



DECEMBER 2017
**ROCKY MOUNTAIN
SECTION**



PGA

Rocky Mountain Section

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The Rocky Mountain Section appreciates the sponsors who have helped make 2017 a truly great year for the Section.

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Only 6 months remain in the current MSR cycle which ends June 16, 2018.

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**BEN BRYSON, BRIDGESTONE REP.
DAVID GUBBELS AND KEVIN BURTON**

BRYSON EARNS THE 2017 SRCPGA MATCH PLAY CHAMPIONSHIP

Ben Bryson, PGA Head Professional at BanBury Golf Course in Eagle, Idaho, defeated Twin Falls Golf Club PGA Head Professional Travis Hofland 2 & 1 in perfect conditions to capture the 2017 Rocky Mountain PGA Snake River Chapter Match Play Championship presented by Bridgestone Golf and supported by OMEGA & The PGA TOUR for the third time having done so previously in 2009 and 2014. In the Senior Division, Pierce Park Greens PGA Director of Instruction Kevin Burton from Boise, Idaho, captured his second consecutive title beating host PGA Head Professional Mike Hamblin 1 up. Burton added this second Senior title to his collection of two other regular division titles in this event. Unseasonably warm and benign weather combined with excellent course conditions allowed the players to truly focus on their opponents this final day as the players completed their matches over the 2-day championship.

The Snake River Chapter Match Play Championship was contested at Blue Lakes Country Club in Twin Falls, Idaho.

The Rocky Mountain Section and the Snake River Chapter of the PGA would like to thank Blue Lakes Country Club host PGA Professional Mike Hamblin and his willing and helpful staff who put forth the effort to keep this as one of the premier events in the Snake River Chapter. Appreciation is also extended to Bridgestone Golf territory managers, David Gubbels and Matt Seare for their sponsorship and continued support of this Championship. Thanks also to OMEGA and The PGA TOUR for their gracious support.



PGA

Rocky Mountain Section



RON RAWLS ELECTED TO PGA BOARD OF DIRECTORS

Ron Rawls, PGA Head Golf Professional at Crane Creek Country Club in Boise, Idaho, has joined the PGA Board of Directors as District 9 Director. He was elected to the Board of Directors on November 3rd at the 101st PGA Annual Meeting, in Austin, Texas. Rawls will serve a three-year term, representing the Colorado, Rocky Mountain and Utah PGA Sections.

A PGA Member since 1989, Rawls has served as PGA Head Golf Professional of Crane Creek Country Club since 2004, overseeing daily operations for the facility. Previously, he served as PGA Director of Golf at Kauai Lagoons Resort in Lihue, Hawaii (1989-1996); and Illahe Hills Country Club in Salem, Oregon (1996-2004).

Backed by a passion for governance and a commitment to volunteering, Rawls has served on the Board of Directors in the Aloha, Pacific Northwest and Rocky Mountain PGA Sections. "It's an honor to have served on the Board of Directors at the Section level and now on the National Board as the new District 9 Director," said Rawls. "The PGA of America has made a huge leap in recent years in its role as a main player in the golf industry. It's an exciting time to be involved."

An accomplished player, Rawls has enjoyed signature victories throughout his playing career, highlighted by the 1991 Aloha Section PGA Championship, 2004 Rocky Mountain Section PGA Championship and the 2016 Rocky Mountain Section Senior PGA Championship. Rawls is also a three-time qualifier for the Senior PGA Professional Championship. Rawls is a two-time PGA Section Golf Professional of the Year; four-time Section Bill Strausbaugh Award Winner; and two-time Section Merchandiser of the Year.

Born and raised in Idaho, Rawls graduated from Boise State University in 1983, with a degree in Accounting and Computer Sciences. He has been married for 24 years to Pam, a merchandise buyer for eight golf courses in Idaho. Rawls has two grown children, Nicole and Zach.

The PGA Board of Directors is composed of the Association's President, Vice President, Secretary, Honorary President and 17 Directors. The Directors include representatives from each of the PGA's 14 Districts, two Independent Directors and a member of the PGA Tour. New District Directors are elected by their local PGA Sections.



