

## EMERALD VALLEY DUO WINS PRO-ASSISTANT CHAMPIONSHIP



# PGA

Pacific Northwest Section

*Pro-Assistant Championship*



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# PRESIDENT'S REPORT

by Marcus King, PGA, CCM, CCE

## Your Greatest Gift



I've always been a big fan of "paying it forward." I'm the guy who randomly pays for your coffee drink from the car in front of you at Starbucks, the guy who lets you merge into my lane even when you're driving like a turd, and the guy who gives you the three footer in match play. I give significant amounts of time and money to charities anonymously, I have given "tough love" through the

King County Youth Diversion Program as a judge and jury, I volunteer as Santa Claus every year, and I volunteered in the Peace Corps, at Children's Hospital, for the American Cancer Society, and with Special Olympics. My parents bred me that way, my life's mentors finished me that way, and I've taught my four kids that way.

Beyond coffee kindness and beyond merging karma and putting perdition, your greatest gift is the gift of time, and more specifically, the gift of your time as a mentor. Ralph Waldo Emerson once quoted "The greatest gift is a portion of thyself," and it is truer today than ever. In a society that rewards and caters to self-absorption and is burdened by time banditry and micro attention spans, the two stroke birdie bogey swing of spending some of your valuable time as a mentor is more critical now than ever, especially as parents or as PGA Professionals or simply as members of a community of people.

Wikipedia states that "mentorship is a personal developmental relationship in which a more experienced or more knowledgeable person helps to guide a less experienced or less knowledgeable person." It goes on to say that "true mentoring is more than just answering occasional questions or providing ad hoc help. It is about an ongoing relationship of learning, dialogue, and challenge." While I question the pseudo knowledge of Wikipedia, this one seems spot on.

I have been fortunate in my life to enjoy many mentors. I don't know how I would have become a decent teacher of the game of golf without one, or how I could learn to care about napkin colors and swim diapers without one, or how I could possibly lead a fine group of golf professionals without one. Think back over your lifetime and see who stands out as YOUR mentors in every aspect of your life.

Whether you are a mentor or mentee/protégé, here are my Top Ten Mentoring Ideas for you:

1. **Make a commitment to mentoring.** Select a protégé, or say "yes" when a potential protégé approaches you and asks for some mentoring. This is not a one-off, my fellow golf professional, this is an actual commitment of time and energy, so please take it seriously. Your commitment as a mentor will assure that the most in-depth and efficient knowledge transfer is organized, purposeful and done with intention and foresight.
2. **Realize the importance of mentoring.** In our golf business, customs, traditions and best practices must be passed on to the next generation of golf professionals. Without this handing forward of information, we are doomed to reinventing the wheel and losing all of our institutional knowledge and best practices that we have so carefully accumulated.
3. **Pick a specialization.** If you are one of the best golf teachers in your area, focus on mentoring those who want to be better golf teachers, or if you are a protégé and enjoy merchandising, hunt down Craig Hunter or Mark Sursely for valuable advice. Be careful who you pick so that your needs align with their expertise.
4. **As a mentor, be willing to share.** You can't take your knowledge with you to the grave. Well, actually you can and do, but how about sharing it with the rest of us before your final three putt in life? Your fellow golf professionals are not your competitors, they are your partners, which is why we are called the Professional Golfers ASSOCIATION.
5. **For a protégé, have multiple mentors in different areas of your life.** You might consider one for your golf life, for

your spiritual life, for your health life, and so on. It is rare that you will find one single mentor that has everything you need, so seek out the best in their disciplines and knit them together into the fabric of your knowledge.

6. **Take advantage of other programs.** In the CMAA, there are all kinds of formal mentoring programs including the world-famous "Extraordinary Leader" program that is based right here in the Northwest. The Oregon Chapter PGA has a Mentoring Committee as do other PGA Chapters and Sections. Pick one, join one!
7. **Don't just mentor the easy ones.** As a potential mentor, it is easy to pick someone who has loads of potential and is always looking to learn more, but how about picking someone who may have less potential and trying to fan that ember? You might be shocked at what you find when you reach out to show you care.
8. **Identify "negative" mentors and learn from them also.** We all have thought at one time or another that we "learn just as much about how NOT to do something as how to do something." Learn from others' mistakes and from history, lest you be doomed to repeat them.
9. **Set the expectation with your protégé that they will "pay it forward."** Mentoring is a chain, a cycle and is not meant to be disrupted. Be sure in your mentoring relationship that you set the expectation that your protégé will commit to becoming a mentor as well.
10. **Attend a mentoring conference.** Our Section is proud to offer the Nike Mentoring and Networking Conference. For three years, the Section's best and brightest have converged in Oregon to help fellow up-and-coming golf professionals forge ahead. PGA Magazine also has an amazing, comprehensive mentoring conference for those in the PGA Ambassador program.

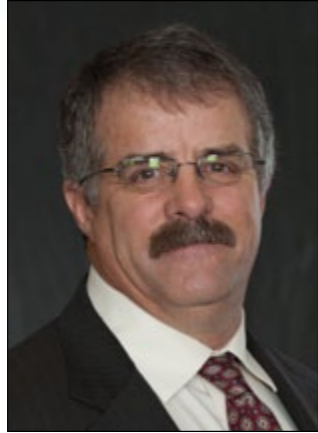
What will be YOUR greatest gift as we enter the new golf season? Please send me your best mentoring ideas and resources, and I'll assemble them for you in a more comprehensive document to share...and pay it forward!

See you on the first tee! — Marcus King



# CEO's REPORT

by Jeff Ellison, PGA  
CEO



This issue marks the start of our election for Secretary with Steve Stensland of Kayak Point and Greg Morris of Iron Horse offering you their opening statement on pages 14-15. I encourage you to be actively involved in the election process. Get to know these two PGA Professionals before you cast your vote this fall.

We just completed our first Special Awards Ceremony at Royal Oaks Country Club on March 16, I hope you were able to attend. If not, please reach out to those in attendance and see what a special night the Awards Committee developed and plan to attend next year!

