



PGA Utah Section News

Making Your Golf Game Better — Making Golf A Better Game

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Mayan Mystics and Surviving a Tough Golf Economy

by Scott Whittaker

I am writing this article on December 21, 2012 so if you are reading it now the Utah Section PGA Membership has survived another potential calamity! Although not as troublesome as major golf budget cuts, the Mayan Calendar ends today leaving many to speculate that it foretells the end of the world. Since we're still here we'll have to assume that the Mayan astronomers may have simply run out of writing materials to finish their calendar. Their supply problem could be analogous to us forgetting to order enough scorecards and running out on the Fourth of July weekend. I'm sure that none of us has ever had to use photocopied sheets as temporary scorecards.

Obviously the world did not end and we still have time to reflect on the good year we had in 2012 and the better year we will have in 2013.

The Utah Section PGA held its annual Business Planning Conference last month. A large group of Section award winners and members joined the officers and board members to review both the Utah Section's accomplishments and challenges of the 2012 season. Their second activity was to set plans for the upcoming 2013 golf season. This event was important as we discussed many of the reoccurring traditional planning processes. PGA Employment Consultant and Golf 2.0 Guru Jeff Beaudry introduced a new more important perspective into our planning. He spoke of "WHY" thinking and how to integrate it into our planning process!

Using an online presentation by Simon Sinek (http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action.html) Jeff retaught us about the "Why" of what we do. This short online video is very worth a look. It gave the BP delegates a new perspective to analyze not only the "what we do well as golf professionals" but more importantly "why" we do it. Sinek points out that "people don't buy what you do, but they buy why you do it." He also notes that "the goal is not to do business with everyone that wants what you have to sell, but the goal is to do business with those that believe what you believe." Sinek supports his concepts of "why" through several "real world" examples. Although the Business Planning Conference covered many of our successes and activities in 2012 my thoughts kept coming back to the



Utah Section PGA Executive Director - Scott Whittaker (second from right) - explaining at the Business Planning Conference held recently in St. George, Utah.

"why" of what we do.

The flat golf economy of the past few years has given the "good ole golf pro" a phoenix-type opportunity to again raise our leadership position at our individual golf facilities. Many of the cutting-edge golf course owners and operators from around the country are acknowledging that they have been mistakenly turning their PGA golf professionals into managers and accountants while under-utilizing their real skills as disciples and promoters of the game. We are now being encouraged to get out our offices and into the golf shops, driving ranges, and golf communities to do what we do best – show our love for the game of golf!

Looking through the paradigm of "why" it was easy to see why the concepts of Golf 2.0 had such a great impact on our membership over the past season. Many of our members have embraced reconnection with our core golfers while searching out and intro-

ducing new faces to the game. Not all of us are great sellers of golf equipment or rounds of golf. But each of us has the important core element of love for the game. The "why" principle puts us right back in our wheelhouse of promoting the fun and love for the game! This "principle of why" explains much about the personal fondness and respect that our club members have for us and what we do.

So I encourage you to look through the paradigm of "why" when going through your 2012 evaluations and planning for next season. Remember, sell why you got into the business of golf, your love of the game, and you will be able to sell a lot of clubs and rounds of golf at the same time. You cannot tell your "why story" from the back office. I encourage you to find yourself out in the golf shop more and on the range more and on golf course more often in 2013!

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Excitement for 2013

by Colby Cowan, St. George City Director of Golf and Utah Section PGA President

It's hard to believe that we are set to begin a new golf year! It seems like just yesterday we were hopeful for a successful 2012 season. From all accounts, 2012 was a banner year for the Utah Section and its members in regards to Golf 2.0. I have great optimism that 2013 will be even better!

I want to thank Jared Barnes for being such a great leader to us over the past two years. Jared has always been highly regarded as a great golf professional and he is a great friend. At the PGA Annual meeting in Baltimore, I was once again in awe at how many people know Jared and admire him. Even with his term ending, he will continue to help guide the Utah Section. Thanks again, Jared for all your hard work and dedication. I look forward to the next two years working with Chris Stover and Ryan Kartchner. They are dedicated members that will always keep the best interest of you, the PGA member, in mind.

