



PGA

Pacific Northwest Section

ForeWordPress

E-Magazine of the Pacific Northwest Section PGA

SEPTEMBER 2014



TWO PNW PGA PROFESSIONALS WIN

2014 PGA NATIONAL AWARDS!



**CARL JONSON
WINS NORTHWEST
OPEN INVITATIONAL**

CONTENTS

PRESIDENT'S REPORT

Marcus King

CEO's REPORT

Jeff Ellison

WALLACE AND GILDERSLEEVE-JENSEN RECEIVE 2014 PGA NATIONAL AWARDS

UPCOMING EVENTS

Northwest Open, PPC, Senior PPC

JONSON WINS NORTHWEST OPEN INVITATIONAL

Josh Thuet

ERWIN WINS SENIOR OREGON OPEN

Josh Thuet

MALBY WINS ASSISTANT CHAMPIONSHIP

Molly Cooper

HOLK'S HIGHLIGHTS

Todd Erwin

CANDIDATE FOR SECRETARY

Greg Morris

EMPLOYMENT SERVICES

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PRESIDENT'S REPORT

by Marcus King, PGA, CCM, CCE

Leadership by the Numbers: Part 2



In my last article, I sang the praises of Jeff Beaudry, PGA and his well-conceived Book List, most of which is made up of leadership and self-improvement tomes. I shared with you 33 points focused on teamwork from the author Jim Sullivan, and I hope you found them useful.

For my penultimate article as your Section President, I want to share the intuitive work of John C. Maxwell, a highly regarded leadership guru. He has written over 70 books on the topic of leadership and has spoken to millions of people around the world, and his books are routine residents on bestseller lists. His leadership philosophy is rooted in "Everything rises and falls on leadership," as you will see.

I picked out his work to share with you because as PGA Professionals, we are ALL leaders, whether we think of ourselves as leaders or not. It is the role we have chosen, it is the path that shines before us, and it is the die into which we are cast. The golfing public looks upon us as THE leaders of the golf industry, and as it is often said, "with great power comes great responsibility." We, as PGA Professionals, have a responsibility to become the best leaders we can.

As a PGA leader, I look in the mirror every day and ask myself, "how can I do this better?" I realize that I have many shortcomings as a leader, which is why I seek the knowledge and counsel of others to help weave some better leadership behaviors into my life's fabric. After all, I want to leave the PGA—and the world, for that matter, and just like a campsite—better than I found it.

By reading John C. Maxwell's book (or downloading the app or the digital version)—"The 21 Irrefutable Laws of Leadership"—you too will realize some ways in which you can improve your own leadership skills and make your own golf facility a better place. Enjoy!

The 21 Irrefutable Laws of Leadership

1. The Law of the Lid: Leadership ability determines a person's level of effectiveness.
2. The Law of Influence: The true measure of leadership is influence: nothing more, nothing less.
3. The Law of Process: Leadership develops daily, not in a day.
4. The Law of Navigation: Anyone can steer a ship, but it takes a leader to chart the course.
5. The Law of Addition: Leaders add value by serving others.
6. The Law of Solid Ground: Trust is the foundation of leadership.
7. The Law of Respect: People naturally follow leaders stronger than themselves.
8. The Law of Intuition: Leaders evaluate everything with a leadership bias.
9. The Law of Magnetism: Who you are is who you attract.
10. The Law of Connection: Leaders touch a heart before they ask for a hand.
11. The Law of the Inner Circle: A leader's potential is determined by those closest to that leader.
12. The Law of Empowerment: Only secure leaders give power to others.
13. The Law of the Picture: People do what people see.
14. The Law of Buy-In: People buy into the leader, then the vision.
15. The Law of Victory: Leaders find a way for the team to win.

16. The Law of the Big MO: Momentum is a leader's best friend.
17. The Law of Priorities: Leaders understand that activity is not necessarily accomplishment.
18. The Law of Sacrifice: A leader must give up to go up.
19. The Law of Timing: When to lead is as important as what to do and where to go.
20. The Law of Explosive Growth: To add growth, lead followers. To multiply, lead leaders
21. The Law of Legacy: A leader's lasting value is measured by succession.

According to the author, the 21st law asks you the reflective (and uncomfortable) question "What do you want people to say at your funeral?" He refers to the answer to this question as one's "life sentence." What do you want to be known as? What do you want your life sentence to be? What do you want engraved on your headstone? Maxwell's point is to continually strive towards your "life sentence" so that when your day comes, the vision you had of your legacy will be realized.

I hope you found some time to reflect on these 21 Laws and incorporate them into your life as a PGA Golf Professional.

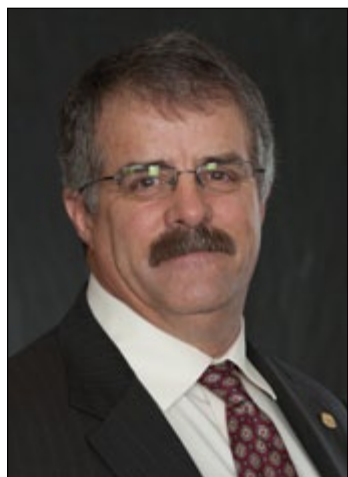
See you on the first tee!

– Marcus King

CEO's REPORT

by Jeff Ellison, PGA

CEO



Please join me in congratulating PGA National Award winners Roger Wallace and Kathy Gildersleeve-Jensen for being recognized as the very best in the entire Association. Roger has been honored with the Bill Strausbaugh Award for his service to his fellow professionals and Kathy has been recognized for her

innovative approach and tireless dedication to her students as the Teacher of the Year. Both will be honored in Indianapolis at the 98th PGA Annual Meeting. Please read more on page 6.

October is just around the corner and that means our Merchandise Show/Education/Annual Meeting is quickly approaching. Please put this event on your calendar and join us October 20-22 in Portland, Oregon. This Merchandise Show looks to be one of our best in years. Booth numbers are up with vendors upgrading the size of their booths, new vendors joining us – and all with the latest and greatest for you. Please join us to support our partners in the business and most importantly, place a few orders in Portland!

Back by popular demand is our Pro-Vendor Invitational on Monday morning, October 20 at Columbia Edgewater CC. Teams of one professional and one vendor will enjoy a day of golf and fun. Invite a vendor to play – [get the entry form here](#). After golf, why not help your favorite vendor with move-in at the Show. Remember, we are in this together!

While the Merchandise Show is the anchor of the week,

we capitalize on this important gathering by offering two education programs and our Annual Meeting. Join Monte Koch and Carol Pence for “Communicating Your Story” on Monday and one of our very best instructors, Jim Wilkinson will share his insights on teaching on Wednesday afternoon. [Click here more details and to register](#).

With all these events, there are plenty of MSR opportunities. Members, please check your progress toward your MSR requirement on PGALinks and make sure you use this opportunity to fulfill your requirements before the June 16, 2015 deadline.

Finally, please join us for the Pacific Northwest Section Annual Meeting at 7:00 AM, Wednesday, October 22. We will employ a new more interactive format with the goal of creating an environment where your questions can be easily addressed. Breakfast, sponsored by Pelzer Golf Supplies, will be part of the meeting!

The Fall Chapter Meetings are just around the corner. These mark the election of your next Chapter Secretary and usually a couple of members of the Board of Directors. Strong, experienced leaders are an important element in the success of our Association. Members interested in joining the governance process should visit with their Chapter Officers for information on the election process and governance opportunities. While the commitment can be significant, every member who joins the process realizes they receive much more back

from the experience than they put in.

