

ForeWord

Press

March 2013



PGA

Magazine of the Pacific Northwest Section PGA

Pacific Northwest Section



PGA

Pacific Northwest Section
Pro-Assistant Championship



Holcomb-1¹n-One

GET READY

FOR

TOURNAMENT

SEASON

2013!



Oregon Open
Invitational



PGA

Pacific Northwest Section
Senior Players' Championship



PGA

PACIFIC NORTHWEST
SENIOR CHAMPIONSHIP

Hudson Cup



NORTH WEST OPEN

STERLINGBANK
Washington Open Invitational



PGA

PACIFIC NORTHWEST
CHAMPIONSHIP



Rosauer's
Open



presented by
COBRA PUMA GOLF

A PRE-SHOT ROUTINE FOR SUCCESS IN 2013

SPOTLIGHT ON SARA GRIFFIN

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



PGA

Pacific Northwest Section

President
Marcus King

Vice President
Bryan Tunstill

Secretary
Greg Manley

Directors
Clint Ables
Sean Fredrickson
Kathy Gildersleeve-Jensen
Dan Harrington
Mark Keating
Cameron Milton
Greg C. Morris
Todd Nacke
Bill Rosholt
Steve Stensland

Honorary President
Steve Prugh

**Executive Director/
Managing Editor**
Jeff Ellison

Editor/Layout
Marlena Cannon

Associate Editors
Molly Cooper
Jennifer Dodd
Angela Hinzpeter
Caitlin Lopez
Dana Rutledge
Rebekah Woods

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

Dale Johnson Building
PO Box 14819
Tumwater, WA 98511
(800) 688-4653
www.pnwpga.com

C O N T E N T S

PRESIDENT'S REPORT
Marcus King 2

EXECUTIVE DIRECTOR'S REPORT
Jeff Ellison 4

TOURNAMENT NEWS: SENIOR PLAYERS'
Jennifer Dodd 8

TOURNAMENT NEWS: WASHINGTON OPEN
Jennifer Dodd 11

HOLK'S HIGHLIGHTS: SARA GRIFFIN 12

A PRE-SHOT ROUTINE FOR SUCCESS IN 2013
Monte Koch 14

YOUR EMOTIONS COULD COST YOU -4.32%
Blake Parrish 16

Golf is Dead

By Marcus King, PGA



Recently, one of my neighboring PGA bro's launched a digital grenade into my email inbox in the form of a link. This link took me to an article in Forbes that declared, with a smirk, that "golf is dead."

Golf is dead? That's about as true as a putt on poa at 5:00pm on a Sunday afternoon.

The game has suffered some well-documented attrition over the past decade, for sure, but so have almost ALL activities in our lives since 9/11. Family dynamics, demographic swings, the time crunch, economic slaughter, and the dramatic pressures of the new syndrome "parent guilt" have indeed pushed our game more to the sidelines than we ever anticipated.

With handicaps not significantly improving over the past decade despite quantum leaps forward in technology, course conditioning, and instruction; with golf courses boarding up; and with golfers leaving the game at the same rate they are entering the game, it makes it easy fodder for the uninitiated and for pandering pundits to make such a headline grabbing stab.

But golf is still the greatest game, and just like Bagger Vance so eloquently poses, "Golf is a game that can't be won, only played."

"Beating" golf is one of the great challenges of our day. Golf will die when advances in equipment or declines in golf course difficulty make the game so easy, so "feel goody" with participation ribbons for last place/12th flight, that we can actually beat it. We

can shoot a personal best, we can win money off our friends, we can take home the club championship or first place net in the Saturday Hit 'n Giggle, or even win a local amateur event, but we never actually "beat" golf. To "beat" golf and thus deflate its allure, in my opinion, you would have to walk off #18 with a 54 on your card...THAT's beating golf, and it ain't ever gonna happen. It is the unwinnable unbeatable nature of the game that drives us and compels us to play it.



But it's that unwinnable scenario, that search for perfection that keeps us playing. The American spirit is DEFINED by not giving up, by persevering, by striving toward a goal even if it's on a treadmill. It's this ethos that drives us to play golf, to share golf, and to allow it to be a healthy and dynamic part of our athletic, social and family lives. Who wants to win a game

every time it was played? If we could score a 300 every time we bowled, who would play? If you could beat solitaire every single time, what's the point? In golf, as long as humans are humans, as long as we have brains and emotions and physical frailties, as long as we have some desire to win, golf will always be unbeatable, will always be compelling, and thus an enduring game to play.

