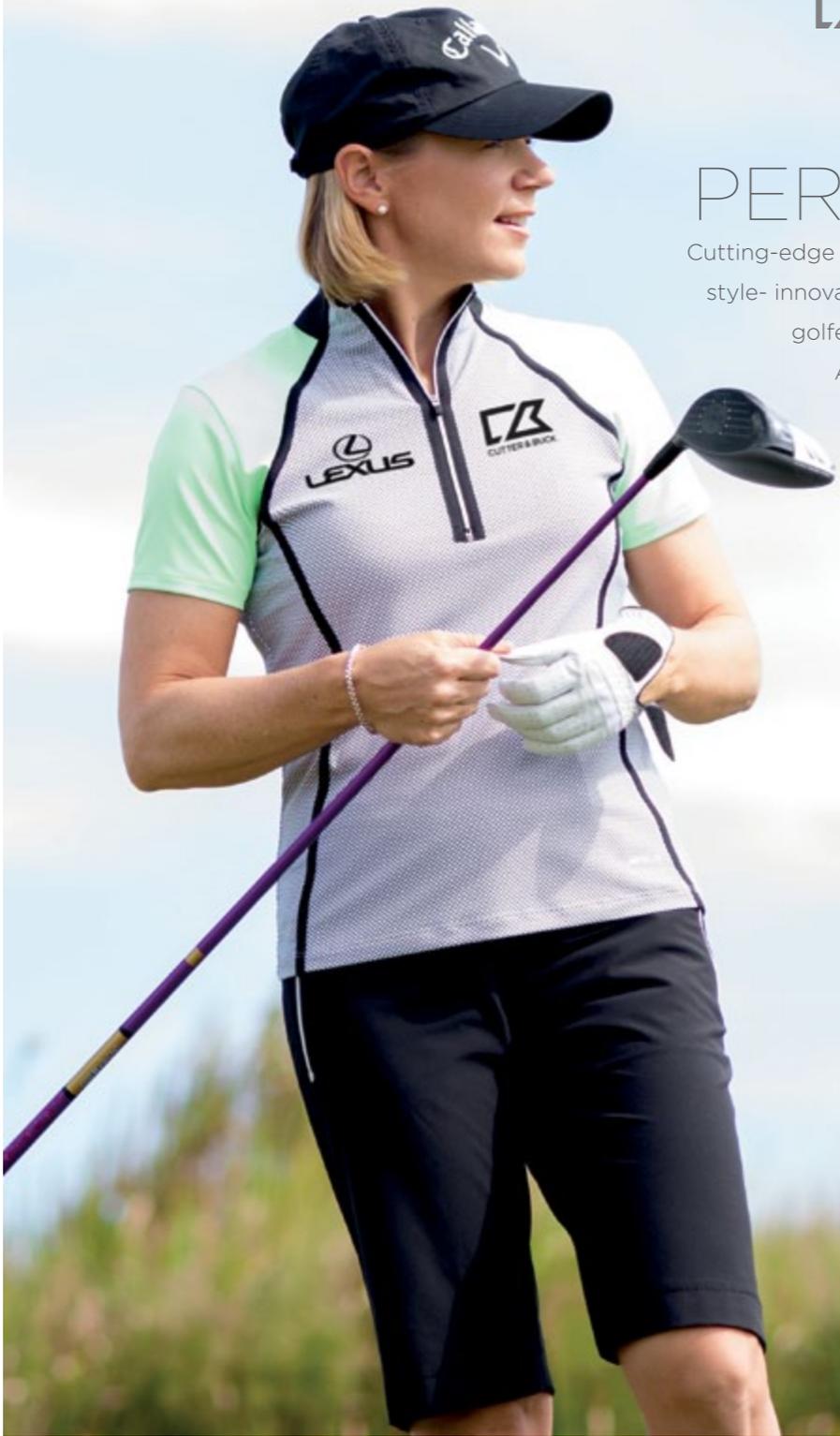
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2014 SECTION SCHEDULE

Tournament Schedule

DATE	EVENT	SITE
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
Oct 20	Pro-Vendor Invitational	Columbia Edgewater CC, Portland, OR
Oct 20	PNW PGA Fall Education	Columbia Edgewater CC, Portland, OR
Oct 20	PNW PGA Fall Board Meeting	Portland Metro Expo Center, Portland, OR
Oct 21-22	PNW PGA Fall Merchandise Show	Portland Metro Expo Center, Portland, OR
Oct 22	PNW PGA Fall Meeting & Education	Portland Metro Expo Center, Portland, OR
Oct 30 - Nov 2	PGA Assistant Championship	PGA Golf Club, Port St. Lucie, FL
Nov 13-16	PGA Senior Professional Championship	PGA Golf Club, Port St. Lucie, FL
Nov 20-22	PGA Annual Meeting	Indianapolis, IN