A special thank you to our host professionals in our August events. Carol Brogan and Darren Black at Rainier G&CC did very nice job with the Assistant Professional Championship and John Thorsnes continues as our host of the Northwest Open Invitational. I'm happy to report that John will have us back to Wine Valley in 2015.

August 28 marked our 16th and final Drive Chip and Putt competition in the Section for 2014. We essentially added 16 one day championships to our schedule and your staff handled the activity very efficiently. Angela and Cecelia did the heavy lifting on this project with a smile and occasionally a heavy dose of patience. Nice job, ladies. Our thanks to Monte Koch for his help administering many of the competitions and especially our host professionals for their efforts.

We have three championships remaining, the Senior PGA at Tetherow, the PGA Professional Championship at Salish Cliffs and the National Car Rental PNW Pro-Amateur Championship at Circling Raven. For entries, just visit the web site.

Have a great Labor Day weekend and thank you for supporting Patriot Golf Day!

– Jeff Ellison

AUGUST 30- SEPTEMBER 2, 2013

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Oregon Open Invitational



Membership Handbook
PNWPGA Pro-Amateur



Senior Player of the Year



Player of the Year



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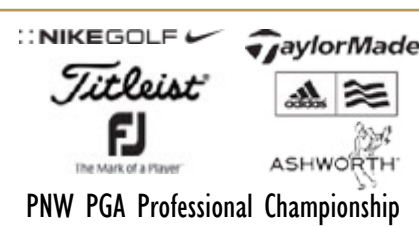
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Assistant Championship



PGA

Pacific Northwest Section

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

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WALLACE AND GILDERSLEEVE-JENSEN RECEIVE 2014 PGA NATIONAL AWARDS

PGA National News

For the first time, two PGA Professionals from the Pacific Northwest Section received PGA National Awards in the same year. Roger Wallace of Polson Bay GC in Polson, MT, was awarded the 2014 PGA Bill Strausbaugh Award and Kathy Gildersleeve-Jensen of Indian Canyon GC in Spokane, WA, was named the 2014 PGA Teacher of the Year. Wallace and Gildersleeve-Jensen will be honored in a ceremony, Thursday, Nov. 20, in conjunction with the 98th PGA Annual Meeting in Indianapolis.

The other nine recipients of 2014 PGA of America Awards are as follows:

- **Ray Cutright**, of Macon, Georgia – PGA Professional of the Year
- **Tom Morton**, of Sacramento, California – PGA Youth Player Development Award
- **Pat Gavin**, of Las Cruces, New Mexico – Horton Smith Award
- **Ralph Landrum**, of Crestview Hills, Kentucky – PGA Player Development Award
- **Jim Dickerson**, of Iowa City, Iowa – Patriot Award
- **Southern California PGA Section** – Herb Graffis Award
- **Scott Nye**, of Bryn Mawr, Pennsylvania – PGA Merchandiser of the Year – Private Facilities
- **George Ancuta**, of Hackettstown, New Jersey – PGA Merchandiser of the Year – Public Facilities
- **Ron Leporati**, of Bedford, Pennsylvania – PGA Merchandiser of the Year – Resort Facilities

ROGER WALLACE – Bill Strausbaugh Award

Polson Bay Golf Course – Polson, Montana

Roger Wallace, PGA Director of Golf at Polson Bay Golf Course in Montana, is the PGA's 2014 Bill Strausbaugh Award winner. The award recognizes PGA members who have distinguished themselves by mentoring fellow PGA Professionals in improving their employment situation



and through service to the community. Wallace, 54, is a seven-time Pacific Northwest Section PGA Award winner, including four Bill Strausbaugh awards; is a former member of the National PGA Board of Directors; was Chair of the National PGA Communications and Public Relations Committee; and previously served on National Committees for Employment and Awards.

Wallace has participated in PGA Master Professional Thesis reviews for PGA members seeking the Association's highest educational designation. During his tenure at Polson Bay, he has guided six of his PGA Assistant Professionals and three golf shop assistants to become PGA Head Professionals, PGA Directors of Golf or General Managers. As the face of golf for 27 years in a town of 5,000 on the Flathead Indian Reservation, Wallace has provided guidance on golf operations and employment to a wide range of PGA Professionals, as well as numerous counties and municipalities throughout the Inland Northwest. He is just the second member of the Pacific Northwest PGA Section to win the Bill Strausbaugh Award.

KATHY GILDERSLEEVE-JENSEN – PGA Teacher of the Year

Indian Canyon Golf Course – Spokane, Washington

Kathy Gildersleeve-Jensen, PGA Director of Instruction and owner of KGJgolf at Indian Canyon Golf Course in Spokane, Washington, is the first woman professional to be named PGA Teacher of the Year. She is also the first Pacific Northwest PGA member to be so honored.

Born in Baker City, Oregon, Gildersleeve-Jensen first



played golf at age 9. She was inspired by her father, Chuck, who played golf at Washington State University, and her mother, Kay, who was a 10 handicap player. As a teen, Gildersleeve-Jensen attended a golf camp and met the legendary Billy Casper. Her inspirational mentors helping elevate her career include: the late PGA Professional Joe

Durgan, of Cheney, Washington; Randy & Ross Henry, of Henry-Griffitts, Ltd.; and PGA Professional Gary Lindeblad, of Indian Canyon Golf Course. Gildersleeve-Jensen turned professional in 1985, and was elected to PGA membership in 1990.

Gildersleeve-Jensen, 52, was appointed to the Pacific Northwest Section Board of Directors in 2012, the first woman so named in governance in the Section's history. That year, she also was named the Pacific Northwest PGA Teacher of the Year, which emanated from guiding more than 100 youth to achieve collegiate success; along with having the highest-ranked youth tournament players in Washington/Idaho; and many adult players who have become club champions. Included among her list of players are celebrities, as well as Canadian, Asian and Symetra Tour Professionals.

In 2013, Golf Digest selected Gildersleeve-Jensen No. 4 in its "Best Teachers in State" roster; and she was among the 2013 Golf Range Association of America Top 50 Teachers Growth of the Game list. Gildersleeve-Jensen continually incorporates new technology, science and social media into her work, including Web Cam Live Personal Online lessons. She is an eBook Author of "How to Play Golf ... Inside 50 Yards" and has written countless magazine articles on the game.

UPCOMING EVENTS

PNW PGA Professional Championship

Sept. 16-18, 2014 | Salish Cliffs GC, Shelton, WA



Entry

National has agreed to allow us to accept post entries into the PNW PGA Professional Championship. You must be employed in one of the following classifications to play in the PGA Professional Championship: MP, A-1, A-2, A-4, A-5, A-6, A-7, A-8, A-9, A-10, A-11, A-12, A-13, A-14, A-15, A-16, A-17, A-18, A-19, A-20, A-21, A-22, A-23, A-24, LMA and LMMA.

Late entrants are unable to advance to the PGA Professional National Championship next June, but will compete for the Section title and purse. [Click here for the post entry.](#)



Schedule of Play

- Round 1 - Tuesday, Sep. 16
- Round 2 - Wednesday, Sep. 17
- Round 3 - Thursday, Sep. 18

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

Salish Cliffs GC

Salish Cliffs GC is a Gene Bates designed golf course which opened in September of 2011. Owned by the Squaxin Island Tribe and operated by Little Creek Casino Resort, the golf course covers over 300 acres through the Kamilche Valley.