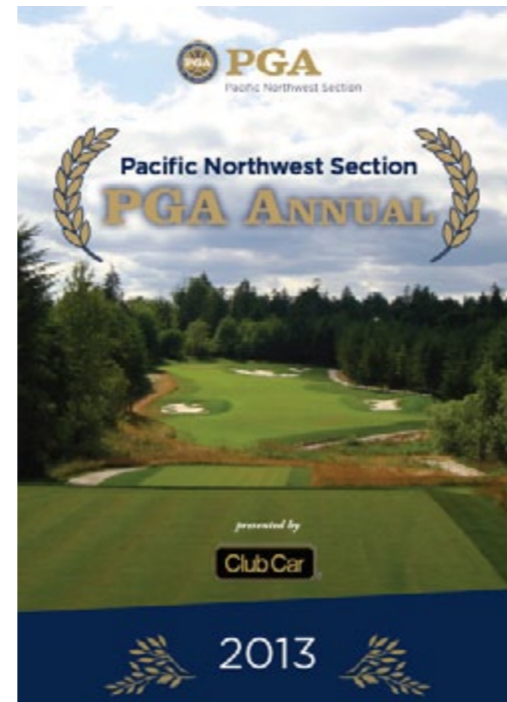
Grant Holcomb and his companies – Antigua, Sun Mountain, Imperial, Range Servant and VooDoo Towels did another great job in support of the Holcomb-In-One Las Vegas Pro-Am. Your fellow professionals and their amateurs enjoyed 60+ degrees, three great golf courses and all the fun only Vegas can offer. Plans are to return the second week of March in 2015—why not join us!

The Pro-Assistant Championship continues to grow in popularity with a purse of \$22,800! Our thanks to two long time sponsors – Sally Schmitz of Bushnell and Bryan Dickson of Cutter & Buck for their generous support. They have been instrumental in the growth of this championship. This year we also added Matt Pollitt of PTE Golf. Be sure to check out Matt's starter boxes and table covers in use by the Section at your next championship. Read about Todd O'Neal and Colin Inglis' victory on page 10.

After a successful first year, Drive Chip and Putt will expand in 2014 to include all 50 states. We are fortunate to have

13 Local Qualifying sites this year, including one in Alaska! Open to juniors 7-15 years old, this event challenges the elite player but also gives the novice a nice introduction to competition. [Click here to see our Local Qualifying sites.](#) New this year, players will select their Local Qualifying site and secure a spot at the time of registration. If the preferred site is full, they'll be prompted to select another site. Registration opens on April 6 at 8:00 AM EDT at [www.drivechipandputt.com](http://www.drivechipandputt.com). Reach out to your juniors to register and watch the National Championship from Augusta National on Sunday, April 6 on Golf Channel.

The PNW PGA Annual is scheduled to arrive next week



and we'll get them out to you quickly. Thank you all for your support of this important history of golf in the Northwest. We also want to give a shout out to Club Car and their local distributors who generously sponsor the project.

by the end of April. Please make sure your data is correct with National and that your staff is also up-to-date. If you have an assistant returning from the desert make sure they process their change form prior to April 30.

We enjoy a number of national sponsors and two deserve special mention here. First, National Car Rental is sponsoring two team championships for us this

season. The team event at the Oregon Open Invitational and the Pacific Northwest Pro-Amateur will both enjoy \$8,000 in additional sponsorship thanks to National Car Rental. If you are playing in these events, your Emerald Club membership will make you eligible for the enhanced purses. If you are not going to play, a FREE Emerald Club membership is still one of the best PGA benefits. In addition to the contract pricing, you pay for a midsize, bypass the counter...yes no more waiting... and pick your car from the Emerald Aisle and go. Did I say no more waiting! [Click here for Emerald Club.](#) The second national sponsor is Jani-King. Locally owned and operated franchises here in the Northwest just want the opportunity to bid on your cleaning services. Give me a call if you'd like a free consult and I'll connect you to with your local owners—all are golfers!

You have a great staff here in the office. They are here to help you get the most out of your PGA membership. Please reach out to them if you ever need help.

Finally, just a heads up that we are in the initial planning stages for a 2015 Ireland Pro-Am. We hope to visit the southwest coast on May 29 – June 5, 2015. Look for an email once we've firmed up a few details.

Have a great April!

— 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

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# WASHINGTON OPEN INVITATIONAL

by Molly Cooper, PGA



Kent, WA | Meridian Valley CC | May 19 - 21, 2014  
 Drive Fore The Cure NW Pro-Am - May 17 - 18  
 6,673 Yards, Par 72  
 Max. Field: 136 professionals, 32 amateurs.



## Past Champions



### A History of Greatness

Now in its 88th year, the Washington Open Invitational dates back to 1922. In that year, young Al Espinosa captured the crown at Yakima CC. Famous names in the champions list include Al and Emery Zimmerman, Chuck Congdon (who holds the record for the most wins), Al Mengert (who holds the record for most consecutive wins), Senior Tour Player Rick Acton and PGA Tour Player Fred Couples.

The current tournament record of 200 is held by PGA Professional Tim Feenstra of Broadmoor GC (2011) and PGA Tour Member Jeff Gove (2012).

### Meridian Valley CC



Meridian Valley Country Club opened on July 1, 1967. This exceptional 18-hole layout was designed by Ted Robinson, one of the nation's leading golf course architects, who chose the site for its stunning views. MVCC hosted the Washington Open Invitational in 1972, 1976, 2002, 2004, 2005, 2009 and 2013, as well as the SAFECO Classic from 1982 to 1999.

### Drive Fore The Cure NW



The tournament begins with The Drive Fore The Cure Northwest Pro-Am on Saturday, May 17 and Sunday, May 18. Drive Fore The Cure Northwest is an annual golf tournament, dinner and auction that benefits prostate cancer research and Seattle Cancer Care Alliance. For more information, please visit [www.dftcnw.org](http://www.dftcnw.org)

# 2014 SECTION SCHEDULE

## Tournament Schedule

DATE	EVENT	SITE
Apr 29-30	Senior Players Championship	Wine Valley GC, Walla Walla, WA
May 17-21	Washington Open Invitational	Meridian Valley CC, Kent, WA
May 31 - Jun 1	PNW Junior PGA Championship	Lake Spanaway GC, Spanaway, WA
Jun 10-12	Oregon Open Invitational	Black Butte Ranch, Sisters, OR
Jul 16-20	Rosauers Open Invitational	Indian Canyon GC, Spokane, WA
July 29- 31	Senior Oregon Open Invitational	Wildhorse Resort & Casino, Pendleton, OR
Aug 4	Assistant Professional Championship	Rainier G&CC, Seattle, WA
Aug 18-20	Northwest Open Invitational	Wine Valley GC, Walla Walla, WA
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

