



PGA

Pacific Northwest Section

ForeWordPress

E-Magazine of the Pacific Northwest Section PGA

NOVEMBER 2014

66TH HUDSON CUP & 23RD SENIOR HUDSON CUP MATCHES



Hudson Cup



Senior Hudson Cup

CONTENTS

PRESIDENT'S REPORT

Bryan Tunstill

CEO'S REPORT

Jeff Ellison

UPCOMING EVENTS

Holcomb-In-One Las Vegas Pro-Am

MERCHANDISE SHOW

Jennifer Dodd

66TH HUDSON CUP MATCHES

Molly Cooper

23RD SENIOR HUDSON CUP MATCHES

Molly Cooper

NOSLER AND KLAPP WIN PRO-AM CHAMPIONSHIP

Molly Cooper

HOLK'S HIGHLIGHTS

Bryan Tunstill

EMPLOYMENT SERVICES

Carol Pence

BUILDING A MENU FOR ALL YOUR GOLFERS

Monte Koch

THANKFUL FOR CAPITALISM

Blake Parrish

MORE WINNERS. MORE OFTEN.



WHAT ARE YOU WAITING FORE!

Birdie Maker's Special - One round of golf for two, golf cart and one-night stay.

Starting at \$139.95.

"One of America's Top
Casino Golf Courses"
- Golf Digest



Eastern Oregon Region,
4th consecutive year winner!



Casino • Hotel • Golf • Cineplex • RV • Museum • Dining • Travel Plaza

800.654.9453 \ Pendleton, OR \ I-84, Exit 216 \ wildhorseresort.com

2

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

307936.MM.3.14

PRESIDENT'S REPORT

by Bryan Tunstill, PGA



Four years ago when I was campaigning for the position of Secretary, I had the opportunity to travel all around our vast Section. The diversity, strength, passion, and geographic enormity of the PNWPGA were clearly evident. I visited each of the 5 Chapter fall meetings, and I was asked a series of common questions as well as an open question portion at each meeting. The most prevailing question involved what I would hope to accomplish if I was elected. My answer was, and still remains, the same. I hope to engage the membership of our Section to the highest level possible. Although it may seem like a pipe dream to have every member in our Section be engaged at some level, I believe it is a realistic goal and one that deserves to be stretched towards. I owe it to the membership to reach out and encourage all to take part in the programs, education, tournaments, and wealth of knowledge that is shared amongst 1,100 men and women that make up the PNWPGA.

This task will not be tackled alone. No, I will need a cast of characters to help with this endeavor. Lucky for me (and us), we have a great foundation to work upon. I am fortunate to have an Honorary President that is as gifted as Marcus King. His knowledge of organizational structure is immense. But it doesn't stop there. It seems that the Past Presidents and Board members of our Section share one other thing in common: they are always willing to help. Whenever a call for help is posed, a reply of assistance is returned. I appreciate the help and will not be afraid to ask for it.

Your Section Board of Directors is an active, functioning group. Our conversations are lively yet respectful. They come to our meeting prepared and ready to deliberate. Not surprisingly, we do not always agree on every topic. But rest assured that the best interest of the individual member of the PNWPGA is at the heart of any decision that is made.

Our Section Committee system is strong, but we will be making it stronger. We will confirm their missions, determine their scopes, and help them set goals that are clear and measurable. We will collaborate with the Chapter Committees, to share best practices and ideas from one another. I am currently working with Chapter Presidents to help populate these Committees with members who are active, committed, and will help us further engage the membership. Presidents Kathy Gildersleeve-Jensen of Inland Empire, Sean Fredrickson of Oregon, Cameron Milton of Western Montana, Dan Harrington of Western Washington, and Clint Ables of Central Washington – I look forward to your due diligence.

Joining our Section Board as first year Vice Presidents are Luke Baker of Inland Empire, Tyler Brooks of Central Washington, John Kawasoe of Oregon, Caleb Kraus of Western Washington and Jess Roper of Western Montana. I know you will enjoy the experience of serving the Section, and we will be counting on you to be ready to hit the ground running.

I would like to thank the outgoing Board members for their service and guidance these last 4 years on your Section Board. Past Presidents Bill Rosholt of Central Washington, Todd Nacke of Inland Empire, Mark Keating of Oregon, and Steve Stensland of Western Washington. Thank you for your thoughtful dialogue and attention

to the topics at hand. It was a pleasure getting to know each of you a little better and learning from each of you. I am better off having had the chance to spend time with you.

We depart in the middle of November to the PGA Annual Meeting in Indianapolis. As I am writing my article, it seems things have changed a bit from the normal, to say the least. I will give a full report when we return.

For those of you who attended our own Annual Meeting in Portland in October, I hope you enjoyed our new format. We split the membership up into 6 separate groups, and had different moderators hold discussions ranging from tournaments, education, governance, and player development. We anticipate holding these smaller breakout sessions again, hopefully with some better acoustics so we can hear all the great ideas that were shared in the sessions. The Merchandise Show was well attended, too. Special thanks to Chair Lacy Erickson of Portland GC and Jennifer Dodd from our Section office for their hard work organizing this large task. Job well done!

Looking ahead, I see a curvy yet well-paved road. The car is well prepared. We have chains, flares, and an emergency road kit in the trunk, but I am hoping we won't need them to navigate this road. Luckily, I have Greg Manley our VP riding shotgun and Greg Morris our Secretary in the back seat. Marcus King is somewhere ahead of us, charting the course. Don't worry - I'm not texting when I'm driving. My eyes are on the road.

— Bryan Tunstill

CEO's REPORT

by Jeff Ellison, PGA

CEO



November does not signal the end of 2014 as there is still plenty of activity ahead of us before we can close the books on a busy year. It does however, shift us into full-speed ahead in preparations for 2015.

