

ForeWord

Magazine of the Pacific Northwest Section PGA



PGA

Pacific Northwest Section

Press

January 2013



HAPPY NEW YEAR 2013

MENTORING & NETWORKING CONFERENCE

SPOTLIGHT ON KATHY GILDERSLEEVE-JENSEN

CONNECTING WITH HER: CONSIDER THIS MAGNET

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



PGA

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Can you name the golf course on the cover? Win a prize!

My Gift to You!

By Marcus King, PGA



Happy New Year, my dear golf professional colleagues! I hope that you all enjoyed an improving 2012 and that you and your families are blessed with peace and prosperity as we blaze headlong into an exciting 2013. I feel like a new puppy wagging his tail!

I have a small gift for you:

One of the greatest lessons that I have learned from serving you in the Chapter and Section—and from serving my members at Overlake—is that the key to success is in planning. Now, before you collectively smack yourselves in the forehead and reach for the delete key, hold on for a moment and allow me the privilege of explaining myself.

I know that the whole notion of “planning” is not one that comes easily. Procrastination—the antithesis of planning—is an easy sell, and really, who has enough time to do it well. Even if you try reading about planning on a website, it quickly becomes clear that planning is a painful process, useless beyond imagination, and flies in the face of our “now” culture and lifestyles.

But as professional golfers—especially the elite amongst you—don’t you plan your way

around a golf course? Don’t you lie in bed the night before a major and plot out all 18 holes and how you will play them? Don’t you employ a “strategy” that best fits your skills and play style? So again, before you hit the delete key, realize that you already at least have some planning genes in your golf self.



When you plan for your golf business for 2013—whether you are at a resort, or Dick’s Sporting Goods, or an indoor studio, or a private club or public course—you should follow a basic set of guidelines, but please don’t be bound by the academic straightjacket of the buzzwords. Don’t get hung up on the differences between goals, initiatives, objectives, strategies, action items, dependent tasks, tactics, etc. Instead, just ask yourself some basic questions:

- What do I want to do differently in 2013 over 2012?
- What areas do I control that need planning?
- What are we doing well and

- what do we need to improve?
- What resources do I have available to execute my plan?
- Who else will be affected by my plan?
- When I am at the end of 2013 and looking back, what will success have looked like?

With these answers, you can forge ahead to lay the rest of the groundwork for your plan. I have cobbled together a non-traditional method of planning that works pretty well, but feel free to put your plan together how you wish and make it as simple or complicated as you want. It doesn’t matter how it looks as long as the ball goes in the hole, right?

Step 1: Read the mission/vision/core values statement that your facility has somewhere on the shelf. If it doesn’t make you laugh or gag, then go ahead and use it. Theoretically, it is supposed to guide you in your planning, but most of them are too self-important, outdated, or just plain crappy. Go ahead and make one for your own department if there isn’t one already. Go online and read the one from Starbucks or Nordstrom; the statements don’t have to read like a blow-hard political speech, so feel free to organize this statement however you wish.

Step 2: Meet with your team to figure out what needs planning. A pizza and a half rack usually make for some good

ol’ fashioned white-boarding, brain storming, and, as golfers, green pasturing. At a golf course, for example, you will typically want to consider the lesson program, any PGA initiatives, demo days, tournaments, cart fleet management, first tee operations, service standards, etc.

Step 3: Ask yourselves the question, and I give our Employment Services legend Jeff Beaudry full credit for this one, “What problems are we trying to solve?” With those answers, lay out your initiatives for the year. At this point, lots of formal plans include a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis, which is actually pretty helpful. For example, at Overlake I just completed an F&B strategic plan, and the initiatives look like this:

Problem: Lack of a la carte dining (Weakness)

Goal: Improve a la carte dining revenue by 20%

Initiatives to solve the problem and reach the goal:

- Casual is cool
- Convenience is king
- Surprise and delight
- Mom and kids
- Favorites done best
- Healthy and happy
- Warm hospitality embrace
- Welcome to your table
- Engage the tribes
- Measurable, accountable and responsive

Step 4: Under each of the 10 initiatives, you would create action items such as “increase operating hours by 12 each week initiated by February 1, 2013” or “have each team member memorize and use 10 different member names weekly.” (Use the SMART goal format that you learned in PGA school for this.)