## Important Upcoming Dates

DATE	EVENT	LOCATION
Apr 10-13	<a href="#">Masters Tournament</a>	Augusta National GC, Augusta, GA
May 22-25	Senior PGA Championship	The Golf Club at Harbor Shores, Benton Harbor, MI
May 31 - Jun 1	PNW Section Junior PGA Champ	Lake Spanaway GC, Spanaway, WA
June 12-15	USGA Open	Pinehurst #2, Pinehurst, NC
Jun 22-25	PGA Professional Championship	Dunes Golf & Beach Club, Myrtle Beach, SC
Jul TBA	Summer Officers Meeting	Spokane, WA
Jul 10-13	USGA Senior Open	Oak Tree National, Edmonds, OK



# OREGON OPEN INVITATIONAL



Sisters, OR | Black Butte Ranch - Glaze Meadow  
June 10-12, 2014 (entry available April 2)



## Past Champions



2013 - Hans Reimers\*



2012 - Brian Thornton



2011 - Reid Martin\*



2010 - Derek Berg\*



2009 - Brian Nosler



2008 - Corey Prugh

\* won as amateur

## Oregon's Premiere Golf Tournament

Years back, when sheep mowed the fairways at Waverley CC, George Smith, a Scot from Oakland, CA won the Oregon Open's inaugural championship including a course record 74. Some of golf's most prestigious names followed in his footsteps, including Tommy Armour, Horton Smith, Chuck Congdon, Bob Duden, Bill Eggers, Jerry Mowlds, Pat Fitzsimons, Rick Acton, Peter Jacobsen, Jeff Coston, and Mike Davis. Only three men have won the title three or more times; Bill Porter (3), Rick Acton (4), and Bob Duden (8). The tournament scoring record is held by Brian Nosler at 198, set in 2009 at Brasada Ranch.

## Black Butte Ranch Glaze Meadow

Glaze Meadow was originally built in 1978 and redesigned by famous architect John Fought. After Fought's enhancements, completed in April 2012, the course earned first place in *Golf Inc. Magazine's* Renovation of the Year competition for public courses.

Black Butte Ranch is perfectly positioned for an authentic Central Oregon cascade experience; it is nestled beneath the Cascade Mountain range with sweeping views of Three Sisters, Mount Washington, Black Butte, and many more.

by Molly Cooper, PGA

## The Field & Sponsors

A competitive field of 192 players is expected. 96 professionals and 96 amateurs will be competing as four player teams in both team and individual competitions. PNW PGA Player of the Year and 2008 Champion Corey Prugh of Manito G&CC is expected back to try and capture another win against a strong field of professionals and amateurs.

The Pacific Northwest PGA is proud to have a supporting field of sponsors including National Car Rental, Bridgestone Golf, Sun Mountain Sports, Greg Norman, Sun Dog, Loudmouth, and Abby's Pizza.



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## UPCOMING EVENTS

### Senior Players' Championship

Wine Valley GC

Walla Walla, WA

April 29-30, 2014



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

Senior Player of the Year and Senior Hudson Cup points will be offered!

#### Schedule of Play:

- Tuesday, April 29 – tee times starting at 8:00 AM
- Wednesday, April 30 – tee times starting at 8:00 AM

#### Tournament Format:

- Individual professional and individual amateur competitions. Gross and net payouts.
- Team Four-Ball Competition is based on gross scores only

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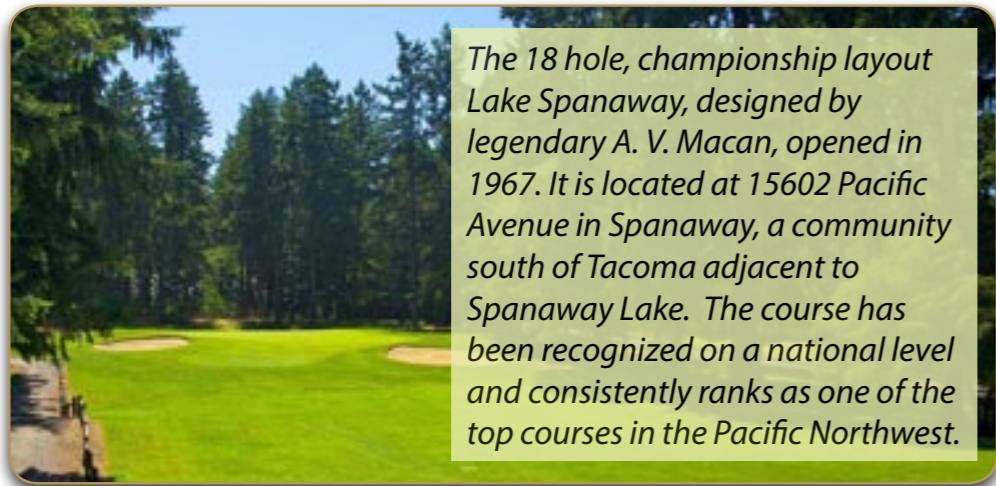
# UPCOMING EVENTS

## PNW Junior PGA Championship

Lake Spanaway GC

Tacoma, WA

May 31 – June 1, 2014



The 18 hole, championship layout Lake Spanaway, designed by legendary A. V. Macan, opened in 1967. It is located at 15602 Pacific Avenue in Spanaway, a community south of Tacoma adjacent to Spanaway Lake. The course has been recognized on a national level and consistently ranks as one of the top courses in the Pacific Northwest.



We are now accepting entries for the 2014 PNW Junior PGA Championship Qualifier at Lake Spanaway GC on May 31st – June 1st. Please let your junior golfers at your club know about our upcoming tournament. It's a wonderful opportunity for your junior golfers to become involved in competitive golf.

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

\* Any junior who wishes to qualify for the Junior PGA Championship

must play 36 holes from the same tees as the 16-18 year old age division. If a junior is interested in trying to advance, they do have the option to play in the 16-18 age division.

Yardages expected to play are:

- Boys 16-18 – 6873 yards
- Boys 13-15 – 5975 yards
- Boys 12 & Under – 5604 yards
- Girls 16-18 – 5975 yards
- Girls 13-15 – 5604 yards
- Girls 12 & Under – 5604 yards

The winning Boy and Girl Champion from each of the 41 PGA Sections will participate in the Junior PGA Championship which will be held July 29 – August 1, 2014. Section Champions are identified based on the lowest gross score in the 16-18 age division.



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# EMERALD VALLEY GC DUO WINS PRO-ASSISTANT CHAMPIONSHIP

by Molly Cooper, PGA

Director of Tournament & Member Programs



Royal Oaks CC – Vancouver, WA  
 March 17-18, 2014  
 6,677 Yards, Par 72

The Emerald Valley GC team consisting of Head PGA Professional Todd O’Neal and Assistant Professional Colin Inglis won the Pro-Assistant Championship at Royal Oaks CC after a 1-hole playoff. They won against the Semiahmoo G&CC team of Head PGA Professional Brett Eaton and Assistant Professional Trevin Williams. The two teams had a two day total of 133, 11 under par for the Four-Ball competition to force the playoff.