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PLAYER OF THE YEAR POINTS



Senior Player of the Year



Assistant Player of the Year



Player of the Year

	Professional	Points
1	Gibbons, Rob	405.00
2	Coston, Jeff	392.50
3	Keating, Mark	312.50
4	Erwin, Todd	245.00
5	Sovay, Tom	238.00
6	Carranza, Joe	222.50
7	Krieger, Scott	217.50
8	Milne, Chuck	205.00
9	Fought, Jeff	187.50
10	Bowen, Steve	145.00
11	Stewart, Bruce	142.50
12	Larsen, Scott	112.50
13	Murray, Brent	110.00
14	Marsh, Jeff	107.50
15	Haney, Fred	85.00
	Stull, Steve	85.00
17	Schuh, Craig	82.50
18	Hinkle, Lon	80.00
19	DeLong, Mike	68.00
20	Van der Velde, Chris	65.00
	Whitney, Buster	65.00
22	Carey, Tom	57.50
23	Edstrom, Gene	52.50
24	Cravens, Scott	47.50
25	Coombs, Kevin	35.00
	Thorsnes, John	35.00
	Toll, Mike	35.00
28	Hays, Jim	30.00
29	Gardner, Mark	20.50
30	Doxsie, Doug	17.50
	Westling, Ted	17.50
	Repass, Chris	17.50
33	Bies, Don	15.00
	Morton, Tim	15.00

	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	Roters, Mike	192.50
15	Pence, Todd	182.50
16	Inglis, Colin	130.00
	Young, Ryan	130.00
18	Dahl, Ryan	122.50
19	Espedal, Ronnie	115.00
20	Keating, Mark	87.50
21	Anderson, Matt	85.00
22	Baker, Luke	82.50
23	LeBeck, David	75.00
	Wilson, Jacob	75.00
25	Williams, Trevin	70.00
26	Stewart, Bruce	65.00
27	Kearney, Brandon	60.00
28	Henry-Cano, Issac	55.00
	Corder, Gordon	55.00
30	Wong, Tyler	52.50
	Tucker, Colin	52.50
32	Ables, Clint	50.00
	Onken, Justin	50.00
34	Haugen, Travis	42.50

	Professional	Points
1	Black, Darren	337.50
2	Feenstra, Tim	330.00
3	Cassidy, John	295.00
4	Runge, Mitch	252.50
5	Barron, Derek	230.00
6	Benzel, Ryan	217.50
7	McCoy, Casey	195.00
	Prugh, Corey	195.00
9	Phay, David	177.50
10	Coston, Jeff	172.50
11	Malby, Ryan	160.00
12	Thornton, Brian	155.00
	Nosler, Brian	155.00
14	Aichele, Jason	127.50
15	Sharp, Brady	120.00
16	Hval, Tim	112.50
	Bennett, Luke	112.50
18	Robydek, Tony	105.00
19	Walsh, Brent	102.50
20	Milne, Chuck	100.00
21	Rannow, Bob	100.00
22	Inglis, Colin	95.00
23	Williams, Scott	87.50
24	Erdmann, Scott	85.00
	Cowell, Matt	85.00
26	Milton, Cameron	75.00
	LeBeck, David	75.00
28	Gibbons, Rob	72.50
29	Faller, Brad	57.50
	Griffin, Chris	57.50
	Poirier, Mark	57.50
32	Keating, Mark	50.00
	DaSilva, Chuck	50.00
34	Anderson, Matt	47.50

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Pacific Northwest Section

MERCHANDISE SHOW 2014



SCHEDULE OF EVENTS

Reception at the Expo Center

Tuesday, October 21
5:00 pm – 6:00 pm

Merchandise Show Hours

October 21 | 9:00 am – 5:00 pm
October 22 | 10:00 am – 2:00 pm

Pacific Northwest Section PGA

Annual Meeting at the Expo Center

Wednesday, October 22
Hosted Breakfast: 6:30 am – 7:00 am
Meeting: 7:30 am – 10:00 am
Attire: Coat & Tie

HOTEL INFORMATION

Oxford Suites Portland | 12226 N Jantzen Dr, Portland, OR 97217 | (503) 283-3030

Book by September 19, 2014 | Group Code: PGA Merchandise Show

Studio King Suite

\$85.00 + tax

Stuido Double Queen

Suite

\$89.00 + tax

Executive King Suite

\$89.00 + tax

Family Double King

Suite

\$129.00 + tax

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

HUDSON CUP POINTS



	Professional	Points
1	Black, Darren	360.00
2	Feenstra, Tim	342.50
3	Benzel, Ryan	270.00
4	McCoy, Casey	250.00
5	Phay, David	212.50
6	Coston, Jeff	205.00
7	Malby, Ryan	195.00
8	Prugh, Corey	187.50
9	Thornton, Brian	170.00
10	Runge, Mitch	167.50
11	Bennett, Luke	161.25
12	Sharp, Brady	137.50
13	Robydek, Tony	125.00
	Walsh, Brent	125.00
15	Aichele, Jason	110.00
	Gibbons, Rob	110.00
17	Nosler, Brian	95.00
18	Griffin, Chris	89.47
19	Williams, Scott	87.50
	Hval, Tim	87.50
21	Murray, Brent	85.00
22	Rannow, Bob	75.00
23	Erdmann, Scott	67.50
24	Poirier, Mark	60.00
25	Faller, Brad	47.50
	Baker, Luke	47.50
27	Keating, Mark	45.00
	Prugh, Steve	45.00
29	Dunlop, Alexander	37.50
30	Fought, Jeff	35.00

	Professional	Points
1	Gibbons, Rob	575.00
2	Sovay, Tom	527.50
3	Milne, Chuck	517.50
4	Keating, Mark	500.00
5	Coston, Jeff	497.50
6	Krieger, Scott	462.50
7	Marsh, Jeff	417.50
8	Murray, Brent	367.50
9	Stewart, Bruce	360.00
10	Erwin, Todd	357.50
11	Carranza, Joe	345.00
12	Stull, Steve	332.50
13	Bowen, Steve	327.50
14	Fought, Jeff	275.50
15	Gardner, Mark	257.50
16	Schuh, Craig	222.50
17	Larsen, Scott	202.50
18	Whitney, Buster	200.00
19	Haney, Fred	195.00
20	Hinkle, Lon	190.00
21	Carey, Tom	183.00
22	Williams, Scott	162.50
23	Van der Velde, Chris	160.00
24	DeLong, Mike	140.00
25	Toll, Mike	132.50
26	Prugh, Steve	128.50
27	Repass, Chris	110.00
28	Thorsnes, John	103.75
29	Bowen, John	97.50
30	Edstrom, Gene	77.50

66th Hudson Cup Matches

October 23-24, 2014

Tualatin Country Club

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PACIFIC NORTHWEST PRO-AM CHAMPIONSHIP

Circling Raven GC | Worley, ID
October 2-3, 2014
6,947 Yards, Par 72



Past Champions



2013
Corey Prugh & Reid Hatley



2012
Luke Baker & Jim Bob Coleman



2011
Brian Thornton & Todd Densley



2010
Josh Immordino & Derek Berg

National Car Rental Sponsorship & Bonus Pool

Pacific Northwest Pro-Am title sponsor, National Car Rental, asks for one thing: for all players to enroll in the Emerald Club. This FREE service helps you bypass the rental counter and helps you apply your PGA discount online. The sign-up process takes only minutes. Thank you for supporting this important new sponsor!