The 2013 Section Business Planning Conference was conducted on December 4-5, 2012 in St. George. I was overwhelmed with the great stories I heard about what our own members are doing within the Golf 2.0 realm. There is once again excitement among our members on how we can continue to grow the game. Golf 2.0 will once again be the focal point of our section. The Section staff will continue to be a great support to us with Golfzilla, the SNAG equipment, Block Parties, Clubs for Kids, and much more. If you have programs that have been successful at your facility, please relay this to our Section staff so they can pass it along to other members looking to improve their facility bottom line.

We look to have a great tournament year as well. The Utah Open will once again be held at Oakridge Country Club in August. We are grateful for our continue partnership with Oakridge and their staff. Our Section Championship will be held at Toana Vista in Wendover, Nevada. As we all know, without our great sponsors and hosts, we would be unable to hold such great events. I am also very appreciative of our continued partnerships with the UGA, UJGA, and the GCSAA. We all have the same goal in mind: To grow the game that we love!

What a great business we work in! We get to help people enjoy the game more and play more golf. When golfers play our facilities, they are there to have a great time and we can help facilitate them. As the season gets underway, I hope we all take the time to enjoy this great game. I encourage all of us to try and play more golf. Whether its tournament golf or a casual round with family or friends. Sometimes we all need a little reminder of why we got into this business. It's because we all love golf!



Kean Ridd and his staff at East Bay Golf Course teamed with Devin Dehlin of the Section office, the Provo Open tournament committee and sponsors by bringing Golfzilla to the driving range during the Karl Tucker Foundation's golf clinic for the Boys and Girls Club of Utah County.



The Boys and Girls Club of Utah County were treated to some great shot making by former Utah Open champion Clay Ogden at the golf clinic hosted by the East Bay Golf Course staff and the Utah Section PGA.

Food for Thought and Spoiler Alert

by Jeff Beaudry, PGA Employment Consultant

The past 18 months or so has seen the PGA of America develop and begin to execute a strategic initiative broadly known as Golf 2.0. Whether we call it Golf 2.0 or Player Development, it has been well received not only by PGA professionals but also by the golf industry at large.

Allied associations, manufacturers, owners and management companies have embraced the need for action and applauded the PGA's leadership role.

It might be appropriate to review some of the significant points and conversations that brought us to where we are today. Along the way the following predictions were made: (Pay particular attention to the last two and be sure to read all the way to the end for the spoiler)

- Economics of the business will determine the skill sets necessary for PGA professionals in the future.
- Role of the PGA professional should change to be in the totality of the business.
- Player development is a key portion of the PGA professional today.
- Consolidation is part of the business today.
- Clustering is a big part of the consolidation, especially in areas where ten or more courses can share resources.
- The best possible people will make the highest salaries in the golf industry. These people are

also the most qualified.

- More corporate ownership of golf courses is inevitable.
- The standards of the Association should be set even higher.
- Management talent should be a high priority of PGA professionals.
- How do we shape the golf industry as opposed to the golf industry shaping us?
- Golf's participation today will change dramatically in the next twenty-five to thirty years.
- We must review bringing people in today's game differently in the future than we have done in the past.
- The industry must consider a reconfiguration of golf courses to embrace individuals, especially children, in the game of golf as opposed to the traditional tee settings of yesterday.

Spoiler. These are notes compiled by current Director of Employment Services Kathy Wilkes when she was executive director of the Southwest Section PGA from a panel discussion at the 1997 PGA of America Annual Meeting.

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"It's Personal"



PGA Financial Assistance Fund Scholarship Program

Graduating high school seniors and college students who are the children or grandchildren of PGA members are invited to apply online at the home page (before you log in) of PGALinks.com to be considered for financial support for college through the PGA Financial Assistance Fund Scholarship Program.

The scholarship program is an academic-based scholarship program that takes into account the following depending on the class level of the student:

High School Graduating Senior

High School Cumulative Grade Point Average – must be at least 3.4 (60% of the scholarship weighting scale). This number is to be an unweighted GPA based on a 4.0 scale.

ACT and/or SAT test scores (30% of the scholarship weighting scale).

Extracurricular activities in high school such as sports, clubs, student government, community service, part-time employment, etc. (10% of the scholarship weighting scale).