When O’Neal and Inglis were asked about their thought process going into the playoff, they responded that it was “to give ourselves two chances at success and not to hold back. We just wanted to put pressure on the other team and get two balls in the fairway and then onto the green.”

There was a four way tie for third place. They were the teams from Astoria G&CC, Linden G&CC, Meriwether National GC and Tacoma Firs Golf Center.

The Emerald Valley GC duo expressed how special it was to share the victory with a teammate. “It’s easier to have control over one’s self and... it takes a team effort

to end up with a winning result (in the Four-Ball competition)! We were a great team and when one was playing bad, the other was playing good,” said O’Neal, adding that he and Inglis were able to make good shots to offset the other’s bad ones.

For the victory, O’Neal and Inglis earned \$2,600 out of the \$22,800 purse and the title of 2014 PNW Pro-Assistant Champions.

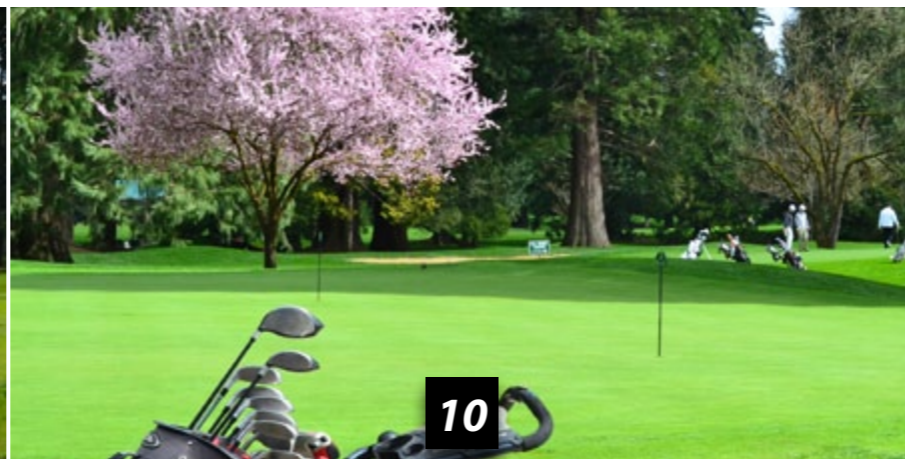
The Pro-Assistant Championship began in 1992 and has served to foster relationships between Head and Assistant Professionals. For Inglis, the best part of the championship was “knowing that I can compete with the best guys in the Section – and of course getting to play with the boss.”



Our thanks to Sally Schmitz of Bushnell, Bryan Dickson of Cutter & Buck and Matt Pollitt of PTE Golf for their support. A special thanks to host PGA Professional Scott Leritz and his staff – especially to superintendent Alan Nielsen and his crew for a fantastic golf course. The weather held off both days and we enjoyed an amazing track both days.

	Head Pro	Assistant	Facility	Score	Award
1	O’Neal, Todd *	Inglis, Colin	Emerald Valley GC	67-66-133	\$2,600.00
2	Eaton, Brett	Williams, Trevin	Semiahmoo G&CC	68-65-133	\$2,200.00
3	Carey, Tom	Keating, Mark	Meriwether National	65-69-134	\$1,525.00
	Kawasoe, John	LeBeck, David	Astoria G&CC	66-68-134	\$1,525.00
	Styler, Will	Nelson, Ben	Linden G&CC	66-68-134	\$1,525.00
	Erwin, Todd	Barron, Derek	Tacoma Firs GC	69-65-134	\$1,525.00
7	Friend, Rich	Runge, Mitch	Tacoma C&GC	65-70-135	\$968.75
	Murray, Brent	Erdmann, Scott	Oswego Lake CC	67-68-135	\$968.75
	Gove, Mike	Berry, Eric	Inglewood GC	67-68-135	\$968.75
	Staskus, Tom	Prante, Shane	Tom’s Golf Center	69-66-135	\$968.75
11	Grothe, John	Kent, Bobby	OGA Course	69-67-136	\$737.50
	Black, Darren	Henry-Cano, Issac	Rainier G&CC	69-67-136	\$737.50
13	Tunstill, Bryan	Burtner, Adrian	Columbia Edgewater CC	68-70-138	\$612.50
	Nadeau, Fred	Carranza, Joe	Aldarra Golf Club	72-66-138	\$612.50
	Welty, Craig	Baltzer, Brian	Skagit G&CC	69-69-138	\$612.50
	Fox, Trevor	Carlson, Colin	The GC at Black Rock	66-72-138	\$612.50
	Boyd, Kenney	Lisk, Chris	Glendale CC	71-67-138	\$612.50
	Nielsen, Erik	Kearney, Brandon	Bend G&CC	68-70-138	\$612.50
19	DaSilva, Chuck	Myrvold, Chris	Rock Creek CC	70-69-139	\$396.43
	Krieger, Scott	Franz, Paul	Broadmoor GC	67-72-139	\$396.43
	Smith, Steve	Carranza, Joe	Aldarra Golf Club	72-67-139	\$396.43
	Hudson, Chris	Williams, Trevin	Loomis Trail GC	72-67-139	\$396.43
	Morris, Greg	Malby, Ryan	Iron Horse GC	69-70-139	\$396.43
	Welty, Craig	Thompson, Scott	Skagit G&CC	70-69-139	\$396.43
	Leritz, Scott	Plamp, Nick	Royal Oaks CC	70-69-139	\$396.43

\* won in playoff





# TEAM AICHELE WINS HOLCOMB-IN-ONE LAS VEGAS PRO-AM



Molly Cooper, PGA

Director of Tournament & Member Programs

Thank you to all the teams who participated in the eleventh Holcomb-In-One Las Vegas Pro-Am. Twenty-three teams joined us for this year's fun-filled excursion to Las Vegas. We played The Legacy GC, Tuscany GC and new favorite Anthem CC – while enjoying fantastic weather with temperatures in the mid-70's throughout.

Congratulations to The Meadow Springs CC team of PGA Professional Jason Aichele with amateurs Terry Gilmore, Wayne Banko, Chris Sonnichsen and Mike Aichele! They took home the trophies and title of the 11th Holcomb-In-One Las Vegas Pro-Am Champions. They won by 10 points over the McCormick Woods GC team of PGA Professional Shawn Cucciardi with amateurs Bob Chester, Bjorn BJORKE, Scott Houmes and VJ Maddio.