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PLAYER OF THE YEAR POINTS



Senior Player of the Year



Assistant Player of the Year



Player of the Year

	Professional	Points
1	Gibbons, Rob	487.50
2	Coston, Jeff	392.50
3	Carranza, Joe	367.50
4	Fought, Jeff	310.00
5	Stull, Steve	285.00
6	Erwin, Todd	245.00
7	Keating, Mark	242.50
8	Sovay, Tom	238.00
9	Krieger, Scott	237.50
10	Milne, Chuck	215.00
11	Van der Velde, Chris	205.00
12	Murray, Brent	202.50
13	Bowen, Steve	190.00
14	Stewart, Bruce	155.00
15	Gardner, Mark	153.00
16	Marsh, Jeff	120.00
	Haney, Fred	120.00
18	Barbic, Zdravko	115.00
19	Larsen, Scott	112.50
20	Schuh, Craig	82.50
21	Hinkle, Lon	80.00
	Coombs, Kevin	80.00
23	DeLong, Mike	68.00
24	Whitney, Buster	65.00
25	Edstrom, Gene	52.50
26	Cravens, Scott	47.50
	Carey, Tom	47.50
28	Shaw, Jeff	45.00
	Kelley, John	45.00
30	Toll, Mike	35.00
	Thorsnes, John	35.00
32	Prugh, Steve	27.50
	Bies, Don	27.50

	Professional	Points
1	Cassidy, John	525.00
2	Malby, Ryan	485.00
3	Feenstra, Tim	405.00
4	McCoy, Casey	367.50
5	Sharp, Brady	345.00
6	Griffin, Chris	320.00
7	Runge, Mitch	287.50
8	Bennett, Luke	265.00
9	Lisk, Chris	262.50
10	Erdmann, Scott	240.00
11	Barron, Derek	237.50
12	Cowell, Matt	235.00
13	Faller, Brad	225.00
14	Pence, Todd	222.50
15	Roters, Mike	192.50
16	Inglis, Colin	130.00
	Young, Ryan	130.00
18	Dahl, Ryan	122.50
19	Espedal, Ronnie	115.00
20	Grove, Russell	95.00
21	Keating, Mark	87.50
22	Anderson, Matt	85.00
23	Baker, Luke	82.50
24	Wilson, Jacob	75.00
	LeBeck, David	75.00
26	Williams, Trevin	70.00
27	Stewart, Bruce	65.00
28	Johnson, Aaron	62.50
29	Kearney, Brandon	60.00
30	Henry-Cano, Issac	55.00
	Corder, Gordon	55.00
32	Wong, Tyler	52.50
	Tucker, Colin	52.50

	Professional	Points
1	Black, Darren	512.50
2	Thornton, Brian	425.00
3	Feenstra, Tim	380.00
4	Cassidy, John	345.00
5	McCoy, Casey	320.00
6	Coston, Jeff	317.50
7	Benzel, Ryan	290.00
8	Runge, Mitch	260.00
9	Prugh, Corey	255.00
10	Robydek, Tony	230.00
	Barron, Derek	230.00
12	Malby, Ryan	212.50
13	Phay, David	200.00
14	Griffin, Chris	182.50
15	Nosler, Brian	155.00
16	Manley, Greg	137.50
	Walsh, Brent	137.50
18	Aichele, Jason	127.50
19	Sharp, Brady	120.00
20	Hval, Tim	112.50
21	Bennett, Luke	112.50
22	Rannow, Bob	107.50
23	Koch, Chris	102.50
24	Milne, Chuck	100.00
25	Inglis, Colin	95.00
26	Williams, Scott	87.50
27	Keating, Mark	85.00
	Erdmann, Scott	85.00
	Cowell, Matt	85.00
30	Poirier, Mark	75.50
31	Grove, Russell	75.00
	Sproull, Connor	75.00
	LeBeck, David	75.00
	Milton, Cameron	75.00

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THORNTON WINS PNW PGA PROFESSIONAL CHAMPIONSHIP

by Molly Cooper

Director of Tournament and Member Programs

SHELTON, WA – Salish Cliffs GC – 6,883 Yards, Par 72

Brian Thornton of Meridian Valley won the Pacific Northwest PGA Professional Championship, held September 16-18, 2014 at Salish Cliffs GC, by one stroke over Jeff Coston of Semiahmoo G&CC. Thornton previously won this event back in 2007 at Suncadia Resort – Prospector Course.

