

AUGUST 2013



PGA

Pacific Northwest Section

ForeWordPress

E-Magazine of the Pacific Northwest Section PGA

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PRESIDENT'S REPORT

by Marcus King

Sharing is Caring



I just completed my first round of golf under par for the season! It took six months and 25 days to do it, but I finally broke through. I'm starting to get the hang of the "playing the game" part of our mantra: Play the game, teach the game, and promote the game." Keep drinking the Kool Aid, my dear colleagues!

I also just completed an operational audit of a private club. I occasionally consult with private clubs, and I was asked to visit and share my observations over a three-day period. This club was already operating at a very high level, but wanted to keep soaring on a trajectory toward perfection and separation from the pack of other clubs in their market. I shared my "system for success" with them, and I think they will continuously improve using my simple system. I have been blessed to have worked with and associated with a number of great golf and club professionals in my life. Each has shared their secrets for success with me, and I have read enough over the years and been to enough education events to be in a position of piecing together a system that seems to work.

And now I share it with you!

I'm all about "simple." Like we all were taught in our PGA training, we don't need to just KISS, we need to "learn golf in its complexity to teach it in its simplicity." I've learned that making things long and complex—sort of like this article!—just loses people and forms that glaze over their eyes, resulting in frequent and uncontrollable convulsions. I like to keep things simple so that they are

repeatable, so that they make sense, and so that it's easier to enforce accountability, like your golf swing.

For my PGA brothers and sisters, let me share my simple system for delivering great service not only to your customers and members, but to your co-workers and staff as well. I didn't create the concepts—in fact I acknowledge who created them and I have adapted them into a single system—so I can't take any credit for authorship. As Jeff Beaudry is fond of saying, "they're just more arrows in your quiver."

My service management and delivery system is based on two simple elements: TRUST and MOMENTS OF TRUTH. They are simple systems to teach and share: everyone recognizes and appreciates "trust" and everyone wraps themselves easily around "moments of truth." The concepts are communicable, livable, and realistic and form a great framework for cultural, service and business practices.

The "trust" element I gleaned from the book "The Speed of Trust" by Stephen M.R. Covey who put forth, amongst others, 13 Behaviors of High Trust that make for an environment where credibility and performance form a crossroads. Those behaviors are:

- | | |
|------------------------|-----------------------------|
| 1. Talk straight | 8. Confront reality |
| 2. Demonstrate respect | 9. Clarify expectations |
| 3. Create transparency | 10. Practice accountability |
| 4. Right wrongs | 11. Listen first |
| 5. Show loyalty | 12. Keep commitments |
| 6. Deliver results | 13. Extend trust |
| 7. Get better | |

I use these 13 vital leadership elements/traits to form the foundation for everything we do in our hospitality, team,

and member-centric environment and each of the 13 behaviors bears a lengthy discussion on their own. Our PGA Head Golf Professional Mark Sursely and our entire PGA staff live each of these 13 principles naturally—without a book or seminar!—which is a real testament to Mark's leadership and which makes him a GREAT golf professional

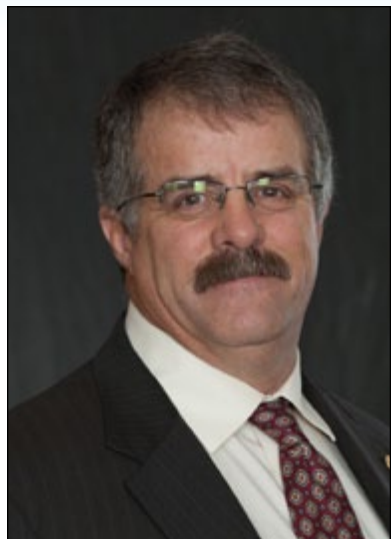
The "moments of truth" element I gleaned originally from the book Moments of Truth written by Scandinavian Airlines President Jan Carlzon back in 1989. Moments of truth are essentially those critical moments when a member, guest or team member comes in contact with our operation by any means and by which an impression is formed, whether positive, neutral or negative. The idea is to identify the moments of truth throughout one's operation, label it as positive, negative or neutral, then work to identify how to make it a greater positive or turn it from neutral/negative to positive. These, in turn, lead to the formation of policies, procedures and practices and put them on a trajectory of continuous improvement. It's possible to master your moments of truth, but you can't sit still on them: they must continue to evolve just as you and I evolve.

For example: a typical moment of truth that we ALL wrestle with is the phone call into the Pro Shop. A hurried and gritty "Pro Shop" exclamation is a common answer at some golf courses, whereas a high-performing course might answer the phone, "Good afternoon, this is Tyler, how may I help you?" Different impressions are made upon the caller depending on the verbiage, the pace, and the tone of voice of the receiver, which then sets the stage for the interaction. The managing golf professional could then set standards for answering the telephone, create a training checklist for answering the telephone, and test her staff for answering the telephone so that this important moment of truth is consistently excellent. She

CEO's REPORT

by Jeff Ellison, PGA

CEO



Wow, August already. We are halfway through our schedule, preparing for the Merchandise Show and planning our round of fall meetings. It's been very busy here in the office and I owe your staff a big thanks for handling things so well this year. In addition to the 230 events we run, they added 11 Drive, Chip and Putt qualifiers, updated many of our processes and

made the days fun to be in the office. You have a great staff, please thank Molly, Angela, Rebekah, Marlena, Jennifer, Nikki, Cecelia and Mikal next time you call—I do every day!

Labor Day weekend is just around the corner and I hope you are planning to support Patriot Golf Day again this year. It is hard to find a more deserving and easy program to support. This program is structured to be flexible to fit your operation. Your support can be as simple as collecting donations at the register or a full-blown military day at the club. Take a look at the article on page 11 for a few ideas or visit www.foldsofhonor.org. You may register your facility, find marketing materials and additional ideas [here](#).

The National entry process has closed for the PGA Professional Championship, October 1-3 at Meadow Springs Country Club. We have 111 eligible entrants who will be competing for 8 spots to the National Championship in June 2014. Don't count Corey Prugh in your analysis, as he's already exempt thanks to his finish at Crosswater. Without factoring in cancellations and late entries, our purse will be \$70,000! That number

will increase if we have a net addition to the field. There will be a late entry process for those who have had their schedule open up. The entry will be \$100 higher and you won't be able to advance. But you can join your fellow PGA members in this member-only championship.