Step 5: Do some math, look at your budget, and assign a cost for each, a benefit or value for each, and who will be accountable for making the action items happen. This will help you prioritize your plan.

Step 6: Once you have these in place, touch base with those accountable each month to check on progress and break up any accumulated scar tissue, and voila, you have the perfect strategic plan!

Step 7: Be sure to document your successes—and failures along with reasons why it failed—so that you can refine the process on the fly and end up with a summary at the end of the year that you can show your employer. Despite your best planning, not all initiatives are going to succeed, and it’s OK to say, “I missed on that one, and here’s why.” There is just as much value in knowing why an initiative was whiffed as there is in succeeding with your initiative. Goodness knows I have whiffed MANY times.

Yes, planning takes some time and it will burn some brain cells. You will likely spend 16 hours on the whole process, but the

value it brings to your employer, the value it brings to you, and the value it brings to those who worked with you on the plan is worth the effort. You can use this process at any level of golf shop operations whether you are in outside services, instruction, Director of Golf, or anywhere in between. In fact, the more the merrier and the greater the benefit for engaging your team.

I’ve taken enough of your time, but please do think about planning and how it will add value to your employer and make you a better golf professional.

If you would like to use any of my planning materials as examples, just email me at mking@overlakegcc.com and I would be happy to share them with you.

Happy New Year, my dear colleagues, and here’s to a deservedly prosperous year for you and your family!

Marcus



Jeff Ellison, PGA



Happy New Year! 2013 has dominated our thoughts here in the office for the last couple of months and it's great to get started with another busy year. Just six days into the New Year and your Board of Directors will be meeting together to finalize this year's Business Plan and conduct the first Board Meeting of the year. This is always a valuable two days as your leaders come together to prepare for the year ahead and chart our course for the future.

I just emailed registration information on our 2nd Annual Mentoring and Networking Conference, February 25-26 at Pumpkin Ridge GC. Nike Golf continues as our sponsor and we will visit the new Nike Clubhouse during our program. PGA Tour Professional Brian Henninger will be our Keynote Speaker and we have an impressive program planned. New this year, Head Professionals will be able to join their assistants at the workshop. Most of the program will provide separate breakout sessions for Assistants and Head Professionals with a few joint programs as well. We've also increased the enrollment! [Click here to visit the web page with more information.](#)

The Holcomb-In-One Las Vegas Pro-Am looks to be a great success again in 2013. Grant Holcomb will welcome teams to the Monte Carlo Resort and Casino the first week of March. While we are not having fun on the golf course, the players have been known to enjoy the distractions only Vegas has to offer. I hope you are going! We have room for a couple more teams if you sign up soon.

I am very happy to report that Sterling Bank is

back for 2013. Sterling supports the Washington Open, Oregon Open, Northwest Open as well as the Hudson Cup Matches. Of course, they also provide the \$10,000 pot for the Sterling Bank Hole-In-One Challenge. If you have a qualifying account and make an ace in a qualifying event you will earn a share of that \$10,000. Don't be left out in 2013. Three professionals took home \$3,333.33 last year! Open an account today. Those of you who own the shop, we've found Sterling to be a great business partner, always helpful and actually looking out for our interests. If you are buying a home or refinancing, check out their rates. Give Sterling a look!

The Washington Open returns to Meridian Valley Country Club in Kent and the individual stroke play format. We've also partnered with Drive Fore The Cure Northwest to produce a pro-am. The pro-am entries are available for a very reasonable \$400 per player. Look for more details soon.

In late January, I head to Orlando and the PGA Merchandise Show to finalize our sponsorships for the year. Thank you to all who took time this year to write thank you notes and emails to our sponsors. Your efforts make renewing sponsorships much easier! For a list of our sponsors, see page 6.

The Section and Chapters will be loading up their education efforts again this spring. The Bandon Dunes Playing Workshop is slated for February 11-13; Andy Mackimmie is putting together another outstanding Sweet 16. Look for more information soon on this fun event scheduled for February 18-19 in Coeur d' Alene. And as I mentioned above, the Mentoring Conference will be February 25-26. Three great programs, back-to-back, one should work for you!