I hope you were one of the nearly 600 attendees at the Pacific Northwest Section

PGA Merchandise Show in Portland last month who supported our vendors in 135 booths of the latest and greatest in the golf industry. Many vendors wrote paper non-stop during the very busy two days. THANK YOU for supporting those who support you! One of the highlights was our Annual Meeting conducted using a new more interactive format. Aside from poor acoustics (which we will fix in the future) the new format offered you the chance to discuss topics relevant to you. We set 250 chairs and had to bring more in! Shoot me an email with your feedback on the format, topics and time allotted.

One final request for 2014, please take a look at the sponsors on the following page and spend a few moments one rainy winter day to send a note of thanks to these very important folks. We literally could not do this without them.

Looking ahead, we have a great schedule for 2015 with your fellow professionals offering us many exciting venues for our championships. Take a look at the schedule on page 19 and make plans for some serious competition or just a little fun next season. We have started already with entries out for the Holcomb-In-One

Las Vegas Pro-Am, March 8-12, 2015. [Click here for details and entry form.](#)

Thank you all for your warm welcome during the five Chapter meetings I was able to attend this fall. I appreciate the opportunity to visit with you, answer questions and renew friendships. These meetings help me understand the uniqueness of each Chapter and craft our support for your programs.

During our Fall Meetings, we elected new officers and directors. Congratulations to all of you who took the risk and put your name in the hat to volunteer. It takes a bit of courage to enter the race and a heavy dose of commitment to serve on a board. Your fellow professionals appreciate all your efforts to make the Chapters and Section even better. Your new Section Board will meet January 8-9 at Columbia Edgewater in Portland for our annual Business Planning and Winter Board Meeting. Please feel free to reach out to any of our 14 Board members or myself with your suggestions. The Board will be charting the course for 2015 and your input is important.

Each Chapter will be completing their awards process in the next couple of weeks, recognizing the many outstanding professionals in our Chapters and forwarding those names and bios to the Section Awards Committee for consideration. Our revised process really is new and improved as witnessed by our two National winners last year – Kathy Gildersleeve-Jensen and Roger Wallace. We are working through a few refinements this fall but, in all, the process is doing what it was designed to do – seek out and recognize our very best professionals. Much of the refinements are a direct result of the hard work of our committees and the issues that only a thorough vetting of the candidates can discover.

The winter gives us the opportunity to gear up for 2015 with education seminars. Monte Koch has produced a great series of workshops, visiting every region in our Section. Our chapters also are offering outstanding programs. Check your Chapter web site for your local schedules. The Section is working with Nike Golf to produce the third Nike Mentoring Conference – details will be announced soon. Andy Mackimmie has the Sweet 16 scheduled for February 16-17. Our Playing Workshop will take on a new look in 2015 with a series of smaller, local workshops scheduled throughout the Section.

As you begin your own planning for 2015, please take a look at PGA Junior League. There is a bit of flexibility in the program to allow you to make it fit for your facility. First, you only need four teams to form a league (more is fine) and you can have more than one at your facility. You could have all four! Second, you will not be in competition with the serious junior tour players. The format and competition create a fun, relaxed atmosphere that is very welcoming to kids. Finally, design this program to be valuable for the players, but also valuable for you and your facility. There is no intent for this to be a free program. Establish a fair price and you'll have the incentive to make it successful. More than any junior program, PGA Junior League brings families to the golf course. Dan Harrington, Dominic Marconi and Monte Koch are experts on this program, give them a call to discuss in detail.

Have a great off season and let us know how we can make the Section work better for you!

— Jeff Ellison

SPONSORS

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

Gold Sponsors - over \$10,000 per year

 WILDHORSE RESORT & CASINO Senior Oregon Open	 National PGA ProAm SERIES 2014 Oregon Open & PNW Pro-Am	 ROSAUERS SUPERMARKETS Rosauers Open Invitational
 ANTIGUA	 Slazenger	 SUN MOUNTAIN
 IMPERIAL	 voodoo PERFORMANCE TOWEL	 RANGE SERVANT

Holcomb-In-One Las Vegas Pro-Am

Silver Sponsors - over \$5,000 per year

 SUN MOUNTAIN Loud Mouth golf Oregon Open Invitational	 STERLING CUT GLASS Player of the Year	 Club Car PNW PGA Annual PGA Professional Championship
 Pacific Golf & Turf	 CUTTER & BUCK PNWPGA Pro-Assistant	 Bushnell PNWPGA Pro-Assistant
 EZGO Membership Handbook PNWPGA Pro-Amateur	 GREG NORMAN	 BRIDGESTONE GOLF Oregon Open Invitational
 YAMAHA Senior Player of the Year	 SUNDOG eyewear Oregon Open Invitational	 NIKE GOLF Mentoring Conference

Partner-Level Sponsors

 TaylorMade	 State Farm Jim Ostrander Insurance Hawai'i Winter Pro-Am	 pte golf PNWPGA Pro-Assistant	 LORENTE GOLF www.lorentegolf.com PNW Senior PGA
 ASHWORTH Washington Open Northwest Open	 2 UN DR	 UNDER ARMOUR Hudson Cup	 PELZER GOLF SUPPLIES
 Brooks Brothers	 GOLF SCORECARDS INCORPORATED	 dead perfect	

National Sponsors


Club Car


NIKE GOLF


TaylorMade


Titleist


adidas


FJ
The Mark of a Player


ASHWORTH

PNW PGA Professional Championship


Mercedes-Benz
PPC & Senior PPC


Jan-King
The King of Clean


OMEGA
PPC


KitchenAid
FOR THE WAY IT'S MADE


PGA NATIONAL
Senior PPC


pepsi


National
Assistant Championship


Supporting Sponsor of PGA of America
Professional Tournaments


PGA



PGA

Pacific Northwest Section

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

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

President
Bryan Tunstill

Vice President
Greg Manley

Secretary
Greg C. Morris

Directors
Clint Ables
Luke Baker
Tyler Brooks
Sean Fredrickson
Kathy Gildersleeve-Jensen
Dan Harrington
John Kawasoe
Caleb Kraus
Cameron Milton
Jess Roper

