



PGA

Pacific Northwest Section

ForeWordPress

E-Magazine of the Pacific Northwest Section PGA

JANUARY 2014

Happy New Year

A festive background featuring a dark night sky filled with exploding fireworks. The central firework is a large, bright yellow and orange burst. Two other large blue fireworks are positioned on the left and right sides. The words "Happy New Year" are written in a cursive, blue, sparkling font across the center of the image, overlaid on the fireworks. The entire scene is framed by a border of small, white, star-like lights.

CONTENTS

PRESIDENT'S REPORT

Marcus King

CEO's REPORT

Jeff Ellison

THANK YOU TO OUR SPONSORS

UPCOMING EVENTS

2013 FINAL PLAYER OF THE YEAR POINTS

HOLK'S HIGHLIGHTS: DAN HILL

IS BEING "GOOD" HOLDING YOU BACK FROM GREATNESS?

Monte Koch

EMPLOYMENT SERVICES

Carol Pence

EVERYONE ROOTS FOR THE UNDERDOG - SO SHOULD YOU!

Blake Parrish

2014 SECTION SCHEDULE

Protect Your Game
Available to all golfers mid October!
Get health, fitness, and injury prevention information from
Hospital for Special Surgery, the nation's #1 orthopedic hospital
www.hss.edu/hssgolf

Look up common conditions affecting golfers

Easy-to-follow, unique videos

Promote ideal body movement and prevent injury

Easily access injury prevention tips

HOSPITAL FOR SPECIAL SURGERY PGA

Official Hospital of The PGA of America

PRESIDENT'S REPORT

by Marcus King, PGA, CCM, CCE

A PGA Professional's New Year's Resolutions



You gotta love this time of year: absolute unrepentant indulgence in celebration of the birth of the greatest man in history, followed by the purging of one's soul and sins on the heels of a binging orgy of decadence, black outs, and photos on Facebook that make you slap your head like Homer Simpson with the quintessential "Doh!" God, I love America!

Of course, PGA Professionals are immune to such base behaviors. We represent all that is good about humanity, we seek to help the populace enjoy their down time with a six mile hike swinging a one pound weight chasing a small white ball toward a tiny hole, and we are generally regarded as "good people" in society.

In the spirit of continuous improvement, which has been our mantra on your Pacific Northwest Section Board, I present to you:

Top Ten New Year's Resolutions for PGA Professionals

1. Play more – We are golfers, plain and simple, and you need to play a credible game of golf to perpetuate the mystique and professional golfer aura that surrounds our collective PGA badges. Find time to book practice and play on your schedule, and as WWCPGA President Steve Stensland said recently, "Play 1 More Event."

2. Teach more – We are the preeminent teachers of the game; our customers and members rely on us to help them enjoy the game and to keep them continuously improving. Sound familiar? Also, whether our employers know it or not, teaching the game makes golfers happier, and happier golfers return to where they are happy. Easy formula!

3. Promote the game more – This takes many shapes

and sizes, and if you ask our famous Player Development Representative Monte Koch, he will tell you that this takes many dimensions. By playing and teaching more, you are promoting the game. When you speak at your local school, or Chamber of Commerce, or community event, you are promoting the game. When you behave professionally in all spheres of your life, you are promoting the game by being a role model. Write down how you will promote the game in ways you have not done before and get after it!

4. Write down and reference your SMART goals – Your PGM program already beat this one to death, and you have read it your entire life: if you write down and reference your goals, you will be much more successful than if you don't.

5. Learn the 13 high-trust behaviors and teach them to your colleagues at your facility – I referenced these Stephen M. R. Covey behaviors earlier last year and they bear repeating as I personally believe them to be very powerful and as close to a "life code" that you will find for PGA Professionals: *Talk Straight, Demonstrate Respect, Create Transparency, Right Wrongs, Show Loyalty, Deliver Results, Get Better, Confront Reality, Clarify Expectations, Practice Accountability, Listen First, Keep Commitments and Extend Trust.*

6. Teach the 9 First Tee Core Values to your juniors – I was privileged to spend some time on the First Tee of Greater Seattle Board of Directors, and these values permeated everything that we did. They are a great adjunct to the 13 High Trust Behaviors listed above and bear constant reference: *Honesty, Integrity, Sportsmanship, Respect, Confidence, Responsibility, Perseverance, Courtesy and Judgment.*

7. Reach out to your community – Find a cause and commit some time and money to it. My community commitment is Special Olympics, but there are tons of great, local non-profit community groups that can use your helping heart and hands. If your employer won't give you time off to participate in your community, let me know and I'll write

you a permission note.

