



PGA Utah Section News

Utah Section

Making Your Golf Game Better — Making Golf A Better Game

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Reporting from the Unplayable Lie Golf Geography 101

by Scott Whittaker

What in the world does geography have to do with golf? Traditionally the golf professional view of geography is negotiating your golf ball from tee to green at one of our local golf courses or checking the GPS for directions to an event. The Utah Section PGA has always had a unique and important relationship with where things are on a map. The PGA expansion “out West” is full of interesting historical tidbits that explain who we are and really why we are the most youthful section in the PGA family.

Since the Utah Section's birth, we have had several geopolitical changes that have made us who we are as a Section. One of the most interesting of the earliest of changes is the facilities and PGA golf professionals that are part of the Utah Section but not located within the state of Utah.

We have become a little complacent as to the contributions these people make to our Section. I would like to reintroduce our non-Utah, Utah Section golf facilities and their Golf Professionals. Take a minute to acknowledge our fellow Section Members.

To make this more interesting and a bit of a challenge I present the “PGA Geography Quiz.” There are big rewards for those that can answer the questions correctly. I hope you enjoy some of this PGA and Utah Section historical tidbits and of course be sure to answer in the form of a question like any good “Golf Jeopardy” player would.

The quiz answers can be found at the end of the article. In the spirit of the game of golf you are your own referee. All missed questions are bogies. If your score is +5 to Even Par you made the cut. If you scored Even Par or better please contact the Section office by fax or email for your prize!

PGA Geography Jeopardy Quiz

(Please answer in the form of a question)

Q Hole 1: Par Points – This is the total number of Sections in the PGA of America.

Q Hole 2: Par Points – This Section is the newest Section in the PGA of America.

Q Hole 3: Par Points – Utah's PGA Professionals were part of this Section prior to becoming the Utah Section of the PGA.



Lake Powell Golf Course

Q Hole 4: Par Points – This community was originally designated as part of the Utah Section but in fact never became part of the Utah Section.

Q Hole 5: Birdie Points – This Section is the largest geographical Section in the PGA.

Q Hole 6: Birdie Points – This Section has the fewest number of PGA Members in the PGA.

Q Hole 7: Birdie Points – This Utah Section golf course is the closest facility to any course located in any other bordering Section.

Q Hole 8: Birdie Points – What were the four Chapters that made up the Rocky Mountain Section in 1975?

Q Hole 9: Eagle Points – This Section is only geographical Section within the PGA whose boundaries are exactly the same as their state boundaries.

Q The 19th hole Bonus Question: Eagle Points – Although our Section is named the Utah Section of the

PGA these member courses are actually located outside the Utah State Boundaries!

The following are the answers to our “PGA Geography Jeopardy Quiz.” We are providing the answers to your Quiz scorecard in reverse order: Back Nine Bonus Question: We hope this answer will reconnect you to some great golf courses and great PGA Members that are part of the Utah Section PGA. They are extremely dedicated golf professionals that go the extra mile to make meetings and meet MSR requirements while providing great service to their communities.

If you have the opportunity visit their areas stop in and say hello. Certainly remind your members to stop and play if they want a great golf experience.

Golf in the Round

The Utah Section PGA office is located at Golf in the Round, which is now under new ownership. Christian Scott of Oquirrh Hills Golf Club and his partner Brian Roth who is the superintendent at Oquirrh Hills and the IGCSA president are our new landlords.

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Purple Sage Golf Course

Answer- The 19th hole Bonus Question –
What are:

Purple Sage Golf Course, Evanston, Wyoming
PGA Professional: Scott Ehlers

Facility Snap-Shot: Purple Sage is one of our closest neighbors. It is located less than 30 minutes up I-80 from Round Valley in Morgan, Utah. They have done an excellent job with player development programs. (Please see the Best Practices story by Scott Ehlers)

Rolling Green Golf Club,
Green River, Wyoming
PGA Professional: Chris Mulhall

Facility Snap Shot: Rolling Green is a privately owned, member club located right-on the Green River and just off I-80 past Evanston. The course is noted for having some of the best greens in the Section. They also have an active membership that participates in plenty of course activities. They offer reciprocal access and nominal guest fees.