Current College Student

(has not reached their senior year in college)

College Cumulative Grade Point Average – must be at least 3.4 (60% of the scholarship weighting scale).

Most recently completed college semester or quarter GPA (30% of the scholarship weighting scale).

Extracurricular activities in college such as sports, clubs, student government, community service, part time employment, etc. (10% of the scholarship weighting scale).

The amount and number of scholarships is determined by the availability of funds, and may vary from year to year based on these factors and IRS guidelines. In 2012 eight \$5,000 scholarships were awarded and 126 \$2,000 scholarships were awarded out of 848 applications. Scholarships are awarded at the discretion of the PGA Scholarship Committee. The scholarship is for accredited Universities or Colleges in the United States only.

The application process is live online (www.PGALinks.com) between November 15, 2012 and March 15, 2013 and students are asked to wait until they are in possession of their most current grade report (first

semester) or transcript before applying. The applicant must enter the student's Social Security number and the PGA affiliated parent or grandparents PGA ID number to gain access to the application.

After submitting the online application, the applicant must have postmarked by March 15, 2013 to the below address a sealed official school grade transcript that shows their GPA information and ACT/SAT test scores (if a high school applicant) to:

PGA Financial Assistance Fund Scholarship Program

Attention: Linda Bennington
Grant and Scholarship Specialist
100 Avenue of the Champions
Palm Beach Gardens, Florida 33418
888.532.6661; 561.624.7612 or
e-mail: lbenning@pgahq.com

PGA members can check out the Scholarship Search Tips for additional listed websites to help you with your scholarship search by visiting the homepage of PGALinks.com/Personal_Benefits/PGA_Scholarship_Program.

I Resolve...



David Hall

Head Professional, Entrada Country Club

My resolution: continue to find new ways of communicating with my members and golf students.



Stu Nelson

Head Professional, Wasatch Mountain State Park Golf Course

Our resolution at Wasatch is to help all those who play our golf course to enjoy the game of golf a bit more.



Mark Boggs

Assistant Professional, Bloomington Country Club

My New Year's resolutions for my golf game are:

1. Play more.
2. Play more events.
3. Have more belief in myself that I am a good enough to play as well as I played last year.



Chris Newson

Head Professional, Soldier Hollow Golf Course

I resolve to play more golf in 2013. Should be an easy one to keep, right? However, like any other resolution you have to be committed to it and have a plan. To accomplish this I plan to play with my regular customers and league members on a weekly basis. I resolve to play in at least one more Pro Am and one more Open than in previous years, to support my fellow professionals. I will also get out and play with my family this summer too.



Larry Olson

Utah Section PGA Board of Directors

My dream is always to get my fist hole-in-one after 50 years of golf, especially since my son Troy has three of them! It's my turn!

Also, I have a goal to help the Utah Section PGA 100 raise \$100,000 in one year. We need other golfers, who love the game as much as we do, to play in the PGA 100. It should be on their bucket list. Wow, what a great day, playing 100 holes in one day with a pro golfer! It doesn't get any better and the money goes to charity. You just asked your friends to donate so much per hole to help you out and the winner is charity.



Colby Cowan

St. George City Director of Golf

My personal resolution is to play more golf with my daughter. For the Utah Section PGA my resolution is to provide our members with opportunities to grow their facilities and the game of golf in Utah through our Golf 2.0 initiatives.

Mark Owen

Head Professional, Mountain View Golf Course

Just before Christmas I was privy to a letter written by one our most prominent professionals to his assistant and it really hit home. Some of what was said made me realize that I was missing out on so many great things. These things are what I want to concentrate on for this upcoming year!

"For years when I was golfing I walked through some of the most beautiful places on earth, and yet I don't feel I really saw them. Beautiful landscapes, trees, flowers, animals, the sky, and the ocean - how could I have missed so much? What was I thinking of that was so important?"

This coming year I will make it a point to enjoy the many places that golf will take me and I will go and play and really take in the beauty of the surroundings and enjoy the company of some really great friends. Although golf is an awesome way for us to supplement our income, that money is less likely to be around as long as the memories that are created and made note of.