8. Get involved in your Association – The badge doesn't stay bright and meaningful on its own. As a PGA Professional, it is expected that you won't just pay your dues and plow through 54 MSR's, but that you'll help to make the PGA a better organization for the common good. Volunteer for a committee or as a rules official, or help out a Pro Am or local PGA event, or help introduce potential sponsors, or help lead the Association. March proudly in the parade alongside your fellow professionals; don't let the clowns come along and give you a wedgie on the sidewalk of life.

9. Develop your "inner leader" – Whether you know it or not, or whether you want to be or not, you are a leader. Your golf playing and teaching abilities and your ability to become a PGA member MADE you into a de facto leader. Go ahead and take the next steps to becoming a universal leader and challenge your comfort zone.

10. Pick a project for your continuing education – I just plunked down my \$350 to begin my Certified Professional quest for 2014; won't you join me? At 52 years old, my brain is running out of RAM space, but I'm going to try to cram some more education into my sloughing brain. In fact, I plan on continuing my education until you pry the burning MSR from my cold, dead hands.

These ten resolutions will make you more valuable to yourself, to your family, to your community and to your employer, and will make you all but "fireproof." You have a blank slate today, so won't you take some time to really commit to some of these resolutions?

Spring for me always starts on December 21st when the days begin to get imperceptibly longer, so my clubs are shined, I've booked my first lesson, I turned in my Pro Am allocation sheet, and I'm ready to roll!

See y'all on the first tee!

— Marcus King

CEO's REPORT

by Jeff Ellison, PGA

CEO



to an exciting 2014.

President King's "Continuous Improvement" theme will guide our Board Planning Session starting with the development of our Mission, Vision and Values to guide us as we navigate the challenges ahead. The year ahead will bring many opportunities for your Section to enhance our services to you. A number of National initiatives will provide the Section with additional resources to improve our programs and your Board of Directors will be hard at work during the Planning Session to make the best of these opportunities. Coordinating Section and Chapter initiatives, our new Special Awards process and ceremony, a review of "sun-setting" needs and potential new initiatives are all on the agenda.

The new Section and Chapter Special Awards process is about to yield its first class of winners when the Board of Directors votes on the Committees recommendations on January 7th. You can be confident that the effort at first the Chapter level and secondly at the Section level has been focused on identifying the most deserving winner of each award. I've been fortunate to observe along the way and when you read the summary of each winner's bio in next month's issue you will agree that we have an impressive group of committed professionals being

recognized as your very best of 2013. It is very impressive to see that a number of these professional would have flown under the radar in the old process! The Committees are reviewing the process and you'll see a few minor adjustments for 2014 to ensure this process continues to seek out and identify our best and brightest stars.

The new Special Awards Ceremony is slated for Sunday evening, March 16 and will combine a reception and ceremony recognizing all our Section and Chapter winners. We are finalizing the details but the goal is to allow our winners will be able to include their family, employers and friends in this special evening. All Chapter winners are encouraged to attend and be recognized for a great year in 2013.

As you finalize your own facility and personal business plan for 2104 I hope your theme will be to Play, Teach and Promote this great game.

- **Play the Game:** Please include participation in one of the outstanding events conducted by your Chapter or Section in your schedule. From the Pro-Ams, to the Pro-Assistant, to our Major Championships to our destination pro-ams, there is something in our schedule of 230 events that works for each of you.
- **Teach the Game:** As you teach the game, capitalize on the National marketing effort and theme for Get Golf Ready. Translating swing instruction into developing "golf" knowledge simply makes sense. The data on retention rates and participation back up the claims that this program is good for you and your facility. Use it!
- **Promote the Game:** Promotion at a base level is just being a great PGA Professional. If you are the person your members want to talk golf with, the person they want to play with, the person they want to go on a golf trip with then you are promoting the game every day! Don't forget the importance of showing your

employer what you do every day to make their facility and their personal golf experience better. There are tools on PGALinks under employment to help you with this process.