The Rolling Green membership expanded their course to an eighteen-hole layout over the past few years. They updated their water system and clubhouse. Unfortunately these changes weren't put into the 2012 Book of Golf- Course Listings. Don't let this misprint keep you from enjoying eighteen holes of scenic golf with a little fishing or river running thrown in for good measure.

White Mountain Golf Course,
Rock Springs, Wyoming
PGA Professional: Chris Harwood

Facility Snap-Shot: White Mountain Golf Course is a full service municipal operation located in Rock Springs. Just continue your scenic outdoor adventure on I-80 from the previous two courses in Wyoming. You also can turn around and come home from here because Rawlins isn't part of our Utah Section. Rock Springs is known as a rough-n-tumble cowboy town. White Mountain has the cowboy feel minus the rough-n-tumble part. Many of you may remember professional Chris Harwood from his Weber State Golf team days or as an Assistant Professional at the Ogden Country Club. Over thirty years ago Chris took his golf game and love of

the outdoors with him to White Mountain. He can still give you tips on the best hunting and fishing sites in the area.

Toana Vista Golf Club,
West Wendover, Nevada
PGA Professional: Mike Propp

Facility Snap-Shot: Toana Vista is located in West Wendover, Nevada and has serious ties to the Utah Section PGA. This championship golf course is the host site for both our Utah Section Championship and the Utah Senior Open Championship. They also host a number of affiliated tournament events that are listed in the Utah Book of Golf. The hosting of great golf events at Toana Vista is directly related to our sponsor friends at the Wendover Casinos. Professional Mike Propp will have his hands full replacing recently retired PGA legend Reid Goodliffe. All indications are that Mike Propp will be a great host professional.

White Pine Golf Course, Ely, Nevada
PGA Golf Professional: Randy Long

Facility Snap-Shot: White Pine Golf Course is a longtime fixture as both a Central Chapter and a Utah Section golf facility. Professional Randy Long has been a very active participant in Section Events, PGA Growth of the Game programs, as well as junior and High School golf. When White Pine County who owns the course experienced some financial problems a few years back, Randy was almost single-handedly able to keep them in business. That effort has blossomed into a new nine holes of golf adding to their current 18. A trip to Ely also affords the opportunity to sample some great Basque cooking.

Lake Powell National Golf Course,
Page, Arizona
PGA Golf Professional: Johnny Miles
(recently retired)

Facility Snap-Shot: Lake Powell is our only course located in Arizona. Several years ago Professional Johnny Miles asked to move from the Southwest Section to the Utah Section because it was more

convenient to get to meetings and events. Lake Powell National is a great golf course and the scenery is not bad either! The course is located near the Glen Canyon Dam and Lake Powell which is noted for its water skiing and canyon views. If you are headed to Lake Powell on a family excursion be sure and do a stop-n-play at Lake Powell National.

Answer - Hole #9: What is the Aloha Section which encompasses all of the state of Hawaii? Most PGA Sections either split states or like ours encompass surrounding other state areas.

Answer - Hole #8: What are the Central Chapter (Utah area); the Snake River Chapter (Southern & Central Idaho); Yellowstone Chapter (parts of Montana & Wyoming) and the Las Vegas Chapter. The Las Vegas Chapter soon transferred to the Southwest Section where they currently reside.

Answer - Hole #7: What is Bear Lake GC, Garden City, UT (formerly Sweetwater GC) which is 10.3 miles south of Bear Lake West GC (formerly in our Section) located in Fish Haven, ID.

Answer - Hole #6: What is the Central New York Section? It is home to PGA Secretary Derek Sprague and one of four Sections located in New York State.

Answer - Hole #5: What is the Pacific Northwest Section? Although the Rocky Mountain Section has always been the largest Section in the contiguous United States, Alaska with three golf facilities is part of the already large Pacific Northwest.