In addition to the regular payout available to all players, there will be an additional \$7,500 bonus pool paid to the top 50% of the field to teams that are eligible. **To be eligible for the bonus pool, both players on the team must be Emerald Club members (current membership qualifies).**

There's more! National Car Rental will be entering the low team for a chance to win golf with Keegan Bradley and his father, PGA Professional Mark Bradley.

Fantastic Field Expected

Defending Team Champions PGA Professional Corey Prugh of Manito G&CC and his amateur Reid Hatley are expected to return to try and defend their title against a very strong field of PNW PGA professionals and amateurs. Host PGA Professional Tom Davidson and his amateur are expected to play well.

The Pacific Northwest Pro-Am is a two-man team competition with one professional and one amateur playing a four-ball format and is one of the most popular events every year. It all started when a young head professional named John Junor and his amateur partner won back to back titles at the magnificent Seattle Golf Club in 1924 and 1926 (no championship in 1925). The rest, as they say, is history.

Circling Raven Golf Club

This beautifully designed course was built in 2003 by architect Gene Bates, Flowing through 620 visually stunning and inspirational acres adjoining the Coeur d' Alene National Forest. Wildlife is abundant, including elk, deer, moose and an occasional black bear. Circling Raven has consistently been rated as one of the top resort courses in the country. Golf Digest and Golf Magazine Golf World have rated it in their Top 100.

Supporting Sponsors



2014 SECTION SCHEDULE

Tournament Schedule

DATE	EVENT	SITE
Sep 4-5	PNW Senior PGA Championship	Tetherow Golf Club, Bend, OR
Sept 16-18	PNW PGA Professional Championship	Salish Cliffs GC, Shelton, WA
Oct 2-3	Pacific Northwest Pro-Amateur Championship	Circling Raven GC, Worley, ID
Oct 23-24	66th Hudson Cup Matches	Tualatin CC, Tualatin, OR
Jan 29 - Feb 5, 2015	Hawai'i Winter Pro-Am	Mauna Lani Resort, Kohala Coast, HI
May 29 - Jun 5, 2015	Ireland Pro-Am	Republic of Ireland

Important Upcoming Dates

DATE	EVENT	LOCATION
Aug 7-10	PGA Championship	Valhalla GC, Louisville, KY
Aug 18-20	PGA Expo	Las Vegas, NV
Sept 22-23	9th Junior Ryder Cup	Blairgowrie GC, Perthshire, Scotland
Sept 26-28	40th Ryder Cup	Gleneagles, Scotland
Oct 14 - 15	PGA Grand Slam of Golf	Port Royal GC, Bermuda
Oct 20	Pro-Vendor Invitational	Portland, OR
Oct 20	PNW PGA Fall Education	Portland, OR
Oct 20	PNW PGA Fall Board Meeting	Portland Metro Expo Center, Portland, OR
Oct 21-22	PNW PGA Fall Merchandise Show	Portland Metro Expo Center, Portland, OR
Oct 22	PNW PGA Fall Meeting	Portland Metro Expo Center, Portland, OR
Oct 22	PNW PGA Fall Education	Portland Metro Expo Center, Portland, OR
Oct 30 - Nov 2	PGA Assistant Championship	PGA Golf Club, Port St. Lucie, FL
Nov 13-16	PGA Senior Professional Championship	PGA Golf Club, Port St. Lucie, FL
Nov 20-22	PGA Annual Meeting	Indianapolis, IN

JONSON WINS NORTHWEST OPEN INVITATIONAL

by Josh Thuet

Tournament Intern

WALLA WALLA, WA – Wine Valley Golf Club – 6,980 Yards, Par 72

Amateur Carl Jonson of Wing Point G&CC won the Northwest Open Invitational at Wine Valley Golf Club in Walla Walla, Washington by shooting a 3-under-par 69 the final day for a 207 total. Jonson, a senior at UNLV, claimed the trophy after a nail biter of a finish and battle with PGA Professional Tim Feenstra of Broadmoor GC. Feenstra finished in second place one stroke back of Jonson (and taking the first place check home) after shooting a 1-under-par 71 for a 208 total. PGA Professional Colin Inglis of Emerald Valley GC had a one shot lead after the first two rounds of the tournament, posting scores of 67 and 69. He then carded a 1-over-par 73 on Wednesday to finish two back in third place.

The first day of the tournament was very playable—warm, partly cloudy and with very little wind. Inglis's round included six birdies with a lone bogey. The quartet at 68 all shot 35-33 in their rounds and includes PGA Professionals Matt Anderson of Bellevue GC, Brady Sharp of Walla Walla CC, Darren Black of Rainier G&CC and Tim Feenstra.

The second round conditions were similar to day one, calm with very little wind gusts. Scoring was still very possible on the course. After a full day of play, Inglis remained in the lead with a 3-under-par 69. One stroke back was the recently crowned Rosauers Open Invitational Champion Tim Feenstra, while Darren



Black and amateurs Carl Jonson and Drew McCullough of Meadow Springs CC were two strokes back.

Day three brought tougher scoring conditions, as gusty winds affected shots and dried out the fairways and greens. There were only seven sub-par rounds posted Wednesday compared to 43 Monday and 24 on Tuesday. Jonson contended with Feenstra all day, finally taking the lead for good with a birdie on the par 3 16th hole. Jonson made a scrambling par on 18 that included trips to fairway and greenside bunkers on the 565 yard par 5. His par would hold up to win by one stroke over the field. Jonson's victory was the first by an amateur in the Northwest Open Invitational since Derek Berg took the title at the Running Y Ranch in 2006.

PGA Professional Darren Black finished fourth at 211. In the tie at fifth were PGA Professional Ryan Malby of Iron Horse GC, local PGA Professional Brady Sharp and amateur Frank Garber of TPC Snoqualmie Ridge.

Congratulations to PGA Professional Greg Morris of Iron Horse GC who made a hole-in-one during the final round on the 6th hole. A special thank you goes to Host PGA John Thorsnes, his staff and the fantastic volunteers for all the hard work and time they put in to help make the 107th Northwest Open Invitational possible.