As PGA Professionals, though, we can't let golf rest on its unbeatable laurels, and as an organization, we're doing something about it. The PGA has given us a myriad of resources, including Golf 2.0 initiatives and coordinators sprinkled throughout the nation to help us better promote the game at our own facilities and at the grassroots, so to speak. The programs are there for the taking. There is no higher calling in our profession than promoting the game by teaching

ForeWord Press

the game and by reaching out to our communities to demonstrate the luster that has been tarnished by some complacency, neglect and weathering.

My dear colleagues, as we reach the spring season in the Northwest, as the snow thaws in Alaska, as the shoots push up through the wilds of Western Montana, as the varied climactic zones of Oregon crescendo together in warmth, as the golf ball-eating ponds thaw in Northern Idaho, as the turf awakens in the Inland Empire, as the Pro Am's rev up in Central Washington, and as the crack of the hopeful Mariners bats in Western Washington resonate throughout Puget Sound, let us commit to welcoming all players to the game, to taking time to connect with EACH golfer about their games, and to showing them all how truly unbeatable the game of golf really is. This is our highest and best calling and will help our employers recognize our value and leadership in the game.

As Bagger Vance said, "It's the game that can't be won, only played. So I play. I play on. I play for the moments yet to come, lookin' for my place in the field."

Golf is definitely not dead.

I look forward to seeing you all here at Overlake for the Pro-Assistant Championship and for the Section Spring Meeting March 18 and 19. Until then, all one putts!

Marcus King



HOW COME THERE'S

SO MUCH LEASE

LEFT AT THE END OF YOUR GOLF CAR?

You deserve better. Does your fleet have:

- Automotive Dashboard Styling?
- The Widest, Most Comfortable Contoured Seat in the Industry?
- The Best Battery in the Business?
- In-House Financing Department?

For more information or to schedule a demo, contact your nearest authorized Yamaha golf car Distributor

OREGON

Pacific Northwest Yamaha 800-331-9910

CENTRAL & EASTERN WASHINGTON

Northwest Golf Cars 509-328-5838

WESTERN WASHINGTON

Northwest Yamaha 800-659-7843

Test us against the rest at: maythebestcarwin.com

Jeff Ellison, PGA



The golf season is upon us on the west side and not far away east of the mountains: The Pro-Am schedules for Western Washington and Oregon are going full-speed; the Section heads to Las Vegas for the Holcomb-in-One; the Spring Meeting and Pro-Assistant are just around the corner. I hope you are looking forward to a great 2013 and have plans in place to embrace your role as a PGA Professional to grow the game—at your facility, for your facilities benefit, for your benefit. Utilize a tool from the PGA of America or just enhance your own special program, the important thing is you show your value to your employer.

The Section Spring Meeting is scheduled for March 18 at Overlake Golf and Country Club. We meet at 7:00 PM, right after the first round of the Pro-Assistant Championship. We'll highlight programs involving support for our veterans: the Folds of Honor Foundation, VA Down Range Clinic and the Friends of American Lake Veterans Golf Course. We will repeat last year's breakout sessions providing the opportunity for you to discuss growth of the game strategies with professionals from similar facilities—public, resort or private.

Speaking of the Pro-Assistant Championship, our thanks to Sally Schmitz of Bushnell and Ogio and Bryan Dickson of Cutter & Buck for their sponsorship of this unique championship. It looks like we'll have a nice field, so enter today. Entries are available at www.pnwpga.com and are due no later than March 13. Just like last year, we are looking at a purse north of \$20,000.

Nineteen teams are headed to the Monte Carlo Resort and Casino in Las Vegas for the 10th year of Grant Holcomb's sponsorship of our Vegas Pro-Am. The first day we'll visit Nolan Halterman, formerly of Pronghorn, at his new course, Anthem CC and conclude at the always-popular Bali Hai for our closing round and bash. If you have not gone on this

trip, you don't know what you are missing.

We have a few new programs on the tournament front. First, the Tournament Committee has adopted a No Cut policy for the Washington Open and Northwest Open this year. That's right, you'll play all three rounds. We have a safety valve in place for inclement weather but will only employ it as a last resort. We've also partnered with Drive Fore The Cure Northwest for a pro-am prior to the Washington Open. Visit www.dftcnw.org for entry information. It's just \$400 per player and is a great program in support of prostate cancer research.