Answer - Hole #4: What is Mesquite Nevada and surrounding communities? The original Utah Section Officers had Mesquite written into the formal Section territory declaration. This was even before Mesquite had a golf course but when the first course (The Palms GC) was built the club house was located 200 feet into Arizona so they became part of the Southwest Section.

Answer - Hole #3: What is the Rocky Mountain Section? We were the Central Chapter of the Rocky Mountain Section.

Answer - Hole #2: What is the Utah Section PGA? If you missed this one, you just scored a "snowman" for this round.

Answer - Hole #1: What are 41 Sections? You can't pass the new PGM pre-tests if you don't know this one.

I hope you enjoyed the diversion of the quiz while recognizing that there is more to the Utah Section PGA than Wasatch Front golf courses.

Scott Whittaker, Utah Section Executive Director

PGA and District Meeting Review

by Colby Cowan

District 9 meetings were held in Scottsdale, Arizona on March 22-23. Our District consists of Rocky Mountain, Colorado, and Utah. With our new District Director Scott Brandt and our PGA Career Consultant Jeff Beaudry in attendance, we were poised for a great meeting.

Many consider this year's PGA Annual meeting the highlight of all meetings, but for me, our District meetings are typically more informative and useful. This year was no different.

The first day was filled with all seven candidates for National Secretary in a Q & A setting, giving us their campaign speeches and ideas. This was a great process to see the different candidates alone and to

see how they would lead the PGA of America if elected. There were several of the candidates that stood out and showed that they could lead our association. It certainly will be interesting come election time in November.

Always the highlight of this meeting is the "Best Practices" day. This is when the Sections discuss what is working within each Section. This is also a time to get caught up on what is happening at PGA National as Scott Brandt and Jeff Beaudry gave their reports.

It is always reassuring to me how well respected our Section is by the other Sections. We have a great relationship with the other Sections and we are grateful for the camaraderie this is built during this time.

Utah Section Rules Article

by Doug Vilven

There has been a fundamental conceptual change in Rule 13 (Ball Played as It Lies) for 2012.

Under exceptions to Rule 13-4 "at any time, the player may smooth sand or soil in a hazard provided this is for the sole purpose of caring for the course and nothing is done to breach Rule 13-2 (Improving the lie, area of Intended Stance or Swing, or Line of Play) with respect to the next stroke. If a ball played from a hazard is outside the hazard after the stroke, the player may smooth sand or loose soil in the hazard without restriction.

In Utah English—you may rake the bunker before taking a shot from the bunker as long as the footprints are not in your line of play and you are just taking care for the course. This was previously considered to be testing the surface. If you need to play a ball backwards from a bunker, even though footprints are in your line of play, you may rake the bunker, if the ball is extricated from that hazard.

Hopefully, this will speed up play a little bit, have a better cared-for golf course and not give a player another "gotcha" penalty.

It is also now permissible to move leaves (loose impediments) in search for a golf ball that is believed to be in a hazard. If the ball moves in the process, you have a problem and the loose leaves must be replaced before playing the shot.

Have You Booked Your Block Party Weekend?

by Devin Dehlin

I was listening to the radio this past weekend and they were celebrating a "Block Party Weekend" with some great music.

Now it's time to celebrate your own "Block Party Weekend" in your community. We are talking GOLF not music. (Of course feel free to add a little music to create that fun atmosphere).

The Utah PGA Professionals have embraced the new Block Party concept and have booked events in Utah from border to border. We have over twenty events currently booked and we continue to fill the calendar. The Block Parties are a perfect way for you to bring golf to your community and create excitement at your courses.

The Utah Section PGA has purchased, GOLFZILLA, SNAG GOLF, BIRDIE BALL

GAMES, BLOW UP TENTS and JUNIOR CLUBS to help you become the talk of your town. We all know how important it is to grow the game these days and reaching out to your communities through town days, fairs, recreation centers, schools and other arenas are the perfect way to make this happen. Become an instant celebrity in your area by offering instruction and programs to those looking to enjoy the game.