While I just highlighted our member-only championship, the future is bright for our entire tournament program. A few years ago we were concerned with the age and membership status of our players. I'm happy to report that we just teed up 28 apprentices at the Rosauers! The new professionals are energized and they understand the PLAY, in "Play, Teach and Promote the Game." To all you A-1's, thank you for recognizing the importance of PGA professionals playing the game.

The Pacific Northwest Section PGA Merchandise Show is just around the corner. Slated for October 21-23 at the Metropolitan Exposition Center in Portland, this is the year's largest single gathering of the Northwest golf industry. In addition to the Show, we'll conduct our Annual Meeting and enjoy a great education program. New this year, we've replaced Demo Night with a vendor-professional golf tournament on Monday morning. We are awaiting Board approval from the club on August 1 before announcing the site (Chances are good at this site, and you'll like it!). The goal of this new tournament is to simply build even stronger bonds between PGA Professionals and our sales representatives. We are in

this together; the more we work with one another, the greater our joint success. Visit our web site or page 6 for more details on the Show.

Finally, thank you to the professionals who hosted Drive, Chip and Put local qualifying events in the inaugural year of the program. They took a risk in agreeing to host a fledgling program that was changing daily. They all pulled off outstanding events. THANK YOU – Chris Peterson, Matt Campbell, Dan Harrington, Greg Manley, Mark Gardner, John Bowen, Ron Hagen, Brian Coury, Tom Carey, Mark Keating, Tim Olson and Kevin Myers. A special shout out to Monte Koch who shouldered some of the heavy lifting so I did not have to attend all 10! We'll be identifying our eight qualifiers to Augusta National on August 11 at The Golf Club at Hawks Prairie.

I hope to see you soon at an event near you!

—Jeff Ellison

A banner for Patriot Golf Day featuring a stylized American flag. On the left is the Patriot Golf Day logo, which includes a golf ball and the text "Patriot GOLF DAY". To the right of the logo, the dates "AUGUST 30- SEPTEMBER 2, 2013" are written in red. Below the dates, a message reads: "Who Are You Playing For? By participating in Patriot Golf Day, golfers nationwide support the children and spouses of military men and women killed or disabled while serving our great nation. For more information, visit www.patriotgolfdays.com".

AUGUST 30- SEPTEMBER 2, 2013

Who Are You Playing For? By participating in Patriot Golf Day, golfers nationwide support the children and spouses of military men and women killed or disabled while serving our great nation. For more information, visit www.patriotgolfdays.com

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National Sponsors



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	Coston, Jeff	255.00
2	Erdmann, Scott	247.50
3	Griffin, Chris	237.50
4	Prugh, Corey	205.00
5	Black, Darren	197.50
6	Phay, David	185.00
7	McCoy, Casey	175.00
8	Malby, Ryan	165.00
9	Gibbons, Rob	145.00
10	Immordino, Josh	127.50
11	Manley, Greg	122.50
12	Feenstra, Tim	120.00
13	Thornton, Brian	100.50
14	Sovay, Tom	100.00
15	Korn, Joe	90.00
16	Krieger, Scott	85.00
17	Erwin, Todd	85.00
18	Sharp, Brady	75.00
19	Moe, Clayton	75.00
20	Aldredge, Adam	67.50
21	Stewart, Bruce	55.00
22	Robydek, Tony	53.00
23	Benzel, Ryan	52.50
24	Van der Velde, Chris	35.00
25	Coleman, Keith	35.00
26	Rannow, Bob	33.00
27	Leritz, Scott	27.50
28	Fife, Cameron	25.50
29	Siesser, Derek	25.00
30	Morris, Greg	22.50

Senior Hudson Cup

	Professional	Points
1	Coston, Jeff	560.00
2	Gibbons, Rob	500.00
3	Sovay, Tom	432.50
4	Fought, Jeff	415.00
5	Stewart, Bruce	332.50
6	Staskus, Tom	292.50
7	Erwin, Todd	287.50
8	Milne, Chuck	267.50
9	Krieger, Scott	257.50
10	Marsh, Jeff	222.50
11	Haney, Fred	202.50
12	Bowen, Steve	200.00
13	DeLong, Mike	190.00
14	Carey, Tom	175.00
15	Prugh, Steve	147.50
16	Murray, Brent	140.00
17	Cobleigh, Paul	120.00
18	Toll, Mike	120.00
19	Gardner, Mark	117.50
20	Givens, Mike	115.00
21	Comella, Ray	102.50
22	Doxsie, Doug	95.00
23	Bobillot, David	95.00
24	Reuhl, Steve	87.50
25	Bishop, Kevin	87.50
26	Peccia, Joe	82.50
27	Westling, Ted	82.50
28	Schuh, Craig	80.00
29	Coombs, Kevin	70.00
30	Carranza, Joe	65.00

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UPCOMING EVENTS

Northwest Open Invitational

Walla Walla, WA | Wine Valley GC | August 19-21, 2013



Entries for the Northwest Open Invitational close on August 7. Keep track of the scores online during the championship, August 19-21, at www.pnwpga.com. Admission and parking to this event are free!

Schedule of Play

- August 17-18: Basel Cellars Winemakers Pro-Am
- August 19: Round 1
- August 20: Round 2
- August 21: Round 3

History of the Championship

The Northwest Open is a significant part of Northwest golf history. The early years of the championship were dominated by Seattle Golf Club's Robert Johnstone (who won 8 of the first 10 events) and "Long Jim" Barnes. Spokane's Marvin "Bud" Ward captured six championships over a 22 year span, five as an amateur and his last as a professional.

Wine Valley Golf Club



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



PACIFIC NORTHWEST PGA HALL OF FAME 2013 INDUCTEE



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19 PNW PGA MAJORS...AND COUNTING.

JEFF COSTON
Semiahmoo Resort
Nike Swoosh Elite Advisory Staff

UPCOMING EVENTS

PNW PGA Professional Championship

Richland, WA | Meadow Springs CC | October 1 - 3, 2013



Entry

National has agreed to allow us to accept post entries into the PNW PGA Professional Championship. You must be employed in one of the following classifications to play in the PGA Professional Championship: MP, A-1, A-2, A-4, A-5, A-6, A-7, A-8, A-9, A-10, A-11, A-12, A-13, A-14, A-15, A-16, A-17, A-18, A-19, A-20, A-21, A-22, A-23, A-24, LMA and LMMA. Late entrants are unable to advance to the PGA Professional National Championship next June, but will compete for the Section title and purse. Click here for the PNW PGA Professional Championship post entry.