The Pacific Northwest PGA Professional Championship, in addition to crowning the Section Champion, also served to qualify seven professionals for the National PGA Club Professional Championship next June for the 48th PGA Professional National Championship, at the Philadelphia Cricket Club – Wissahickon Course – in Philadelphia, PA. The seven players advancing in addition to Thornton and Coston were Darren Black of Rainier G&CC, Greg Manley of Meridian Valley CC, Casey McCoy of Newaukum Valley GC, Chris Griffin of Tacoma C&GC and Tony Robydek of Pro Golf Discount – Tacoma.

“I felt comfortable going into the final round with a lead, although I have not had a lead going into the final round up until then,” said Thornton, citing his confidence in his shots. “I also knew that Salish Cliffs would be a tough course the final day and pars would be good. I thought my patience to go through that was very good. On the last hole I saw that I needed a birdie to win and that is when I shifted my mindset from qualifying to going out to win the tournament.”

Brian has captured four of the five PNW PGA Section majors. His majors include: Washington Open Invitational in 2009, PNW PGA Professional Championship in 2007 and 2014, Oregon Open Invitational in 2012 and the Northwest Open Invitational in 2010. The last major left for Thornton to add to his PNW PGA Grand Slam is the Rosauers Open Invitational.

“I have recognized achieving the PNW PGA Grand Slam as a lifetime achievement,” said Thornton. “Every year I have made it a goal. I will be putting in some hard work and I would like to think that I have some good golf left in me. It will be a fun challenge in the years to come.”

The Hudson Cup and Senior Hudson Cup Teams were also announced after the PGA Professional Championship. Go to www.pnwpga.com to view which of your friends earned a spot on these coveted teams which will represent the PNW PGA against the top 10 amateurs on October 22-24 at Tualatin CC.

Special thanks go to David Kass, Chris Koch and Salish Cliffs GC for a great week. We also had some amazing Presenting Sponsors with Club Car, Mercedes Benz and Omega. Our Supporting Sponsors of Titleist/Footjoy, Nike Golf and TaylorMade-adidas-Ashworth were all on hand all week supporting our players and enjoying some great golf shots.

	Player	Facility	Score	Award
1	Thornton, Brian	Meridian Valley CC	72-65-72-209	\$7,500.00
2	Coston, Jeff	Semiahmoo G&CC	70-72-68-210	\$4,800.00
3	Black, Darren	Rainier G&CC	74-66-72-212	\$3,200.00
	Manley, Greg	Meridian Valley CC	74-71-67-212	\$3,200.00
5	Robydek, Tony	Pro Golf Discount - Tacoma	69-70-74-213	\$2,283.33
	Griffin, Chris	Tacoma C&GC	72-68-73-213	\$2,283.33
	McCoy, Casey	Newaukum Valley GC	72-70-71-213	\$2,283.33
8	Koch, Chris	Salish Cliffs GC	69-72-76-217	\$1,950.00
9	Prugh, Corey	Manito G&CC	73-70-75-218	\$1,850.00
10	Benzel, Ryan	Pro Golf Discount - Lynnwood	77-69-73-219	\$1,641.67
	Grow, Jerrel	Pronghorn GC	74-74-71-219	\$1,641.67
	Feenstra, Tim	Broadmoor GC	76-72-71-219	\$1,641.67
13	Keating, Mark	Pumpkin Ridge GC	77-73-71-221	\$1,450.00
	Sweet, Tyler	Sunland G&CC	74-73-74-221	\$1,450.00
	Lisk, Chris	Glendale CC	72-75-74-221	\$1,450.00
16	Leritz, Scott	Royal Oaks CC	76-71-75-222	\$1,325.00
	Phay, David	Whidbey G&CC	76-68-78-222	\$1,325.00
18	Malby, Ryan	Iron Horse GC	73-74-76-223	\$1,181.25
	Sovay, Tom	GC at Redmond Ridge	77-71-75-223	\$1,181.25
	Rannow, Bob	Ocean Dunes GL	75-73-75-223	\$1,181.25
	Runge, Mitch	Tacoma C&GC	77-73-73-223	\$1,181.25
22	Lawrence, Mark	Lake Chelan G&CC	78-73-73-224	\$1,087.50
	Young, Ryan	Chambers Bay GC	73-75-76-224	\$1,087.50
24	Miller, Kyle	Tam O'Shanter GC	73-76-76-225	\$1,025.00
	Aichele, Jason	Meadow Springs CC	74-74-77-225	\$1,025.00
	Faller, Brad	The Reserve Vineyards	76-72-77-225	\$1,025.00
27	Welty, Craig	Skagit G&CC	79-73-74-226	\$962.50
	Milne, Chuck	Vanco Driving Range	74-70-82-226	\$962.50
29	Erdmann, Scott	Oswego Lake CC	74-80-73-227	\$887.50
	Mack Jr., George	Black Butte Ranch	78-72-77-227	\$887.50
	Cortez, Pepe	Sahalee CC	82-72-73-227	\$887.50
	Henderson, Keith	Rodarco Golf Range	75-76-76-227	\$887.50
33	Hunter, Brad	GolfTec - Nyberg Wood	76-75-77-228	\$787.50
	Kasch, Mike	Pasco Golfland	79-75-74-228	\$787.50
	Murray, Brent	Oswego Lake CC	76-72-80-228	\$787.50
	Carranza, Joe	Aldarra Golf Club	81-73-74-228	\$787.50
37	Fraley, Tim	Awbrey Glen GC	81-74-74-229	\$712.50
	St. Clair, Justin	Eugene CC	80-74-75-229	\$712.50
39	Coleman, Keith	Harbour Pointe GC	75-73-82-230	\$675.00