"It's a wonderful game. Please, don't lose yours. Play a game that you want to



play. Play a game that gives you joy and satisfaction and makes you a better person to your family and friends. Play with enthusiasm, play with freedom. Appreciate the beauty of nature and the people around you. Realize how lucky you are to be able to do it. All too soon your time will be up, and you won't be able to play anymore. Play a game that enriches your life."

It is so easy to lose track of what is really important. The reason I got involved in the golf business is because of the love of the game. I love to play, teach and work golf. I am lucky to be able to do what I do will take more time to enjoy it this next year and the years to come.



Casey Fowles

Head Professional, Coral Canyon Golf Course

One of the main resolutions that Coral Canyon has in 2013 is to get more women involved with golf. They are a key for us to grow the game and some of them will not play simply because they don't know where to start. We are going to try and make the course easier and more accessible to women in 2013.

2012 A Banner Year for Junior Golf in Utah

by Devin Dehlin

The Utah Section PGA with the help of our 300 plus Members and Apprentices teamed up to have one of the most successful junior golf years ever. Collectively we gave out more than 1,600 clubs to juniors across the state and introduced a record number of young players to the game. Golfzilla our favorite Utah PGA dinosaur went on a major road tour. Golfzilla didn't miss a geographical area in Utah and logged thousands of miles. This wouldn't have happened without the support and efforts of all of you.

The Block Party concept was one of the most successful Section programs we have ever introduced. If you participated you know the impact it had for you and your communities. What a great way to gain support from your owners, supervisors and community. If you missed out this past year, don't let it slip by again in 2013. Contact the Section office today and we will get you on the calendar for 2013. The goal this year will be to double the number of Block Parties and clubs distributed across the state. The resources are here for you, make sure you capitalize on this opportunity and help solidify your jobs. The junior golf initiative to grow the game isn't a here today gone tomorrow type program. Together we need to continue this charge and create golfers for the future.

The Utah PGA Junior Golf Connection saw an increase of a 100 new members in 2013. The Itty Bitty tournaments ages 4-7 have made a huge impact on getting the kids started early. We all know the kids begin participating in soccer, tee ball, basketball and many other sports at a very young age. Why not golf? Starting these kids early and getting them HOOKED on the game is important to the future of golf in the state. The clinics and instruction offered have always been a great introduction but on course experiences and competing in events early helps retain them for years to come.

Golf is a game for the whole family. We see this first hand with increased participation in our Parent Junior events. We had over 500 parents and juniors participate this past year. The Parent/Junior Series is held on Saturday afternoons on courses across the state. Watching parents and juniors interact on the golf course is always fun. What a great place to spend time with your children, while competing at the same time. The majority of the teams are there for fun and the social aspects but it's pretty competitive as well.

The Jimmy Thompson (JET) Tour held over thirty events this past summer. This tour is considered our championship tour and we see many of the best junior players across the state participate. The numbers were up across the board this past year and this trend will surely continue. We take pride in the number of positive comments we get from the parents about this program. The combined value and quality of these events have the kids and parents wanting more.

The High School Golf program had another great year in 2012. We hosted over 1,000 kids at the various championships. The Utah PGA is proud to conduct one of the best High School programs in the country. We held championships all over Utah. We visited St. George, Vernal, Roosevelt, Logan, Davis County and Salt Lake County. Each championship was a great success.

The 5A Championship at Riverbend GC provided the most drama. After thirty six holes (eight scores counting for each team) Brighton and Lone Peak were tied. Over 150 spectators followed four players from each team down number one fairway. Brighton won the title on the first hole of sudden death. It was pretty exciting for everyone in attendance and especially the players. The All State banquet once again topped off an amazing year of high school golf. We had the privilege of hearing from Hall of Famer Billy Casper as our keynote speaker. He shared many stories that inspired and motivated all those in attendance.

The motto at our Annual Meetings in February was the Utah PGA has you Covered. This motto definitely rings true for junior golf. The Junior Road Map (created in 2009) has seen some serious miles logged as we create lifetime golfers. From the individual course programs to various PGA, UJGA, High School and Amateur events there is something for every junior to enjoy.

Together we are making a difference! Let's keep logging the miles and watching the game grow.

Thanks to all those that hosted an event this past year, we couldn't do it without you!