As we head into 2014, please watch your emails and our web site for news and announcements on the programs and initiatives we offer to help make your PGA experience valuable to you. Please never hesitate to give us a call if we can ever be of service.

—Jeff Ellison, PGA



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



Silver Sponsors - over \$5,000 per year



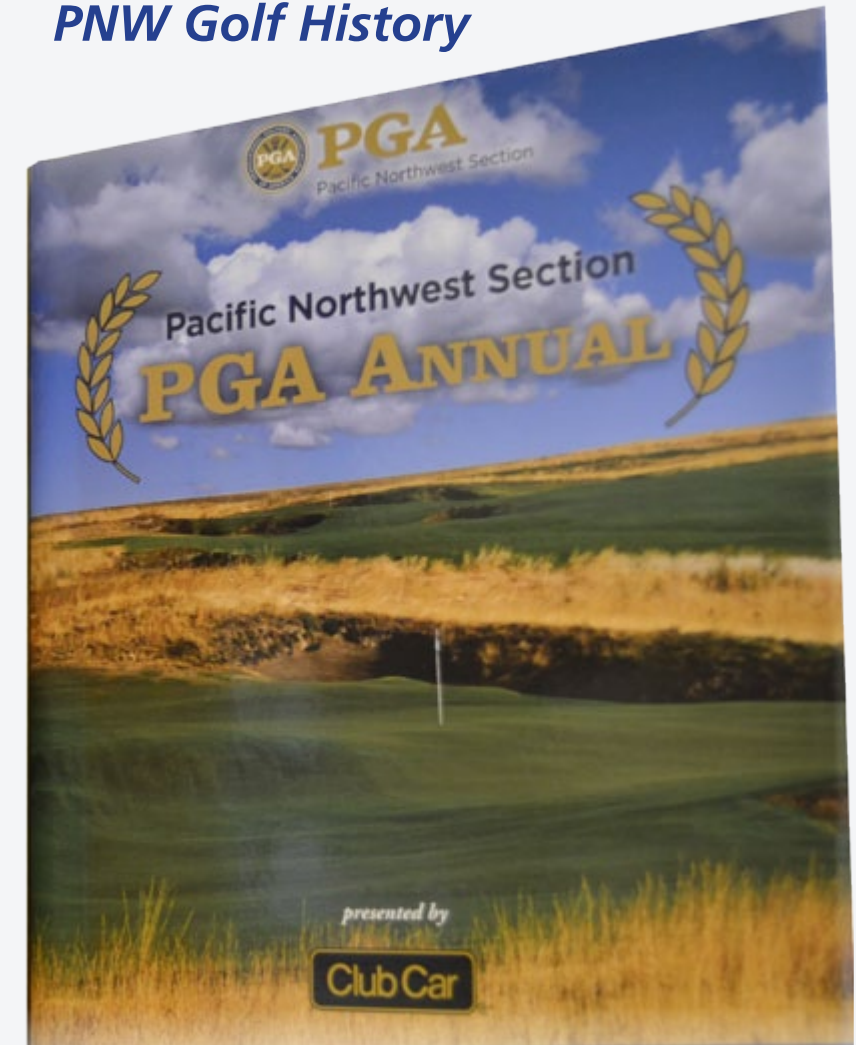
Partner-Level Sponsors



National Sponsors



Include Your Club in PNW Golf History



Record your club's champions alongside those of the PNW PGA and Pacific Northwest amateur association champions! With your listing fee of \$200, we will publish your club name and logo, head PGA professional, club officials and club champions. We will also include up to two photos - what a great way to honor your Men's Club and Women's Club champions! Submit your information online at pnwpga.com and be part of this popular publication.

WINTER EDUCATION

DATE	EVENT	LOCATION	MSRs AVAILABLE
January 20, 2014	PGA Youth & Family Golf Summit	Orlando, FL	PGA Education
February 10-12, 2014	Bandon Playing Workshop	Bandon, OR	PGA Education
February 17-18, 2014	Nike Mentoring Conference	Portland, OR	PGA Education
February 24-25, 2014	Sweet 16 Education Seminar	Coeur D'Alene, ID	PGA Education

EXPERIENCE THE POWER OF THE *NEW* YOUTH & FAMILY GOLF SUMMIT!