As you make your own preparations for 2013, be sure to include Growth of the Game initiatives at your course. Whether it's Get Golf Ready, Play Golf America or better yet, your own customized program, make the commitment to inspire new golfers in the New Year. Monte Koch, our PGA Player Development Regional Manager has worked with many of you and is looking forward to assisting even more Section members in the coming year. Contact Monte at (206)335-5260 or mkoch@pgahq.com and put him to work!

As a PGA Professional growing the game, be sure you walk the talk and work with your staff. I started Get Golf Ready classes for the Section Staff last fall and we had a blast. I really recommend it. Invite your staff around the club. Bring the wait staff, maintenance crew, office assistants out for a Get Golf Ready session and you'll see what I mean.

Thank you to all of you supporting our new PGA Annual. This now full color publication is a great recap of golf in the Northwest and with the color pictures of your club champions a great way to recognize important members/customers at your club. We deliver an Annual for each person you recognize in a ready to mail sleeve. The best use I heard was a fellow professional who's going to include pictures of his junior champions and share the Annual with the parents. That professional will go far! [Click here for more information and to sign up.](#)

As you wait out a slow day this winter, take a look at the array of PGA Member Benefits on PGALinks. There is an opportunity for everyone - whether something for you personally like the great discounts on KitchenAid appliances or a program for the club like Pepsi or JaniKing, you will find something for you. Take a look!

From all of us here in the Pacific Northwest Section Office - Molly, Angela, Rebekah, Marlana, Dana, Jennifer, Caitlin and I, our best wishes to you for a great New Year.

Jeff

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MENTORING & NETWORKING CONFERENCE 2013



Connect with your fellow Apprentices and Assistant Golf Professionals, as well as industry leaders who will share their experiences on achieving success in the golf profession.

New this year, we are encouraging our Head Professionals to bring their apprentices and enjoy the Conference together!

The Breakout sessions will place Assistant and Head Professionals in separate groups with the Golf 2.0 presentation and meals combining all attendees.

Your fee includes everything on the schedule: the conference, meals and golf plus lodging.



Monday, February 25

- 11:30 - 12:00 Registration at Pumpkin Ridge - Ghost Creek
- 12:00 - 1:00 Welcome Lunch - Speaker
- 1:00 - 3:00 **Teaching** - Tom Carey, Jeff Hinshaw
- 3:00 - 5:00 **Career Development** - Jeff Beaudry, Bill Morach
- 5:00 - 5:15 Day One recap
- 5:15 - 6:00 Hotel Check In
- 6:00 - 8:00 Hosted Dinner & Keynote - Brian Henninger
Nike Golf "Clubhouse"

Tuesday, February 26

- 7:00 - 8:00 Breakfast & Speaker - Pumpkin Ridge - Ghost Creek
- 8:00 - 10:00 **Rules/Tournament Operations** - John Wells, Jeff Ellison
- 10:00 - 12:00 **PGM Program, Golf 2.0 and the PGA Professional**
- Monte Koch, Sean Fredrickson
- 12:00 Lunch
- 1:00 Golf w/ Mentors - Pumpkin Ridge

Hosted by Nike Golf
Pumpkin Ridge Golf Club, North Plains, OR
February 25-26, 2013
Assistants/Apprentices \$25.00;
Head Professionals - \$75.00
Includes conference, food, lodging & golf
Attire: Coat & tie

Spotlight on Kathy Gildersleeve-Jensen

Kathy was named the 2012 Pacific Northwest Section PGA Teacher of the Year. She is known for her innovative teaching techniques that embrace modern technology. She is the Director of Golf Instruction and Co-Founder of Jensen Lindeblad Impact Golf Academy at Indian Canyon Golf Course in Spokane, WA.

Facility: Indian Canyon GC

Hometown: Baker City, OR

Turned Professional: 1990

University: Oregon State University
(Golf Scholarship, Women's Team)



On the role of technology in teaching golf:

"First, I love the science and everything about golf. How it all works, how golfers think, how can I communicate effectively—it is one massive puzzle and I want to solve it. With the golf industry so broad and expanding through manufacturers, the tools available to golf professionals are amazing and abundant. There are many resources in the digital world that are more affordable today for ALL golf professionals to obtain."