RON DUNHAM NAMED 2017 GOLF PROFESSIONAL OF THE YEAR

The Rocky Mountain Section PGA has named long time PGA Professional Ron Dunham from Wilson, Wyo., its 2017 Golf Professional of the Year. Dunham is a 41 year member of the PGA of America and has served five clubs since beginning his career in 1974 and has been a fixture at Teton Pines Country Club and Resort in Jackson, Wyo. the last 16 of those years.

The PGA Golf Professional of the Year Award is the highest honor paid to a PGA professional. The honoree is chosen based on his or her outstanding leadership abilities, exceptional performance as a PGA Professional, and distinguished service to the Association and the game of golf.

The Rocky Mountain Section congratulates Ron on a wonderful career as he has retired and has taken up permanent residence in Port St. Lucie, Florida. He and his wife Missy have been the faces of Teton Pines and his devotion to his club and The PGA of America is not to be questioned. In our Section he has hosted the Section Championship four separate times in addition to the Rendezvous and fall pro-ams many of you have frequented.

Ron has produced a distinguished career and it includes twice being named Golf Professional of the Year in the Central New York Section where he has also been ensconced in their Hall of Fame. His list of Section awards is long, 8 times recognized, and is marked by the notable achievement of being named the Resort Merchandiser of the Year by the PGA of America in 2005 while a member of the grand old Rocky Mountain Section. He is one of only three national award winners hailing from the modern boundaries of our Section.

Ron's accomplishments were not confined to the workplace as he won the Central New York Section's Vardon Cup Award for the lowest stroke average in 1985.

Dunham's list of service to the Association is impressive. He served both the Central New York and New Jersey Sections as a member of their Board of Directors. In addition, Ron twice served as a member of the National Board serving District 4 from 1990-1993 and our own District 9 from 2008-2011. He continues to work during the winter as part of the PGA of America's Winter Tournament Staff.

Dunham along with the other 2017 RMSPGA Award winners will be formally recognized as part of the 2018 Rocky Mountain PGA Annual Meeting in May.



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 BLAKE MASON,
 JON POTTER, &
 ALLAN
 MORRISON
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MASON, POTTER, & MORRISON ARE MERCHANDISERS OF THE YEAR

Blake Mason, PGA Assistant Professional at Warm Springs Golf Course in Boise, Idaho, has been named the 2017 Merchandiser of the Year for public golf course facilities. This marks the third time he has won the Merchandiser of the Year award having done so previously in 2006 and 2014. Blake has been a member of the PGA of America since 2006 and has loyally served Warm Springs for the past 28 years.

Blake's merchandising philosophy is to provide products in a range of brands and prices to best meet the needs of Warm Springs' diverse customer base. He also collaborates with as many vendors as possible to provide staff training and demo days so that any guest's questions can be competently answered to insure sales at the time of customer first contact. He uses different types of merchandising techniques and stays on top of current trends to keep the Warm Springs inventory moving.

The PGA Director of Golf at Idaho Falls (Idaho) Country Club, Jon Potter, is the 2017 Merchandiser of the Year for private facilities in the RMSPGA. This is Jon's first merchandiser award and it will handsomely fit on his wall with two previous Golf Professional of the Year Awards he garnered in 2003 and 2006. Jon was elected to PGA membership in 1994 and has made his career at IFCC for the last 27 years.

As the owner and operator of the club's golf shop, Jon's philosophy has always been to provide exceptional service backed up with competitively priced, first quality merchandise for all that enjoy the club. He feels in the private club arena, the loyalty to, and understanding of his members and guests is critical to the club's overall success.

Allan Morrison, the PGA Head Golf Professional at McCall Golf Course in McCall, Idaho, has been recognized as the 2017

Merchandiser of the Year for resort facilities. Allan has spent the past 15 seasons at McCall and has been a member of the PGA of America since 1993. This marks the third time Allan has been recognized in this category having previously claimed this same award in 2006 and 2008.

Allan has used his "customer service first and foremost" philosophy to great advantage. He trains and reviews his staff's manners and etiquette constantly to ensure a positive experience for all that visit. Allan feels the reasonable pricing of golf balls especially sets a tone for the rest of the retail pricing image at the club.