Meadow Springs Country Club

Meadow Springs Country Club offers one of the premier golf courses in Washington State. The club was incorporated in July 1973. Its 18-hole private golf course was

designed by Robert Muir Graves and is one of Washington State's top rated courses.

Schedule of Play

- Round 1 - Tuesday, October 1
- Round 2 - Wednesday, October 2
- Round 3 - Thursday, October 3

The field will be re-paired by score for Round 3. *There is no cut!*

Reminder: the PGA Professional Championship has Hudson Cup (worth 1.5 times the normal value) and Senior Hudson Cup points available as well as Player of the Year points! This event is the last chance to get points for both Hudson Cup teams!



PNW PGA MERCHANDISE SHOW

2013

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PGA

Pacific Northwest Section

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SPECIAL EVENTS

Reception at the Expo Center

Tuesday, October 22
5:00 pm - 6:00 pm

Merchandise Show Hours

October 22 | 9:00 am - 5:00 pm
October 23 | 10:00 am - 2:00 pm

Pacific Northwest Section PGA

Annual Meeting at the Expo Center

Wednesday, October 23
Hosted Breakfast: 6:30 am - 7:30 am
Meeting: 7:30 am - 10:00 am
Attire: Coat & Tie

HOTEL INFORMATION — 3 Choices at Low Rates

Portland North Harbor Collection by Marriott | North Anchor Way | Portland, OR 97217

Book by September 28, 2013 | Group Code: PGA Merchandise Show 2013

Fairfield Inn & Suites

503-286-6336
Single King - \$99.00/night
2 Doubles - \$99.00/night

Courtyard by Marriott

503-735-1818
Standard King - \$109.00/night
Double - \$109.00/night

Residence Inn

503-285-9888
Studio +1 bedroom \$124.00/night
2 bedrooms - \$144.00/night

For directions to the Expo Center, visit <http://www.expo-center.org/maps-and-directions>

UPCOMING EVENTS

PNW Senior PGA Professional Championship

Lakewood, WA | Oakbrook G&CC | September 5-6, 2013



Entry

We are still accepting entries into the Senior Professional Championship at Oakbrook G&CC on September 5-6. Although it is too late to sign up for a chance to advance to the Senior PGA Professional National Championship in October, you still can sign up for a chance to play for the purse and the title of Senior PGA Champion.

- Click here for the post entry
- [Eligibility requirements](#)

Oakbrook Golf & Country Club

Oakbrook Golf & Country Club first opened in 1964 as a private club with John Steidel redesigning the original holes in 1990. Famous for having the best greens around, it's sure to be a treat for anyone who appreciates firm, smooth, and fast greens.

Schedule of Play

- Thursday, September 5 – Tee times starting at 8:00 AM
- Friday, September 6 – 7:30 Shotgun

Reminder: the Senior PGA Professional Championship has Senior Hudson Cup points (*worth 1.5 times the normal value*) and Senior Player of the Year points! Seniors, plan on playing! We hope to see you at Oakbrook.



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TOURNAMENT NEWS: PRO-AM CHAMPIONSHIP

By Nikki York

Tournament & Membership Assistant

SHELTON, WA - Salish Cliffs GC
September 18-19, 2013

The Field

Defending Team Champions PGA Professional Luke Baker of Deer Park GC and his amateur Jim Coleman are expected to return to try and defend their title this September against a very strong field of PNW PGA professionals and amateurs at Salish Cliffs GC. Host PGA Professional David Kass with his amateur are also expected to be a team to keep your eye on. The Pacific Northwest Pro-Am is a two-man team competition with one professional and one amateur playing a four-ball format and is one of the most popular events every year.

Team entries will be available starting Wednesday, August 7 at pnwpga.com.

Entry Priority

1. Exempt Players: Eligible host club professionals and past team champions. Past team champions must enter with same partner to receive exemption.
2. Seventy percent of the field is reserved for players who have participated in 4 or more Section events played since the close of entries for this event the previous year. Priority within this category is based on receipt of entry and will expire seven days after entries open.
3. The balance of the field is based on receipt of entry.

**** The early deadline for the second category is Wednesday, August 14 at 5:00 PM.**

Salish Cliffs Golf Club

Salish Cliffs GC was designed by Gene Bates and opened in September 2011. Owned by the Squaxin Island Tribe and operated by Little Creek Casino Resort, the golf course covers over 300 acres through the Kamilche Valley. Rich, lush forestry encircles 16 of the 18 holes that feature dramatic views of the valley and smooth elevation changes of over 600 feet. The playing surfaces consist of T-1 Bent grass on the tees, fairways and greens. The roughs are pure rye grass with a border of native fescue outside. Several wetlands are located within the courses design and both the front and back nine finish by sharing a massive double-green.

There is a reception after Round One at Little Creek Casino for all participants. We suggest you stay at the Little Creek Casino during your stay – it's just a par 5 away from the course!

Note: Salish Cliffs GC is hosting the 2014 PNW PGA Professional Championship next September. Take the opportunity to check out this amazing track that will be hosting our Section Championship next year!

We hope to see you in September at Salish Cliffs Golf Club!

The Champions



2012 - Luke Baker & Jim Bob Coleman



2011 - Brian Thornton & Todd Densley



2010 - Josh Immordino & Derek Berg



2009 - Justin St. Clair & Chris Polski



2008 - Tom Sovay & Derek Berg

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PRUGH WINS HIS THIRD ROSAUERS OPEN

by Mikal Harpster

Tournament Intern

SPOKANE, WA – Indian Canyon Golf Club – 6,255 Yards, Par 72

The 26th Rosauers Open Invitational belonged to Corey Prugh of Manito G&CC (Spokane, WA). Prugh was no stranger to the winner's circle at this championship—he's secured the title twice before. However, Indian Canyon played much differently this year with firm and fast conditions, rewarding only the best ball strikers. Many players recognized the difference after the first round. Prugh, who shot an opening round 64 in the preceding pro-am, noted, "I thought the golf course was much firmer around and on the greens, and also had many different and more challenging pin locations. I really liked the changes. I thought that you could still score the course very well, but you had to be more precise to do so. Guys were able to shoot low scores but it was not as easy to do every round."