Each year, we thank our sponsors, this year is no exception. Sterling Bank is of course a very important sponsor to the members the Section. In addition to title sponsor of the Washington Open, they support the Oregon Open, Northwest Open, Birdies for Charity and of course our Hole-In-One Challenge. Our thanks to all of you who support Sterling Bank and we encourage you to find out what a great, service oriented bank they are. Visit www.bankwithsterling.com for information.

The Board modified our apprentice playing privilege regulations at the January meeting. We no longer have a distinction between Section and Chapter playing privileges. If you are a registered apprentice, are eligibly employed, and have attended your Section/Chapter Orientation, you are eligible to play in Section and Chapter events. A complete pass of the PAT is no longer required to start playing in Section tournaments. If you have questions on your status, please call the office and we'd be happy to help. Apprentices who have not completed their orientation should contact their chapter orientation chairperson to schedule this important session.

A big thank you to the 48 professionals who are recognizing their club champions in the Pacific Northwest Section Annual. This important historical record of Northwest golf is made possible by these professionals and our long time sponsor Club Car.

We've gone to the printer and the newest volume will be shipped soon.

The Member Handbook will go to press in late March, please make sure you keep your employment, email and other contact information up-to-date on PGALinks. After you log in, use the Change Form link on the top right of the page to update your important information. Using this tool will make sure your information is updated in the many National, Section and Chapter systems that require a change.

Applications are available for the PGA Financial Assistance Fund Scholarship. Open to children and grandchildren of PGA Members, these scholarships are a great way to help fund your student's education. [Click here for the on-line application](#). Deadline for the application and receipt of transcripts is March 15, 2013 at 5:00 PM Eastern Time.

The PGA Compensation Survey is out and if you complete it by March 15 you will earn 2 MSR for your efforts. It takes just a short time to complete and the information is extremely valuable when it comes time to enhance your current position or when Jeff Beaudry is working to upgrade an open position. PLEASE complete this survey soon at PGALinks.com. Just log into your PGALinks account and the link will be in the section below your name.

Have a great start the season. Play, teach, promote...and smile.

Jeff Ellison

SPONSORS

The following golf industry companies and their representatives drive financial support to Pacific Northwest Section member events and programs.

Gold Sponsors - over \$10,000 per year

STERLING BANK
Washington Open
Oregon Open
Northwest Open

Holcomb-In-One
Hole-In-One Honey Pot
Hudson Cup Matches
Birdies for Charity

WILDHORSE RESORT & CASINO
Senior Oregon Open

Rosauer's Open

RANGE SERVANT
Holcomb-In-One
Las Vegas Pro-Am Championship

Silver Sponsors - over \$5,000 per year

Club Car
Pacific Northwest Section Annual
PGA Professional Championship

STERLING CUT GLASS
Player of the Year

HAAS-JORDAN westcott
PNW Pro-Amateur

GOLF BUDDY
KNOW YOUR GAME

NIKE GOLF
Mentoring Conference

CUTTER & BUCK
PNW Pro-Assistant

YAMAHA
Senior Player of the Year

Pacific Golf & Turf

EZGO
Membership Handbook
PNW Pro-Amateur

BRIDGESTONE GOLF
Oregon Open Invitational

Bushnell
PNW Pro-Assistant

Partner-Level Sponsors

SkyGolf

nuun
Northwest Open Invitational

State Farm
Jim Ostrander Insurance

AUR
Hawai'i Winter Pro-Am

TaylorMade

ASHWORTH
Washington Open Invitational
Northwest Open Invitational

GOLF SCORECARDS INCORPORATED

GREG NORMAN

SUNDOG eyewear
Oregon Open Invitational

OGIO
PNW Pro-Assistant
Hudson Cup Matches

RICHARDSON
Hudson Cup Matches

National Sponsors

Club Car

Titleist
FOOTJOY

Callaway

TaylorMade

NIKE GOLF

ASHWORTH

PNW PGA Professional Championship (PPC)

Mercedes-Benz
PPC & Senior PPC

Jani-King
The King of Clean™

OMEGA
PPC

KitchenAid
FOR THE WAY IT'S MADE™

SOUTHWORTH
Development LLC
Senior PPC

PGA NATIONAL
TUMWATER VALLEY GOLF CLUB

COBRA PUMA
Assistant Championship

National
Assistant Championship

pepsi

AMERICAN EXPRESS

PGA

ForeWord Press

UPCOMING EVENTS

PNW PGA Pro-Assistant Championship March 18-19, 2013

Overlake G&CC, Medina, WA

Teams are made up of Directors of Golf, General Managers, or Head Professionals paired with their Assistant Professionals. Tournament format:

- Four-Ball (36 holes).
- No Individual Competition.
- Team Skins

Schedule of Events Monday, March 18

1:00 PM – Shotgun Start
6:00 PM – Hosted Dinner
7:00 PM – PNW PGA Spring Meeting

Tuesday, March 19

9:00 AM – Shotgun Start

PNW Junior PGA Championship June 1-2, 2013

Tumwater Valley GC, Tumwater, WA

We are now accepting entries for the 2013 PNW Junior PGA Championship Qualifier at Tumwater Valley GC on June 1-2. Please let your junior golfers at your club know about our upcoming tournament. It's a wonderful opportunity for your junior golfers to become involved in competitive golf.