Birdie Ball

by Todd Mullen, Head Professional
Sunset View Golf Course

This past year I have tried a few new events to help grow the game of golf. One of the best purchases I made to help with some of these events was a Birdie Ball package that includes a blow up target, a mini 9-hole course and plenty of Birdie Balls. Yes it was pretty expensive but to help off set the cost I got a local business (Magnum) to split the cost with us. The business in return has their logo put on some of the birdie balls and I can attach their logo to the blow up target.

The Birdie Ball has made my junior golf camps a lot more fun. The juniors love to hit to the target and they can get a taste of playing a 9-hole course on my driving range. I have also taken it to the high school and middle school and used it for their end of school party.

One event that was real successful was on the 4th of July. On the 4th in Delta, Utah, the population doubles and a huge city park celebration takes place. I set up the birdie ball in the park and gave away 75 golf clubs to kids in less than 45 minutes. I had fliers at the park advertising my junior camps, women's fun night, couples night and other leagues that I run at Sunset View.

The other event that has been growing is our couple's night. The couple's night is a casual night of



competition with food provided after golf. The golf is a 9-hole event, usually a scramble. Some of the fun events have been eight inch cups, a Frisbee toss as a free shot and extra pins on the green. For the meal I provide the main course and pot luck dessert and

salads are provided. The pot luck items have been a lot of fun because it has turned into a recipe swap night for the ladies.

We are looking forward to a fun 2013!

Next on the Tee

by Scott Draper, Head Professional
Southgate Golf Course

The PGA through Golf 2.0 has focused on the defining the long-term problems which face our industry. It has defined the markets which need to be targeted with our various programs. It has developed a base program structure which each of us can apply at our own facilities to improve player development. As has been indicated, there are a significant number of "Latent" or dormant golfers who have been introduced to golf but have chosen not to engage on a consistent basis. There are an additional estimated 20 million potential players who aspire to play but have not yet tried. It is this group which has such great potential. They have a clean canvas; they are eager and enthusiastic to learn. Why then, don't they just come flooding into our facilities?

Certainly, there are reasons that have restricted these potential players from entering the game. Currently, the economic environment is not very conducive to new player development. When faced with making choices between spending on necessities or on recreation, recreation generally loses. The question then, is how can we overcome this problem and achieve the goal of developing new players, who bring more revenues to our facilities, which secures our jobs and the industry? The Utah Section has

always been proactive in creating opportunities to introduce new players to the game with successful programs such as Clubs for Kids and the Block Party concept using the Golfzilla, Snag golf and Birdie Ball. These programs are spectacular for sparking interest and give us an avenue to then direct these players into a learning program. It is there that our work begins. We must find a way to take their interest and turn it into a passion.

It occurred to me that there are a few hurdles for new golfers once they are introduced to the game. First, this game is a challenging and sometimes difficult to play. This is where the PGA programs such as Get Golf Ready can shine. The other hurdle is the cost of equipment. When a player starts from ground zero, this can be prohibitive. It is to overcome this hurdle that I developed a program called "Next on the Tee." The concept is simple. Our core golfers have extra equipment that they have gathered over the years of playing. We have golf course capacity during slow times of the year. The first phase of the program is a collection of this spare equipment. I offered for a limited time, free rounds of golf at non-peak times to our core players in exchange for their donation of quality equipment. I accepted full sets of irons, sets of woods, golf bags, push carts and even shoes. I place restrictions on the quality of the equipment so that I would not be passing on items which might discourage players. I marketed this col-

lection period simply with a cart placard placed in our golf cart sign holders. Other methods might include mass e-mails or newsletters. The response was fantastic. I was able to collect a significant amount of quality equipment to have on hand.

Phase two of the program takes longer and more attention. As you market your instructional programs to new players, you also offer the equipment to those who have none. This equipment will now become available to new students, free of charge, as an equipment loan. The concept is that the more equipment you can outfit the player with, the more they will have an interest to learn and to use the equipment. Students will be able to use the equipment as long as they would like. When they reach a point that they are ready to upgrade and wish to purchase new equipment, they are asked to return the loaned equipment back to the golf course to be used on other potential new players.

In the end, you give value (free rounds of golf on non-peak hours) to the core players for their equipment, which provides the opportunity for new players to enter and become established into the game. My job is simply to facilitate this exchange. In so doing, I create the opportunity to interact with all these groups of players (my customers) and to welcome them and thank them for their participation which strengthens my facility.