STULL WINS PNW SENIOR PGA CHAMPIONSHIP

by Molly Cooper

Director of Tournament and Member Programs

BEND, OR – Tetherow GC – 6,634 Yards (Senior Division: 6,111), Par 72



Barbic of Gearhart Golf Links qualified. Good luck in Florida this November!

Steve Stull also captured the Hugh Starkweather award. This award honors the player, aged 60 years or older, who achieves the lowest score for both rounds.

Winning the senior division (played from a different set of tees) was Don Otto of Sah-hah-lee GC. He won after firing rounds of 74-79-153 by nine strokes over Jim Wilkinson of Lost Tracks GC. Jerry Mowlds from Pumpkin Ridge GC and Columbia Edgewater CC won the net division with net scores of 76-73-149 by two strokes over Joe Clarizio of Arrowhead GC.

The PNW PGA would also like to thank PGA Professional and Owner Chris Van der Velde, Head PGA Professional Louis Bennett and the rest of the Tetherow GC staff for a wonderful week.

PGA Professional Steve Stull of Meadow Springs CC won the Senior PGA Professional Championship at Tetherow GC by two strokes over PGA Professional Joe Carranza of Aldarra Golf Club. Stull birdied his final hole to win his first PNW Senior PGA Professional title.

Participants entering through PGA National also qualified for the 2014 Senior PGA Professional National Championship – taking place November 13-16 at PGA Golf Club, Wanamaker Course in Port St. Lucie, FL. In addition to Steve Stull and Joe Carranza, Chris Van der Velde of Tetherow GC, Rob Gibbons of Arrowhead GC, Mark Gardner of The Creek at Qualchan, Brent Murray of Oswego Lake CC, Jeff Fought of Black Butte Ranch and Zdravko



Championship Results

	Player	Facility	Score	Award
1	Stull, Steve	Meadow Springs CC	69-73-142	\$1,300.00
2	Carranza, Joe	Aldarra Golf Club	75-69-144	\$1,100.00
3	Van der Velde, Chris	Tetherow GC	72-73-145	\$1,000.00
4	Gibbons, Rob	Arrowhead GC	77-72-149	\$862.50
	Gardner, Mark	The Creek at Qualchan	78-71-149	\$862.50
6	Murray, Brent	Oswego Lake CC	76-74-150	\$725.00
	Fought, Jeff	Black Butte Ranch	76-74-150	\$725.00
8	Barbic, Zdravko	Gearhart Golf Links	77-74-151	\$650.00
9	Milne, Chuck	Vanco Driving Range	74-78-152	\$600.00
10	Shaw, Jeff	Hack Promotions Inc	75-78-153	\$450.00
	Bowen, Steve	Vancouver, WA	79-74-153	\$450.00
	Coombs, Kevin	Green Mountain GC	77-76-153	\$450.00
	Haney, Fred	The Reserve Vineyards	72-81-153	\$450.00
	Kelley, John	Arlington, WA	69-84-153	\$450.00
15	Krieger, Scott	Broadmoor GC	78-76-154	\$300.00
16	Prugh, Steve	Manito G&CC	79-76-155	\$280.00
17	Marsh, Jeff	Orchard Hills CC	84-72-156	\$230.00
	Stewart, Bruce	Arrowhead GC	81-75-156	\$230.00
	Bies, Don	Seattle GC	82-74-156	\$230.00
	DeShaw, Kelly	Yakima Elks G&CC	80-76-156	\$230.00

Senior Division - Gross

	Player	Facility	Score	Award
1	Otto, Don	Sah-hah-lee GC	74-79-153	\$550.00
2	Wilkinson, Jim	Lost Tracks GC	84-78-162	\$400.00
3	Edwards, Rick	Orchard Hills CC	81-82-163	\$300.00
4	Moe, Mahlon	Portland, OR	83-82-165	\$250.00

Senior Division - Net

	Player	Facility	Score	Award
1	Mowlds, Jerry	PRGC/CECC	76-73-149	\$550.00
2	Clarizio, Joe	Arrowhead GC	82-69-151	\$400.00
3	Coury, Mike	WWC PGA	74-81-155	\$300.00
4	Hagen, Ron	The Home Course	79-78-157	\$250.00

HOLK'S HIGHLIGHTS



Roger Wallace

• Polson Bay GC | Polson, MT

...was inspiring. I would also have to mention Jeff Beaudry, PGA and Brian Whitcomb, PGA, two men whose leadership and guidance I will forever value.