Championship Qualifier Information Monday, March 18

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

*Any junior who wishes to qualify for the Junior PGA Championship must play 36 holes from the same tees as the 16-18 year old age division. If a junior is interested in trying to advance, they do have the option to play in the 16-18 age division.



Yardages expected to play are:

- Boys 16-18 – 6856 yards
- Boys 13-15 – 5991 yards
- Boys 12 & Under – 5360 yards
- Girls 16-18 – 5991 yards
- Girls 13-15 – 5360 yards
- Girls 12 & Under – 5360 yards



The winning Boy and Girl Champion from each of the 41 PGA Sections will participate in the Junior PGA Championship which will be held July 30 – August 2, 2013. Section Champions are identified based on the lowest gross score in the 16-18 age division.

Stay in touch with the latest events, scores and more at www.pnwpga.com

Tournament News

Senior Players' Championship

April 22-23, 2013

ALOHA, OR – The Reserve Vineyards & Golf Club

6,370 Yards, Par 72

56 teams of one Pacific Northwest PGA Professionals and one amateur.

The Field:

Fred Haney, host PGA Professional and 1999 champion is expected to try and capture another Senior Players' Championship title against a strong field of PGA Professionals and amateurs.



Tournament Format:

New this year, we are adding a net payout for both the individual professional and amateur competitions while the gross payout will remain the majority of the winnings. The team Four-Ball Competition will be based on gross scores only.

Schedule of Play:

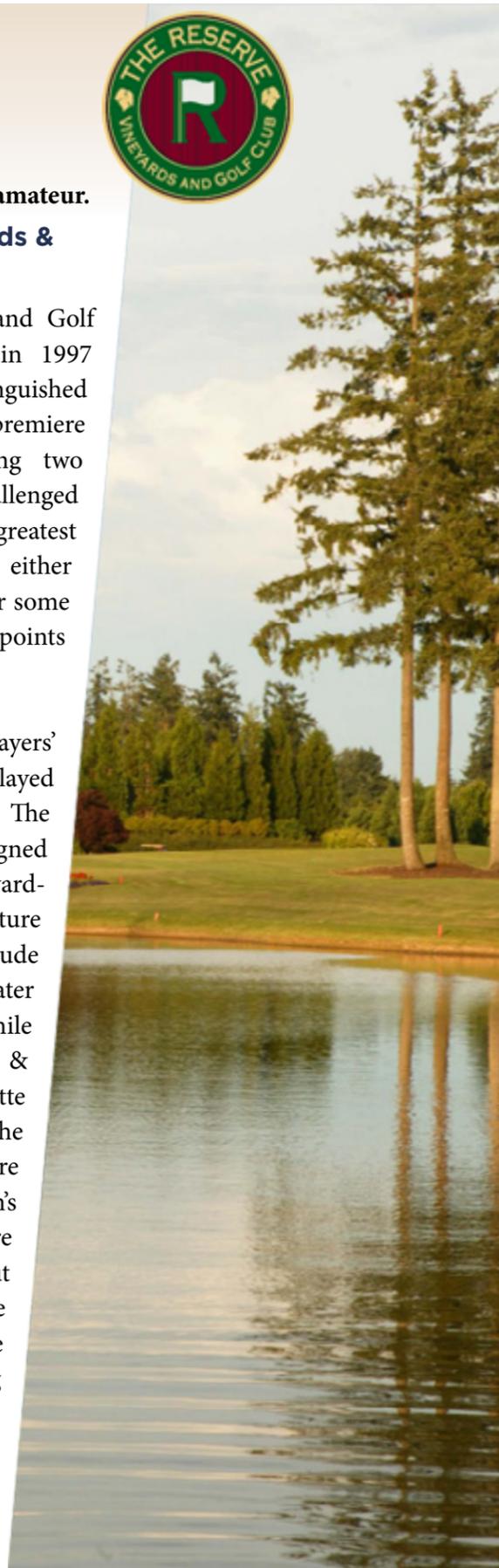
The Senior Players' Championship begins on Monday, April 22nd with tee times off #1, starting at 10:00 AM. The second and final round concludes on Tuesday April 23rd with tee times of #1 starting at 7:30 AM. The Senior Players' Championship is a two-man team competition of one Pacific Northwest PGA Professional and one amateur playing both an individual and a four-ball competition. Results will be emailed nightly. Tee times and results will also be posted nightly at www.pnwpga.com.