The Merchandiser of the Year Awards are presented to the individuals who excel in their abilities to purchase, present and sell golf-related products in the most effective and attractive way possible while providing a high level of service to the customer at their respective golf facilities.



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 RENZI LEE,
 PGA HEAD
 PROFESSIONAL,
 LAKE HILLS
 GOLF CLUB
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RENZI LEE EARNS 2017 RMSPGA YOUTH PLAYER DEVELOPMENT AWARD

Renzi Lee has been named the recipient of the 2017 Youth Player Development Award in the Rocky Mountain Section PGA. Lee was elected to membership in the PGA of America just last year and has not wasted any time in making an impact on junior golf.

The Youth Player Development Award bestows special recognition upon a PGA Professional who has displayed extraordinary and exemplary contribution and achievement in this field. As Renzi is the PGA Head Professional at Lake Hills Golf Club in Billings, Mont., his career path is dedicated greatly to the advancement and development of junior players. His philosophy focuses on the developmental cycle of people and their enjoyment in the game. Renzi believes the younger any

person starts enjoying the game, the more likely they are to play for a lifetime, and he's not afraid to say that theory is good for the game of golf and the golf business.

Renzi was part of the First Tee program earlier in his career and used that experience to see the value in the PGA of America's PGA Jr. League initiative. He feels PGA Jr. League is the perfect bridge for the younger children that come out of the First Tee to hone their competitive skills before going on to High School golf and beyond. All of this fits in perfectly with Renzi's above mentioned philosophy.

Combining fun with practice and play requires some creativity. Renzi has embraced this aspect of life and uses what he calls a Game Board and a Practice Sheet which encourages the kids in his

junior program to practice and bring their parents along to play. There are 50 squares on his Game Board and different tasks to perform to get squares checked off and earn prizes. Some of those tasks involve parents which is certainly good for business.

EMPEY NAMED TEACHER OF THE YEAR

Jim Empey, the PGA Director of Instruction at Quail Hollow Golf Club in Boise, Idaho, has been named the 2017 Teacher of the Year by the Rocky Mountain Section PGA.

The Teacher of the Year award bestows special recognition on a Rocky Mountain Section PGA golf professional that has performed outstanding service as a golf instructor. The honoree is chosen based on his or her performance, leadership, image, promotion of the game of golf, impact on teaching and golf instruction as well as their involvement in junior activities at their facility in addition to innovative contributions to golf instruction and published articles.

This is the sixth time, the other years being 2002, 2004, 2008, 2010 and 2015 that Empey has won this award.

He also earned the RMSPGA Player of the Year honor in 2009, 2011, and 2013 to go along with his Senior Player of the Year awards in 2012, 2013 and 2017. Jim was elected to PGA Membership in 1987 and teaches from the “Golf House”, a 750 square foot teaching building with an adjacent lesson tee located next to the practice range at the aforementioned Quail Hollow Golf Club.

Jim has devoted his career to teaching golf and teaches not only in Boise, but across the country due to this involvement with TMN Events where he is the Golf Director. That organization focuses on corporate golf outings in conjunction with host site professionals providing clinics and lessons to their clients. Most recently, the client list at TMN includes Hewlett Packard, Zones, Inc., McCain Foods, Marco Technologies, Microsoft, and AMD.

Over the last two years Jim has been an instructor in the PGA Hope Program. “Helping Our Patriots

Everywhere” is a national initiative providing golf access and education to disabled veterans. He has also been recognized by Golf Digest as the “Best Teacher in Idaho” and Golf Magazine recognized him as one of the “Top 10 Golf Instructors in the Northwest U.S.” and as one of the “Top 400 Teachers in America”.

KATIE SOMERS IS THE 2017 RMSPGA ASSISTANT GOLF PROFESSIONAL OF THE YEAR

Katie Somers, assistant professional at BanBury Golf Course in Eagle, Idaho, has been named the 2017 Assistant Professional of the Year for the Rocky Mountain Section PGA. Somers has been employed as an apprentice professional at BanBury the last three years and is hard at work in her efforts to become a PGA Member.