MONDAY, JANUARY 20, 2014 | 7:00 a.m. - 6:00 p.m.
ORANGE COUNTY CONVENTION CENTER | ORLANDO



PGA

Youth & Family Golf Summit

INVEST IN YOURSELF AND YOUR FACILITY:

- Drive More Money to Your Bottom Line
- Discover Ways to Get More Families Playing Golf
- Learn the Latest Insights to Create Programs for All Skill Levels

PGA/LPGA members and PGA Apprentices **\$249** | Non-Members **\$289**

A discounted price of **\$200** for PGA/LPGA Members and Apprentices available NOW through December 2nd!



For More Information and to Register **TODAY**
Go to PGALinks.com/YouthSummit

UPCOMING EVENTS



Holcomb¹n-One

presented by Grant Holcomb

Las Vegas Pro-Am

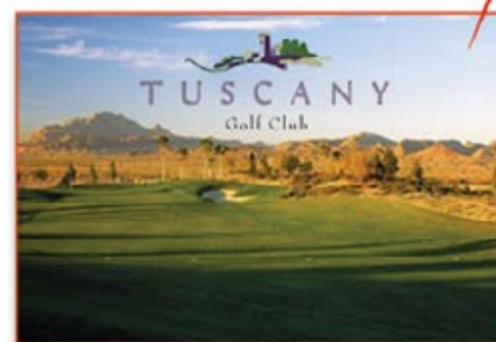


Play the best courses that the Las Vegas area has to offer. We will be playing **The Legacy GC, Tuscany GC and Anthem CC!** Tournament headquarters for this exciting event will be Monte Carlo Resort & Casino. Join us March 9-13, 2014. Included in the price of this trip:

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

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

[Click here to enter!](#)



- Limited to the first 24 teams.
- Cost *: \$1,545 / \$1,750 single occ. / \$1,410 no room



brought to you by:
ANTIGUA



2013 FINAL POINTS LISTS

PLAYER

ASSISTANT

SENIOR

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



Represented by:

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

STERLING CUT GLASS

Trophies, Awards & Tournament Gifts

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



	Professional	Points
1	Prugh, Corey	527.50
2	Feenstra, Tim	502.50
3	Coston, Jeff	457.50
4	Grove, Russell	367.50
5	Malby, Ryan	360.00
6	Griffin, Chris	323.50
7	McCoy, Casey	322.50
8	Thornton, Brian	295.00
9	Benzel, Ryan	288.50
10	Erdmann, Scott	272.50
11	Black, Darren	256.66
12	Sharp, Brady	225.00
13	Kearney, Brandon	202.50
14	Nosler, Brian	196.00
15	Robydek, Tony	185.00
16	Krieger, Scott	182.50
17	Aichele, Jason	178.50
18	Phay, David	167.50
19	Gibbons, Rob	162.50
20	Manley, Greg	146.66
21	Runge, Mitch	129.16
22	Sweet, Tyler	121.00
23	Immordino, Josh	120.00
24	Kasch, Mike	112.50
	Roters, Mike	112.50
26	Pence, Todd	109.17
27	Moe, Clayton	92.50
	Gardner, Mark	92.50
29	Erwin, Todd	80.00
30	Korn, Joe	77.50
	Fox, Trevor	77.50
32	Milne, Chuck	75.00
	Hinkle, Lon	75.00
	Schoner, Mike	75.00
	Ables, Clint	75.00
36	Stewart, Bruce	67.50
37	Walsh, Brent	65.00
38	Sovay, Tom	57.50
39	Allred, Adam	55.00
	Coleman, Keith	55.00