The Reserve Vineyards & Golf Club:

The Reserve Vineyards and Golf Club opened for play in 1997 and immediately distinguished itself as the region's premiere golf destination, boasting two courses that have challenged some of the game's greatest players. Throughout either course, you will encounter some challenges and plenty of points of appreciation.

The Senior Players' Championship will be played on the North Course. The North Course was designed by Bob Cupp, whose award-winning golf architecture accomplishments include Oregon courses Crosswater and Pumpkin Ridge. While The South Course's trees & terrain are pure Willamette Valley in character, the North Course feels more like playing among Oregon's coastal dunes. The more expansive links-style layout features undulating native grass mounds, distinctive shape, judicious bunkering & formidable greens with short grass surrounds. Head PGA Professional Chris Rogers is excited to host this year.



ForeWord Press

DEDICATED TO THE EXPERIENCE.



PGA Professionals are passionate about the game and dedicated to enriching the golfer's experience. At Titleist, we share that passion and we're proud of our partnership with so many PGA Professionals as we work together to grow the game and ensure its future. Your impact is immeasurable and we're honored to have you as brand ambassadors.

Jim Roberts
774-200-1117
Jim_Roberts@acushnetgolf.com

Dick Iverson
774-200-1076
Dick_Iverson@acushnetgolf.com

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



PGA OF AMERICA MEMBER BENEFITS



As a PGA Professional there are a wide range of benefits, services and resources available to you and your facility. We encourage you to visit the PGA Benefits section on PGALINKS.COM, as new offerings are added frequently.



OFFICIAL CARD

- American Express uses a single base merchant discount rate, which is perceived to be higher than competitors. Review your merchant statements because competitors have incremental fees in addition to what is perceived as their aggregated rate.
- Golf Retirement Plus™ incentives
- Incentive funding supports your PGA Section's programs
- American Express/PGA Friend of a Cardmember generates new business
- To become an American Express Merchant call (888) 879-2639



Mercedes-Benz

OFFICIAL VEHICLE

- Executive Allowance Bonus (EAB) Program with purchase or lease savings incentives up to \$4,000
- EAB is incremental to most local and national promotions
- To receive the incentive, visit www.Fleet.mbusa.com/pgaa and complete the enrollment form using Corporate Account Number 017909
- Complete details can be found on the Mercedes-Benz page on PGALinks.com - Benefits



OFFICIAL BANK

- Complimentary no-risk, no-obligation financial consultation
- Monthly newsletter which features a wide range of wealth management topics
- Website with access to timely education, financial guidance and world-class wealth management solutions
- For more information, visit the RBC page on PGALinks.com - Benefits

TOURNAMENT NEWS

Sterling Bank Washington Open Invitational

May 20-22, 2013
 KENT, WA – Meridian Valley CC
 6,673 Yards, Par 72
 Max. Field: 136 professionals, 32 amateurs.



The Field:

Expected to return and go for his third Sterling Bank Washington Open title is PGA Professional Tim Feenstra of Broadmoor GC who won this event in 2007 and 2011. In 2011, Feenstra broke the tournament record with a three day score of 200. PGA Professional Jeff Gove tied the tournament record last year.

Schedule of Play:

The Sterling Bank Washington Open Invitational will begin with The Drive Fore The Cure Northwest Pro-Am on Saturday, May 18 and Sunday, May 19. The 2013 Drive Fore the Cure Northwest Pro-Am benefits Seattle Cancer Care Alliance and Prostate Cancer research. For more information, please visit: www.dftcnw.org



History of the Championship:

The Sterling Bank Washington Open Invitational dates back to 1922. In that year, young Al Espinosa captured the crown at Yakima CC. Some big names have won this event over the years including the Zimmerman brothers, Al and Emery, along with Chuck Congdon, Al Mengert, Senior Tour Player Rick Acton and PGA Tour Player Fred Couples.