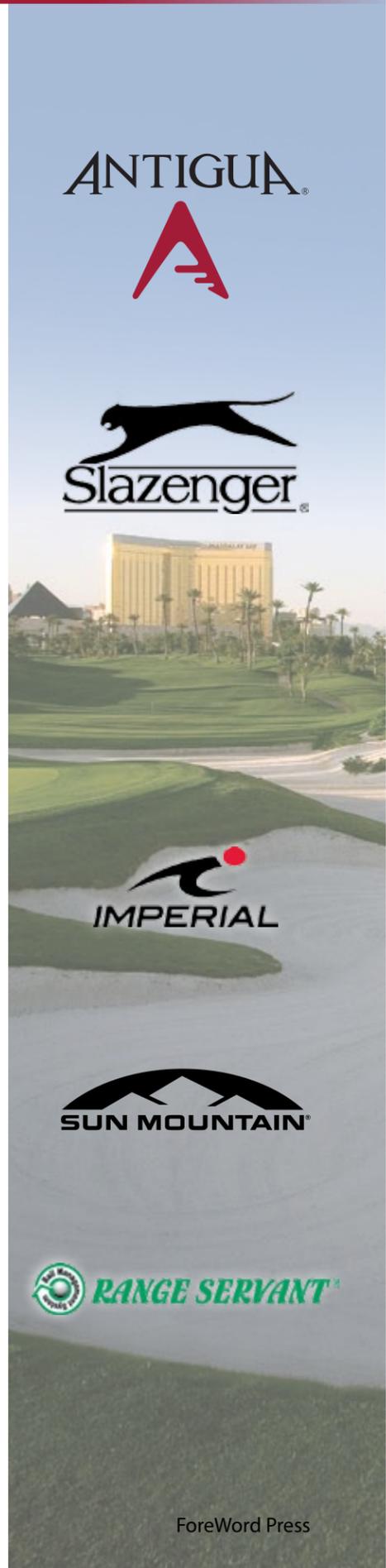
"I love being on the cutting edge of technology. It is changing and evolving on a daily basis. Trying to keep up with this pace seems to be impossible. My personal thoughts on technology: customize the tools that fit your business and current situation, it should excite you as an instructor. My business is customized towards mobility and communication, so that I can teach anywhere and anytime...YEAR round, even in the Pacific Northwest! My job is to choose wisely from my resources, choosing tools that help explain the cause, effect and solution to the student's situation—keeping in mind that a great experience is extremely important."

"Bottom line: Golfer's want to improve, make better contact and have fun "NOW". As golf professionals, we can't control the speed of technology, yet we should find a way to embrace it and customize it for the importance of growing the game of golf."



On being recognized at the Section's Teacher of the Year:

"It is a tremendous honor from my peers and mentors. The responsibility is a higher level. It represents our whole Pacific Northwest Section to the greater level—PGA National. I believe the award is meant to connect, listen, educate, and communicate on a bigger platform, to share and expand the growth of the game. It isn't about re-inventing the golf swing. It is about spreading a belief—a belief that comes from family, friends, mentors, peers and most important the students. My golf in life has changed with this honor. Growing the game of golf on an expanded scale will be my mission and passion. Thank You again for this great opportunity."



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“Connecting with Her”: Consider This Magnet”

By Monte Koch, PGA

PNW PGA Regional Player Development Manager



If you’ve read any of the materials in PGA Magazine regarding “Connecting With Her” (CWH) or better yet, gone through the recently released CWH Playbook, [Connecting With Her](#) you have learned about the true value, both financially and with loyalty, of attracting the women’s market. In this segment, let’s focus on the part of the women’s market with children and how the new [PGA Junior League Golf Program \(PGA JLG\)](#) just might be a great way for you to get moms, and all their influence, to **your facility**.

After a very successful pilot year, the PGA JLG is hoping to hit the ground here in the Pacific Northwest Section in a big way. If you want to grow your family business at a private club, a public course or even a range, I hope you’ll give this option a good look in 2013.