In the first round, it was Matt Cowell of Lake Padden GC (Bellingham, WA) who came out on top of the field with a new single round scoring record of 61. Cowell's phenomenal round included an eagle, nine birdies, and a bogey. Prugh was not far behind, shooting a four under par 67 in the opening round.

Round two saw scores that were much higher. Although it seemed as though low scores would be hard to accomplish, Shane Prante of Tom's Golf Center (Olympia, WA) fired a second round 64 and recorded the lowest round of the day. There was also a smattering of other scores in the mid- 60 range, including Corey Prugh's 65.

Going in to the final round, Prugh and

Prante tied on top of the leaderboard—both at ten under par. However, two other players also stood out from the field as they climbed the leaderboard in round three. Scott Erdmann of Oswego Lake CC (Lake Oswego, OR) posted a final round of 63 that included nine birdies and a bogey. Amateur Rob Seibly from Manito G&CC made the biggest move, sneaking up late in the final round. Seibly shot a 64 and a 30 on the back to capture the low amateur title, as well as solo second place. He made a run for the lead late on the back nine, but Prugh kept his composure and birdied the 17th to take the outright lead.

Prugh only needed a par on the 18th to clinch his third Rosauers victory in five years. "My key to winning this year was patience, patience, patience. I had good moments and bad, but was calm enough to weather the storm," said Prugh. He is now the second three-time champion of the event, joining PNW PGA Hall of Fame member Jeff Coston.

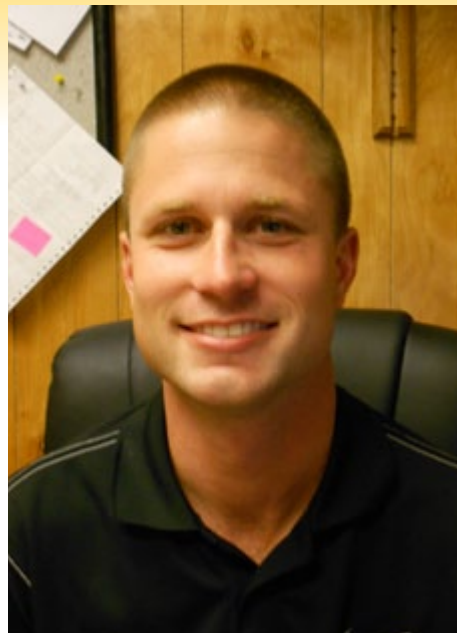
A special thanks to Rosauers Supermarkets, and to all of the fantastic volunteers at this event, as well as the host golf professional of Indian Canyon, Gary Lindeblad. Proceeds from the championship benefitted the official charity, Vanessa Behan Crisis Nursery, Spokane's safe haven for children at risk of abuse and neglect. This year's event raised \$125,000 for the charity; over \$2.35 million has been raised in total. The Pacific Northwest Section PGA looks forward to many more Rosauers Opens at Indian Canyon and many more exciting victories.



	Player	Facility	Score	Award
1	Corey Prugh	Manito G&CC	67 - 65 - 67 -- 199	\$11,000.00
2	Rob Seibly (a)	Manito G&CC	67 - 69 - 64 -- 200	\$750.00
3	Kyle Kelly	Tamarisk CC	68 - 65 - 68 -- 201	\$5,550.00
	Shane Prante	Tom's Golf Center	68 - 64 - 69 -- 201	\$5,550.00
	Matt Cowell	Lake Padden GC	61 - 72 - 68 -- 201	\$5,550.00
6	Jeff Coston	Semiahmoo G&CC	68 - 67 - 67 -- 202	\$3,850.00
7	Hank Frame (a)	The Links	72 - 65 - 66 -- 203	\$450.00
	Russell Grove	Avondale GC	71 - 66 - 66 -- 203	\$3,500.00
9	Casey McCoy	Airport Golf Center	70 - 69 - 65 -- 204	\$3,040.00
	Brian Nosler	Vanco Driving Range	70 - 67 - 67 -- 204	\$3,040.00
11	Chuck Milne	Vanco Driving Range	67 - 66 - 72 -- 205	\$2,725.00
12	Scott Krieger	Broadmoor GC	71 - 66 - 69 -- 206	\$2,575.00
13	Brady Sharp	Walla Walla CC	67 - 69 - 71 -- 207	\$2,323.33
	Scott Erdmann	Oswego Lake CC	72 - 72 - 63 -- 207	\$2,323.33
	Ryan Malby	Iron Horse GC	66 - 69 - 72 -- 207	\$2,323.33
16	David Fern	Downriver GC	65 - 73 - 70 -- 208	\$1,965.00
	John Cassidy	Alderbrook G&YC	69 - 70 - 69 -- 208	\$1,965.00
	Matt Anderson	Bellevue GC	69 - 69 - 70 -- 208	\$1,965.00
	David Nuhn	Gateway Golf Discount	72 - 68 - 68 -- 208	\$1,965.00
20	Brian Baltzer	Skagit G&CC	73 - 65 - 71 -- 209	\$1,717.50
	Seth Nickerson (a)	Indian Summer G&CC	69 - 73 - 67 -- 209	\$300.00
	Chris Griffin	Tacoma G&CC	71 - 68 - 70 -- 209	\$1,717.50
23	Tom Sovay	GC at Redmond Ridge	70 - 71 - 69 -- 210	\$1,416.88
	Mitch Runge	Tacoma C&GC	67 - 71 - 72 -- 210	\$1,416.88
	Josh Immordino	Riverbend GC	67 - 68 - 75 -- 210	\$1,416.88
	Bryan Stevens	Bear Creek CC	67 - 75 - 68 -- 210	\$1,416.88
	Darren Black	Rainier G&CC	73 - 70 - 67 -- 210	\$1,416.88
	Brandon Kearney	Bend G&CC	69 - 66 - 75 -- 210	\$1,416.88
	David Phay	Whidbey G&CC	64 - 75 - 71 -- 210	\$1,416.88
	Nick Mandell (a)	Canyon Lakes GC	74 - 71 - 65 -- 210	\$250.00
	Rob Gibbons	Arrowhead GC	65 - 73 - 72 -- 210	\$1,416.88
32	Kyle Cornett (a)	Everett G&CC	71 - 69 - 71 -- 211	\$212.50
	Derek Barron	Tacoma Firs GC	73 - 69 - 69 -- 211	\$1,195.00
	Tyler Carlson (a)	Quail Ridge GC	68 - 74 - 69 -- 211	\$212.50
	Joe Korn	Nile GC	73 - 66 - 72 -- 211	\$1,195.00
36	Todd Pence	The Fairways GC	74 - 68 - 70 -- 212	\$1,135.00
37	Jordan Reeder	Canyon Lakes GC	72 - 70 - 71 -- 213	\$1,050.00
	Megan Haase (a)	Manito G&CC	73 - 69 - 71 -- 213	\$162.50
	Tim Feenstra	Broadmoor GC	70 - 73 - 70 -- 213	\$1,050.00
	Derek Siesser	The Creek at Qualchan	73 - 68 - 72 -- 213	\$1,050.00
	Sean McMullen (a)	Fairwood G&CC	69 - 72 - 72 -- 213	\$162.50
	Ryan Benzel	Pro Golf Discount - Lynnwood	71 - 70 - 72 -- 213	\$1,050.00