Honorary President
Marcus King

CEO/Managing Editor
Jeff Ellison

Editor/Layout
Marlena Cannon

Associate Editors
Denise Bacon
Molly Cooper
Jennifer Dodd
Angela Hinzpeter
Cecelia Morales
Rebekah Woods

UPCOMING EVENTS

Holcomb¹In-One

presented by Grant Holcomb

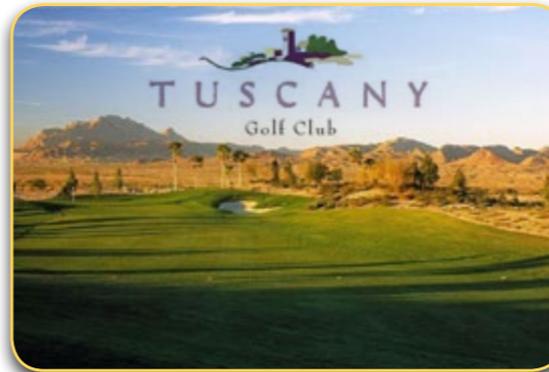
Las Vegas Pro-Am



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

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

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



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

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



Contact Molly or Jeff for more information:
360-456-6496

brought to you by:



ANTIGUA



IMPERIAL



PNW PGA MERCHANDISE SHOW

by Jennifer Dodd

Merchandise Show Director



Thank you to everyone who showed up and supported our vendors at the Portland Expo Center. Our attendance numbers were through the roof. We had over 20 additional booths this year with 285 companies represented and 154 reps. There were many new and exciting products and lines introduced this year, as well as some new faces to our extensive line up of vendors!

Our attendance almost doubled the first day (from 2013) with 308 buyers, guest and professionals attending and our overall attendance for the show was close to 600 attendees. Thank you Monte Koch, Carol Pence and Jim Wilkinson for spearheading our education programs. The education seminars had positive reviews from all the attendees.

The Fall Section meeting experimented with a new format that included breaking into smaller groups, where member feedback was the main focus for the different topics. Our presenters were very happy with the information that was reported back to them and will work on improving our programs to make them better for 2015 and beyond.

Next year's show will take place in Western Washington with our location still to be determined. Once the location is finalized, we will send out the details to you. We are very excited for the opportunity to make the upcoming show even bigger and better. If there are any suggestions that you have to help us make this event more valuable, please send your comments and suggestions to Jennifer Dodd at jdodd@pgahq.com.

Thank you again for making this a successful and enjoyable event. See you in 2015!

— Jennifer Dodd

Offer Valid 11.01.14 - 12.31.14

BUY 2 "B'S" AND THE JACKET IS FREE



\$85 RETAIL VALUE

BRIDGESTONE GOLF

Buy TWO dozen B330 Series and get a FREE High Performance Jacket.

*Proof of purchase via mail-in form. Limit one per customer.



Cliff Jones
cjones@bridgestonegolf.com
503-819-5555

Robert Su
rsu@bridgestonegolf.com
425-408-3205

#1 BALL FITTER IN GOLF
THE LEADER IN LIVE LAUNCH MONITOR FITTINGS.
BRIDGESTONEGOLF.COM

66TH HUDSON CUP MATCHES

by Molly Cooper, PGA

Director of Tournament & Member Programs

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

The 66th Hudson Cup and 23rd Senior Hudson Cup Matches kicked off to an exciting start at Tualatin CC. After the first day of the Hudson Cup matches, on October 23, the professional and amateur teams were tied with 5 points each. The Senior Hudson Cup matches had the amateurs take a slight lead over the professionals with 6 points to 4 points. With such a high caliber of players and great pairings expected in the singles matches the following day, the Hudson Cup and Senior Hudson Cup could easily be taken by either the professionals or the amateurs.

In the 66th Hudson Cup professional team, nine of the ten PGA Professionals were veterans of the Hudson Cup matches, compared to only four veterans on the amateur team. As we know from Ryder Cup history, however, a team of veterans does not guarantee a win. This turned out to be the case this year, with the professional team facing stiff competition from the amateur team. The entire competition came down to the last singles match on the course, on October 24. Veteran professional Jeff Coston of Semiahmoo G&CC sank a 20-foot putt to win his match— after winning the 17th hole. Coston’s victory from behind secured the 10-point tie for the matches.

In the 23rd Senior Hudson Cup Matches, the amateurs beat the professionals for the first time since 2003. The singles matches were especially close, with match results flip-flopping down the stretch. Eventually the amateurs prevailed, with a two day total of 12 1/2 points to the professionals’ 7 1/2 points.

Only five players were undefeated this year.



Congratulations to PGA Professional Tim Feenstra, amateur Sean Packer, amateur Justin Kadin, amateur Scott Hval and amateur Alex Stamey for winning all three matches.

Congratulations also to the award winners this year for their spectacular play! The 50th Chuck Congdon Award went to Sean Packer; the 40th Larry Lamberger Award was presented to Tim Feenstra. In the Senior Matches, the 23rd Bill Eggers Award was won by Alex Stamey and Joe Carranza was bestowed the 23rd Bob McKendrick Award. The awards are presented to the outstanding player on each team as decided by votes of the members of the opposite team. They honor four great players with outstanding Hudson Cup records.

The PNW PGA thanks Keith Moskowitz of Under Armour for their sponsorship of this championship and supporting the PNW PGA tournament program. We would also like to thank the entire staff at Tualatin CC, headed by PGA Professional Sean Fredrickson, for making this event so successful. Thanks to the captains Fred Haney, Tom Carey, David Jacobsen and Jim Gibbons for a wonderful job in helping make this year such an exciting event.