If you need any direction on how to make this happen, please contact the Section office to book your date and have us help you plan your event. We also have "Best Practices" available from fellow PGA Professionals who have held successful similar events.

We hope to hear from you soon!

Let's Communicate!

by Todd Mullen

We are hearing "The time is now to grow the game of golf," frequently this year.

Our budgets and our staffs are smaller and we are expected to do a lot. Who can we ask for help?

The Utah Section has got you covered!

I ask the question, what can they do to help me and my facility?

Our Utah Section PGA staff is very dedicated to growing the game of golf. They are investing a lot of time and resources to make our job easier.

If you attended the winter meeting you saw the Golfzilla that can be used at our junior camps or at your very own "Block Party."

The Section staff is ready to provide you with programs such as Snag Golf and Clubs for Kids or to assist with your very own initiative to grow the game.

If you want to start new player development programs and do not know how to begin give the Section office a call. The Section is more than willing to help promote our events on the Section website give us ideas for new programs for our own courses and they are willing to lend an extra hand is needed.

Let's grow the game of golf together and remember that the Utah Section has got you covered.

Promote YOUR Junior Program

In an effort to continually make www.utahpga.com a bigger and better site to better serve the needs of our members and their customers; we are adding a new "Junior Programs in YOUR Area" Section.

This will help parents and juniors find the right program, class or clinic for them. At the same time helping you promote your junior programs on our website!

It's easy! All you need to do is email information to us about your program to afisher@pgahq.com. We will put it on our site, according to region.

Please include the following:

Facility name
Contact name
Phone number
Email address
And important program, class or clinic information.

To see this new page and a couple of examples from a few facilities visit us at www.utahpga.com and click on Junior Golf.



PGA
Utah Section

Quarter Century Members
Henry White • Terry Outzen

A Trip to the Masters

by Brady Bingham

"It's like another world."

Showing off a huge smile when asked about his recent trip to The Masters, that's how Brett Black described Augusta National.

"You walk through those gates and it is unbelievable," said Black, who in December earned his Class A professional golf management status through the PGA.

Black's boss, Glen Eagle head professional Jared Barnes knew that PGA golf professionals with Class A status earn free entrance into The Masters.

A little more than a year ago, Barnes issued his Glen Eagle assistant pro this challenge: "Graduate from the PGA program and I'll take you to Augusta for The Masters."

"I worked my tail off and got it done," Black said.

And in early December the PGA put out the following release: Thirty-eight graduates, representing 21 states, comprised the most recent class to advance through the PGA Professional Golf Management Program.

The graduates, including Black, were honored in ceremonies conducted Dec. 2 at the PGA Education Center in Port St. Lucie, Fla.

"I had almost forgotten about his promise," Black said of Barnes, after about a month since Black had graduated. "But one day, almost on the spur of the moment, he came in and said, 'So do you want to go?'"

"We made all of the reservations that day – the hotel, the car, the flights, everything," Black said.

"What an unbelievable place," said Black, sharing several of his fondest memories of their trip in April. "It's like another world."

Black and Barnes flew in Tuesday and arrived at the course early Wednesday morning, in time to watch the annual par 3 contest.

"The range was the first thing I saw," Black said. "Wow!"

Golf Magazine Senior Editor Alan Bastable wrote the following description of the course's newest feature: "Augusta National's new practice range, an 18-acre expanse is so meticulously manicured and true to the Tao of the National that it looks like it was surgically removed from the course itself."

Barnes, who had been to The Masters once before in 2004, was also enamored with the practice range.

"That new practice facility is tremendous," said Barnes, who along with Black, made the trip with fellow Utah golf pros Chris Stover and Rick Roberts.

"I was joking with the guys, saying, even I could practice there," said Barnes referring to his disdain for getting out to the range.

"I think Brett spent most of his time on the range," Barnes said. "We all bounced around to different places, but I think Brett liked hanging out on the range."

Black said he spent some time on the range with PGA player and caddie Brett Waldman, whom he got to know at last year's Nationwide Tour's Utah Championship. Waldman caddied for Kyle Stanley at The Masters.