Jason Aichele also won the overall professional division of the Pro-Am, edging out Mark Gardner (The Creek at Qualchan) by only two points and Darren Black (Rainier G&CC) by four points. Low amateur gross stableford honors went to Chris Sonnichsen (Meadow Springs CC) who won by four points over Bjorn BJORKE (McCormick Woods GC). Amateur Eric Blitz (Fircrest GC) won the low amateur net stableford competition by three points over Bob Chester (McCormick Woods).

Our generous sponsors doled out the prizes and helped make this our best year yet: Grant Holcomb and John Anderson of Antigua/Slazenger, Ed Kowachek of Sun Mountain Sports, Steve Johns of Imperial Headwear, Scott Williams of VooDoo Performance Towels and Peter von Feilitzen of Range Servant. Each participant received two Antigua pieces – a golf shirt and a long sleeve mock shirt, a Sun Mountain Sports Torrent rain jacket, a VooDoo Performance Towel and a hat from Imperial Headwear.

Thanks to Grant Holcomb for another great event – our eleventh year with Grant as our Las Vegas Pro-Am sponsor! Luckily for us, Grant is "ALL IN" for next year. For those of you who have yet to experience the Holcomb-In-One Las Vegas Pro-Am: do not miss out again! Start working on your team and join us in 2015. If you were in one of our twenty-three teams this year, we'd love to have you back for more fun and golf in the desert next year.



### 3-Day Final Results - Team

Players	L - T - A	Total	Per Team
1 Aichele, Jason / Gilmore, Terry / Banko, Wayne / Sonnichsen, Chris / Aichele, Mike	84-91-119	294	\$1,000.00
2 Cucciardi, Shawn / BJORKE, Bjorn / Houmes, Scott / Chester, Bob / Maddio, VJ	89-87-108	284	\$875.00
3 Gardner, Mark / Holcomb, Grant / Anderson, John / Ponti, Perry / Johns, Steve	81-86-113	280	\$750.00
4 Mehlert, Jeff / Mathews, Bob / Barker, Steve / Ingham, Mike / Larsen, Grant	88-87-102	277	\$625.00
5 Cobleigh, Paul / Harris, Brian / Von Zimmerman, Max / Heil, Jeff / Gallipo, Ray	75-85-116	276	\$450.00
Ainslie, Tom / Blitz, Eric / Beroth, Larry / Graham, Glen / McMasters, John	83-81-112	276	\$450.00
Siesser, Derek / Coleman, Jim Bob / Sullivan, Dan / Knoyle, Jerry / Sullivan, Jim	85-88-103	276	\$450.00

### 3-Day Final Results - Amateur Gross

Player	L - T - A	Total	Award
1 Sonnichsen, Chris	32-38-35	105	\$100.00
2 BJORKE, Bjorn	37-32-32	101	\$90.00
3 Ponti, Perry	30-33-34	97	\$80.00
4 Potter, Doug	33-26-34	93	\$75.00
5 Coleman, Jim Bob	35-28-28	91	\$70.00
6 Henry, Randall	28-33-29	90	\$62.50
Gallipo, Ray	32-32-26	90	\$62.50
8 Focke, Ben	29-30-27	86	\$55.00
9 Von Zimmerman, Max	27-27-30	84	\$50.00
10 Beutler, John	23-30-30	83	\$45.00

### 3-Day Final Results - Professional

Player	L - T - A	Total	Award
1 Aichele, Jason	34-38-32	104	\$200.00
2 Gardner, Mark	33-34-35	102	\$180.00
3 Black, Darren	33-32-35	100	\$160.00
4 Reeder, Jordan	31-34-34	99	\$150.00
5 Henry-Cano, Issac	32-30-36	98	\$140.00
6 Mehlert, Jeff	36-35-26	97	\$135.00
7 Longenecker, Scott	34-29-31	94	\$130.00

### 3-Day Final Results - Amateur Net

Player	L - T - A	Total	Award
1 Blitz, Eric	37-38-35	110	\$100.00
2 Chester, Bob	37-40-30	107	\$90.00
3 Graham, Glen	37-34-35	106	\$77.50
Tweten, Tim	35-36-35	106	\$77.50
5 Wurst, Tod	32-36-36	104	\$65.00
Mathews, Bob	42-37-25	104	\$65.00
King, Ted	28-36-40	104	\$65.00
8 Hinman, Jess	31-34-37	102	\$55.00
9 McMasters, John	32-37-32	101	\$50.00
10 Larsen, Grant	35-39-25	99	\$45.00



# SPECIAL AWARDS CEREMONY

by Jeff Ellison, PGA  
CEO



On Sunday, March 16 the Pacific Northwest Section honored its 2013 Special Awards Winners with a formal ceremony at Royal Oaks Country Club. This special evening was the culmination of the newly enhanced Special Awards process and our best and brightest were honored by their peers.

PGA President Ted Bishop set the tone for the evening congratulating the winners with a special video presentation followed by Honorary President Steve Prugh reading congratulations from two Section Hall of Famers, Jerry Mowlds and Mike Dowaliby.

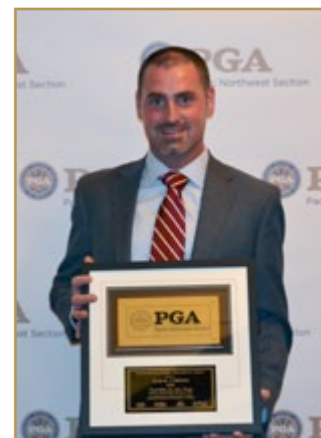
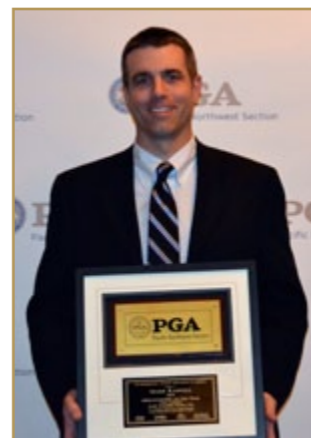
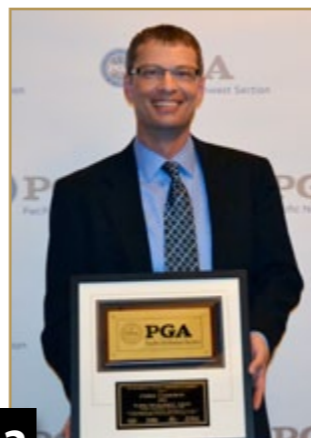
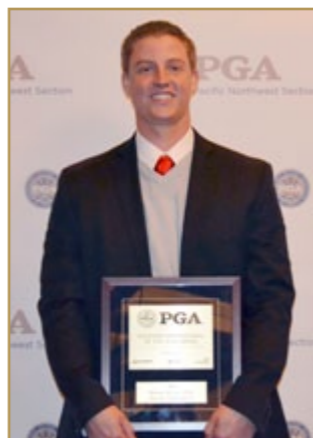
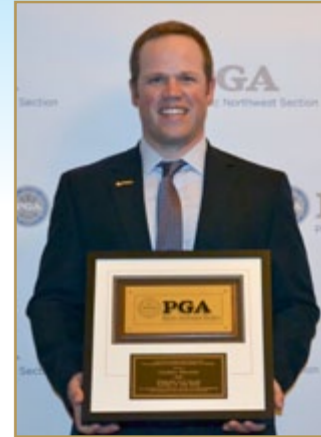
Throughout the evening our chapter winners were recognized for their accomplishments and the Section honorees were each interviewed as they shared insight into their success. The interviews were both entertaining and educational with more than a few ideas floated that will be copied by audience members.