There have been some amazing champions since the event started. Chuck Congdon holds the record for the most wins (39, 47, 50, 52,

and 62) while Al Mengert holds the record for the most consecutive wins (63, 64, and 65). The current tournament record is held by PGA Professional Tim Feenstra of Broadmoor GC (2011) and PGA Member Jeff Gove (2012).

Meridian Valley CC:

Meridian Valley Country Club officially opened on July 1, 1967 with 9 of the 18 holes ready for play. The second nine holes and clubhouse opened to equally grand fanfare in May 1968. This exceptional 18-hole layout was designed by Ted Robinson, one of the nation's leading golf course architects, who chose the site based on the stunning views the surrounding area provided.

Meridian Valley CC has hosted the 1972, 1976, 2002, 2004, 2005, and 2009 Sterling Bank Washington Open Invitational, as well as the SAFECO Classic from 1982 until 1999. MVCC has grown into one of the Northwest's most respected golf courses to the credit of the founding members who successfully achieved their goal to develop a first-class golf club.

The Champions



2011, 2007 - Tim Feenstra



2010 - Jeff Coston



2009 - Brian Thornton



2008 - Brian Nosler

Spotlight on Sara Griffin



Facility: Tacoma C&GC

Hometown: Born and raised in Federal Way; currently lives in Puyallup, WA.

Turned Professional: 1997

College: attended Oregon State University

Awards: Western Washington Chapter Assistant Golf Professional of the Year, 2011

Sara began coaching at the University of San Francisco and went through the LPGA Teaching and Club Professional Division. She began the PGA program in 2005 and gained membership in 2009. Currently she serves on the board of directors for the Western Washington Chapter PGA, where she is the Marketing Committee Chairperson and Public Relations Director.

On marketing golf in 2013:

“My thoughts about marketing golf in 2013 are to retain the current members you have, offer golf to anyone who doesn't know how to play—wives, kids, etc.—and get the younger generation interested in playing so we can continue to have golfing members. Another piece that I feel is important in marketing is acknowledging and appreciating people in golf. There are so many sponsors who make things possible and I would love to do a better job of acknowledging their support and also find ways to appreciate them.”

On her recent presentation at the WWC meeting:

“The *Connecting With Her* initiative that the PGA introduced last fall compelled me to share the

information I have been studying the past four years. I enjoyed sharing some information on *Making Sense of the Sexes* at the education seminar and feel that illuminating the differences between men and women can ease a lot of injuries to the masculine and the feminine. I enjoyed sharing the differences between Hunters and Gatherers... for example, single focus in a Hunter vs. diffuse awareness in a Gatherer. ...Just recognizing when you are being either a Hunter or Gatherer makes life a little easier. I also spoke about how to recognize and heal injuries to both the masculine and feminine. Just understanding some of these concepts makes it easier to connect with everyone and see how our unique characteristics can actually be entertaining and enjoyable.”



ForeWord Press

Genuine Golf Performance Apparel Brand



DESERT DRY™
XTRA-LITE

DESERT DRY™ XTRA-LITE (D²XL) is a combination of Antigua's exclusive DESERT DRY™ moisture wicking feature combined with specially constructed ultra-light fabrics for maximum wicking performance and optimum comfort.

The additional benefits are:

- Moisture wicks more rapidly
- Lighter weight on body
- Less heat trapped on body
- Less restrictive movement

ANTIGUA®



www.antigua.com

Grant Holcomb

CELL 503-539-4369

GOLFHOLK@COMCAST.NET



PLAYER DEVELOPMENT

A Pre-Shot Routine for Success in 2013

Monte Koch, PGA
PGA Regional Player Development Manager



As our 2013 season approaches in earnest, I hope you, your staff have found some quality “down time” with family and friends. I also hope you’ve found time to put together a strong business plan for being the “revenue generator” at your facility this season.

At right, you’ll see the PLAYER DEVELOPMENT WHEEL has six key steps to be followed for success with player development efforts at your facility. You’ll notice the process starts with Communication and it seems to end there as well. (It doesn’t end there, it just starts the loop again to get better, more efficient and more profitable.)

In my humble opinion, many of us have excelled in some of these steps during our careers, most notably ANALYSIS, PLANNING and EXECUTION. However, I believe our weak areas (collectively,) have been in **MARKETING, TRACKING** and **COMMUNICATION**.

Marketing

From observations of many other professionals, plus my own experience, I believe many of us are good analyzers who plan clever, well-thought-out programming for our facilities. Unfortunately, we often rely on paper signage, static webpages and rack cards to sell the story of what we’re offering. These “analog tools” fail to catch the attention of our customers, who no longer “see” signage, sign-up lists and the like.