"We texted several times and I would meet him on the range," Black said.

"On the range, I remember watching Lee Westwood and thinking, 'He never misses a shot.'" Black said. "He's so pure."

"I also watched Phil Mickelson (Thursday morning) and thinking he was so jittery. He would hit four balls, then go to the next club; four more balls and on to the next club. It just seemed like a strange way to warm up."

Barnes said the group stayed in Columbia, S.C., at least an hour drive away from the course.

He and Black said on Wednesday morning they went straight over to purchase some chairs and then put them down on the 9th hole of the par 3 contest.

"It rained later that day, but we saw about half the



Chris Stover(L) Jared Barnes

field," Barnes said.

Also on Wednesday, Barnes said they watched the group of Tiger Woods, Sean O'Hair and Mark O'Meara all tee it up on the par 3 16th hole.

"They teed off at the same time, and all three tried to skip it across the water. That was fun to watch," Barnes said.

Black said, on the other days of the tournament – the group returned late on Friday – they placed their chairs at Amen Corner, specifically at the 12th hole.

"We would kind of go our separate ways, but then return to the No. 12," Barnes said.

"I wanted to walk around a study some of the holes I hadn't seen before – some of the ones that don't get a lot of play on TV. I spent a lot of time at holes like 14 and at No. 7," Barnes said. "I also spent a lot of time at the first hole. I thought it would be fun to watch guys play the first hole of a major, to see how they battle their nerves. I spent hours just sitting and watching behind the first green."

Both Black and Barnes said they excited to see Bubba Watson take the victory and win the Green Jacket.

And for Black, he'll always remember Bubba was the winner that first year he ever attended The Masters.

The Utah Book of Golf

by Scott Whittaker

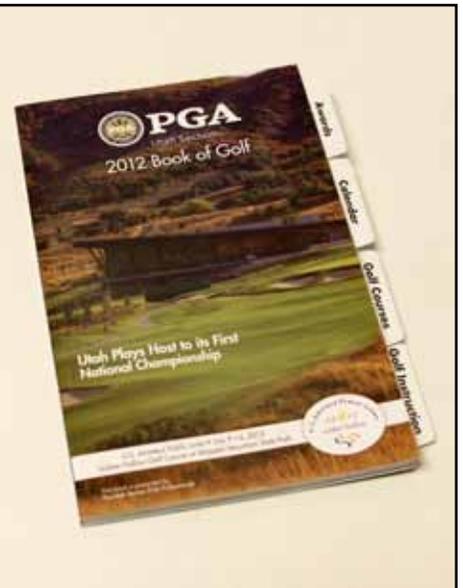
Utah Section PGA members and their golf facilities recently received copies of the 2012 Utah Book of Golf. The 2012 Book of Golf contains an almanac's worth of golf information. Every 2012 tournament schedule is listed in the book. Over 24,000 of the "consumer editions" were distributed to Utah Section golfers through local golf courses.

Utah Section PGA members are provided with their own special "Professional Edition" of the Utah Book of Golf. It includes all of the "consumer pages" but also contains Utah Section Policies as well as Member and Apprentice Listings. A list of all the current manufacturer sales representatives also enhances the value of the Book of Golf to the golf professional. The Professional Edition has become the most used reference book on our member's desks.

This year's edition of the Utah Book of Golf is the Utah Section's 27th edition. The value of the Book of Golf is based on the great information that it contains. It is considered the "must-have" publication of Utah golf. All of the professional events as well as men, women and junior amateur events for the entire golf season are listed.

The book's major features include a list of all of the 2012 golf schedules, schedule calendar pages, Utah area course listings and contact information, award winners, handicapping information and major tournaments historical listings. Be sure to get your personal copy of this annual reference.

Another great feature of the Book of Golf is it's FREE!



Employment:

Demonstrate Your Value through Golf 2.0

by Jeff Beaudry, PGA Employment Consultant

We Employment Consultants are often asked by employers; "What can a PGA Professional do for me that no one else can?" In the past we had some fairly strong arguments, but they tended to be seen as a bit vague and sometimes difficult to prove. Golf 2.0, now answers that question quantifiably.