Please share some thoughts on being recognized with the PGA National Bill Strausbaugh award and what this means for our Section?

I feel like the National Bill Strausbaugh Award is an affirmation on several levels. An affirmation that, in the Pacific Northwest Section, we've empowered Section and Chapter Committees to develop programs and protocols that promote positive results in Education, Mentoring and Career Services. An affirmation of the hard work of men like Pat Huffer, PGA, Gary Lindeblad, PGA and Joe Rauschenburg, PGA who have worked so selflessly within the PNWPGA and have won our Section Bill Strausbaugh Award several times as well. Finally, I feel like it's an affirmation of a career "well played"...a national Awards Committee essentially saying "yep, he did it the right way...he worked hard for his employer, he worked hard in his community and he paid it forward through volunteer service to his association and fellow PGA Members".

Six of your Assistant Professionals have gone on to become PGA Head Professionals, Directors of Golf or General Managers. You've influenced many Montana golfers; who is YOUR greatest influence in golf?

Locally, my mentors early on in my career were Mike Dowaliby, PGA and Don Waller, PGA. As I became more active in the Pacific Northwest Section I had many mentors, who probably never knew they were mentoring me. I would watch every move of PGA Members like Jerry Mowlds, Rick Acton, Al Mundle, Ron Hoetmer (former Strausbaugh recipient), Ron Hagen, Bill Rosholt and Bruce Wattenburger. These men are all legends in the PNWPGA and the professionalism and integrity



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NETWORKING CAN BE YOUR BEST FRIEND

by Carol Pence, PGA

PGA Employment Consultant



No denying it—networking is one of the best tools a professional has at his or her disposal. With winter just ahead, this can be a great time to connect with your fellow PGA Professionals as well as others in the industry. Whether you connect at an event, meeting or online, having professional connections can be an invaluable resource. It does require a bit of effort and maintenance; here are some tips to be successful:

1. Reflect on this season

Are there areas in your golf operation which can use a little help? Perhaps it is in player development and reaching out to a certain player segment. Maybe it is marketing into the community. Whatever the issue may be, wintertime can be the best for finding someone to share their insights.

2. Request help when you need it

This is one of the biggest benefits of having a group of trusted professionals in your circle—you can call on them for new ideas or when facing an issue. Unfortunately, so many of us fall short when it comes to this. We just don't seek out the counsel of our networks.

You don't have to put it out to everyone you've ever met professionally. However, think about those who might be most insightful with your specific problem. Perhaps they are in your same position at a like club. Bouncing ideas off a trusted fellow professional doesn't undermine your expertise, it enhances it because you recognize no one can go it alone all the time. A great leader surrounds him or herself with good people. Often, people from your network may be less close to an issue than a co-worker at your facility is. They can offer a different

perspective.

3. Stay in touch with your contacts

Say you take the time to reach out to someone at an event or meeting—only to lose touch a few months later. There's a relatively painless solution to avoid this misstep: schedule time to stay in touch. It may seem contrived at first—putting it on your calendar to be in contact with a member of your professional network—but everyone is so busy that this may be one of the only ways to keep a network alive.

Social networking sites makes staying in touch easier. If your contacts post on LinkedIn, it is easy to respond. If you're uncomfortable sounding off in a public forum, you can send the contact a private message.

4. Thank people for their help

Everybody wants to feel appreciated. If somebody in your network takes the time to assist you, a thank you is definitely in order. Do it right away, whether that means sending off an email or handwriting a note.

5. Provide help when others request it

Not only will you feel good about providing it, your reputation can improve and others may look to you for guidance.

To be successful with your network, use these tips. Also, utilize this winter to schedule some time and connect with those in the industry. Whether to overcome challenges or perhaps to learn best practices, it can only lead to a more successful operation in the years to come.

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

COUNSELING SESSIONS

With Your PGA
Employment Consultant

As part of the PGA of America's commitment to provide enhanced services to PGA Professionals, our section's PGA Employment Consultant Carol Pence will be available for individual assistance and counseling for PGA members and apprentices in conjunction with the upcoming Merchandise Show and Annual Meeting in Portland.