Growing the Game with New Players

by Jeremy Green, Head Professional
Nibley Park Golf Course

It is obviously a very different time in the golf industry then it was a decade or two ago. The phone ringing off the hook with anxious customers trying to book a tee time and a long waiting list were good problems of the past for now. We all have our beliefs and reasoning as to why this came to be such as the most obvious one of too many golf courses and not enough players to fill the tee times. Perhaps another obvious reason is the economy. Most of us have cut expenses to the bare minimum and are still struggling to keep our heads above water. I see two options to help fill our golf courses and I believe the PGA of America with the initiatives put forward in the Golf 2.0 program is evidence enough of what we need to do to help secure our jobs and keep all our facilities in operation.

As I mentioned above there are two options to help fill our golf courses: 1) golf course closures (very bad) or 2) create new players to fill our golf courses (very good). It is very basic economics: supply and demand. We don't have enough demand right now to have a tee sheet that is consistently full. Salt Lake City Golf has joined the PGA of America and has really put a huge emphasis of not only creating new players but retaining them. With Nibley Park's location and prior reputation of being a place to learn to

play golf it made sense for us to develop a program not only for juniors but individuals of each gender and all ages.

The program originated from what we call women's golf 101 in the spring of 2011. During the winter of 2011 we decided that in order to attract women that have been contemplating learning the game of golf we needed to make it very low risk and not seem like a huge commitment. Although the PGA's "Get Golf Ready" program seems to be very affordable and 5 weeks doesn't seem like a huge commitment to some it might be a little too expensive and 5 weeks is a rather lengthy time commitment. We agreed that we needed to offer a program that is very inexpensive and only a very short commitment just to get their feet wet and see if it is something they are interested in pursuing. Needless to say the program blew away everyone's expectations. We put together a very light schedule for the first month and the demand was so high we had to keep adding sessions to keep up with the demand. The great thing was that the women at the end of the course were wondering what was next. So we added women's 201. Then they still wanted more so we added women's 301.

In the spring of 2012 we thought we should try some other programs as well as the women's so we added men's, mixed couples, and parent/junior clinics. Surprisingly the men's 101 was a huge success. Just like the women most of the men wanted to know what was next. The problem we have at Nibley is space and time in the evening's to teach all these clinics. This is where the expansion of these

Growing the Game with Junior Golfers

by Jake Hanley, Head Professional
Jeremy Golf and Country Club

Junior golfers are the future of this great game of golf. They are the next generation of Utah Golf Association members, high school golfers, college golfers and golf professionals. They are also the next generation of private club members. The Jeremy Golf and Country Club staff has implemented a junior golf program that appeals to the members and their friends in a unique way that involves everyone.

In order to create a sense of excitement for our members and their friends that included the creation of goals, fun and competition we started the Etiquette and Ability Program and our Jeremy Junior Night. The goal of these two programs was to increase junior participation and to involve families at the club.

The three level Etiquette and Ability Program parallels the 2.0 PGA sports curriculum. Each junior is given a Jeremy Junior bag tag whose color reflects their current level. We created a junior scorecard with yardages that mirror U.S. Kids tournament yardages and we put U.S. Kids tee markers for the different levels of abilities.

Yellow Level

- Approximate ages 6-10.
- Beginner level of golf.
- May use practice facilities anytime.

- May play after 2:00 pm when accompanied seven days a week.

Red Level

- Approximate ages 11-14.
- May play after 2:00 pm when unaccompanied seven days a week. And after 12 noon when accompanied by a member seven days a week.
- May use practice facilities anytime.
- Can demonstrate a medium level of etiquette and golf skills to a golf professional.

Blue Level

- Approximate ages 15-17
- May play anytime when accompanied by an adult member, may play anytime Monday thru Friday when unaccompanied and may play after twelve noon when unaccompanied on Saturday and Sunday.
- May use practice facilities anytime.
- Can demonstrate an experienced level of etiquette and golf skills to a golf professional during a three hole playing evaluation.