We now have the Active.com tool available for free to PGA members for online promotion, registration, data collection, fee collection and management of all these aspects available to us. Several golf professionals have also moved from the analog of paper signage to digital signage promoting programming, upcoming events, staff biographies and merchandise promos using flatscreen TVs and computer monitors. I have included a few



[sample images](#) from these professionals on the [Player Development page](#) on the Section website and I would be happy to share more with you and develop more for your needs. I can also help you setup your Active.com and provide you with tools, tips and suggestions on how best to use it as a new marketing tool.

Tracking

As with Marketing, our collective effort with tracking has tended to be reliant on anecdotal evidence, our memory and generalizations. For most of us, 2012 was an “up” year. Across the nation, PGA PerformanceTrak shows rounds were up 6.4% over 2011. The number of “golfable weather” days in 2012 was also up 6.4%. On face value, it’s easy to say it was better weather that led to more rounds. But, I believe it was not only the weather, but the efforts and successes of active PGA professionals that made the difference. How do we prove it? Good tracking is the only way.

In the past few years, some point-of-sale (POS) systems and use of “player cards” have helped, but too often, these tracking efforts focus only on rounds played, merchandise dollars spent, etc. While these systems provide some data, they typically fail at

connecting a program’s effort to create new customers and/or create new revenue to the spending, behaviors and reporting capabilities in the system. One best practice in this area is to give new customers, (created by a specific program) a unique ID number to track purchases, rounds, etc. at the facility. Once again, the new Active.com tool’s “revenue dashboard” is a resource available to track programming efforts and successes. Paired with customer and member numbers in most POS systems, a complete tracking picture can be put together.

Communication

Finally, the best communication starts at the beginning, before the analysis step has really begun. In presenting the current picture to the employer, a savvy golf professional engages them right away in the process—and include key staffers as part of the process. This a great time to share your “why” to your employer so they can see, believe and support your efforts to drive revenue to the facility bottom line. In this case, good communication is also beneficial because it will show your expertise, analytical skills and acumen to your employer.

As the last step of the “Six Step Player Development Wheel,” communication about the successes of the program, potential areas to improve and possible ways to expand it is equally important. In essence, this final communication (supported by tracking numbers,) with the employer (and key staff) is your way to say, “I DELIVER MORE...more customers, more dues, more member retention, more participation, more sales, more rounds. I deliver more revenue.”

We have approximately 6-8 weeks left before our 2013 golf season hits us in the PNW Section. In that time, I hope you’ll give me the chance to help you develop your plan to be the “revenue generator” your facility needs you to be. As YOUR PGA Member benefit, I would love to help you, your staff and your facility in any way I can.

 mkoch@pgahq.com or (206)335-5260.

STERLINGBANK 



Our favorite
place in the
world is
right here.

BankWithSterling.com



FINANCIAL PLANNING

Your Emotions Could Cost You -4.32%

Blake Parrish, Financial Advisor
Merrill Lynch - Global Wealth Management



-4.32% is the difference the average investor fared compared to the 7.8% return of the S&P 500.

To make it very simple, the S&P 500 returned 7.8% in 2012, while the average investor's net return was a mere 3.48%, meaning the average investor did not even capture the market return of a simple balanced portfolio. How did this happen? It has been explained as the gap between our rational left brain and the emotional right brain.

Letting Emotions Rule Your Investments

Did you know that DALBAR performed extensive research on the behavior of mutual fund and index investors (which had no expenses) and concluded a wide gap in investor returns versus the S&P 500 with dividends over a 20 year period ending December 31, 2011. This amazes me because I still hear commercials and news broadcasters talk about how Wall Street is rigged and it's some kind of dangerous casino. Truth be told, the average investors get in their own way. When volatile times present themselves (as they are known to do at inopportune times), the emotional right brain takes over and we act on that emotion by doing the absolute wrong thing at the wrong time. Let me expand a bit.

Herd Mentality

There is an Archeologist site in Beulah, Wyoming that was once home to Apache and Kiowa hunters. As Meriwether Lewis recorded, one of the young hunters would disguise himself in a buffalo skin, stand in front of the herd and start running for a cliff, stopping at the last moment to hide behind a rock.

"Ask yourself how many shots you would have saved if you never lost your temper, never got down on yourself, always developed a strategy before you hit, and always played within your own capabilities."
—Jack Nicklaus

How effective was this? At the base of this single location, scientists have discovered an estimated 20,000 buffalo. This kind of instinctive impulse to move as a herd is encoded in the genetics of other animals as well, including humans!