HOLK's HIGHLIGHTS

Spotlight on Aaron Raihl

**Facility:**

Columbia Park Golf Links
Kennewick, WA

Hometown:

Buckley, WA

University:

Graduated in 2009 from the PGM
program at the University of Idaho.

Year Turned Professional:

2009

Aaron Raihl holds the position of Starter for the Central Washington Chapter Pro-Ams. Aaron tells us about his new position:

"I am at each Pro-Am every Monday to get people going on the first tee and organize the skins game for each week. Also, my full-time position is the Golf Operations Manager at Columbia Park Golf Links."

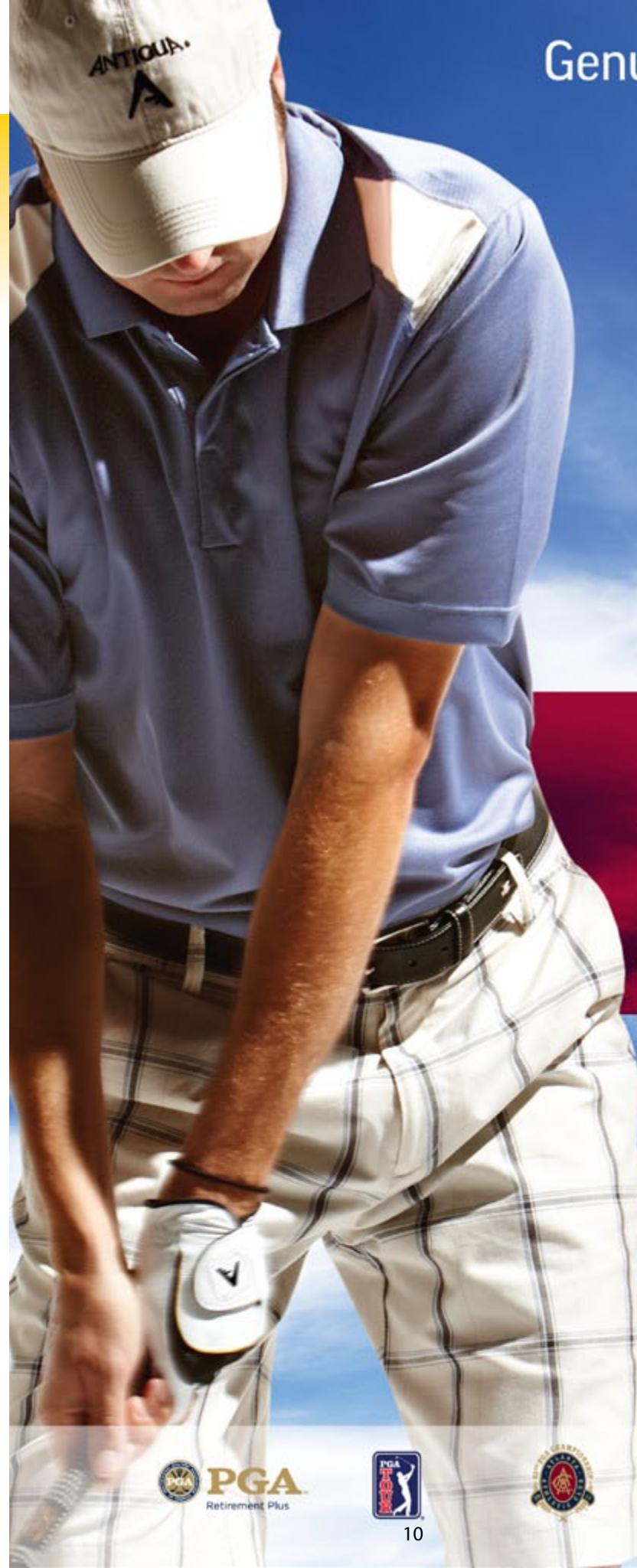
What's your favorite aspect of being a Golf Professional?

"My favorite things about being a Golf Professional are the relationships that develop and the daily interactions with everyone. It is enjoyable to help people have a

good time and relax which is why we play the game and come to the course!"

That sounds like a lot of fun. What fun hobbies do you enjoy besides golf?

"Tennis, hiking and walking the new dog!"



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CELEBRATE PATRIOT GOLF DAY

by Marlena Cannon

Director of Communications

Patriot Golf Day is the flagship fundraiser for the Folds of Honor Foundation and is jointly supported by The PGA of America and the United States Golf Association. Every Labor Day weekend, golfers nationwide are asked to add an extra dollar to their greens fees to fund Folds of Honor scholarships.

Many clubs in the Pacific Northwest Section host a Patriot Golf Day event. Each club tailors the event in their own fashion, reaching out to active military members and/or veterans in their local area. Club members appreciate the opportunity to show their support for the people who are serving or who have served in the United States Military, and provide them with a fun day of golf and hospitality. Meanwhile, funds are raised for educational scholarships for the children and spouses of men and women disabled or killed while serving our country.