The Jeremy Junior Night was a huge success and created a shot of energy that we were looking for. We kicked it off with the Utah PGA Section's "Golfzilla" standing guard on our driving range. Having this 20-foot high reptile on our range not only got the attention of the drivers on I-80, but it also got the attention of our membership and neighborhood. We also got the word out via Facebook, Twitter, newsletter, email blasts, flyers and word of mouth. The Jeremy Junior Night runs from the time the kids are out on summer break until they go back to school. We averaged 32

programs to other city course will take place this upcoming season.

Here is a short list of things that I believe have helped make the player development programs at Nibley successful:

- Affordability/Value.
- Motivated and knowledgeable instructors.
- Marketing power.
- Constantly making adjustments to make the program better.
- Breaking the intimidation barrier of playing on the golf course.
- Last but certainly not least: classes must be fun!

To put things in perspective the PGA of America has a stat that blew me away when I first saw it. They suggest that a new player developed at your facility will bring an average of \$1000.00 to your facility the first year of being introduced to the game. So if you developed 100 new players this next year potentially you could see a \$100,000.00 increase in your revenues. I have seen it first hand and believe me I don't think these numbers are unrealistic. It is more important now than ever before that we all work together to promote the game that we love to as many others as possible. I don't think we should be in competition amongst each other when it comes to getting as many people playing golf as possible because they will spread their dollars around. We have the best municipality golf in the country and we need to introduce our product to as many new players as possible in order to succeed.

juniors per night.

From 5:00 p.m. until 5:30 p.m. we have two PGA professionals teaching a rule of the week, conducting contests and providing individual instruction. With an average of one adult volunteer to every four juniors we were able to have parents get involved on a new level. Tee times begin at 5:30 p.m. and go until all the juniors have teed off. On course contests such as straightest drive, longest putt and closest to the hole were a hit. This was not a day care session by any means. Each foursome must have an adult volunteer who will reiterate the etiquette concepts that are covered by our Etiquette and Ability Program.

At 7:30 p.m. the volunteers and golf professionals bring the golfers in to the banquet room. We then start dinner, a movie (Disney) and games. Several members donated different games like a ping pong table and a foosball table. This is an opportunity for parents to go have dinner and drinks and for the juniors to have fun together and be kids!

Members do not have to pay for the golf portion or dinner. Their friends pay \$20 for golf and dinner. Everyone receives a different weekly tee prize and contest winners pick out a sleeve of balls. We started an annual junior golf fundraiser last year that raises money to pay for the members fees, added new training aids, scorecards and the tee prizes. We utilized our great sales representatives for auction items and were able to end the year with a surplus to go towards a fun and memorable 2013!

Johnson Wins the TaylorMade Invitational in Cabo

by Ryan Kartchner

Zach Johnson didn't go to Los Cabo, Mexico to fish, but he reeled in the biggest check of his career with a stellar win at the TaylorMade Invitational held on the Ocean Course and Desert Course at Cabo Del Sol.

The Ocean course is a Jack Nicklaus Signature design and ranked #1 in all of Latin America. The Desert Course is a Tom Weiskopf Signature Design and #17 in Latin America.

Zach opened with a course record 63 on the Desert Course. He then followed up with a 64 on the Ocean Course the following day. With a 69 in his third round, Zach took a 1-shot lead into the final round on the Ocean course.

Zach didn't have his best stuff throughout the most part of the final round. When he stood on the 15th tee, he was two back. After going birdie, par he stood on the 17th, one shot back. He then hit his tee shot on the par 3 to about five feet and made the putt to tie the lead.

On the 18th Zach hit his 3-wood off the tee right down the middle and hit his approach to about 22 feet of the pin. He calmly stood over the putt and drained it for a one shot win, a final round score of 68 (-24 for the event) and first place check of \$35,000.

Zach's aggressive play, making up three shots in the final four holes, was the key for his one stroke vic-



tory. He was absolutely amazing in closing out that tournament. Zach never backed down, even from that last putt that he could have easily lagged up there and took his chances in a playoff. Instead, he drained the putt and didn't even think about the \$15,000 difference between 1st place and 2nd. With an amazingly strong field of club pros as well as past and present tour players, this was a great win for Zach.