The new ceremony and preceding reception provided the opportunity for families, co-workers and friends to share in the celebration. More than a few groups were seen posing for pictures in front on the PGA logo photo

backdrop to commemorate the evening. Only the red carpet was missing!

A special thank you to TaylorMade Golf for supporting the evening and to our host, Royal Oaks Country Club for their hard work preparing for the celebration. Please plan to join us next year as we honor our next group of outstanding professionals.

[Click here](#) for more information on our award winners.





## HOLK'S HIGHLIGHTS

### Spotlight on Mark Sursely

Mark Sursely is the 2013 PNW PGA Merchandiser of the Year - Private Facility



- **Facility:** Overlake G&CC
- **Background:** Originally from Snohomish, WA, Mark worked under his dad - Tom Sursely - for six years at Mill Creek CC. "He was always looking outside the box. I think I got his creative mind." Mark worked at Aldarra GC from 2001-2006, followed by four years at Kuki'o Golf & Beach Club in Hawai'i, before moving back to the mainland and Overlake G&CC in 2010.



*"The pro shops that I have managed and owned have always had the current trends, great presentation and catered to my particular members' wants and needs."*

Mark's unique approach to merchandising includes specially licensed Seattle sports merchandise and a creative remodel of the golf shop to include a members' bar. When he took over the pro shop in 2010, it was an easy landmark to miss. So Mark put in a bar with three big screen TV's, snacks and cold drinks. "Everyone thought I was nuts," he says, but the unconventional idea was a success. "It not only resulted in massively increased traffic patterns... but increased pro shop and food and beverage sales." It also leaves a memorable impression.

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# CANDIDATES FOR SECRETARY

## Introductions

*This month begins the monthly articles written by the candidates for Secretary of the Pacific Northwest Section. Please read them and use them to inform your choice for Secretary at the fall general meeting.*



Hello! My name is Greg Morris. I am a proud PGA member from the Western Montana Chapter and the Head Golf Professional of Iron Horse Golf Club in Whitefish, Montana.

I am the son of a Golf Course Superintendent and the grandson of two unbelievable left-handed golfers from Allenmore Golf Club

in Tacoma. My father's superintendent career was an impressive 40 years at Foster Golf Links, retiring in 2012. Clearly Hall of Famers Ockie Eliason and Bill Alliment have been close to my family and had a hand in shaping the person I am today.

As for myself, I was born in Seattle and graduated from Hazen High School in Renton in 1992. I played baseball for Bellevue College from 1992 – 1994 and once my college career was complete I got my first start in the golf business under the watchful eye of Pete Guzzo, at Jefferson Park Golf Course in Seattle. I was fortunate enough to get hired on at The Golf Club at Newcastle in 1998 and helped open the doors to an amazing facility.

In 1999 I moved on to work for Discovery Land Company, which gave me the opportunity to travel and help open many golf clubs around the U.S. and Mexico. I have been involved in opening the Vaquero Club in Dallas and The Hideaway and Madison Club in La Quinta. My travels have also taken me to El Dorado Golf & Beach Club in Cabo San Lucas, Mexico and Kuki'o Golf & Beach Club on the Big Island of Hawaii. I am very proud to say that for the last 10 years I have been the Head Golf Professional at Iron Horse and hopefully will be here for the next 25 years.

Family life is important to me; I have a wonderful wife Jessica and three beautiful children Kylee, Kiyomi, and Braydon. Kylee is 20 and currently a sophomore at the University of Washington, Kiyomi is 19 and a freshman at the University of Washington, while Braydon is 7 and keeps me on my toes every day with his energy.

### Why do you want to be Section Secretary?

I have served on the Western Montana Board since 2008 and the Section Board since 2010; during this time I feel we have made many changes to enhance the Western Montana Chapter through organization and communication with our members.

I believe communication is essential for our Section and having all five chapters 1,100 Professionals working together is where it needs to start. I have the energy and the work ethic to take on the role of Secretary and honored that I'm even considered for just a role.

I think of myself as an open minded person that is very approachable and like to view things from all angles before coming to a decision. I look forward to, if given the opportunity, diving into the challenges that face the Pacific Northwest Section today and years to come.

"Play the game, Teach the game, Promote the game, and show measurable results"

Gregory C. Morris  
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Iron Horse Golf Club  
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# PGA

Pacific Northwest Section

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## CANDIDATES FOR SECRETARY

### Introductions



It's truly an honor and very humbling to be nominated by the Western Washington Chapter as a candidate for Secretary of the Pacific Northwest Section. I am extremely fortunate to be able to spend the next few months getting to know more about each of the chapters, the professionals in those chapters, and spend time with a great PGA Professional from the

Western Montana Chapter and Iron Horse Golf Club Greg Morris working together to find out what is in the best interest of the Section and for you as a PGA Member.

I have been a PGA Member for more than 16 years working at Resort, Private facilities and most recently a Public golf course. While most of my time as a PGA Member has been in the Western Washington Chapter I did spend seven years in the Central Washington Chapter. My involvement in governance started early in my career when I was asked to chair the Junior Golf Committee for the Central Washington Chapter a position I held for almost 4 years.

Upon returning to Western Washington in 1999 I knew right away I wanted to serve as a director so I was elected and spent 2 - two year terms as a Chapter Director. After taking a year away I knew I wanted to serve again and ran for Secretary. During my time as a Director or Officer I have served as the Chapter chair for Employment Services, Education, Teaching and Orientation. Also during this time I have served on the Section Rules Committee (since 1998) and spent one season as the Section Junior Golf Chair. I feel confident that my past experiences have prepared me to take the next step and serve as your Secretary and eventually the President of the Pacific Northwest Section.