The PGA of America has provided its members with an incredible toolbox of resources that can add benefit any facility and professional. I encourage you to view Golf 2.0 and its components not, as another task on your already full desk, but rather as a golden opportunity demonstrate your value to your employer by increasing rounds and revenue.

Golf 2.0 Playbook and Gameplan Updates Available NOW!

In February the PGA released two new resources as part of Golf 2.0, the PGA's strategic plan to lead the golf industry's efforts to grow the game of golf. Unveiled were the Golf 2.0 Player Development Playbook and Gameplan. These two resources provide guidance to PGA Members seeking to implement programs at their own facilities to accomplish Golf 2.0's initial goals; strengthen the core, bring back lapsed golfers and develop new golfers. The intent of these resources is that they will continue to be refined, improved and expanded on a regular basis.

The latest addition to these resources is now available on www.golf20.net, the Know Your Customer Playbook and Know Your Customer 101. Know Your Customer 101, is the introductory high level primer to help market and engage industry personnel with the full Know Your Customer Playbook. The Know Your

Customer Playbook serves as the warehouse of information for all tactics related to the initiative.

A third document completes the set - Know Your Customer Facility Plan. The Know Your Customer Facility Plan provides a questionnaire which will identify ways to take advantage of opportunities. This document is designed to be a communications piece for the professional to share with their employer and other facility staff to communicate their facility plan for Know Your Customer.

Why is it more important than ever to know your customer? Did you know?

- We have done a good job of creating new golfers – Over the past 5 years we added an average of 3.7 million new golfers each year.
- Unfortunately, over the past 5 years we have not retained them – On average we lost 4.4 million golfers annually.

Did you know?

- Core golfers (8 rounds or more a year) play 94% of all rounds.
- In 2005 there were 18 million core golfers. Core golfers made up 60% of all golfers.
- Alarming, in 2011 there were only 14.4 million core golfers. Now they make up only 56% of all golfers.

A vital statistic for public courses:

- 50% of all customers at public-access facilities played just one round annually. Of those that only

played one round, only 33% came back next year to play another round. Those who played two or more rounds had a retention rate of 70%. It is imperative then, that we design a strategy that caters to the needs of the core golfer as well as a strategy to capture the first time visitor as a regular customer.

That is what the Know Your Customer tool is designed to do for you.

In the introduction of the Playbook there is a clear statement that is relevant this spring... You don't have to learn all of these strategies today. Each one of the processes is optional; for example, if you only want to get better at building relationships with customers and don't want to utilize anything else listed in the book, that's okay and there are proven ideas that your fellow professionals have shared.

BUT THE IMPORTANT THING IS THIS... at least engage with the Playbook! It will provide creative and common sense tactics to add to your customer awareness skills.

I wish you good spring weather and a successful 2012 season. As always, please contact me if there is anything I can do to help you meet your personal or professional goals.

Jeff Beaudry is a PGA Certified Professional and Employment Consultant for the PGA of America. He can be contacted at (801) 568-3980 or by e-mail at jbeaudry@pgaahq.com.

Best Practices

Back to the Basics at Purple Sage

by Scott Ehlers, Purple Sage Golf Course

Like almost everyone else in the golf industry, the Purple Sage Golf Course has experienced a decline in revenue over the past five years. In our little corner of Southwest Wyoming, golf is a six month season. Based upon the local economy and review of current golf trends, we at 'The Sage' have incorporated the following changes:

1. We have installed a front set of tees to create a "Play it Forward" tee box, 3400 yard 18-hole course for beginners and seniors. It's been our experience that beginners, especially families are taking advantage of this program. A family of four can play an

18-hole round of golf at a considerable discount due to the reduced rate of these new tees.

2. We are directly involved in the Junior Sticks for Kids program that supplies us with junior clubs and a model that introduces the game of golf to kids from four to 18 years old. Our junior program creates a strong foundation for beginners as well as getting their families involved with the game. We continue to expand and improve our junior golf clinic held throughout most of the summer. We currently have 150 golfers participating in our camps running through June and July.