	Professional	Points
1	Prugh, Corey	565.00
2	Kearney, Brandon	537.50
3	Erdmann, Scott	406.00
4	Griffin, Chris	397.50
5	Grove, Russell	385.00
6	Immordino, Josh	362.50
7	McCoy, Casey	335.00
8	Malby, Ryan	325.00
9	Pence, Todd	290.00
10	Sharp, Brady	282.50
11	Feenstra, Tim	261.67
12	Roters, Mike	257.50
13	Stevens, Bryan	217.50
14	Runge, Mitch	196.00
15	Ables, Clint	195.00
16	Siesser, Derek	192.50
17	Moe, Clayton	145.00
18	Dahl, Ryan	130.00
19	Franklin, Darek	123.50
20	Baker, Luke	92.50
21	Stewart, Bruce	90.00
22	Allred, Adam	81.67
23	Tucker, Colin	75.00
	Harrison, Taylor	75.00
25	Ferris, Taylor	67.50
26	Lisk, Chris	65.00
27	Henry-Cano, Issac	55.00
	Rodgers, Nick	55.00
29	Spurgeon, Rick	50.00
30	Faller, Brad	48.50
31	Carlson, Colin	45.00
	Aichele, Jason	45.00
33	Mazurek, Bobby	40.00
34	Lawrence, Mark	35.00
	Grafos, Michelle	35.00
	Walsh, Josh	35.00
37	Kauffman, Doug	32.50
38	Burtner, Adrian	30.00
	Koch, Chris	30.00
	Raihl, Aaron	30.00

	Professional	Points
1	Coston, Jeff	630.00
2	Fought, Jeff	435.00
3	Sovay, Tom	415.00
4	Gibbons, Rob	270.00
5	Staskus, Tom	267.50
6	Krieger, Scott	261.00
7	Carey, Tom	193.50
8	Haney, Fred	180.00
9	Murray, Brent	171.00
	Stewart, Bruce	171.00
11	Marsh, Jeff	158.50
12	Milne, Chuck	148.50
13	Bowen, Steve	147.50
14	DeLong, Mike	140.00
15	Cravens, Scott	127.50
16	Erwin, Todd	122.50
17	Westling, Ted	120.00
18	Comella, Ray	105.00
19	Doxsie, Doug	100.00
20	Givens, Mike	96.00
21	Gardner, Mark	90.00
22	Whitney, Buster	85.00
23	Prugh, Steve	75.00
24	Coombs, Kevin	70.00
25	Repass, Chris	62.50
	Reuhl, Steve	62.50
	Stull, Steve	62.50
28	Peccia, Joe	57.50
29	Davis, Brian	56.00
30	Toll, Mike	50.00
31	Keating, Mark	45.00
	Tolbert, Gordon	45.00
33	Bobillot, David	40.00
34	Carranza, Joe	37.50
35	Larson, Rick	30.00
36	Cobleigh, Paul	27.50
	Tindall, Bill	27.50
	Runge, Kris	27.50
	Cline, JD	27.50



HOW COME THERE'S

SO MUCH LEASE

LEFT AT THE END OF
YOUR GOLF CAR?

You deserve better.
Does your fleet have:

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

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

OREGON

Pacific Northwest Yamaha
800-331-9910

CENTRAL & EASTERN WASHINGTON

Northwest Golf Cars
509-328-5838

WESTERN WASHINGTON

Northwest Yamaha
800-659-7843

Test us against the rest at: maythebestcarwin.com

HOLK'S HIGHLIGHTS

Spotlight on Dan Hill



- **Facility:** Broadmoor GC
- **Hometown:** Spokane, WA
- **University:** Graduated from the University of Washington
- **Year Became a PGA Member:** 1985

Meet New District 14 Director, Dan Hill!

"I appreciate the opportunity to represent the Pacific Northwest Section as well as our friends in the Southwest. Following the likes of Bill Rosholt, Brian Whitcomb, Roger Wallace, Kevin Lewis and Michael Haywood in this position puts a huge burden on me to do it right. I vow to do my best to represent well."

You were previously President of the Pacific Northwest Section. What similarities and differences do you expect in your role as District 14 Manager?

"One of the most interesting things is that although the scope changes from Chapter to Section to National, the issues look very much alike. Playing opportunities for members, requirements for the MSR program and education are all on the menu. National discussions may include more 0's in the budget but the main goal is ALWAYS how to make things better and to offer meaningful opportunities to the grassroots PGA Professional. Sometimes it is a swing and a miss to that point but I can tell you the intent from the Board and the Staff is truly that."

What do you feel is your best accomplishment to date?

"I would have to say passing the PAT in 1984. While not a big deal to many, it was the hardest thing I did in becoming a member. To that point, I would not want to carry the PGA badge if I had not jumped that hurdle and would probably have followed a different career path. I feel as though it is imperative that we protect the qualifications we have to become a member. We should play, teach and promote this great game."

Who was your greatest influence in golf?