	Player	Facility	Score	Award
1	Jonson, Carl *	Wing Point G&CC	70-68-69-207	\$750.00
2	Feenstra, Tim	Broadmoor GC	68-69-71-208	\$6,250.00
3	Inglis, Colin	Emerald Valley GC	67-69-73-209	\$4,000.00
4	Black, Darren	Rainier G&CC	68-70-73-211	\$2,850.00
5	Malby, Ryan	Iron Horse GC	69-72-71-212	\$2,287.50
	Sharp, Brady	Walla Walla CC	68-72-72-212	\$2,287.50
	Garber, Frank *	TPC Snoqualmie Ridge	72-69-71-212	\$500.00
8	Nosler, Brian	Portland, OR	71-69-73-213	\$1,920.00
9	Adams, Casey *	Eagles Pride GC	73-72-69-214	\$350.00
	Poletiek, Jay *	Riverside G&CC	70-73-71-214	\$350.00
	Runge, Mitch	Tacoma C&GC	72-72-70-214	\$1,735.00
12	Daniels, Tyler *	Wine Valley GC	72-69-74-215	\$262.50
	Whalen, Andrew *	Lakeview G&CC	74-66-75-215	\$262.50
	Thornton, Brian	Meridian Valley CC	70-72-73-215	\$1,595.00
15	McCullough, Drew *	Meadow Springs CC	70-68-78-216	\$212.50
	King, Casey	Tokatee GC	71-71-74-216	\$1,403.33
	Bennett, Luke	Lake Padden GC	69-73-74-216	\$1,403.33
	Robydek, Tony	Pro Golf Discount-Tacoma	70-72-74-216	\$1,403.33
	Tedesco, Christopher *	Trysting Tree GC	74-70-72-216	\$212.50
20	Epstein, Matt	Everett G&CC	69-70-78-217	\$1,206.67
	Anderson, Matt	Bellevue GC	68-78-71-217	\$1,206.67
	Cowell, Matt	Lake Padden GC	72-71-74-217	\$1,206.67
23	Murray, Brent	Oswego Lake CC	72-70-76-218	\$1,000.00
	Aichele, Jason	Meadow Springs CC	73-71-74-218	\$1,000.00
	McCoy, Casey	Newaukum Valley GC	72-73-73-218	\$1,000.00
	Walsh, Brent	Coeur d' Alene GC	71-74-73-218	\$1,000.00
	Carlson, Chase *	Tacoma C&GC	74-72-72-218	\$170.00
	Cornett, Kyle *	Everett G&CC	72-71-75-218	\$170.00
	Marsh, Jeff	Orchard Hills CC	71-70-77-218	\$1,000.00
30	Benzel, Ryan	Pro Golf Discount-Lynnwood	69-75-75-219	\$823.75
	Milne, Chuck	Vanco Driving Range	73-72-74-219	\$823.75
	Reinland, Drew	Clarkston G&CC	72-73-74-219	\$823.75
	Dunlop, Alexander	The GC at Newcastle	72-72-75-219	\$823.75
34	Palmer, Mason *	Wine Valley GC	69-71-80-220	\$123.33
	Nickerson, Seth *	Indian Summer G&CC	73-72-75-220	\$123.33
	Jeglum, Loren	Bandon Crossings GC	73-74-73-220	\$716.25
	Neeley, Jeff *	Harbour Pointe GC	71-75-74-220	\$123.33
	Prugh, Corey	Manito G&CC	75-72-73-220	\$716.25
	Corder, Gordon	Manito G&CC	73-71-76-220	\$716.25
	Hinkle, Lon	Eagle Bend GC	73-75-72-220	\$716.25

ERWIN WINS CONFIDENTLY AT THE SENIOR OREGON OPEN

by Josh Thuet

Tournament Intern

PENDLETON, OR – Wildhorse Golf Club – 6,640 Yards, Par 72



Todd Erwin of Tacoma Firs GC maintained his early lead the entire event by shooting an impressive ten-under par 62 in his first round followed by a three-under par 69 and a six-under par 66 for a total of 197. Erwin's total tied the 54-hole tournament scoring record set by Chuck Milne of Vanco Driving Range, who was also in the field this week.

In regards to his share of the record Erwin commented, "Sharing the tournament record with Chuck is just an added bonus. Chuck will be forever known as one of the greatest professionals in our section, and to be mentioned in the same breath with him feels pretty darn good."

Round one was firmly led by Erwin but in pursuit were PGA Professional Mark Keating of Pumpkin Ridge GC and amateur Mike Kearns of Riverbend GC who both fired an opening round seven-under par 65. Players learned quickly after day one that they needed to go really low on day two to challenge Erwin.

During round two Erwin made it clear he would be in excellent position for the Sr. Oregon Open champion title. He held a three shot lead over PGA Professional Mark Keating who shot a second round three-under par 69 and PGA Professional Scott Krieger of Broadmoor GC who shot a five-under par 67.

	Player	Facility	Score	Award
1	Erwin, Todd	Tacoma Firs GC	62-69-66-197	\$5,000.00
2	Keating, Mark	Pumpkin Ridge GC	65-69-69-203	\$2,625.00
	Krieger, Scott	Broadmoor GC	67-67-69-203	\$2,625.00
4	Sovay, Tom	GC at Redmond Ridge	67-68-69-204	\$2,000.00
5	Sutton, Jay	Banbury GC	71-65-69-205	\$750.00
6	Coston, Jeff	Semiahmoo G&CC	70-68-68-206	\$1,625.00
	Marsh, Jeff	Orchard Hills CC	71-67-68-206	\$1,625.00
8	Gibbons, Rob	Arrowhead GC	70-65-72-207	\$1,250.00
9	Larsen, Scott	Golf Larz	72-69-67-208	\$1,100.00
10	Bowen, Steve	Vancouver, WA	73-67-69-209	\$950.00
	Stamey, Alex	Everett G&CC	74-66-69-209	\$525.00
	Phillips, Tom	Seattle GC	70-65-74-209	\$525.00
13	Carranza, Joe	Aldarra Golf Club	72-65-73-210	\$756.25
	Kloenne, Michael	Wine Valley GC	69-72-69-210	\$425.00
	O'Donnell, Pat	Arrowhead GC	69-69-72-210	\$425.00
	Stull, Steve	Meadow Springs CC	70-71-69-210	\$756.25
	Schuh, Craig	Deer Park GC	69-69-72-210	\$756.25
	Fought, Jeff	Black Butte Ranch	71-72-67-210	\$756.25
19	Houvener, Paul	Jorgensen GC	67-72-72-211	\$350.00
	Milne, Chuck	Vanco Driving Range	72-68-71-211	\$625.00
21	Haney, Fred	The Reserve Vineyards	69-74-69-212	\$562.50
	Stewart, Bruce	Arrowhead GC	70-70-72-212	\$562.50
23	Bies, Don	Seattle GC	74-70-70-214	\$500.00
	Kerns, Mike	Riverbend GC	65-71-78-214	\$330.00
	Westling, Ted	Stone Creek GC	68-69-77-214	\$500.00
	Morton, Tim	StoneRidge GC	70-72-72-214	\$500.00
27	Schneider, Jack	Eastmoreland GC	72-71-72-215	\$300.00
	Bartholomew, Dick	Tualatin CC	74-71-70-215	\$300.00
29	Braegger, Kevin	The Creek at Qualchan	68-78-70-216	\$260.00
	O'Neal, Tim	Royal Oaks CC	73-67-76-216	\$260.00
	Taylor, Denny	Arrowhead GC	68-72-76-216	\$260.00
	Holt, Jim	The Creek at Qualchan	71-73-72-216	\$260.00
	DeLong, Mike	Coeur d'Alene Resort	75-69-72-216	\$450.00
	Pulver, Corey	The Reserve Vineyards	72-69-75-216	\$260.00
35	Lewis, Tom	Riverbend GC	72-77-68-217	\$230.00
	Carey, Tom	Meriwether National	69-78-70-217	\$400.00
	Gardner, Mark	The Creek at Qualchan	73-71-73-217	\$400.00
	Tolbert, Gordon	Stone Creek GC	72-75-70-217	\$400.00



Team Champions



With 36 holes in the books, the team events for the Senior Oregon Open Invitational came to a close. The event was comprised of several different games rolled into one tournament. Each team consisted of one senior professional and three senior amateurs. There was a two day 36-hole team game consisting of one gross score and one net score out of the foursome. Another 36-hole game was a competition between the "Super Seniors" – open to all professionals that are 63 years old or greater. The competition for the Senior Oregon Open champion title was a 54-hole gross stroke play event. Finally, there was a 54-hole net competition open to anyone in the tournament.

In the team competition, two teams were tied at 250, resulting in a scorecard playoff. The champions in the playoff were PGA Professional Rob Gibbons of Arrowhead GC and his teammates Denny Taylor, Pat O'Donnell and Dan Craven. Scott Krieger and his teammates Dick Bartholomew, Kelvin Wolther, and Kevin Burnett finished second. In the Super Senior game, PGA Professional Mike Early of Veteran's Memorial GC fired a 143 to win. Runner up by one stroke was PGA Professional Joe Peccia of Rock Creek CC, at 144.