Bill Morach at Eugene Country Club

On Labor Day, September 3, 2012, Bill Morach and Eugene CC hosted 18 local veterans and active military members who served in Iraq and Afghanistan for a round of golf. This was the fifth consecutive Patriot Golf Day held at the club. The event started off with a local military color guard performing the flag presentation ceremony. After the round of golf, which paired military folks with Eugene CC members, the military golfers were treated to the annual Board of Directors' Steak Fry dinner by the club members. Adding to the occasion, military vehicles were parked on display at the club for the day. It's a fun and memorable day for everyone involved.



Flag presentation ceremony, Eugene CC

Donations for Patriot Golf Day are collected during and leading up to the event. "Each of the last four years we have raised approximately \$1,000.00 just by asking for donations," details Morach, and he expects that number to grow as participation has increased greatly each year.

Kenney Boyd at Glendale Country Club

Kenney Boyd started Patriot Golf at Glendale CC by first recruiting members to participate, starting with Rick and Laura Mathers, who have sons and brothers in the military.

"We then came up with a plan to get active and/or retired military personnel to come to our course and play golf." On Labor Day, the service members were welcomed at a registration table, where they picked up a sleeve of Glendale golf balls and complimentary water or soda. Here they met the members they would be playing with. Boyd then took photos of each group at the first tee. It was a fun way to introduce the military folks and the Glendale CC members. The event was a success.

After the initial Patriot Golf Day, Boyd and the members at Glendale CC realized they could do more.

"I suggested that we should include the whole family so we could get more participation. We decided to host a Patriot Family Day so we invited 30 military golfers and their families," explains Boyd. While the golfers were playing, their families were invited to

use the pool – Glendale CC even provided lifeguards so the parents could take a break. When the round of golf was finished, the golfers joined their families for a barbeque dinner sponsored by the Glendale CC members.



BIRDIES FOR CHARITY

STERLINGBANK

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	Points
1	Black, Darren	30
2	Nosler, Brian	29
	Erdmann, Scott	29
4	Thornton, Brian	28
	Manley, Greg	28
6	Pence, Todd	27
7	Phay, David	26
8	Benzel, Ryan	24
	Grove, Russell	24
10	Sovay, Tom	23
	Griffin, Chris	23
	Roters, Mike	23
13	Runge, Mitch	22
	Coston, Jeff	22
15	Franklin, Darek	21
	Malby, Ryan	21
	Barron, Derek	21
18	Immordino, Josh	20
19	Rannow, Bob	19
20	Morris, Greg	18
	McCoy, Casey	18
	Gibbons, Rob	18
	Prugh, Corey	18
24	Kearney, Brandon	17
25	Campbell, Mike	16
26	Erwin, Todd	15
	Stewart, Bruce	15



\$2,500.00



PGA
Pacific Northwest Section
Junior Fund

\$2,000.00



PROVIDENCE
St. Mary
Foundation

\$2,500.00

(continued from page 11)



Two Glendale CC members (left) with two servicemen (middle) and Kenney Boyd, Head PGA Professional (right).

"Our members all sat with them and told stories, relationships were made!" recalls Boyd, who has now organized Patriot Golf Day at Glendale CC for four years.

In order to raise the funds from the members to sponsor the event, Boyd

implemented a "donation in honor" program. Each member was encouraged to honor a family member or friend who was or is currently in the military along with their donation to Patriot Golf Day. Glendale CC published the names of the honorees in the member newsletter. "It was a fantastic addition and the members really supported the cause. We hope to reach our goal of a \$20,000 donation to Patriot Golf Day this year."

Get Involved

Patriot Golf Day 2013 will again be held during the Labor Day weekend, August 30 to September 2. If you are interested in joining our mission to empower the lives of deserving military families with educational opportunities, then please become a participating facility in 2013. Become an official Patriot Golf Day host facility! [Click here to register](#). PGA Professionals who host an event and submit funds to the Folds of Honor Foundation will receive 2 MSR Credits.

About Patriot Golf Day

The inaugural Patriot Golf Day in 2007 was started by Major Dan Rooney, Founder of the Folds of Honor Foundation, F-16 Pilot, PGA Professional and USGA member. On Labor Day 2007, Rooney asked golfers to add \$1 to their greens fees. His request resulted in donations of more than \$1.1 million from more than 3,200 golf facilities. In the last five years, golfers nationwide have been instrumental in raising more than \$12.8 million through Patriot Golf Day events resulting in over 2,600 recipients in all 50 states and 41 PGA sections. [Check out Dan's story here](#) and read about the inspiration behind the Folds of Honor Foundation and Patriot Golf Day.

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PLAYER OF THE YEAR POINTS

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Player of the Year

	Professional	Points
1	Coston, Jeff	300.00
2	Erdmann, Scott	272.50
3	Prugh, Corey	250.00
4	Grove, Russell	225.00
5	McCoy, Casey	212.50
6	Griffin, Chris	206.00
7	Phay, David	167.50
8	Feenstra, Tim	165.00
9	Gibbons, Rob	162.50
10	Black, Darren	155.00
11	Thornton, Brian	150.00
12	Nosler, Brian	143.50
13	Sharp, Brady	135.00
14	Malby, Ryan	120.00
15	Kearney, Brandon	107.50
16	Manley, Greg	105.00
17	Roters, Mike	95.00
18	Moe, Clayton	92.50
19	Benzel, Ryan	91.00
20	Runge, Mitch	87.50
21	Erwin, Todd	80.00
22	Immordino, Josh	77.50
23	Milne, Chuck	75.00
24	Krieger, Scott	70.00
25	Stewart, Bruce	67.50
26	Sovay, Tom	57.50
27	Allredge, Adam	55.00
	Korn, Joe	55.00
	Coleman, Keith	55.00
30	Fife, Cameron	51.00
31	Grow, Jerrel	50.00
	Aichele, Jason	50.00
33	Toll, Mike	45.00
34	Schoner, Mike	40.00
35	Ables, Clint	32.50
	Hval, Tim	32.50
	Fought, Jeff	32.50
	Kasch, Mike	32.50