Created in honor of Robert Hudson of Portland Golf Club, this event pairs the Section’s top professionals against the area’s top amateurs. Over the 66 years that the Hudson Cup matches have taken place, the Professional team has won 54 times, the Amateur team has won 7 times, and the two teams have tied 5 times. Over the 23 years that the Senior Hudson Cup matches have taken place, the Professional team has won 16 times, the Amateur team has won 6 times and there was a tie once.

Thursday, October 23 - Foursome Matches

Professionals		Amateurs	
Ryan Malby – Casey McCoy	0	Justin Kadin – Jesse Heinly	6 & 5 1
Chris Griffin – David Phay	2 up 1	Charlie Rice – Cole Madey	0
Corey Prugh – Brian Thornton	0	Tyler Matthews – Mike Haack	2 & 1 1
Jeff Coston – Tim Feenstra	5 & 4 1	Tyler Daniels – Matt Hartley	0
Darren Black – Ryan Benzel	0	Sean Packer – Nate Hair	2 & 1 1
Foursome Total	2		3

Thursday, October 23 - Four-Ball Matches

Professionals		Amateurs	
Ryan Malby – David Phay	2 & 1 1	Justin Kadin – Jesse Heinly	0
Chris Griffin – Casey McCoy	0	Charlie Rice – Cole Madey	1 up 1
Brian Thornton – Tim Feenstra	2 & 1 1	Tyler Matthews – Mike Haack	0
Ryan Benzel – Corey Prugh	3 & 2 1	Tyler Daniels – Matt Hartley	0
Darren Black – Jeff Coston	0	Sean Packer – Nate Hair	2 & 1 1
Foursome Total	3		2
First Day Total	5		5

Friday, October 24 - Singles Matches

Professionals		Amateurs	
Darren Black	0	Mike Haack	2 & 1 1
Corey Prugh	0	Sean Packer	4 & 3 1
David Phay	0	Cole Madey	6 & 5 1
Jeff Coston	1 up 1	Matt Hartley	0
Casey McCoy	3 & 2 1	Nate Hair	0
Tim Feenstra	5 & 4 1	Tyler Daniels	0
Chris Griffin	0	Tyler Matthews	3 & 1 1
Brian Thornton	3 & 2 1	Jesse Heinly	0
Ryan Malby	4 & 3 1	Charlie Rice	0
Ryan Benzel	0	Justin Kadin	2 & 1 1
Singles Total	5		5
Total Points	10		10

23RD SENIOR HUDSON CUP MATCHES

Thursday, October 23 - Foursome Matches

Professionals		Amateurs		
Jeff Marsh – Steve Stull	0	Mike Kloenne – Tim O’Neal	2 & 1	1
Joe Carranza – Mark Gardner	1 up	Pat O’Donnell – Randy Mahar		0
Steve Bowen – Scott Krieger	0	Tom Brandes – Scott Hval	3 & 2	1
Rob Gibbons – Mark Keating	AS ½	Tom Phillips – Keith Crimp	AS ½	
Tom Sovay – Jeff Fought	0	Tom Hale – Alex Stamey	2 & 1	1
Foursome Total	1 ½			3 ½

Thursday, October 23 - Four-Ball Matches

Professionals		Amateurs		
Steve Stull – Joe Carranza	0	Scott Hval – Randy Mahar	1 up	1
Mark Keating – Scott Krieger	5 & 4	Mike Kloenne – Keith Crimp		0
Jeff Marsh – Tom Sovay	AS ½	Tim O’Neal – Pat O’Donnell	AS ½	
Mark Gardner – Rob Gibbons	0	Alex Stamey – Tom Brandes	1 up	1
Jeff Fought – Steve Bowen	4 & 3	Tom Phillips – Tom Hale		0
Four-Ball Total	2 ½			2 ½
First Day Total	4			6

Friday, October 24 - Singles Matches

Professionals		Amateurs		
Jeff Marsh	0	Tom Hale	1 up	1
Steve Bowen	0	Alex Stamey	1 up	1
Joe Carranza	2 & 1	Mike Kloenne		0
Tom Sovay	AS ½	Tom Phillips	AS ½	
Steve Stull	5 & 3	Keith Crimp		0
Jeff Fought	0	Tim O’Neal	2 & 1	1
Scott Krieger	0	Pat O’Donnell	2 & 1	1
Mark Keating	0	Randy Mahar	2 up	1
Mark Gardner	0	Scott Hval	1 up	1
Rob Gibbons	2 & 1	Tom Brandes		0
Singles Total	3 ½			6 ½
Total Points	7 ½			12 ½



Let us help you find the perfect item for your outing, tournament, or special event. Our experienced and courteous staff strives to find you quality goods within your specified budget and time frame.

• **On Time**

• **On Budget**



Find us online at www.deadperfectgolf.com or give us a call 1-800-639-5404



We can also be your one stop shop location for Pro Shop essentials, such as tees, ball markers, bag tags, score cards, towels, merchandise supplies, radios and more. Browse our full catalog on our website.



“Quick Ship” Program

- We have select items that can be personalized and shipped within 24 hours of order and art approval (plus transit time).
- Certain restrictions do apply.
- Call or email us to see if Quick Ship is a fit for your event.