A special thank you goes to our Wildhorse Resort and Casino, host PGA Professionals Mike Hegarty, Clint Ables and all our fantastic volunteers whose sponsorship and dedication to the event allow it to be the success that it has been for the last 12 consecutive years at Wildhorse Golf Club. Thanks also to Kevin Burnett and DeadPerfect for providing a tee prize to each participant.

Team Results

	Players	Score	Award
1	Gibbons, Rob/ Taylor, Denny/ O'Donnell, Pat/ Craven, Dan	127-123-250	\$1,000.00
2	Krieger, Scott/ Bartholomew, Dick/ Wolther, Kelvin/ Burnett, Kevin	126-124-250	\$800.00
3	Erwin, Todd/ Gamble, Travis/ Troup, Rick/ Molitor, Skip	123-128-251	\$550.00
	Doxsie, Doug/ MacGeorge, Steve/ Lyon, Dan/ Remington, Jeff	123-128-251	\$550.00
5	Carranza, Joe/ Holtan, Ramer/ Moscrip, Duke/ Beutler, John	127-125-252	\$400.00
6	Russell, Dean/ Weihe, Rick/ Shannon, Bob/ Walker, Marc	128-126-254	\$360.00
7	Coston, Jeff/ Hager, Bill/ Houvener, Paul/ Petterson, Dean	124-131-255	\$340.00
8	Keating, Mark/ Beers, Ed/ O'Brien, Mike/ Nygaard, David	125-131-256	\$290.00
	Fought, Jeff/ Wohler, Jeff/ Johanns, Gary/ Cox, Jim	129-127-256	\$290.00
	Early, Mike/ Taylor, Richard/ Barragar, Ed/ Wofford, Barry	127-129-256	\$290.00
	DeLong, Mike/ Christensen, Bob/ Kirk, Mike/ Stumph, Joe	127-129-256	\$290.00
12	Stewart, Bruce/ Phillips, Tom/ Watson, Carey/ Stamey, Alex	132-125-257	\$215.00
	Peccia, Joe/ Lewis, Tom/ Carlson, George/ Kerns, Mike	124-133-257	\$215.00
	Thorsnes, John/ O'Neal, Tim/ Kloenne, Michael/ Pliska, Jim	127-130-257	\$215.00
	Edstrom, Gene/ Grant, Ron/ Knaupp, Pete/ Larsen, Carl	124-133-257	\$215.00

Super Senior Results

	Player	Facility	Score	Award
1	Early, Mike	Veterans Memorial GC	72-71-143	\$500.00
2	Peccia, Joe	Rock Creek CC	70-74-144	\$400.00
3	Cline, J.D.	Bear Creek CC	74-73-147	\$300.00
4	Fitzsimons, Pat	Salem GC	73-77-150	\$250.00
5	Edwards, Rick	Orchard Hills CC	73-78-151	\$200.00
6	Mowlds, Jerry	Pumpkin Ridge GC	77-78-155	\$150.00

Net Results

	Player	Facility	Score	Award
1	Burnett, Kevin	Mill Creek CC	66-66-70-202	\$460.00
	Stumph, Joe	Banbury GC	67-65-70-202	\$460.00
3	Gamble, Travis	Madrona Links GC	69-64-70-203	\$350.00
4	Boggs, Bill	Walla Walla CC	66-69-70-205	\$300.00
5	Pipkin, Bob	PGA WEST	64-71-72-207	\$237.50
	Moscrip, Duke	Aldarra Golf Club	65-67-75-207	\$237.50
7	Knaupp, Pete	Quail Run GC	69-66-73-208	\$200.00
8	Reams, Matt	Grants Pass GC	70-68-71-209	\$167.50
	Temple, Steve	Orchard Hills CC	70-67-72-209	\$167.50
10	Holtan, Ramer	Aldarra Golf Club	67-73-70- 210	\$150.00

MALBY WINS ASSISTANT CHAMPIONSHIP

by Molly Cooper

Director of Tournament and Member Programs

SEATTLE, WA – Rainier G&CC – 6,373 Yards, Par 72



Champion Ryan Malby and host Professional Darren Black

PGA Professional Ryan Malby of Iron Horse GC won the National Car Rental Assistant Championship, August 4 at Rainier G&CC. He won in a 4-hole playoff against PGA Professional John Cassidy of Alderbrook G&YC. PGA Professional Chris Lisk of Glendale CC finished in third place.

Malby and Cassidy both matched birdies on the first hole of the playoff. They proceeded to both par the second and third hole before Malby made a fantastic birdie on hole four to become the National Car Rental Assistant Champion.

"It feels great to win, especially how it was done," said Malby. "Our Section is loaded with

quality assistants who can flat play the game. Although I did play in this event in 2013, I have not been eligible to play since 1996. It was always a goal of mine back then to win this event so to actually accomplish that feat now feels pretty special. Playing in the PGA Professional National Championship (this past June) and the National Assistant Championship in the same calendar year was a goal I had, so I feel very blessed to have achieved that."

Malby, Cassidy and Lisk all earned honors and advanced to the 2014 National Car Rental PGA Assistant National Championship on the Wanamaker Course at the PGA Golf Club in Port St. Lucie, Florida – October 30 – November 2, 2014.

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RESULTS: ASSISTANT CHAMPIONSHIP

Congratulations to Travis Haugen of Mill Creek CC for his hole-in-one during the second round. Special thanks to PGA Professionals Carol Brogan and Darren Black for hosting this event.

	Player	Facility	Score	Award
1	Malby, Ryan	Iron Horse GC	66-72-138	\$1,000.00
2	Cassidy, John	Alderbrook G&YC	69-69-138	\$900.00
3	Lisk, Chris	Glendale CC	71-68-139	\$800.00
4	Nuhn, David	University of Idaho GC	70-71-141	\$725.00
5	Prante, Shane	Tom's Golf Center	73-70-143	\$650.00
6	Pence, Todd	Fairways GC	69-76-145	\$575.00
	Griffin, Chris	Tacoma C&GC	72-73-145	\$575.00
8	Epstein, Matt	Everett G&CC	75-71-146	\$475.00
	Faller, Brad	The Reserve Vineyards	76-70-146	\$475.00
10	McCoy, Casey	Newaukum Valley GC	75-72-147	\$350.00
	Nelson, Ben	Linden G&CC	77-70-147	\$350.00
	Feenstra, Tim	Broadmoor GC	71-76-147	\$350.00
13	Young, Ryan	Chambers Bay GC	76-73-149	\$275.00
14	Erdmann, Scott	Oswego Lake CC	74-76-150	\$250.00
15	Haugen, Travis	Mill Creek CC	76-75-151	\$106.25
	Roters, Mike	Gateway Golf Discount	74-77-151	\$106.25
	Wong, Tyler	Columbia Edgewater CC	81-70-151	\$106.25
	Dahl, Ryan	Horn Rapids GC	75-76-151	\$106.25

AUGUST 30- SEPTEMBER 2, 2013

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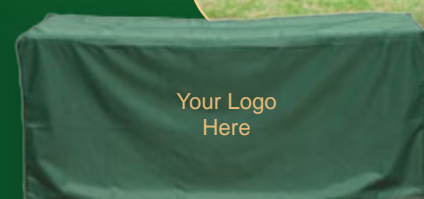
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HOLK'S HIGHLIGHTS

Todd Erwin

- **Facility:** Tacoma Firs GC
- **Hometown:** Tacoma, WA
- **College:** Weber State College, 1980-1984

Who is your greatest influence in golf?