History Repeats Itself

One doesn't need to dig too deeply to see these instincts at work in the stock market. Back in the year 2000, everyone was talking about the dot.com blast and nobody wanted to miss out because this time was different, right? Never in history had computers

stock market in a big way – again the herd at work. And of course, what do you think bond investors were doing back in the first quarter of '00, Q3 '02, Q3 and Q4 of 2009? They were getting in at the very worst time in an attempt to find safety! Not surprisingly, investors who piled into bonds at the end of the decade went with herd in a dangerous direction, despite yields that might not even keep pace with inflation.

Source: DALBAR, Inc. — 2012 Quantitative Analysis of Investor Behavior

You can see how emotions can and do have an impact on our investments, and how that could cause your portfolio to fail to capture the market return. The good news is that it's not all bad news. You have a guide to help you with your investments, no matter what your emotional right-brain is telling you at any given moment. Your financial advisor is your guide to the future.



been so influential and efficient. You can see in this bar graph (below), all the people piling into stock right before the market crashed, the herd gathering steam. The far left green colored bar represents the amount of money flowing into stocks first quarter in that year. Then two years later, we saw the herd head over the cliff, as investors fled stocks just ahead of a steady and prolonged rise in the stock market. At the end of the decade, we had the financial crisis. Once again, fueled by emotion, investors left the



Remember, it's your money, your life, and your plan. Reach out to us to see how we might help with your plan and emotions through the next recession.

Blake Parrish
BP Financial Associates
Registered Investment Advisor
Phone: (503) 619-7237
E-mail: bp@pga.com

Sterling Cut Glass
proudly supports the
Pacific Northwest Section PGA
as the "Presenting Sponsor"
of the Player of the Year



Represented by:

Bryan Dickson
425-917-3307
bryandickson@aol.com

**STERLING
CUT GLASS**

Trophies, Awards & Tournament Gifts

www.sterlingcutglass.com/golfawards
contact Hayley Hill at 800-543-1317 or hhill@sterlingcutglass.com



PROS ON THE MOVE

Dana Rutledge
Tournament & Membership Administrator

Welcome, New Apprentices!

| Name | Facility |
|--------------------|-------------------------|
| Benjamin B. Nelson | Tacoma Firs Golf Center |
| Sean S. McLeod | The Oregon Golf Club |

Elected Members

| Name | New Class | Old Class | Facility |
|----------------------|-----------|-----------|-----------------------------|
| James C. Billings | A-8 | ST | Royal Oaks CC |
| Jeffrey P. Briney | A-8 | B-8 | Fairmont Hot Springs Resort |
| Jeffrey L. Clay | A-8 | B-8 | TPC @ Snoqualmie Ridge |
| Andrew L. Flikkema | A-8 | B-8 | The Ranch Club |
| Caleb W. Hung | A-8 | B-8 | Fairwood G&CC |
| Brandon D. Proudfoot | A-8 | B-8 | Mount Si GC |
| James K. Reid | A-8 | ST | Bandon Dunes Golf Resort |
| Connor H. Sproull | A-8 | B-8 | TPC @ Snoqualmie Ridge |
| Joshua F. Walsh | A-8 | B-8 | Butte CC |

Employment Changes in the Pacific Northwest Section

| Name | New Class | New Facility | Former Facility |
|---------------------|-----------|----------------------|-------------------------|
| John E. Lumpkin Jr. | A-8 | Portland GC | Sunriver Resort |
| Scott R. Rath | A-14 | Willamette Valley CC | Tualatin |
| Rick S. Wild | A-24 | PGA Tour | Heritage Creations, Inc |
| Tony Wilkins | A-14 | Sahalee CC | Sumner Meadows GL |

Section Changes into the Pacific Northwest Section

| Name | New Class | New Facility | Former Section |
|------------------------|-----------|----------------|----------------|
| Matthew T. Fredrickson | A-8 | White Horse GC | Southwest |
| Bradley E. West | IN | Unaffiliated | Southwest |

Section Changes out of the Pacific Northwest Section

| Name | New Class | New Section | Former Facility |
|------------------|-----------|-------------|------------------------|
| Stuart L. Spyker | A-8 | Georgia | TPC @ Snoqualmie Ridge |

2013 PNW PGA SCHEDULE

| DATE | EVENT | SITE |
|-----------------|--|--|
| 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 |
|-----------------|---|---|
| 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 Championship | 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 | 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 Fall 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 |