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

PLAYER OF THE YEAR POINTS



Senior Player of the Year



Assistant Player of the Year



Player of the Year

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

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

	Professional	Points
1	Black, Darren	512.50
2	Feenstra, Tim	455.00
3	Thornton, Brian	425.00
4	Cassidy, John	345.00
5	Coston, Jeff	337.50
6	McCoy, Casey	320.00
7	Benzel, Ryan	290.00
8	Runge, Mitch	260.00
9	Prugh, Corey	255.00
10	Phay, David	232.50
11	Barron, Derek	230.00
	Robydek, Tony	230.00
13	Malby, Ryan	212.50
14	Griffin, Chris	182.50
15	Aichele, Jason	177.50
	Manley, Greg	177.50
17	Nosler, Brian	155.00
18	Sharp, Brady	145.00
19	Walsh, Brent	137.50
20	Bennett, Luke	112.50
21	Hval, Tim	112.50
22	Rannow, Bob	107.50
23	Koch, Chris	102.50
24	Milne, Chuck	100.00
25	Inglis, Colin	95.00
26	Williams, Scott	87.50
27	Erdmann, Scott	85.00
	Keating, Mark	85.00
	Cowell, Matt	85.00
30	Poirier, Mark	75.50
31	Kasch, Mike	75.00
	Grove, Russell	75.00
	Sproull, Connor	75.00
	LeBeck, David	75.00
	Milton, Cameron	75.00

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



Trophies, Awards & Tournament Gifts

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



NOSLER AND KLAPP WIN PNW PRO-AM CHAMPIONSHIP



by Molly Cooper, PGA

Director of Tournament and Member Programs

WORLEY, ID - Circling Raven GC - 6,698 Yards, Par 72



	Professional	Amateur	Score	Pro Award	Bonus
1	Nosler, Brian	Klapp, Spencer	65-64-129	\$1,300.00	\$250.00
2	Vaughan, Darin	Slackman, Darren	66-64-130	\$1,112.50	\$235.00
	Gibbons, Rob	Poletiek, Jay	63-67-130	\$1,112.50	\$235.00
4	Schuh, Craig	Guhlke, Colin	70-61-131	\$862.50	\$215.00
	Siesser, Derek	Olson, Erik	66-65-131	\$862.50	\$215.00
6	Black, Darren	King, Brian	63-69-132	\$625.00	\$185.00
	Prugh, Corey	Braegger, Kevin	66-66-132	\$625.00	\$185.00
	Benzel, Ryan	Bourgault, Mitch	65-67-132	\$625.00	\$185.00
	Roters, Mike	Hood, Bill	64-68-132	\$625.00	\$185.00
10	Fish, Josh	Crawford, Craig	67-66-133	\$491.25	\$152.50
	Thornton, Brian	Densley, Todd	66-67-133	\$491.25	\$152.50
	Tachell, Jeff	Barter, Scott	66-67-133	\$491.25	\$152.50
	Nuhn, David	Tensen, Brad	65-68-133	\$491.25	\$152.50
14	Cowell, Matt	Neeley, Jeff	65-69-134	\$440.00	\$150.00
15	Grove, Russell	Gable, Kyler	67-68-135	\$398.33	\$150.00
	Prugh, Steve	Shafer, Dick	65-70-135	\$398.33	\$150.00
	Kasch, Mike	Daniels, Tyler	68-67-135	\$398.33	\$150.00
18	Porter, Taylor	Titus, Darren	67-69-136	\$340.00	\$150.00
	Carlson, Colin	Fillmore, Marc	71-65-136	\$340.00	\$150.00
	Walsh, Brent	Skipper, Steve	68-68-136	\$340.00	\$150.00
21	Lungo, Chris	Tucker, Tim	68-69-137	\$232.50	\$150.00
	Ables, Clint	Quaempts, Louie	68-69-137	\$232.50	\$150.00
	DeLong, Mike	Christensen, Bob	72-65-137	\$232.50	\$150.00
	Reinland, Drew	Jimenez, Vince	67-70-137	\$232.50	\$150.00
25	Pitt, Jason	Kirby, Randy	71-67-138	\$128.57	
	Dahl, Ryan	Dahl, Eric	69-69-138	\$128.57	
	Stull, Steve	Sonnischsen, Chris	69-69-138	\$128.57	
	Off, Doug	Biel, Aaron	69-69-138	\$128.57	
	Fox, Trevor	Carney, Brian	69-69-138	\$128.57	
	Curran, Chris	Fried, Stew	69-69-138	\$128.57	
	Pahmahmie, Nolan	Cuchessi, Nick	72-66-138	\$128.57	



2 Undr Sponsor Kevin Burnett, PGA Professional Brian Nosler, amateur Spencer Klapp, and Host PGA Professional Tony Cuchessi

Circling Raven GC, host of the 2006 and 2012 PNW PGA Professional Championship, played host to the PNW Pro-Amateur Championship this year. With beautiful sunshine and temperatures in the mid 60's, players were spoiled both with the playing conditions and an amazing track. Built in 2003 by architect Gene Bates, Circling Raven GC is a beautifully designed course that flows through 620 visually stunning and inspirational acres adjoining the Coeur d'Alene National Forest in Worley, Idaho. The course was in pristine condition for the tournament, held October 2-3, with no ground under repair anywhere.

The event started strong with two teams taking an early lead after the first round. The team of PGA Professional Rob Gibbons (Arrowhead GC) and amateur

Jay Poletiek (Riverside G&CC) was tied with the team of PGA Professional Darren Black (Rainier G&CC) and amateur Brian King (Lewiston G&CC). Both teams fired a 9-under par 63 in the Four-Ball team competition. With many strong teams within shots of the leaders, the team trophy was still up for grabs.

After the last scorecard was posted for the tournament, PGA Professional Brian Nosler and amateur Spencer Klapp of Tualatin CC came out on top and won the title of Pro-Amateur Champions. Nosler described their play modestly as a "great ham and egg job", stating, "Even though I was in my pocket on good share of the holes, for whatever reason in two days neither one of us really had anything longer than 2' for par except on hole 1 on day 1." *(continued on next page)*

PNW Pro-Am Championship (continued from previous page)

Asked what it was like going into the final round two strokes back of the leaders, Klapp responded, "We knew we would have to play a really great round and probably get some help from the lead groups. We did manage a bogey-free round and things happened to work out our way."

As it worked out, the dynamic duo (who initially met in at the 2014 Rosauers Open Invitational) finished their last hole with an eagle, which was enough to capture the win by one stroke. Nosler had 174 yards into the last green where he hit it to 12 feet and drained the eagle putt.