3. Our point of sale records indicated increased traffic on the weekends and declining weekday rounds. On Thursday each week we offer a "Two-for-One" green fee package. Monday is "Play-All-Day" for \$40. On weekdays, we have incorporated a "Bounce Back" program, in which individuals can realize savings for returning to play within a set time frame.

In the future we will continue to implement innovative ways to expand the enjoyment of the game of golf to new and old friends alike.

The Sun Shines on PGA Spring Meeting Activities!

by Scott Whittaker



It doesn't happen very often in Utah but this year the good spring weather coincided with the Utah Section PGA's opening spring events! Soldier Hollow Golf Club in Midway, Utah previewed the Gold Course to local PGA Professionals in the 2012 Spring Pro-Pro & Four-Ball Seeding. The Soldier Hollow championship layout is scheduled to host Utah's first national golf championship, the USGA Amateur Pub-Links Championship in July.

Not only did Soldier Hollow host the Spring Pro-Pro & Fourball Championship Seeding but they also

hosted the Utah PGA's Spring Members Meeting after golf. Host professional Chris Newson took the Membership on a virtual tour of the 2012 Amateur Pub-Links Championship. He noted the course set-up information, appealed for members and club volunteer support for the event, and thanked the Utah Section PGA for their monetary support of the event.

Long time Section Sponsor Charley Carlson played an integral part in the success of both the meeting and as Presenting Sponsor for the Utah Section PGA Four-Ball Championship. "Chip-

per Charley" not only presented each player with a great tee gift at the start of play but also provided on course drinks and great closest-to-the-hole prizes. Jenkins/Carlson Marketing represents several golf product companies to the Section. They include several great brand name products like Maui Jim Sunglasses; Bushnell Range Finders; Antigua Fashion Sportswear; and many other golf accessories. Charley, thanks for your support.

Utah on Par!

by Scott Whittaker

Imagine being able to dazzle your supervisors or owners with golf industry data that is up-to-date and is locally relevant support of your golf operations! It is time for past wishes to become reality. The Utah Section PGA has officially launched the Section's version of PGA PerformanceTrak. This long awaited program was developed at the Business Planning Session in late last year and formally launched at the Utah Section PGA Annual Meeting in February.

There are some exciting goals set for this new Section Member Benefit Program. We would like to achieve at least an 80% participation rate for all Utah Section golf facilities. The monthly reporting of facility stats shouldn't be a problem in our current golf environment. Most clubs are already required to report this data to their facility owners and operators

so forwarding this data for a broader use should benefit all of us.

The lack of accurate and Utah specific economic golf data has been a major road block to growing the game of golf in Utah. This is not a new problem. The lack of good statistical data was formally recognized and a solution was suggested at the 2002 Utah PGA Golf Summit. Since that benchmark summit took place there have been several attempts to coordinate with our allied association partners to start a formal data survey program. The hope was that this effort would become part of a golf economic and environmental impact study. Unfortunately national matching funds dried-up with the downturn in the economy and we were again without a plan.

The "state of the art" PGA PerformanceTrak pro-

gram stepped into the breach several years ago and provided much needed accurate statistics to the golf industry. The Utah on Par program is not intended to supplant PGA PerformanceTrak but to supplement it. Industry leaders and facility managers were asking for more specific Utah data and that it is put into a more familiar data format. We are currently working with the PGA to possibly merge the two programs at some point in time.

Keep posting your PGA PerformanceTrak numbers online but also take the time to copy our monthly survey form and email your numbers back to us! Your participation will help to keep: "Utah on Par"! If you have any questions about the Utah on Par initiatives please contact the Utah Section Office.

2012 Nike Winter Classic



The 2012 Utah PGA Championship Season is underway and Zach Johnson kicked off the season with an early win at the Nike Winter Classic. This win has launched him to the top spot in the Player of the Year contest.