A good friend and fellow PGA Member, Andy Nisbet, PGA (NCPGA Section) was an early

adopter of the PGA JLG in 2012. When I met with him earlier this month, he said (paraphrased), “I was pretty skeptical of the Junior League Golf idea at first. I thought it would cut into my already well-established golf academy and related junior golf business...on the contrary, it grew my business by leaps and bounds.”

Starting with only one team last year, Nisbet has targeted to have five teams in 2013. He continued, “It’s totally turn-key. The kid business is great and I used PGA JLG to grow my junior academy business by integrating it into the academy. For the kids under 13, who didn’t have a desire to play in competitive junior golf events or didn’t think they were ready, the Junior League program gave me a place to get them plugged in and excited—plus, the icing on the cake is that parents, especially the moms, are here at the club a lot and some of them have gotten into our adult golf learning programs.”

Can you really make revenue off of junior golf?

I would bet that you, your professional colleagues and Andy Nisbet, PGA, have all asked this question at one time or another. The answer is yes. Golf for juniors need not be a donation of your time or your skills to be worthwhile. Sure there are youngsters who are in need, but the vast majority kids in our markets have parents who can afford to have them there and

they just might value them being at your facility if you gave them a good reason

For many years, we’ve all done week long junior camps to provide something for the families at our facility, but these were tiring and taxing for us, and not very profitable. Plus, they didn’t exactly get the kids engaged for the long haul. This is the biggest difference with the PGA Junior League Golf concept. The PGA JLG creates playing opportunities without the stress of individual competition. Instead, the focus is on the team and personal development is made within the team structure.

The PGA’s strategic partner in PGA JLG is League Golf, LLC. Their managing partner, Bob Longmire says, “Golf and tennis operate on a similar elite pipeline track. You play stroke play, you get ranked. It’s all solo.” This track satisfies some, but leaves the majority of youngsters, who may have enjoyed golf in our junior camps over the

summer, in the cold and leads to an early – and usually permanent – exit from our great game.”

What makes PGA JLG different in format?

Aimed at ages from 7-13, Junior League Golf assembles teams of 12 players who compete against other squads from other facilities in a “game”, using a two-player scramble format. In the games, team members wear numbered jerseys with the team name on the shoulders. These jerseys have proven to be a huge hit with kids and parents.

- A “game” features four matches, with interchangeable two-player teams playing nine holes in three separate “segments”.
- When a team wins two of three holes in any segment, its players “capture a flag” and actually receive a flag sticker to be placed on a bag tag, akin to the way football players earn helmet stickers for making exceptional plays. These flag stickers have also proven to be a big deal, if not a badge of honor for kids.
- Capturing a flag earns a point;

holes that are halved yield no flag, but win a half-point. The squad with the most cumulative points wins the game.

- After any three holes, a team captain – usually a PGA Pro Coach or Parent/Volunteer Coach – may substitute a player, giving everyone a chance to participate.

By playing a scramble format, Longmire says, pressure is virtually eliminated and opportunities for success multiply. “The player who never dreamed of making birdies now can, and he’s usually the one putting first,” he says. “He or she may not have hit the shot to get there, but all he or she remembers is sinking the putt.”

To learn more about the possible revenue from PGAJLG and the overall commitment required, visit:

<http://www.pgajrleaguegolf.com/pgapro/>

In the Pacific Northwest, I believe there are some key leaders who are looking to help develop PGAJLG markets in various areas of our Section. To learn more from them and how to get involved with

their development efforts based on your facility type and location, please click on the link labeled: “PGA JLG for PNW Section” or connect with Andrew Sirk, Nat’l PGA JLG coordinator anytime at a.sirk@leaguegolfinc.com or 770-558-8443.

In closing, I hope you’ll put aside the skepticism that comes so easily to us as PGA professionals these days and give strong consideration to the PGA JLG like Andy Nisbet, PGA and many other PGA Members have. It could be so much more than just another long-term investment in the game with an uncertain return...it could be a viable business to create untapped facility revenues, or to re-brand your facility as “family friendly” and start to “Connect With Her” in earnest.