"Any win in a Section event is a great accomplishment, and the history and past champions of this event make it special," said Klapp of winning the championship, which dates back to 1924. Nosler's and Klapp's names will be etched on the trophy to join those of many legendary players, including Walter Pursey, Don Bies, Bunny Mason and Jerry Mowlds.

First round co-leaders Gibbons and Poletiek placed second, along with the team of PGA Professional Darin Vaughan (Twin Lakes Village GC) and amateur Darren Slackman (The Creek at Qualchan).

The Pacific Northwest Section PGA would like to recognize National Car Rental for their new sponsorship this year. We would also like to thank Steve Cotton, Pete Trudeau, Eric Bowen, Mark Inman and Tyler Fisher with Pacific Golf & Turf for returning as supporting sponsors once again and welcome Kevin Burnett and his company 2Undr to the Pro-Amateur Championship.



TriSwivel II



Front wheel swivels 360° for effortless maneuverability

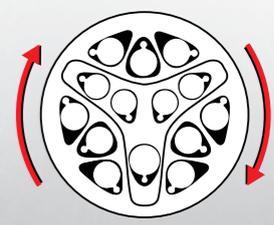


T-2000 Travel Cover



Featuring a patent pending PIVOT-GRIP handle

Revolver LTD



14-way rotating top with Clip-Lok technology



Contact Your Local Sales Rep:

Scott Larsen, Oregon and Southern Idaho
503-329-9848 • slrslski@msn.com

Chuck Berkeley, Washington and Northern Idaho
206-914-5115 • cberke9891@msn.com

HOLK'S HIGHLIGHTS



Bryan Tunstill

- Columbia Edgewater CC
- Hometown: Portland, OR
- Born: Fullerton, CA
- Graduated with honors from the University of Oregon, with a Business Degree – Finance and Marketing majors.
- Won the 2013 PNW Pro-Assistant Championship with Adrian Burtner
- Awarded the Bill Strausbaugh Award in 2009

What are your greatest influences in golf?

- Meeting Greg Norman when I was 12 years old
- Not making varsity golf team when I was a junior in high school — but then becoming the #1 man the next year
- But most important is having my older brother Mark Tunstill, PGA, to look up to.

What is one of your goals or visions as Section President?

My biggest goal is engagement. I want every member to get a little more involved in our Section and/or their local chapter. Play in one more event, attend one more meeting, go to one more education seminar, or just share one more best practice with someone else.



Bryan Tunstill and Adrian Burtner, 2013 PNW Pro-Assistant



ANTIGUA®
PERFORMANCE APPAREL



PRF-72
PERFORMANCE · GOLF · FASHION

www.facebook.com/Antigua
www.twitter.com/AntiguaWear
www.antigua.com

Grant Holcomb | 503.539.4369 | golfholk@comcast.net

THE IMPORTANCE OF FEEDBACK

by Carol Pence, PGA

PGA Employment Consultant



How am I doing?

Feedback should be ongoing and is usually seen as the responsibility of the boss. In the most effective feedback session however, the recipient should play the more active role versus being a passive receiver. Just as the boss prepares thoughts to share, so should employees. Here are some tips for having

productive appraisals:

- **Solicit feedback on a regular and frequent basis.** Perhaps after a specific event or project, take the initiative and ask for a few moments with your boss to discuss your performance.
- **View the discussion as an opportunity to learn from your boss' experience** – of their priorities and how you can add more value.
- **Bring a tablet and pen for note-taking.**
- **When in a discussion, be aware of your body language such as posture, eye contact, facial expressions and gestures.** Sit forward in a chair and actively listen. Be attentive and stay in the moment.
- **Be open and positive.** If your boss relays an area where you are underperforming, listen to understand the message and determine a course to benefit from it. Show a “can do” attitude.
- **For any aspect that you do not understand, make sure to ask questions to gain clarity.** If the information is based on incorrect data, diplomatically

relay your point of view. At all costs, avoid becoming defensive.

- **For those points with which you agree, acknowledge their value.**
- **Be prepared to share your how you feel about the job – what you like about it as well as your visions for the future, both in short-term and long term goals.** Also share what motivates you to be at the facility every day and to do your best work. Are any of the following your motivators?
 - Receiving responsibility and challenge
 - Getting appreciation for my work
 - Getting results on the job
 - Receiving good wages
 - Having interesting, worthwhile work
 - Having opportunity for advancement
 - Having opportunity for personal growth
- **Make sure that you summarize those points on which you will be focusing and get an acknowledgement of their accuracy.** Then set up a time to meet and discuss these goals. And finally, thank your boss for taking the time to share.

The act of seeking feedback conveys that the message is important to you as is your job performance. It should be ongoing and on a regular basis because it just may answer the often unspoken question, “How am I doing?”

Respectfully,

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

How to Write a Great To-Do List

- **Break Projects into Tasks.** Smaller tasks are easier to delegate properly, or easier for us to complete than a large project. Eat the elephant, “one bite at a time!”
- **Prioritize Ruthlessly.** Make your list of priorities or to-do’s, then number them in order of value... cross out or at least minimize everything after #3. If it’s not a priority for today, it should go on the “Master List” (and wait there until it is a priority).
- **Focus ONLY on today,** and allow it to be separate (and prioritized) from the “master list” of what you need to do in the week, month, etc. Some people call this the “Parking Lot.”
- **Plan Ahead.** Work on your list the night before, as it can reduce work anxiety. I often end up in bed not only thinking about what I need to do the next day but also planning the day. Writing my to-do list before I go to bed helps me relax and sleep better.
- **Be Realistic in Your Planning.** Our guests and members often interrupt our workflow, but we need them, don’t we? Having a start-up point or a next task in project can really help get back on track.

[Read the original article by Belle Beth Cooper](#)

BUILDING A MENU FOR ALL YOUR GOLFERS

Monte Koch, PGA

Player Development Regional Manager



Does Your Facility Offer Quality “Menu Choices” For Each Of The Four Golfer-Types?