Zach Johnson was able to defend his title with a back nine at Sand Hollow that separated him from the rest of the field. The format used at this event is the modified stableford scoring system. Zach used an eagle and several birdies to rack up the points on the back nine and bring home the title. Zach had a total of 61 points for the two days and was able to hold off first round leader Chris Moody by five points. Other winners included Kim Thompson in the Senior division and Reid Goodliffe in the Super Senior division. We had great participation in this event with over 90 Professionals making their way down south.

Zach Johnson shoots 66 at Glenmoor Open!

Zach Johnson, assistant professional at Davis Park, extends his lead in the Player of the Year contest. He picks up 500 more points and \$1,000 for finishing first among the pros with a 66 at the Glenmoor Open. David Booth (amateur) won the Glenmoor Open with a 65. Jeff Green won the Senior Division with excellent play and a score of 70.

Spring Pro-Pro & Four-Ball Championship Seeding

Soldier Hollow Professional Chris Newson ordered some of the best spring weather in a decade and Zach Johnson continued his winning ways this time with partner Shawn Edwards. The duo sent a message to the field by shooting the low Utah Section Four-Ball qualifying score of -8 under par 64. Only one stroke back were friends and fellow competitors Pete Stone and Dustin Volk at 65. The defending 2011 Four-Ball Champions Chris Moody and Matt Baird finished three shots off the pace at 67. This is Zach Johnson's third first place finish of the young season.

All indications are that the Utah Section PGA Four-Ball Championship will provide great competitive matches for the entire season.

New Format for the 2012 Senior Match Play

The Senior Match Play this year has a new format! Over the past few years we have seen some fantastic play from Senior Match Play Champions such as Tom Costello (2010) and Brad Stone (2011). This

year we will be moving away from the customary two-day venue to a season-long format. We expect that the season-long format will not only increase suspense but also increase participation due to the flexibility of scheduling matches. This event runs from May to September 13th. Registration for the 2012 Senior Match Play Championship is limited to the first 32 players (age 50+). To sign up or for more information visit www.utahpga.com.

Remember!

The following PNC qualifiers require National PGA entry

Utah Section Championship/PNC Qualifier

September 18-19, Toana Vista Golf Course
National Entry Deadline July 5

Terry Malan Utah Senior Open Senior PNC Qualifier

August 1-2, Toana Vista Golf Course
National Entry Deadline July 11

Utah Section PGA Assistants Championship/PNC Qualifier

September 11-12, Promontory Clubs
Nicklaus Course National Entry Deadline July 18

Crater Springs to Offer a New Challenge

by Kurt Kragthorpe



The newly named Crater Springs Golf Course soon will have water features and other features that will update the Homestead Resort's layout and tie it into property's iconic crater.

Mineral water from the 55-foot crater that's used for diving and swimming will flow into ponds and a waterfall in front of the Nos. 9 and 18 greens. In addition, several tees around the course are being shifted.

Designed by Bruce Summerhays and opened in 1986, the course is being redesigned by Gene Bates. He's a prominent architect who's responsible for several Utah courses, including the nearby Soldier Hollow Golf Course. The work is due to be completed June 20, with no interruption of play during the process.

Regarding the former Homestead Golf Course's new name, resort managing partner Steve Eddington

said, "We want people to know about the crater."

The upgrades also reflect the commitment of the resort's new owners. They operate the nearby Zermatt resort in conjunction with the Homestead, which now has refurbished lodging. "We kept our promise to our guests," Eddington said.

The improvements are now extending to the golf course. "We believed we already possessed one of the finest and most challenging golf experiences in the state of Utah, and now it just got better," said Chris Briscoe, the Crater Springs director of golf.

Built on property originally pieced together from farmers' land, the course offers views of the Heber Valley and Mt. Timpanogos. Intended to be both challenging and fun to play, Crater Springs will benefit from the subtle redesign elements in terms of better angles and views from some of the tees. For example, the opening hole will become less of a sharp dogleg. The water features surrounding the two greens just below the clubhouse also will make for a striking entrance to the course.

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