You can see the results and a picture of Zach get-

ting his trophy from PGA Tour announcer Gary McCord at www.taylormadeinvitational.com. Congratulations to Zach on his victory and representation of our Section. We now claim two of the last three champions of this event. Chris Moody won in 2010. This year Chris finished tied for 8th which cashed a check of about \$7,000.

Davis County Golf Professional Brings Home All the Hardware

by Aaron Goodman

Par took a beating as several Utah Golf Professionals teamed up with their Assistants last month to compete in the 2012 Utah Section PGA Pro-Assistants Championship presented by TaylorMade and Adidas/Ashworth Golf.

This event has long been a part of the Utah PGA schedule and its primary purpose is to cultivate the relationship between head golf professionals and their assistant golf professionals. The 2-Man Best Ball competition consisted of two rounds played at spectacular courses in St. George, Utah.

Players enjoyed the warm St. George weather in Round One at SunRiver Golf Course where, after the days play, an optional Derby was played.

The Derby was a riveting battle where nine teams all teed off together and played alternate shot eliminating one team each hole. Head Golf Professional at Palisade State Park Golf Course and Utah Section PGA Vice President, Chris Stover and his Assistant Jordan Van Orman prevailed as the winners of this pressure-

packed prizefight.

Round Two was played at Coral Canyon Golf Course where Jared Barnes and assistant at Glen Eagle Golf Course. Joe Summerhays punished par with a sizzling '62 to go along with their opening round of 64 to win the Pro-Assistants Championship.

Another Davis County duo took home the Adidas Division trophy, Tony Angelico and Shawn Edwards from Hubbard Golf Course at Hill Air Force Base won with a 57-64, 121 scorecards.

2013 Utah PGA Championship Schedule:

Feb 5-7	Nike Winter Classic	Sand Hollow GC, Southgate GC, Bloomington CC
April 22	Spring Pro-Pro	Riverside CC
May 20-22	Match Play Championship	HAFB Hubbard GC
July 31-Aug 1	Utah Senior Open/Sr. PNC	Toana Vista GC
Aug 6-7	Assistant Championship	Crater Springs GC, Soldier Hollow GC
Aug 19-25	Siegfried & Jensen Utah Open	Oakridge CC
Sept 17-18	Section Championship/PNC	Toana Vista GC
Dec 2-3	Pro-Assistants Championship	Sky Mountain GC, Sunbrook GC

Congratulations to the winners and thank you to Phil Deimling of TaylorMade and Jeff Smith of Adidas/Ashworth for making this an outstanding tournament.

A combination of fantastic weather, good golf courses and great sponsors made for one of the best Pro-Assistant events ever. This has always been a favorite among Utah Section PGA golf professionals so mark your calendars now for next December.



Nike Winter Classic
Zach Johnson



Utah Section Pro-Assistant Championship,
Jared Barnes/Joe Summerhays



Utah Section Professional Championship,
Mark Owen



Utah Section Senior Match Play Championship
Craig Norman



Utah Section Match Play Championship
Pete Stone



Utah Section Terry Malan Senior Open
Mike Borich

2012 Junior Golf Connection Championships Results

PGA Junior Qualifying, Soldier Hollow Golf Course

16-18 Age Group. One boy and one girl qualified to play in the National PGA Junior at Sycamore Hills in Fort Wayne, Indiana

16-18 Age Group

Charlie Deuseing, Sandy, UT (71-72, 143) Sirene Blair, South Jordan, UT (71-72, 143)

13-15 Age Group

Laura Gerner, Kaysville, UT (81-93, 174) Quince Hewlett, Orem, UT (78-78, 156)

Tom Sorenson City Junior, Glendale & Mountain Dell

One player qualified to for a spot in the Utah Open. C.J. Lee, Provo, UT (67-67, 134)

Tournament of Champions, Eaglewood Golf Course

Boys 15-17

A Flight: Austin Geddings, Hill AFB (79) B Flight: Preston Lucas, Taylorsville, UT (78)

Boys 13-14

A Flight: T1: Chase Roberts, Centerville, UT (76) and Mark Mortensen, Mapleton (76)

B Flight: Chase Eggett, Riverton, UT (84)

Girls 13-17

Cobair Collinsworth, Sandy, UT (75)



Utah Section Assistant Championship
Joe Summerhays



Siegfried and Jensen
Utah Open, James Drew

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