What is a menu? It’s a “series of connected and interrelated products/choices” designed to meet the needs of current and future customers. For 2015, how much could a complete menu, addressing the needs of each type, be worth to your facility bottom line?

Looking at the chart at the right, it would seem clear that your menu (whether you are a public or private facility) should address both the “Instruction Emphasis” and the “Primary Motivator for Playing” in each golfer type.

Taking Advantage of a Clear Opportunity

Again, facility type doesn’t matter in this discussion. As you develop and refine your plan for 2015, I would like to strongly suggest prioritizing instruction/player development as a “core business activity.”

Quite often a facility’s restaurant menu is altered to offer more healthy, gluten free (GF) or faster food options for golfers, members, etc. In the same way, the most successful golf professionals will work with their teams/teachers to create a complete menu that will meet the needs, desires and budget for all golfer-types. Instead of healthy or GF options, the pro considers the “Instruction Emphasis” NEEDS and the “Primary Motivator for Playing” DESIRES when developing offerings.

Do you understand the four customer types that play golf at every facility?

Golfer-type 1: INTRODUCTION

“I want to see if I might like golf.”

- Instruction emphasis: Fun, Comfort, desire to become a “Navigable Golfer”
- Primary Motivator for playing/trying the game: Social Connectivity

Golfer-type 2: RECREATIONAL

“I enjoy golf as a social activity.”

- Instruction emphasis: Skill Acquisition, Fun
- Primary Motivator for playing: Social Connectivity

Golfer-type 3: ENGAGED

“Golf is important to me.”

- Instruction emphasis: Advanced Skill Acquisition
- Primary Motivator for playing: Improvement

Golfer-type 4: COMMITTED

“Golf is part of who I am.”

- Instruction emphasis: Body, Mind & Spirit
- Primary Motivator: Mastery (at the level they can achieve based on their limitations/potential)

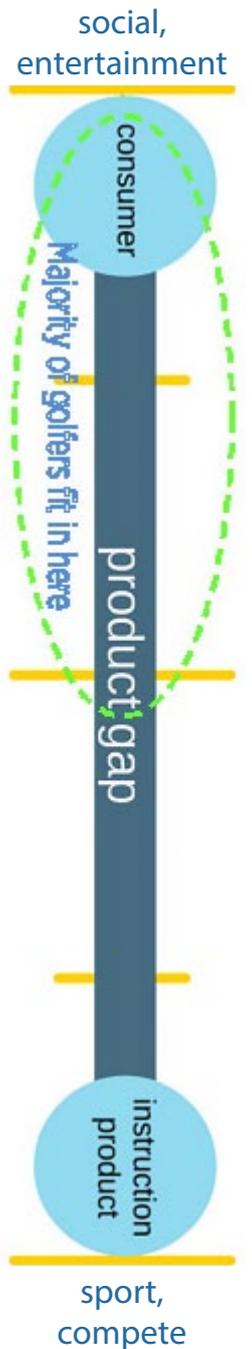
One very clear difference between a food menu and an instruction menu for a golf facility is “the number of rounds” generated. At every facility, golf rounds drive virtually every other revenue stream. Having GF offerings on the menu in the restaurant is great, but that will not drive more rounds of golf. A complete player development menu will do the opposite.

Why do people play golf?

Player development is not an amenity, it’s a core business function where all four of the golfer-types can engage or more deeply engage with the facility, and most importantly the PGA professional...you!

My role this fall and winter is to work with you to help you take advantage of this opportunity and promote it effectively to your stakeholders, and help you tell your story of being a “revenue driving” golf professional in 2015.

If you have any questions or concerns, please contact me and I would be happy to meet with you.



Monte Koch

Certified PGA Professional/Player Development
Player Development Regional Mgr/Mentor**
PGA of America (Greater Seattle/PacNW PGA Section)
Email: Mkoch@pgahq.com Cell: 206/335-5260

THANKFUL FOR CAPITALISM

Blake Parrish

BP Financial Associates



In the middle of December 1620 the Pilgrims landed at Plymouth Rock, leaving behind the sinfulness of the “old world” in hopes of making a new one in America. Three years later, in November 1623, they had a great feast thanking God for getting them through an earlier famine, and now for a bountiful crop.

What had created the earlier famine and then the bountiful crops? The story is told in the diary of Governor Bradford, who was one of the elders of that early Puritan colony, and may surprise you as to how it relates to today’s United States.

At first, the Puritans decided to turn their back on all the institutions of the England. This included the institution of private property, which they declared to be the basis of greed, averse, and selfishness. Instead, they were determined to live the “Platonic ideal” of collectivism, in which all work would be done in common, with the rewards of their collective efforts evenly divided among the colonists. Farming was done in common, as well as housekeeping and child-rearing. This was supposed to lead to prosperity and brotherly love.

But their experiment in collectivism did not lead to prosperity or brotherly love. Here is Bradford’s description of what communism created among the Pilgrims: “Upon the point all being to have alike, and all to do alike, they thought themselves in the like condition, and one as good as another; and so, it did at least much diminish and take off the mutual respects

“Golf requires selfreliance, independence, responsibility, integrity and trust. No extenuation is granted misfortune, mistake or incompetence. No second chance. Like life, it is often unfair and unjust, with uninsurable risks. More than any other sport, golf exploits the whole capitalist spirit.”
— Armen Alchian (1914-2013), economist

that should be preserved amongst them.” For two years the harvest time failed to bring forth enough to feed the people. Indeed, many starved and many died of famine. Faced with this disaster, backs against the wall, the elders of the colony gathered, and decided that another year of this, and they would surely all die. They decided to divide the property and fields of the colony, and gave each family a piece as their own. Whatever they did not use for their own consumption, they had the right to trade away to their neighbors for something they desired instead.