Carol will be available by appointment from Monday, October 20th through Wednesday the 22nd. Appointments will be approximately 45 minutes in length and will be scheduled on a first-come, first-served basis. If you would like to make an appointment to discuss any employment related topic, contact Carol directly: 510-706-1583 or via email at cpence@pgahq.com.

REMAPPING YOUR JOB

Monte Koch, PGA

Player Development Regional Manager



Don't like where your job is headed? Here is a professional's story of how he "remapped" his career - and how you can too.

This time last fall, I encouraged all of us to "punch holes" in how we approach our work, our colleagues and our staff as golf professionals. Even though an entire year has passed, things are likely

no different. In fact, the situation at your facility may be more difficult, more budget conscious or more stressful than in 2013. Exactly three years ago, I was in the same predicament. If this is the case for you, I'd like to suggest you take a proactive approach to your job, like one of our own colleagues did starting this time last year.

Tim Fraley, PGA head golf professional at Awbrey Glen GC (Bend, OR) felt "the squeeze" coming to his facility last fall. He saw some tough budget decisions on the way - including the possible loss of a great colleague, Tommy Berg, PGA. Instead of hiding from it, or creating a difficult situation with his PGA General Manager (Mark Amberson, PGA, CCM), Fraley began working with Berg and I to start envisioning a new goal and how to get there. Below are a few highlights of Tim's journey to "remapping" his role for 2014 and beyond.

1. Envision the end goal.

Tim Fraley, PGA and I started talking about his vision in October 2013. He knew some things needed to change in his role, and that it would not be possible without support from Amberson and Berg. We talked about

how his end goal needed to be worth the trouble of going through the process - not just for him, but for Amberson, Berg and the Awbrey Glen membership.

Fraley knew that in order to redefine his role, he would first have to redefine his purpose. One key part of this was to define Fraley's "highest and best use" as a golf professional at Awbrey Glen. Incidentally, this definition turned out to be different for Fraley than it was for Amberson or Berg. Fraley's vision was one where all three golf professionals would be doing what was best for the club, what fit their professional "why" and what created support for each other.

Bob Doyle, PGA (my PGA colleague working in the Southwest Section PGA) described this idea even more succinctly when he asked, "Are we spending so much time reporting or counting what matters, that we are unable to actually do what matters?"

2. Educate yourself.

Before approaching Mark Amberson, PGA and Awbrey Glen's Board of Directors, Fraley studied his membership. He looked for key opportunities within the club and the local market. This included studying the habits of his members, especially those who WERE NOT consistently involved in instruction, club golf events and the like. Armed with this knowledge, Fraley talked to me and we developed some core strategies and principles that were the foundation of his plan. Three key aspects of the plan included:

- Any member/member family engaged in consistent instruction is much less likely to lapse.
- Engaged members/member families are great membership salespeople.
- An engaged membership is a fertile ground for "true



Tim Fraley, PGA

community". This supports AGGC's tag line: "Come for the Golf, Stay for the Friendships"

3. Redefine your role.

Armed with a complete understanding of his membership, Fraley set out to redefine his role and that of Berg. He knew his role could not change unless Berg's role was redefined to cover the areas he was currently focusing on. This process included rewriting job descriptions, clearly defining responsibilities and setting team-oriented goals. It helped to have Berg already on staff, but it also meant Fraley had to be willing to train, delegate and trust Berg to do be the associate head professional AGGC needed him to be.

4. Cultivate appreciation and alignment.

It would have been very easy for Fraley to draw a line in the sand, but he decided his best chance for success was to get every key decision maker at Awbrey Glen "at the table" with him. He and Berg aimed squarely at selling their vision to Amberson first, so that the PGA General Manager could go to the Board and help present the

REMAPPING YOUR JOB

(continued)

plan most effectively as a “win-win” opportunity for the club’s members and PGA staff.

5. Educate your employer and colleagues.

When Fraley initially started working on this idea, he stated he wanted to go to Amberson with the best plan possible. He knew Mark would respect the plan more if it was thorough, well-thought-out and as “sellable to the Board as possible.” The plan also had to provide “additional insurance against loss of membership dues” and drive revenues through increased engagement and new member sales.