Both my parents have been my greatest influences in golf. My Dad got me involved and taught me the game and my Mom cheered for me like no other!

You're a collegiate golf coach – how did you get started with teaching?

I got started in teaching because I thought that was my greatest value to people that wanted to learn the game or improve. I felt that my playing experiences could be of value to the masses. I was inspired to teach from fellow golf Professionals Mike Courty and Doug Gullikson and longtime friend Dave Fiorino.

You've won 4 Washington Opens, The 1997 Assistants Tour (which you used as a stepping stone to the Nike Tour in 1998), the 2000 Rosauers Open and now the Senior Oregon Open. What was your favorite winning moment ?

I don't know if there has been a favorite winning moment or a most satisfying one, but the Senior Oregon Open victory felt really good. I had not won a tournament in 11 years. Sometimes you wonder if your time has come and gone, if you will ever contend and win again! At this event, playing in the final group with Mark Keating, Scott Krieger and Tom Sovay, was fun. There is such a sense of comradery at this stage of our careers. I don't think Senior golf is the "twilight of our careers" but actually the "highlight of our careers" because golf tends to be more fun!



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CANDIDATE FOR SECRETARY

What would you like the membership to know about you and what they can expect from you as an officer?



First and foremost, GMOE and Greg Morris are the same person. As a young kid, my friends and family started to call me GMOE and it's stuck with me my whole life.

Things you can expect from me as an officer: I'm a hard worker and a good listener. I pride myself on doing a good job and seeing the plan evolve into an accomplished goal. I'm quiet but outgoing and like to listen before I speak. These

are all things that I have learned along the way from proven leaders before me. As an officer, my thoughts are to not restructure the wheel, but to keep progressing what those before me have done. I understand that challenges also provide opportunities for learning and to mature as a person and golf professional. My major areas of concern are player development, mentoring and the PNW PGA tournament program.

In player development, "Growing the Game" is still the biggest emphasis for the next several years. I will do everything possible to become more educated and knowledgeable in all aspects of Growing the Game.

Young golf professionals need our help to succeed in this business; one of my passions is helping young professionals learn the business and mentoring them through the process. I have 5 Class A golf professionals working at Iron Horse Golf Club which was never the goal, but along the way through mentoring it just happened and is something I'm very proud of.

The Section Tournament Program is also something I strongly believe in. I hope to find ways to better the Section Tournament Program and make it more appealing to every member of our Section. Remember the reason we became involved in the business was because we loved to play golf. I understand that life choices as a golf professional evolve into different career routes which don't always allow us to play as much as we would prefer. I truly believe that "Play the Game, Teach the Game, Promote the Game and Deliver Measurable Results," should be every Golf Professional's sworn duty.

Gregory C. Morris | Western Montana President
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EMPLOYMENT SERVICES

by Carol Pence, PGA

PGA Employment Consultant



Keeping the Best

For employers, the emphasis in on building great teams is often centered on hiring the best. Since the golf business values people as its most important asset, the employee selection process is a critical component. At the same time, the key to providing stellar services often lies in retaining the best. *This is the time of year for examining retention for the next season.*

It is also the time of year when employees are determining whether they will choose to find another opportunity.

As an employer, a huge factor in retention is in rewarding employees for job performance that meets or exceeds customer expectations is important for many reasons:

- It tells employees what standards their job performance must meet.
- When employees know that customers expect a particular level of performance, they'll be more cooperative about performing at that level.
- Rewards improve employee job performance.
- The need to discipline employees is reduced because employee job performance meets customer expectations more often.
- Customers' expectations are more likely to be met by employee job performance even when a manager isn't present.

There are many ways to financially reward employee job performance, such as gift certificates. There is an expense to that variety. Here are five types of rewards that are free:

- **Appreciation:** Saying thanks to an employee by saying for example: "I appreciate how quickly you ..."

- **Bankshot:** Asking someone of higher rank, status, or authority to reward an employee instead of giving the reward yourself. An example would be a Head Professional asking the General Manager to praise an employee or write a personal note of thanks.

- **Body Expressions:** Using hand signals or facial expressions that mean approval like a smile, thumbs up, etc.
- **Praise:** Complimenting an employee's job performance verbally like saying "well done!" or "excellent work!"
- **Preferred Work Assignment:** Giving tasks to an employee that they enjoy doing. perhaps this is giving more freedom to make decisions or a greater variety of assignments.

Some managers say they don't use rewards because they don't work – most often this is because the reward was used ineffectively. If customer expectations were met, individual employees need to be told exactly what was done well and how their job performance benefits customers and the facility. Here are three rules for effectively rewarding job performance:

- **If-Then rule:** If an employee's job performance meets or exceeds customer expectations, then reward the employee. If an employee's job performance doesn't meet customer expectations, do not reward the employee.
- **Quick rule:** Reward job performance that meets customer expectations as soon as practical after the performance occurs.
- **Variety rule:** Change what you do for the reward. Using a variety will prevent any one reward from losing its effectiveness due to overuse.

Job performance that is rewarded is likely to be repeated and thus more customers will be satisfied and will be more likely to come back. To grow the bottom line, it pays to invest in hiring and keeping the best.

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

COUNSELING SESSIONS

With Your PGA
Employment Consultant

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

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

PROJECT LIFE

Monte Koch, PGA

Player Development Regional Manager



Recently I took my amazing wife, Karen, to Leavenworth – the Bavarian-themed village of Leavenworth on Hwy 2 west of Wenatchee, WA – for our 21st wedding anniversary. The story of Leavenworth's transformation from welfare town to thriving community by ordinary citizens inspired me to think of ways we can revitalize

our own community - the golf community.

If you aren't familiar with the history of Leavenworth, here's a short version. In the 1920's, with the loss of significant railroad traffic and a major mill closure, Leavenworth was on track to fade slowly into economic demise and historical obscurity. Instead, if you've visited in the past few years, you can attest to Leavenworth's economic vitality and community spirit. History tells us of how Owen and Pauline Watson, owners of a business on Front Street, formed the Project LIFE (Leavenworth Improvement For Everyone) Committee in 1962. I love the name of the committee, especially the last word-everyone.

Project LIFE had a hard time convincing some of the community leaders of their vision. However, the solution-minded Project LIFE committee members were key in overcoming the problem and the detractors. Maybe we, as solution-minded golf professionals, can emulate the Project LIFE committee in our own situation? This might be at your facility and/or your own career. To do so, I'd like to submit the following observations:

FACE THE FACTS, ESPECIALLY THE BRUTAL ONES

The economic demise of Leavenworth was not only probable, it was brutally factual. It was also imminent, like a train heading full steam ahead toward the end of the line.

- What factual threats are facing your facility's bottom line and financial viability?
- How could these threats affect you or your colleagues?
- Are there some facts YOU can use to support your vision for your own version of Project LIFE for your facility? ((Can I help you develop, package and share your vision with your employer, colleagues, etc?))

STOP:

- LOOKING BACK AT THE "GOOD OL' DAYS". We are all tempted to think we can return to our "glory days" if we could find our old form or if we had enough members, or if there weren't third party tee time operators helping our closest competitors steal our business. However, looking back too often only slows us down and steals our momentum.
- THE PITY PARTY. It's too easy to get trapped into thinking about how unfair the new situation is instead of focusing on a solution.
- THE BLAME GAME. We are surrounded by people who would rather play the blame game than help.
- RELYING ON OLD, TIRED IDEAS. The railroad isn't coming back to town, the mill won't reopen – figuratively. What activities are no longer delivering revenue like they used to?
- SETTLING FOR 'GOOD', THE ENEMY OF GREAT. In Leavenworth's case, the very economic drivers that initially put the town on the map were the ones that were no longer sustainable. I once heard a speaker say, "We should not call actions that work for us now,

"Leavenworth's self-help transformation is an inspiration to many small towns in the U.S. and abroad - and to all those who seek to improve their community."

best practices...when we call them best practices, they often become difficult to stop doing. Better practices can be sunsetted."