#### Why do you want to be Section Secretary?

I want to work with the Section and Chapter boards and staff to pave a path for future professionals that is focused on growing the game, giving PGA Professionals tools to make their jobs better and bring more value to the badge.

With the recent increased ADP funds coming from PGA National I believe now is the time to look at our programs and develop programs that benefit us. As a Section we have the best Tournament program in the Nation and I believe we need to see these programs continue to stay strong but I also believe we need to find a way to give some benefit to the Professional who just can't compete. While I understand every Chapter is different and every professional has different needs I am committed to find out what is important to the majority and working with committees and staff to make your PGA Membership a true benefit to you.

Thank you for the opportunity to get to know me a little better and please feel free to call (360-652-9676 ext 41) or email ([ssgolfpro@msn.com](mailto:ssgolfpro@msn.com)) me with questions or comments you may have about me or my experience and I look forward to our chapter visits in the future.

Steve Stensland  
Certified PGA Professional  
Kayak Point Golf Course  
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(360-652-9676 ext 41)

## MEMORIAM



### James A Pulliam

September 20, 1955—March 14, 2014

James Allan Pulliam, 58, died on March 14, 2014, in Tulalip, Washington, from injuries sustained in a workplace accident. Jim became a PGA member in 1985 at Snohomish GC. Upon the opening of Battle Creek GC in Marysville, Jim moved to the new course as the head professional in 1991, and he was working at the course at the time of his death. [View and sign the guest book online.](#)



# MINDFUL MENTORING

Monte Koch, PGA

Player Development Regional Manager



If you're a parent, a teacher of golf, a sports coach or a mentor, you have likely worked hard to help your student/child/player see more than they currently see in terms of their potential, the possibilities. At the same time, you may have attempted to help them pay less attention to the roadblocks and hurdles in their way. With that in mind, who is doing

the same for you? [Watch this video](#) to get a true picture of what a "mindful mentor who believes in someone else can do." [See 11:50-end] ***Who is your mentor or coach nudging you to MINDFULNESS about the very same things in your life, your career and/or your business? Who believes in you?***

Before I go any further, let's answer the question:

## What is mindfulness?

A working definition is this: "a state of open attention in which you observe YOUR thoughts, feelings, and ideas FROM A DISTANCE without judgment and with the idea of remaining focused on the present moment." Here are two ways that can help make this concept easier to grab ahold of:

- It's the opposite of "mind-empty"! Mind empty is sitting in front of the TV and thinking of nothing in particular, wandering from what's on the tube, to what to eat for dinner, to why the price at the pump went up again today. MINDFUL is intentionally engaging your brain. MINDFUL is focusing on the task at hand, or having the clarity to see opportunities and with vision.

- It's moving away from superficial thoughts to being present and aware, while at the same time not being "tied down by unproductive tasks or bad habits" that kill the game-changing results we want to occur.

## How does mindfulness apply to mentoring?

Thinking back to the times when you've been a parent, coach or teacher who was looking to mentor or "coach up" another person, you likely had the mindfulness to help them because you weren't in the trenches worrying about emotions, feelings, or "what people think." You likely were able to see things better from a big picture, or birds-eye view for them. Hopefully they listened because of your sincerity, your genuine concern, and their knowledge that you wanted what's best for them.

Now, back in your own life (or me, back in mine), mindfulness is not so easy, is it? When I'm looking at my own life, my own career, etc., it's much more difficult to have this clear view. Instead of mindfulness, there are "four distractors" that typically fight us and rob us of our productivity, our creative vision and our ability to create a true, "win-win" situation for ourselves, our family and our employer. (Of course, there are more, but let's focus on the most obvious.)

- **Self-Fulfilling Prophecy (SFP):** The sneaky limiter for all of us. It is a false definition of the situation evoking a new behaviour which makes the original false conception come "true". SFP can come from others, from our own mind or elsewhere.
- **Naysaying:** Naysayers are not usually other people. They are the voices in me that say I'm fooling myself; I'll never be successful; I'll ultimately have to retreat in defeat or "punt" when this effort fails.
- **Skepticism:** Similar to naysaying, this is the voice of others (either heard or felt non-verbally,) that says, "You won't be successful, that program won't work... that's a waste of our time..."

- **Self-Doubt:** Have you ever heard of the story of David versus Goliath? This is the classic tale of the underdog who battles the giant. You may be the underdog in your current situation, but instead of doubting yourself you need to be able to see yourself as a solution provider.

To relate the concept of mindfulness to what I believe is the "highest and best use of a PGA Golf Professional", I'd like to pull out another concept from Coach Valvano's video and see how the questions in that video might apply to you and I in 2014. When it comes to your facility's efforts on player development (customer creation, customer retention, community management and creating revenue,) please ask yourself these questions:

- Where did I/we start? (Are we still there?)
- Where am I/we? (Can we afford to stay here?)
- Where do I/we want to go? (Where do we NEED to go?)
- What effort(s) with the equivalent of "cutting down the nets" are there for me/my facility?
- How do I communicate my vision and who do I include in it?

I believe strongly in my role (and my opportunity,) as a Player Development Mentor for PGA members and apprentices in the PNWPGA Section. Let me know what I can do to help you soon.



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



## EMPLOYMENT SERVICES

by Carol Pence, PGA

PGA Employment Consultant



### Spring Has Sprung

This is a time in our Section that lends a different definition to the word “twitter”, as birds outside our windows begin chirping away at 5 a.m. The natural world around us has begun announcing itself with the sun shining, winds breezing, flowers blooming— all indicators that spring has sprung.

My challenge for you is to look at your business like a gardener. You should be planting the seeds for a new season. Find out what actions are necessary for this season to bear fruit and watch for those that stunt growth. Here’s a tip—and I think most employers will agree—people skills are vitally important.

“Make it all about them”. Everyone you deal with wants to matter to you, the golf pro. You are the sun in the world of your golf shop. Share your smile and warmth with each one of your customers. Show that you care because if you ignore any one of them, your garden will not thrive.

Your customers are each unique flowers—take the time to know and understand each one. It has to be more than knowing their name. Learn their preferences. Do they like to ride or walk? Carry or push a cart? Warm up at the range

or hit just a few puts? Carry a seed bottle that needs filling before the first tee? What type of golf ball do they prefer to hit? Getting to know your customers will help you cultivate a better experience for them.