Assistant Player of the Year

	Professional	Points
1	Prugh, Corey	402.50
2	Grove, Russell	310.00
3	Griffin, Chris	285.00
4	Erdmann, Scott	265.00
5	Kearney, Brandon	252.50
6	Immordino, Josh	232.50
7	Malby, Ryan	222.50
8	Runge, Mitch	200.00
9	Pence, Todd	170.00
10	Siesser, Derek	152.50
11	Sharp, Brady	147.50
12	Roters, Mike	145.00
	Moe, Clayton	145.00
14	Feenstra, Tim	144.17
15	Stevens, Bryan	142.50
16	Franklin, Darek	120.00
17	Baker, Luke	100.00
18	Allredge, Adam	86.67
19	Ables, Clint	75.00
	Lisk, Chris	75.00
21	Dahl, Ryan	75.00
22	Stewart, Bruce	65.00
23	Rodgers, Nick	60.00
24	Tucker, Colin	55.00
25	Carlson, Colin	50.00
26	Faller, Brad	47.50
27	Grafos, Michelle	40.00
28	Lawrence, Mark	35.00
29	Kauffman, Doug	32.50
30	Carranza, Joe	30.00
	Burtner, Adrian	30.00
	Raihl, Aaron	30.00
33	Henry-Cano, Issac	27.50
34	Koch, Chris	25.00
	Easley, Mark	25.00
	Curran, Chris	25.00
37	Mercer, John	20.00
38	Miller, Kyle	15.00

YAMAHA

Sr. Player of the Year

	Professional	Points
1	Coston, Jeff	330.00
2	Fought, Jeff	280.00
3	Gibbons, Rob	182.50
4	Stewart, Bruce	162.50
5	Sovay, Tom	145.00
6	DeLong, Mike	140.00
7	Staskus, Tom	107.50
8	Erwin, Todd	95.00
9	Carey, Tom	93.50
10	Givens, Mike	90.00
	Haney, Fred	90.00
12	Krieger, Scott	88.50
13	Comella, Ray	77.50
14	Doxsie, Doug	70.00
	Coombs, Kevin	70.00
16	Reuhl, Steve	62.50
17	Peccia, Joe	57.50
	Westling, Ted	57.50
19	Toll, Mike	50.00
20	Marsh, Jeff	46.00
21	Gardner, Mark	45.00
22	Bowen, Steve	42.50
23	Bobillot, David	40.00
24	Tindall, Bill	27.50
	Murray, Brent	27.50
	Cline, JD	27.50
	Runge, Kris	27.50
	Cobleigh, Paul	27.50
29	Prugh, Steve	15.00
30	Huffer, Pat	10.00
31	Fitzsimons, Pat	6.00
	Davis, Brian	6.00
33	Milne, Chuck	5.00
	Buss, Mike	5.00

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AVOIDING THE DOG DAYS AS A PGA PRO

by Monte Koch

Player Development Regional Manager

Are you looking forward to rainy days? Do you wish October would get here? If you're like me, it's likely that you are now at (or near) that particular point in the golf season when your tank is nearing empty. You may feel like you're running on fumes. I'm not saying it is bad to feel this way—actually, I believe it's quite natural. The question is: what do we do about it?

If you're feeling the “dog days” of the season, and you're looking for a listening ear or a little encouragement, please reach out to me via phone or email. Let me also help by sharing with you the successes that some of our fellow PGA Members have had this season. In each case, I feel a strong sense of pride as their colleague, but more importantly, I AM INSPIRED by their efforts, creativity and entrepreneurial attitude.



John Grothe, PGA

Oregon Golf Assoc GC
Woodburn, OR

- **Success #1 - Get Golf Ready (GGR):** With support from the OGA Board of Directors and Barb Trammel, PGA, Grothe upped the ante in 2013 by creating three “flex” sessions of GGR for Spring, Summer and Fall. The package is comprised of 8 lessons, including 3 “on-course experiences,” a range punch card and an annual OGA Membership. Averaging 50+ per session, Grothe and three other staff teach at multiple class times so students can have ultimate flexibility to move through the program at their preferred pace.
- **Successful #2 - Get Golf Ready Outreach:** The OGA Golf Course partnered with Chemeketa Community College, reaching out to a non-traditional audience of minorities and women. This resulted in an average of 15 students per term.

Grothe says: “At the OGA, we see it as critical to our OGA membership... to be leaders and good neighbors in growing the game. We ask our students [who come from as far away as Gresham and Hillsboro] which course is closest to them so that we may introduce them to another Golf Professional to keep them enjoying the game. We see GGR as a great way to also sustain the long term health of the OGA by growing our membership base one at a time. Including the OGA Annual Membership is key to this effort.”

“Becoming a coach for so many interesting people, helping them learn how to feel comfortable and competent on-course—it’s inspired me to enjoy the game even more and work harder on my own game so I can be authentic in leading them to love it too.”



Kathy Gildersleeve-Jensen, PGA

Indian Canyon GC
Spokane, WA

- **Success #1 - Website Upgrade Efforts:** Using GPMA as a website hosting service, KGJ has seen uptick in traffic, communication with students and potential students
- **Success #2 - Use of the Active.com tool:** Kathy found this free, online PGA tool has helped her reach more families, whose decision makers are typically women “With my website and with Active.com working together, more of my customers (especially moms) get the whole story of what is offered. That’s what Mom wants. She has to match the family schedule with programs that are offered. Active is perfect for this, plus she can register at home, when it’s convenient for her. Active is great for groups because I can get right to teaching, and not waste time collecting data

and chasing checks.”

- **Success #3 - Get Golf Ready:** Kathy successfully offered GGR programs via Indian Canyon and separately through Spokane City Parks at two different price points. Even at a lower price point through the City, Kathy engaged more customers and realized increased income and value from these initially lower-priced offerings...this does not include the value to Indian Canyon.

Gildersleeve-Jensen says: “Using GPMA as a website promotional partner and Active.com as a complete registration tool has been huge for me this year. I’ve found great success doing group lessons and doing a full schedule of them...creating more options for customers is a key.”

“I want to engage them [new golfers] and sell them on the value of being part of a village of golfers promoting the game they now love.”

Kudos to these professionals, who have taken steps to lead at their facility and become highly valuable golf professionals. There are many more I could highlight, including two more that I will be featuring next month. If you’ve got a “highlight” you’d like to share with me, or one from a colleague, bring it on! I’d love to hear about it and tell the story.