START:

- LOOKING FOR OPPORTUNITIES. The Project LIFE team looked to their surroundings for inspiration. They also looked at what other towns who had come of similar challenges had done.
- FOCUSING ON WHAT MATTERS. Find what will make the greatest difference. Give yourself credit. You are uniquely positioned to understand what's needed.
- CREATING OPPORTUNITIES FOR COMMUNITY. Leavenworth's success was not just about refacing buildings. Creating community events like Maifest and Oktoberfest was a big part of it. I believe one of our biggest opportunities for growing rounds and other revenue streams is in creating fun, inclusive social golf experiences. Golf is the ante to get customers to our facility. The social, fun experience is the "why" for keeping them coming back week after week. If you have an example of how this concept has worked for you, I'd love to hear it!

I have heard some great stories from PNW PGA members and apprentices who have turned a bad situation into an opportunity. If you and your facility are looking to create your own "Project LIFE", I am volunteering to be part of your committee. I would like to meet with you and help you develop and present your vision.



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

WORK-LIFE BALANCE

Blake Parrish

BP Financial Associates



America's share of global GDP peaked in the 1950s as we have worked less and other nations have worked more. Back then, America was so far ahead of the rest of the world, crawling out of the Great War, that we could afford to enjoy the good life. Nevertheless, the good life is not free, and we need to continue the legacy of a hard-working culture.

Some look to Europe as an example of work-life balance. However, the paid family leave, child care, workplace

flexibility and better wages enjoyed in Europe have come at the expense of higher taxes, massive debt, and loss of economic clout. Plans that called for austerity were fought tooth and nail, even as several European nations found themselves looking for bailouts.

The best lesson is the obvious one. Since the global recovery has gained traction, nations that worked the most hours have surpassed European nations. See chart (source: IMF.org and stats.oecd.org).

Vacation

Some say we are the only advanced economy in the world that does not guarantee any paid vacation days and that it's time for change. But as a way of attracting top talent, most businesses already offer paid vacation time and time off on major holidays, as well as paid maternity leave. That's why our PGA Employment Consultant, Carol Pence, stresses the importance of negotiating your contract before accepting a job in the golf industry. There are certain businesses that require workers 24/7 and provide more overtime pay than required by the government for the holidays worked. However, many businesses in golf simply cannot afford to pay the people that are not at work.

Find Your Own Work-Life Balance

Are you going to count on the government to improve your

Hardest Working Nations		2012 GDP	2013 GDP	2014 GDP
Mexico	2,317 hrs/year	3.9	1.1	3.0
Chile	2,102 hrs/year	5.5	4.2	3.6
South Korea	2,092 hrs/year	2.0	2.8	3.7
Estonia	2,021 hrs/year	3.9	0.8	2.4
Russia	2,002 hrs/year	3.4	1.3	1.3
Poland	1,893 hrs/year	1.3	1.6	3.1
USA	1,797 hrs/year	2.8	1.9	2.8

European Nations		2012 GDP	2013 GDP	2014 GDP
Germany	1,388 hrs/year	0.9	0.5	1.7
France	1,489 hrs/year	0.0	0.3	1.0
Italy	1,752 hrs/year	-2.4	-1.9	0.6
Greece	2,037 hrs/year	-7.0	-3.9	0.6
Finland	1,666 hrs/year	-1.0	-1.4	0.4

work-life balance? Or will you find your own solution? For me, the most important part of work-life is the "work" part, so that I can afford the "life" part I want to live.

Keep Up the Hard Work

I challenge you to look around in the Chapters of the PNW Section PGA, to the leaders and golf professionals who are constantly improving themselves. Is it the hard workers who stand out to you? Me, too.

Being able to afford to retire is important. At BP Financial Associates, we can help. You're never too young or old to begin the process of investing wisely.



Blake Parrish
Senior VP, Portfolio Manager
BP Financial Associates, LLC
Phone: (503) 619-7237
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MEMBERS ON THE MOVE

by Jennifer Dodd

Employment Changes

- Matt Epstein (B-8) — from Everett G&CC to Inglewood GC

Welcome to the Pacific Northwest! Changes IN to the Section

- Nichole M. Hollinger (A-8) — from New England to Rainier G&CC
- Kevan Schott (A-8) — from Colorado to Pumpkin Ridge - Witch Hollow

Welcome, New Apprentices!

- Billy Bomar — Prairie Falls GC

MEMORIAM

Terry Alspaugh

11/15/1942 – 6/20/2014

Terry Alspaugh, age 71, of Lynnwood died June 20, 2014.

Terry was born on Nov 15, 1942 in Denver, Colorado. He was a great golfer and played as an amateur for 18 years – Bayview GC (West Seattle) was his home course. He turned professional in 1976 at Overlake G&CC in Medina, WA and worked at Twin Lakes Village in Rathdrum, ID, for a number of years.

Terry is survived by his children Christine Farmer & Brendan Alspaugh, mother Vickie Alspaugh and grandchildren Ryan, Eric & Hannah Farmer.

PNW PGA 2014 FALL EDUCATION



COLUMBIA EDGEWATER CC | Monday, October 20 | 2:00 - 5:00 pm



Monte Koch, PGA

Player Development
Regional Manager

Pence will lead the discussion and share ideas and resources for creating more value and relevance to your employer and facility. [Receive 3 MSR credits in PGA education | dress: coat & tie](#)



& Carol Pence, PGA LPGA

PGA Employment Consultant

Carol Pence joined the Employment Services team as a Member Support Specialist in 2008. As PGA Employment Consultant, she serves PGA Members and clubs in the PNW and Northern CA.

Communicating Your Story

A workshop with goals to discover what you are doing well and what you can do differently. Monte Koch, PNW section Player Development Regional Manager and PGA Employment Consultant Carol

Monte Koch is one of nine PGA Player Development Regional Managers (PDRM) and is based in the Pacific Northwest Section. He is charged with helping professionals, their facilities and employers with implementation of strategies, initiatives and programming to expand the reach of golf.

PORTLAND METRO EXPO CENTER | Wednesday, October 22 | 2:00 - 6:00 pm



Jim Wilkinson, PGA

Lost Tracks GC and
The Vintage Club

Teaching Seminar

“What I’ve learned in 46 years of studying the game from top teachers, tour players, and my students.”

[Receive 4 MSR credits in PGA education | dress: coat & tie](#)

Name: _____ E-mail: _____

Club: _____ ☐ PNW PGA Member ☐ LPGA Member

Please Register Me into the Following Programs:

- | | | |
|--|-----------|---|
| <input type="checkbox"/> Monte Koch and Carol Pence: | (Oct. 20) | Fee: \$20.00 - register before Oct. 15 |
| Communicating Your Story | | \$25.00 - register after Oct. 15 |
| <input type="checkbox"/> Jim Wilkinson: Teaching Seminar | (Oct. 22) | Fee: \$30.00 - register before Oct. 15 |
| | | \$35.00 - register after Oct. 15 |

Complete below if paying by credit card:

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