Like a garden, all relationships need maintenance and care. Communicate with staff, vendors and members/customers on a weekly basis. While we tend to give more attention to the negatives or squeaky wheels, make sure to communicate to all and often. It can also be prudent to know current events. Stay on top of the news as it will allow you conversation topics with your members/customers which allows you to deepen those relationships.

Communicating on a deeper level with your members can help you nip problems in the bud. One of the big reasons that golfers give up the game is due to lack of playing partners. Most everybody wants to be part of a group and it is part of our charge to make that happen. You and your staff must pay attention in order to identify those customers who are seeking to belong to a group, and help facilitate that happening, before you lose them.

Each of these ideas are part of the vast array of ingredients that go into the start of a new season, ingredients that will help us grow and others that will test and make us stronger.

Respectfully,

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

## MEMBERS ON THE MOVE

by Jennifer Dodd

Tournament & Membership Administrator

### Welcome, New Apprentices!

- Justin Naughton — Bear Creek CC
- Aaron Oakley — RiverRidge GC
- Andrew Shaub — Harbour Pointe GC
- Anthony Wik — Pumpkin Ridge - Witch Hollow

### Employment Changes

- Thomas J. Berg (A-1) — from Cascade Golf Events to Awbrey Glen GC
- Nicholas C. Burrington (A-1) — from GolfTEC Bellevue to Interbay Golf Center
- Darrell S. Mead (A-20) — from Dick’s Sporting Goods to Pelzer Golf Supply
- Michael M. Palen (A-6) — from Sunriver Resort to Rivers Edge GC

### Welcome to the Pacific Northwest! Changes IN to the Section

- Travis A. Olson (A-8) — from South Florida Section to Rock Creek Cattle Co.
- Michael Williams (A-1) — from Rocky Mountain Section to Longview CC

### Changes OUT of the Section

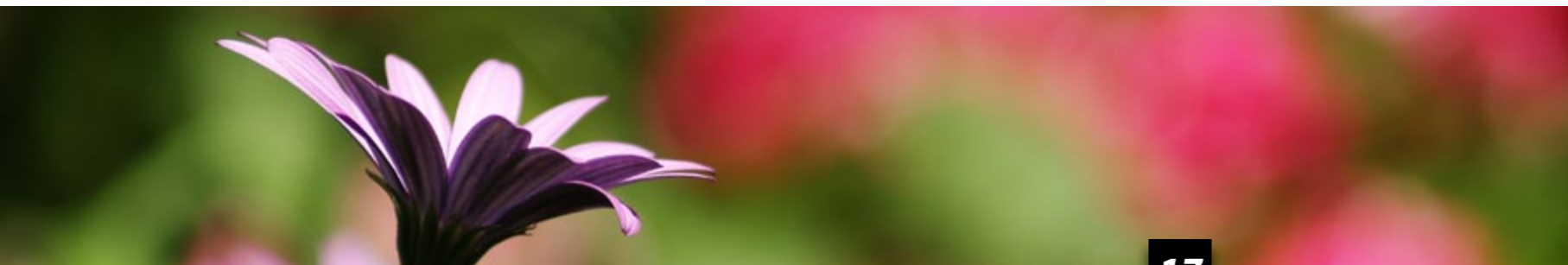
- Tyler W. Jones (A-13) — from Olympia C&GC to Rocky Mountain Section

### New Quarter-Century Members

- John F. Bowen
- Edward Fisher
- Scott Galbraith
- Danny R. Moore
- Bill Rosholt
- Rex T. Schultz

### New Half-Century Member

- Thomas E. Denham





# ZERO SUM GAME

Blake Parrish

BP Financial Associates



## How to Make a Zero-Based Budget

When you're in charge of running daily operations, playing professionally, flawlessly executing an annual golf school, or simply teaching the value of the game to local players—you need a road map, right? More often than not, you'll have a budget lead the way. Especially when you charge

a fee for your professional services offered. Intangibles are always difficult to price, but I'm certain you are giving value for the work you do for your boss, student, or customer.

That's the zero-based budget in a nutshell. It will keep you on the path to riches, but you must follow it if you are going to find what you are looking for and avoid the pitfalls in the golf industry.

### What is a zero-based budget?

The concept of a zero-based budget is simple: income minus outgo equals zero. If you earn \$3,000 a month, you want every item that you spend/save/give/invest to all equal \$3,000. That way, you know where every one of your dollars is going. Not knowing where the money's going is what kills a lot of people's money situations. They just look up one day, and they have no money—and no clue about where it went.

### So here's how you do it.

**On one side of the page, list all your income sources for the month.** That includes paychecks, tips, lesson cash,

tournament winnings, and so on. If it's money that comes into your household's bank account, write it down and tally it up.

**On the other side of the page, write down every single expense you have each month.** Rent, food, cable, phones and everything in between. Your

expenses vary from one month to the next, *which is why you make a new spending plan each month.* A gift budget might be high in December and low in April. The car budget might spike in the months when you have to renew the tags and pay insurance. Focus on one month at a time.

Once you have the income and outgo listed, don't be shocked or worried if they don't balance each other out. All that means is you must do something to bring one of the numbers up, the other down, or both. But whichever you do, don't spend anything that's not on that paper. If you budget \$100 for eating out and you're already at \$95, look on the dollar menu of a fast-food joint for your lunch. *Don't spend in violation of the plan.* If you spend more than you make, then you need to make some cuts in order to make your income and outgo equal.

Something about a zero-based budget: *You must have zero dollars left over.* If you fill out every item in your budget and come out \$100 ahead (meaning you have nothing for that \$100 to do), you haven't finished your budget. You must assign that remaining \$100 to something. Whatever

*You swing your best when you have the fewest things to think about.*

— Bobby Jones



you decide is up to you, but if you give it no name, it will be spent carelessly and you'll end up scratching your head over that missing \$100 you thought you had.

### Online Tools

I personally use [www.mint.com](http://www.mint.com) to set up my budget because I can trace every dollar from a number of sources that serves as a ledger. Then each quarter I put those figures on a quarterly P&L statement to see how I'm

doing. My boss at The Ritz Carlton used to always say, "You've got to know what the score is if you're going to win." [Here is another one](#) of a number of good online budgets that you can use to slide the dollar amounts until zero dollars remain (print it out to hold yourself accountable). Some even go so far as to put monthly cash in envelopes for each item on the budget and when the cash is gone you're done spending for the month.

One last thought to leave you with as The Masters kicks off this month. Do you think Bobby Jones used a budget in creating this venue in Augusta, Georgia? How has that worked out!



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