The Puritans’ personal contributions created small markets and capitalism became so great, that they had enough to not only trade among themselves but also with the neighboring Native Americans in the forest. In November 1623, they had a great feast to which they also invited the Native Americans. They prepared turkey, corn, and much more, and forever declared a “Thanksgiving.”

So this November 27th, when we all sit down with our families and friends to enjoy the turkey and the trimmings, let us not forget that we are celebrating the establishment and triumph of capitalism and the spirit of enterprise in America. Think of all the things you personally do for your community, golf facility, customers, members, and neighbors that keep the concept alive. We make the markets.

For advice on growing your personal capital, contact BP Financial Associates:



Blake Parrish
Senior VP, Portfolio Manager
BP Financial Associates, LLC
Phone: (503) 619-7237
E-mail: blake@bpfinancialassoc.com

NEW APPRENTICES

Mike Fields — Sudden Valley G&CC

Nathan Espinoza — Black Rock Creek GC

SAVE THE DATE!

**Sweet 16 is coming to Coeur d’Alene Resort
February 16-17, 2015**

MEMBERS ON THE MOVE

by Jennifer Dodd

Employment Changes

- Matt S. Bryda (A-6) — from Fiddler's Green GC to Redtail GC
- Matthew T. Fredrickson (A-8) — from Circling Raven GC to Tualatin CC
- David C. Menke (A-13) — from unaffiliated to Oak Knoll GC
- Aaron R. Raihl (A-13) — from Columbia Park GC to Sun Willows GC
- David M. Spalding (A-6) — from unaffiliated to Rose City GC

Classification Changes

- Casey L. McCoy (A-4) — Newaukum Valley GC (formerly A-8)
- Tyler Sweet (A-1) — Sunland G&CC (formerly A-13)

Welcome to the Pacific Northwest! Changes IN to the Section

- Eric D. Briggs (A-1) — from S. California to Druids Glen GC
- Luke J. Nickodemus (A-11) — from South Central to University of Idaho
- Alex C. Rothstein — from S. California to TPC at Snoqualmie Ridge

Changes OUT of the Pacific Northwest Section

- Lyndsey Benjamin — from GolfTEC - Lynnwood to S. California
- Carrie K. DeGree — from The Cedars on Salmon Creek to S. California
- Craig Hunt — from GolfTEC - Cascade Station to Carolina
- Ryan T. King — from Sunriver Resort to N. California
- Colin M. McMahon — from Hangman Valley GC to S. California
- William Shouler — from Village Greens GC to S. California
- Colin Tucker — from Pronghorn to S. California

Newly Elected Members

- Andrew D. Putnam (A-3) — PGA Tour

AMA GOLF is a proud distributor of CHAMP, SUNDG EYEWEAR and GOLFERAID

www.champgolf.com 800.OK.CHAMP

NOW PLAYING

SUNDG EYEWEAR TrueBlue ULTIMATE EYE PROTECTION

AMA GOLF Proudly Serving the Golf Industry for over 40 years!
TO ORDER: 1.650.952.5131 Fax
1.800.635.8062 orders@amagolf.com
1.650.952.2286 www.amagolf.com
208 Michelle Ct., So. San Francisco, CA 94080

COMING TO A GOLF COURSE NEAR YOU

AS FEATURED ON Golf Digest GolfWorld.com

NEW competitive cost / price-point
NEW product category = **NEW REVENUES**

Part of the fastest growing segment in golf — **HEALTH AND FITNESS**

High margin consumable: **50 - 60%**

BRAND AWARENESS - Featured in many golf and beverage publications

Qualify for **FREE** promotional product and branded cooler / mini-fridge

CONTACT:
AMA Golf
800-635-8062
amagolf@golferaid.com

Excellence in Performance

Dynamic performance apparel with a focus on technical details and fabrications that take on the elements- functionality that meets the demands of an active lifestyle, ensuring you are as comfortable on the back nine as you are going into the clubhouse.



BANDON DUNES
golf resort
© 2014 BANDON DUNES GOLF RESORT

Available at pro shops and fine golf retailers.
www.cutterbuck.com



2015 SECTION SCHEDULE

DATE	EVENT	SITE
Jan 29-Feb 5	Winter Pro-Am	Mauna Lani, Hawaii
Mar 8-12	Holcomb-In-One Las Vegas Pro-Am	Las Vegas - Angel Park, Tuscany, Anthem CC
Mar 16-17	PNW PGA Pro-Assistant Championship	TBA
Apr 21-22	Senior Players Championship	Wine Valley GC, Walla Walla, WA
May 16-20	Washington Open Invitational	Meridian Valley CC, Kent, WA
May 29-Jun 5	PNW PGA Ireland Pro-Am	Emerald Isle
Jun 9-11	Oregon Open Invitational	Crosswater Golf Club, Sunriver, OR
Jul 15-19	Rosauers Open Invitational	Indian Canyon GC, Spokane, WA
July 28-30	Wildhorse Resort Senior Oregon Open Invitational	Wildhorse Resort & Casino, Pendleton, OR
Aug 3	Assistant Professional Championship	Tualatin CC, Tualatin, OR
Aug 17-19	Northwest Open Invitational	Wine Valley GC, Walla Walla, WA
Sep 3-4	PNW Senior PGA Championship	TBA
Sept 22-24	PNW PGA Professional Championship (PPC)	Canyon River GC, Missoula, MT
Oct 8-9	Pacific Northwest Pro-Amateur Championship	Astoria G&CC, Astoria, OR
Oct 22-23	67th Hudson Cup Matches	Broadmoor GC, Seattle, WA (tent.)

IMPORTANT UPCOMING DATES

DATE	EVENT	LOCATION
Nov 13-16	PGA Senior Professional Championship	PGA Golf Club, Port St. Lucie, FL
Nov 20-22	PGA Annual Meeting	Indianapolis, IN
Feb 16-17	Sweet 16 Education	Coeur d'Alene Resort, ID