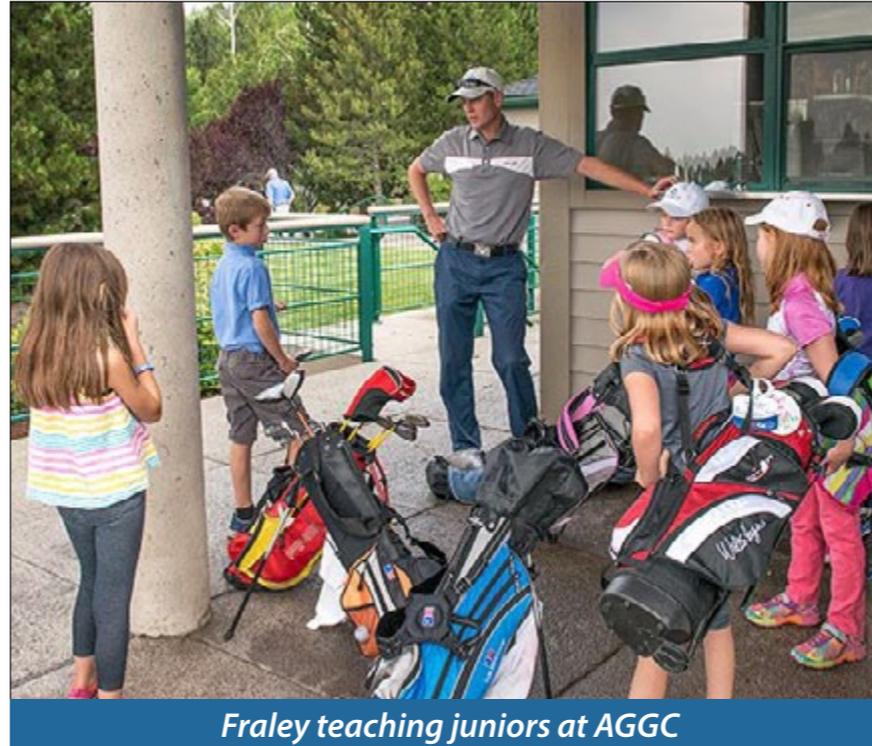
Fraley also trusted Amberson to improve the plan even more. Credit should be given to both Amberson and Berg for embracing Tim’s plan and helping him improve it. As a unit, they took the improved plan to the Board and sought approval. This, I must add, is so refreshing, as it would seem to be the way it should be.

6. Stay the course.

With solid support, Fraley worked with Berg to refine the new player development products, including creating new ones specifically aimed at less engaged female and aging members. Looking at each product, they defined schedules for launch and execution, plus schedules for how and when they would communicate with specific membership groups within the overall club. Fraley’s plan also included education for key front line staff. It showed staff how their role in selling player development to members and guests would help AGGC succeed (as well as how they could benefit personally).

7. Deliver.

With a solid plan in hand – and with key support from Amberson, Berg and the Board – Fraley knew he had to deliver results. *The importance of this aspect of the remapping*



Fraley teaching juniors at AGGC

process can’t be understated. An excellent experience for juniors in PGA Junior League Golf, women in Get Golf Ready 1, 2 or 3 classes, in “Couples 150 Yards and In” or the “10 Yard Challenge” classes was a requirement. If delivered, it would drive more success.

Looking ahead

Besides creating more revenue through increased member retention and deepened engagement, Fraley feels inspired to deliver more this winter and next season. Sure, he’s glad to see the snow coming, so he can catch up with family and get on the ski slopes. However, he’s already looking forward because he’s heard great member feedback, seen career best scores posted and felt enhanced community at Awbrey Glen.

I hope reading about the Success Story of Awbrey Glen Golf Club, and that of Tim, Mark and Tommy inspires you as it does me. I am sure Tim would be happy to share more details with you if you’re interested, just as I would be

AWBREY GLEN BY THE NUMBERS

APRIL - SEPTEMBER 2014

- **829** “member-touches” in member development/ instruction programming
- **19** PGA Junior League Golfers
- **6** “saved”/nearly lapsed memberships
- **7** upgraded memberships*
- **3** new members*
- **20** active Coaching Club participants
- **18** active Red Zone (Short Game Challenge) participants

*Directly created from Player Dev programs

interested in meeting with you to see how we can help you, your team and your facility do something similar in 2015.



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WHO CARES ABOUT LONG-TERM CARE?

Blake Parrish

BP Financial Associates



10,000 people in the United States are entering full retirement age every day for the next eighteen years. You may say, “no big deal”. But, we are all living longer thanks to great strides in medicine and the delivery of prevention and care from our extraordinary physicians and professionals. Long term care is one of the things we should consider

as we age. Why? The truth is that ***nobody knows when healthcare related issues will surface – and they can be quite costly.*** Just take a look at Oregon’s recently approved rate increases, and the rate requests awaiting a decision [Oregon Department of Consumer and Business Services](#).

Washington, Idaho, and Montana are right in line with these outrageous numbers. What about Medicaid and Medicare picking up the tab? Medicare does not cover long term care and you would have to spend down all of your assets below \$2,000 to be eligible for Medicaid. Leaving nothing behind.