"Being mentored by Bill Tindall, the time I worked for Bill shaped my career and influenced my life. I still rely on skills and traits that were displayed to me every day by the consummate PGA Professional. I try to exemplify as much of his teaching as I can."

ANTIGUA®
PERFORMANCE APPAREL



PERFORMANCE-72

PERFORMANCE · GOLF · FASHION

Grant Holcomb
503.539.4369
golfholk@comcast.net



INTRODUCING ANTIGUA'S PERFORMANCE HYBRID GOLF SHIRTS

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

Is BEING “GOOD” HOLDING YOU BACK FROM “GREATNESS”?

Monte Koch, PGA

Player Development Regional Manager



When I was a young man, I distinctly remember my Dad telling me, “Son, you’re not great at any one thing, but you’re sure good at a lot of things.” At first, I didn’t understand how to take his comment, but with a bit of explanation from him, it became clear he meant it as a compliment. In truth, I believe he was right, but to this day, I still want

to be great at something.

Question 1: How about you? Are you good?

It would seem terms such as “good” and “OK” have somehow become synonymous in our culture. Think about it, how many things do we consume every day that are “good?” Nearly everything—as consumers, whether it’s for coffee, a steak or anything else, we are generally only happy when our “minimum standards or expectations are met.”

In other words, as consumers we are not impressed by good taste, good pricing, good service or good effort. Like our customers and members, we don’t give a positive online review, or make positive Facebook comments, for anything good. Why? Because good is average, adequate and maybe even mediocre.

Question 2: Are you happy with good?

In the early 2000s, the well-known business author, Jim Collins, wrote a ground-breaking book called **Good to Great**. To write the book, Collins brought together a large team of researchers to study corporate organizations that went from good to great, with great being defined “bottom line results and profitability.” Early in

the book, Collins stipulates, with strong supporting case studies, that “good is the enemy of great.” In other words, too many people think “mediocre” is good, and “good” is great. Refer back to question #2: Is your answer still the same? How do you feel about it now?

Question 3: Regarding your level of performance, what would the answer be if your supervisor, your employer (or your employees,) answered the question regarding their perception of you?

Would they respond that you act as if your “mediocre is good enough,” or your “good is great? In one of my former positions, I asked my supervisor if he was interested in the Certified Professional Program and the General Management track specifically. To this day, his reply still shocks me. “What could I learn?” was his reflexive answer. (He really believed it too. Really?)

Getting to Your Personal “Next Level”

If I’m honest, I believe I could be better at what I’m doing for the PGA, and for the members and apprentices I serve right here in the PNWPGA Section. I’d like to think my level of “good” is pretty solid, if not above but I know it’s not great by Collins’ definition.

Looking back to Collins’ Good to Great book, he references how leaders can actually influence their organization to new levels of performance, perhaps even that elusive greatness. Collins states these leaders follow this formula: Create a Culture of Discipline + Ethic of Entrepreneurship = Magical Alchemy of Great Performance.

In his book Collins’ stated the following, “Greatness is not a function of circumstance. Greatness, it turns out, is largely a matter of conscious choice, and discipline.” So, I guess I need to make a choice here (and I have to make it every working day, starting now.)

Guide for Winter Reading:

- Flight of the Buffalo (Soaring to Excellence, Learning to Let Employees Lead) | Authors: Belasco/Stayer
- Lovemarks (The Future Beyond Brands) | Author: Kevin Roberts
- Good To Great | Author: Jim Collins
- Great by Choice: Uncertainty, Chaos, and Luck--Why Some Thrive Despite Them All | Author: Jim Collins, Morten T. Hansen

Here I go: You know what? I still want to be great (at something.) So, for 2014, here’s my gameplan to make my good much better, (and maybe even great.)

Instill my own “Culture of Discipline”

- More discipline in use of my time (focus on more on the important, over the urgent)
- More focus on my business plan...again, important actions, connections matter most
- More follow-up and follow-through at every level
- Create and Follow an “Ethic of Entrepreneurship”
- More seeking for new concepts, better promotional tools and templates I can share with you, my customers
- More pushing to find (and share) success stories from our Section
- More effective communication method with my current customers, (to benefit their success)
- More creativity and ingenuity in every activity...to be more efficient, more effective in general.

Final question: Are you ready to take steps to be “better than good” in 2014, if not great?

Join me in trying.