Monte Koch
206-335-5260
mkoch@pgahq.com

“PGA JLG for PNW Section” Leaders

- Dan Harrington, PGA - Meadow Park GC, Tacoma, WA
- Greg Manley, PGA - Meridian Valley CC, Kent, WA
- Tim Fraley, PGA - Awbrey Glen CC, Bend, OR
- John Lumpkin, PGA - Sunriver Resort, Sunriver, OR
- Sean Fredrickson, PGA - Tualatin CC, Tualatin, OR
- John Grothe, PGA - OGA Members GC, Tukwila, OR

What's the Endgame?

By Blake Parrish, Financial Advisor
Merrill Lynch - Global Wealth Management



I recently received a question from a parent in our Pacific Northwest Section regarding a common theme in the kids' sports arena and thought it would be fitting for the New Year as parents prepare to register their kids for all of those sports.

QUESTION: My daughters are competitive gymnasts. My wife and I bring home \$6,000 a month and we spend \$640 a month for both of our daughters to train (our 7-year-old trains 22 hours per week and is extremely talented). As it gets more expensive, should we continue paying for this?

BLAKE'S ANSWER: (Readers, you can substitute gymnastics for soccer, baseball or any other sport in this scenario.) One in a million becomes Mary Lou Retton, right? And \$7,200 a year will pay for your kids' college—times 20—if you invest for it now. If you're hoping to get a college scholarship out of gymnastics, you're not getting enough economic value for what you're putting out, and you have a 7-year-old training 22 hours a week. What is the purpose?

The only thing I'm going to challenge you about is what the goal of this is, and if that is worth the cost—to your finances and also physically to your children. A 7-year-old kid training 22 hours a week sounds like a lot to me. Sure she's talented, but what are you trying to accomplish with this extreme training and extreme expense? Is it worth the financial and physical strain?

Think about this: your daughter is 7. If you do this for 10 years, by the time you get up into the high school years, you're going to have well in excess of \$100,000 to \$150,000 invested into gymnastics. College should be less than that. That's my point.

**The best exercise for golfers is golfing.
— Bobby Jones**

If your kid has athletic talent, she ought to be engaged in some kind of athletics. My kids are. What I'm trying to accomplish with my kids' sports is: teaching them the values of discipline, fellowship and putting in effort beyond what you think you're capable of, and also spending more time together with them. All of those are great benefits from kids' sports. If that's also your goal, I think you can achieve that at a lower level. Think about what your goal for your kids' sports is.

For you other parents out there, try this mental exercise with baseball, soccer, or other any other sport that seems to put pressure on families. Should you enroll your kids year-round in traveling leagues, in order to be eligible for varsity teams, in order



to possibly get a college scholarship? If your goal is the college scholarship, you are not getting a certain payoff on this. Are your kids getting more with the travel leagues? How have their lives changed? Really sit down and think about why you are doing this. Is

there a more cost-effective way to get to the end game?

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



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



PGA

Pacific Northwest Section
Junior Golf Fund

1% Club

The 1% Club offers Section golf professionals the opportunity to support junior golf in the Section by donating 1% of their Chapter and Section tournament and pro-am winnings to the Pacific Northwest Section Junior Golf Fund. The professionals listed below participated in the 1% Club in 2012. Thank you!

If you would like to join the 1% Club, it's not too late! Send in your donation to:

PNW PGA Junior Golf Fund
P.O. Box 14819
Tumwater, WA 98511

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

Important Dates

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

In Memory Of...

Alphonso "Al" Liotta



January 16, 1921 - October 26, 2012

Al Liotta of Colfax, WA, passed away Friday, October 26, 2012 at the Whitman Hospital. He was 91.

Al loved golf and enjoyed a long career as a golf professional. He arrived in Pullman about 1941 and spent one year enrolled at WSU. He began golfing at the Washington State University Golf Course. He was elected to PGA Membership in 1964. In 1985 he retired as head professional from the Washington State University Golf Course but remained active in the PGA and continued to teach golf at WSU. He also loved to invent things, tinker with gadgets, computers and games. He was always coming up with new ideas for golf, new clubs, types of games, you name it.

[Read Al's obituary at Bruning Funeral Home](#)



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