Consider what retirees said in a recent Healthcare Research Survey across 2500 participants, asking what they would have done differently regarding planning for healthcare costs in retirement:

- Planned ahead
- Saved more
- Invested wisely
- Purchased long term care insurance
- Retired at a later date

The average stay in a facility is 2 ½ years with a median price tag of \$78,000 here in the Pacific Northwest. I have a close friend whose dad spent the last eight years in a facility – luckily they could afford it. Even if you’re currently young and healthy right now, nearly 1 in 5 adults provided unpaid care for someone over 50 years of age in the past twelve months. A survey by Caring.com revealed that approximately 33% of family caregivers devote more than 30 hours a week to caregiving, spend \$10,000/yr. of their own money in the process, and nearly 50% spend \$5,000 out-of-pocket per year trying to keep family members out of expensive long-term care facilities. But it’s not just the money. Roughly 40% of the caregivers surveyed are working full time, part time, or are self-employed. Of those who are working, 60% say their duties have had a negative impact on their jobs and 17% say they have had to miss a significant amount of work because of caregiving duties.



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There are a few solutions popping up to help this trend. Long-term care can be purchased, as a rider along with an insurance policy, through private insurers. Some even go as far as to offer a return of premium if you change your mind, and death benefits for any unused portion of long-term care coverage to the heirs. Additionally, many states offer some kind of long-term care partnership that allows you to keep some assets while still being eligible for Medicaid without spending them down completely. But you must apply and be covered.

For those of us who have aging parents, now is an appropriate time to get all things on the table and have an adult conversation. Please feel free to contact me with your questions about investing and retirement planning. We do not sell insurance products, which allow us to give unbiased advice to clients when figuring out the best plan forward.

MERCHANDISE SHOW SECRETS

by Jennifer Dodd

Merchandise Show Director

1. The Raffle

Each year at the Merchandise Show we hold a free raffle. It's a popular event for vendors and attendees alike. This is a great way for vendors to promote their company - and everyone who attends the show has a chance to win prizes! Every attendee of the Show receives one ticket, and additional tickets are earned for each order made at the Show. Raffle drawings are held throughout Show hours. Vendors, please contact Jennifer Dodd if you have items you'd like to donate.

2. Tons of MSR's Available!

There are many opportunities to get those MSR's, including two great education seminars. [Click here to sign up online.](#)

Session 1: Communicating Your Story

A workshop with goals to discover what you are doing well and what you can do differently. Monte Koch, PNW section Player Development Regional Manager and PGA Employment Consultant Carol Pence will lead the discussion and share ideas and resources for creating more value and relevance to your employer and facility. (3 PGA MSR's)

Session 2: Teaching Seminar

"What I've learned in 46 years of studying the game from top teachers, tour players, and my students" by Jim Wilkinson, PGA. Jim is currently working with his students at Lost Tracks and The Vintage Club in Indian Wells, CA. (4 PGA MSR's)

Did you know you also get MSR's for attending the show and the vendor reception? The reception is Tuesday, October 21 from 5-6 pm and is worth 1 NON-PGA MSR. You get 2 NON-PGA MSR for attending the show (you only get credit for one day). Additionally, you get 3 PGA MSR's for attending the annual meeting on Wednesday, October 22 from 7-10 am.

That's a total of 10 PGA MSR's and 3 NON-PGA MSR's if you attend the full schedule! (continued next page)

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MERCHANDISE SHOW SECRETS

(continued)

3. Pro-Vendor Invitational

Voted the Merchandise Show event that people most wished they'd know about in advance! We open the week on Monday with a Pro-Vendor golf tournament at Columbia-Edgewater CC. The 8:30 shotgun start will give you the chance to play with your favorite customer or perhaps spend a little quality time building a new customer. The cost is just \$30 per person and includes lunch. This replaces Demo Night, so your evening is free. [Pro-Vendor entry form](#).

4. Appointments are Key

PGA Professionals, please give back to our generous sponsors by making some orders at the Merchandise Show. You'll get to see the reps and their brand-new product lines in person. Making appointments is the best way to facilitate this.

Vendors, we can't stress enough how important appointments are to writing more orders! Remember to invite your customers to the show, especially your non-PGA buyers and merchandisers. Don't forget to book appointments on morning of Wednesday, October 22 for your non-PGA buyers during the Annual Meeting from 7-10 am.

5. Delicious On-Site Dining

You won't have to go far for lunch at the Merchandise Show. The West Delta Bar and Grill is located in the lobby and features burgers made from Oregon beef, seasonal sandwiches and salads, fresh baked bread and locally crafted beers and spirits. Five flat-screen televisions are available to watch televised sporting events while dining.

Additionally, there is a free breakfast buffet on Wednesday, October 22 at 6:30 am, before the annual meeting, sponsored by Pelzer Golf Supplies.

See you October 20-22 at the PNW PGA Merchandise Show!



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