—Monte Koch, PGA

Use your “PGA Member” Benefit: Monte Koch, Certified PGA Professional Player Development Regional Mgr/ Mentor**

PGA of America (Greater Seattle/PNW PGA Section)
Email: Mkoch@pgahq.com
Cell: 206/335-5260

EMPLOYMENT SERVICES

by Carol Pence, PGA

PGA Employment Consultant



Coming Back Stronger

If you are any kind of a NFL football fan, you probably have heard of Drew Brees, the quarterback of the New Orleans Saints who led his team to victory in Super Bowl XLIV. He has amassed numerous career awards including Super Bowl MVP, NFL Offensive Player of the Year, NFL Comeback Player of the Year and a two-time Heisman

Trophy finalist. What may be most impressive about Drew Brees is the adversity he has overcome to become successful. He wrote a book titled, "Coming Back Stronger" that details the challenges he faced and how he coped with them. The epilogue of his book details some suggestions that can assist all of us as we begin this new season.

- **Find a mentor** – Drew suggests that every successful person had someone keeping them grounded and making a positive impact in their lives. Having someone else's shoulders to stand on is the best way to make you taller.



- **Don't give up** – Think of this, the worst thing in life is not getting knocked down; it's getting knocked down and not getting back up! No matter what hits you... get up! Once up, hold your ground and remember, commitment is when you refuse to give yourself an excuse.
- **Turn your defeats into triumphs** – Drew cites examples in his own life showing how the difficulties we face can unleash the power within us for good. The greatest opportunities in life may be the ones that test us the most.
- **Be flexible** – When things don't always go the way we plan, be flexible enough to know when you are being led in a different direction, and then go there with all your heart and passion to succeed.
- **Instead of Spectating, Be Ready** – Spending time on the sidelines just watching is not productive. Always utilize that time getting ready for the next play. So when the next opportunity comes your way (you never know when and where), make sure you have prepared to seize it.
- **Dream** – If your mind can conceive it, you can achieve it. It doesn't happen without help and often hardship and effort, however when vision mixes with work and commitment you'll be amazed at what you can accomplish.
- **Hope** – To recover after disappointment, you must believe in something bigger than yourself. Instead of relying on just, you need an object of hope. For Brees, God is the center of his hope, giving him strength and direction to stay on the right path.
- **See Adversity As an Opportunity** – Sometimes the tough times may be your best teacher. Seize the adversity, welcome it and let it make you stronger.
- **Be Courageous to take a Few Steps Back** – A step back is not necessarily a setback. Taking a few steps back may be what provides you the momentum to jump over an obstacle and get you to that goal.

MEMBERS ON THE MOVE

by Jennifer Dodd

Tournament & Membership Administrator

Welcome, New Apprentices!

Name	Facility
Taylor Porter	Avondale Golf & Tennis Club
Adam Barrows	Resort at Port Ludlow GC

Newly Elected Members

Name	Class	Facility
Issac D. Henry-Cano	A-8	Rainier G&CC
David M. Konitzer	A-8	Bandon Dunes Resort

- **Remember Who You Are** – Being well grounded in who you are can help ensure you will always do the small things well. Remember this and take one day at a time.
- **Finish Strong** – It's not where you start in life but rather how you finish. It is the last play that can make all the difference in the outcome. In everything, make your last rep your best rep.

In summary, Brees shared that sometimes your greatest victories can come from your greatest defeats. When adversity knocks on your door, stand up tall and do the right thing. You can do more than just survive, you can come back...STRONGER!

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

EVERYONE ROOTS FOR THE UNDERDOG – So Should You!

Blake Parrish

BP Financial Associates



The New York Jets never had a chance. Going into Super Bowl III in 1969, the AFL Champion Jets had scrapped their way through the playoffs and a 9-5 regular season record to reach the league's premier game. But all of that hard work landed them the reward of having to face the juggernaut Baltimore Colts in the Super Bowl.

The Jets entered the game as an 18-point underdog. The Colts had finished the season 13-1, having won 10 games in a row going into the Super Bowl (four wins were by shutout) and coming off a 34-0 victory over Cleveland. Some media considered Baltimore the greatest pro football team ever.