My mission as a PDRM is: “Provide my customers with the tools and resources to implement a complete coaching program that INCREASES INCOME, CREATE NEW JOBS and BUILDS JOB SECURITY. Please let me know how I can help you in any way: 206-335-5260 / mkoch@pgahq.com

Kind regards,
Monte Koch

(continued from page 2)

would then follow up from time to time to check in with how the phone is being answered. The moments of truth model gives legs to these interactions and gives us a system by which we can make these interactions the most positive that they can be. The 13 high trust behaviors are the framework upon which we build the mastery of our moments of truth. They knit together quite nicely!

The point of all this is that to be the very best you can be as a family member, as a member of your community, and as a golf professional, you need to have some sort of system that works for YOU. You need to have something to trust, to believe in. You need to be able to use it and defend it, and you most certainly need to deliver results with it. This approach has worked for others, this approach sets you apart, this approach gets you to your next desired level, and this approach will set you free. Find one, steal one, create one, morph one...whatever it takes.

...And then share it with me!

—Marcus King

MEMORIAM

Brad K. Leiken
October 24, 1963 - July 15, 2013

Brad Leiken, 49, of Ramsey, Illinois, died on Monday, July 15, 2013, after a valiant battle with small intestine cancer, surrounded by family. He was a long time member of our Section. Brad fulfilled his lifetime dream of owning and managing a golf course with the purchase of Ramsey Lake Golf Club in 2009 with his parents. Brad, his parents, his wife and children all lived and worked his dream together. Brad had previously managed both Oak Hills GC in Sutherlin, OR and Emerald Valley GC in Creswell, OR.

Miller W. Barber
March 31, 1931 - June 11, 2013

Miller Barber, 82, died on Tuesday, June 11, 2013. He was a member of the Pacific Northwest Section and a famous PGA Tour player. Barber won five majors on the Champions Tour, including a record three U.S. Senior Open titles.

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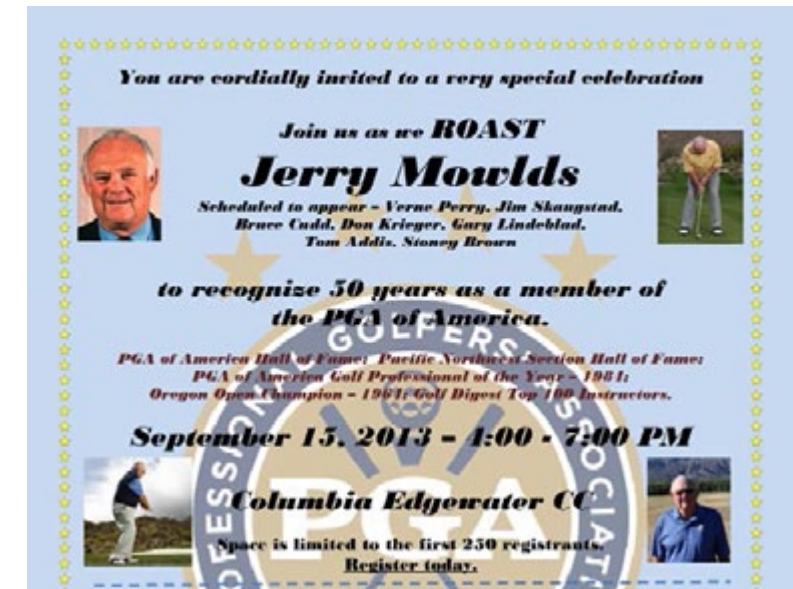
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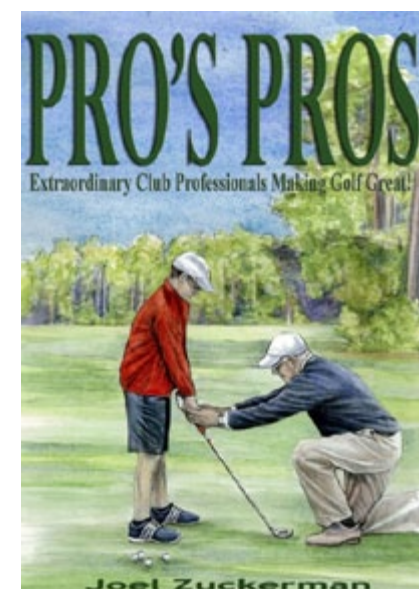
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MEMBERS ON THE MOVE

by Jennifer Dodd

Tournament & Membership Assistant

Welcome, New Apprentices!

Name	Facility
Chance (Brandon) Blank	Manito G&CC
Travis Huskisson	Esmeralda GC
Austonn Lazoff	Sah-Hah-Lee GC
Alexander Hauser	Meridian Valley CC

Reinstated Members

Name	Facility
Bart F.Turchin	North Shore GC

No Employment Changes in the Pacific Northwest Section

Section Changes into the Pacific Northwest Section

Name	New Class	New Facility	Former Section
Loren E. Jeglum	A-8	Unaffiliated	Iowa
David K. Lee	A-13	Bear Creek CC	Northern California
Clayton R. Moe	A-8	Tetherow GC	Southern California

Section Changes out of the Pacific Northwest Section

Name	Class	Former Facility	New Section
Stuart Aden	A-20	Unaffiliated	Southwest
Bryant R Boshard	B-8	The Ridge GC	Utah
Jon M. Pinardi	A-13	Unaffiliated	Rocky Mountain
Jeremy J. Wabick	A-20	Unaffiliated	Western New York

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

SECTION SCHEDULE

Tournaments

DATE	EVENT	SITE
August 5	Assistant Professional Championship	Chehalem Glenn GC Newberg, OR
August 19-21	Northwest Open Invitational	Wine Valley GC Walla Walla, WA
September 5-6	PNW Senior PGA Championship	Oakbrook G&CC Lakewood, WA
September 18-19	Pacific Northwest Pro-Amateur Championship	Salish Cliffs GC Shelton, WA
October 1-3	PNW PGA Professional Championship (PPC)	Meadow Springs CC Richland, WA
October 24-25	65th Hudson Cup Matches	Pumpkin Ridge - Witch Hollow, North Plains, OR

Important Dates

DATE	EVENT	SITE
Aug 8-11	PGA Championship	Oak Hill CC Rochester, NY
Aug 19-21	PGA Expo	Las Vegas, NV
Sept 16-22	PGA Cup Matches	Slaley Hall Hexham, England
Oct 10-13	PGA Senior Club Professional Championship	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



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Golf Channel Instructor
PGA Teaching Professional of the year 2008
Golf Magazine's Top 100 Teacher (2010)

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