But within a few hours, the New York Jets made football history by shocking the Colts 16-7. In an iconic NFL image, "Broadway Joe" Namath trotted off the field after the game and pointed to the sky with his index finger to signal, "We're number one." Forty-one years later, the game is still considered to be the greatest upset in Super Bowl history.

So, you're probably asking yourself, what does Super Bowl III have to do with personal finance? Good question.

Many people are up against some kind of obstacle. The financial obstacles come in the form of credit card bills, student loans, car payments and overbearing mortgages.

The numbers vary by person. For some people, a \$5,000 credit card balance may seem like a hole they will never get out of. Other people are up against \$100,000 of student loan debt, battling depression and considering bankruptcy.

These people may think they don't have a chance to overcome these financial obstacles. Like the New York Jets from Super Bowl III, they feel like underdogs.

Good underdogs have one thing in common—they are scrappy, self-motivated people who never quit. In order to win, YOU have to believe you can win.

If you want to get out of debt, you have to believe you can get out of debt. That belief will come when you sit down and make a gameplan for your money. Go one step further and cut up your physical credit cards right now, and live on cash or your debit card for 2014 (note: you get all the same protections with a visa debit as you do with the visa credit card if it becomes compromised).



NFL teams don't make it to the Super Bowl by flying by the seat of their pants during the season. Earning a trip to the Super Bowl is a long process that starts back in film rooms, training sessions, strategy meetings—long before pre-season even begins.

"Winning is a Habit. Unfortunately, so is losing."

— Vince Lombardi

BP Financial Associates are committed to understanding your specific needs, and can help you create a game plan for your money.

When it comes to your money, you've got to sit down monthly—with your spouse—and map out your plan for that month. If you're in debt, you've got to make a point to pay off the smaller amounts first, and be precise about following it until all the larger debts get paid.

Mark a date on your calendar when you know everything is going to be paid off. Once you gain momentum and start throwing extra money (bonus, Holiday cash, raises, etc.) at your debt, you'll be out of IT even sooner than your goal!

Along the way, you're going to have doubters, but don't underdogs always have nay-sayers? People and "friends" may make fun of your trimmed-down lifestyle—no eating out every night, no overpriced cars, no vacations on credit, no electronic toys you can't afford.

But just let all of these doubts add fuel to your fire. You're living like no one else now, so you can truly live like no one else later. You're going to make the sacrifices today—consider this your "two-a-day" practices in 95-degree summer heat—but the payoff will be a life with financial peace and without debt. Eventually, you're going to win your own personal Super Bowl on the day you yell that you are debt-free!

So take a lesson from the New York Jets—the underdog can be a champion after all.

It's time to focus and create a gameplan for your money!

Contact me today at:

B P Financial Associates
Phone: (503) 619-7237
E-mail: Blake@BPFinancialAssoc.com

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

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

President
 Marcus King

Vice President
 Bryan Tunstall

Secretary
 Greg Manley

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

Honorary President
 Steve Prugh

CEO/Managing Editor
 Jeff Ellison

Editor/Layout
 Marlena Cannon

Associate Editors
 Molly Cooper
 Jennifer Dodd
 Angela Hinzpeter
 Cecelia Negrete
 Rebekah Woods
 Nikki York

2014 SECTION SCHEDULE

Important Winter Dates

DATE	EVENT	SITE
Jan 6-7	PNW PGA Business Planning/Board Meeting	Federal Way, WA
Jan 22-24	PGA Merchandise Show	Orlando, FL

Tournament Schedule

DATE	EVENT	SITE
Jan 30 - Feb 6	Hawai'i Winter Pro-Am	Mauna Lani, Hawaii
Mar 9-13	Holcomb-In-One Las Vegas Pro-Am	Las Vegas
Mar 17-18	PNW PGA Pro-Assistant Championship	Royal Oaks CC, Vancouver, WA
Apr 29-30	Senior Players Championship	Wine Valley GC, Walla Walla, WA
May 17-21	Washington Open Invitational	Meridian Valley CC, Kent, 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 3-5	PNW Senior PGA Championship	TBA
Sept 16-18	PNW PGA Professional Championship (PPC)	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



PGA

Official Card of PGA Professionals

MORE

WINNERS. MORE OFTEN.



WHAT ARE YOU WAITING FORE!

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

Starting at \$129.⁹⁵.

"One of America's Top Casino Golf Courses"

- Golf Digest



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