Katie’s overall performance as an assistant professional revolves around the idea of creating a welcoming environment to all those she comes in contact with on a daily basis. She has many responsibilities in the day-to-day operation and must effectively budget her time to focus on BanBury’s vast junior programs, daily guest care, golf operations, merchandising, teaching and tournament facilitation. Katie is acutely aware that her interaction with members is often the first and last impression of any guest’s day at the course. She makes a concentrated effort to provide a stress-free arena for her colleagues and visitors alike.

Being a well-rounded professional is important to Katie as she moves through her apprenticeship. She feels she still has many things to learn before becoming a Class “A” PGA Professional, but in her experiences thus far, she feels she has touched people’s lives in ways others cannot. Katie gathers a great deal of satisfaction because of the relationships and friendships she works hard to promote. She is grateful for the opportunity at this point in her career to learn from special mentors at the course who are willing to let her learn every aspect of the golf business.

Somers is proud to wear many hats as an assistant professional at BanBury and willingly takes on any and all tasks assigned to her. She provides service and approaches each day with a servant’s heart. The more smiles she creates, the better day she has.

REINKE HONORED WITH BILL STRAUSBAUGH AWARD

Tim Reinke, the Head Professional of Pinecrest Golf Course in Idaho Falls, Idaho, has been selected by the Rocky Mountain Section PGA as the 2017 recipient of the Bill Strausbaugh Award. Reinke, a 33 year member of The PGA of America, was honored with this award for the third time as a member of the Rocky Mountain Section having previously been recognized in 2000 and 2011.

Established in 1979, the Bill Strausbaugh Award is presented to a PGA Professional who, by their day-to-day efforts, has distinguished themselves by mentoring their fellow PGA Professionals in improving their employment situations and through service to their community.

As a PGA member, Tim has worked tirelessly to promote the PGA of America and its members. As a result, he has been actively involved with assisting many of his former assistant professionals in establishing their careers as PGA professionals. Tim has prepared and hosted countless seminars over the years for the Section membership. In addition, as current Snake River Chapter PGA President, Tim uses his insight to guide the Chapter and its professionals through a myriad of issues ranging from business operations to tournament functions. He has mentored many PGA members and given of his time to various organizations within the Idaho Falls area.

The 2017 Bill Strausbaugh Award adds to an already distinguished resume for Reinke. In addition to his now three Strausbaugh awards, he also previously garnered three RMSPGA Golf Professional of the Year awards, seven RMSPGA Public Merchandiser of the Year awards, the

1988 Jr. Golf Leader award, and the 1991 RMSPGA Horton Smith award. In addition, he also won two Golf Professional of the Year awards on the Chapter level.

MARK HOLIDAY SELECTED AS PLAYER DEVELOPMENT AWARD RECIPIENT

PGA Professional Mark Holiday of Bozeman, Mont., has been selected by the Rocky Mountain Section PGA as the 2017 recipient of the Player Development Award. Holiday, a Quarter Century member of The PGA of America has been honored as such to recognize his extraordinary contributions and achievements in the area of Player Development. This award considers the Professional's "growth of the game" leadership commitment at Section and National levels and the impact made at his/her own facility.

As the PGA Director of Golf at Bridger Creek Golf Course in Bozeman, Mont., Mark continues to work tirelessly to promote the game of golf. He has been the chairman of the Growth of the Game Task Force for the Section the last 10 years and continues to vigorously champion PGA of America Growth of the Game initiatives. Mark and his staff also run comprehensive adult group lesson programs including novice and family fun nights. Nike camps for children have been a part of the Bridger Creek growth of the game culture for 17 years and continue to complement the multi-tiered Bridger Creek Junior Academy. Holiday and his staff continue to lead the way welcoming women, children, and men of all ages to learn the game.

In addition to his National Player Development Award honor in 2012, this marks the 10th time Holiday will be recognized as an award winner within the Section.

BRYSON AND EMPEY ARE RMSPGA PLAYERS OF THE YEAR

Ben Bryson, PGA Head Professional at BanBury Golf Course in Eagle, Idaho, is the 2017 Player of the Year in the Rocky Mountain Section of the Professional Golfers' Association of America. This marks the third time Ben has earned this award having previously done so in 2012 and 2014. Bryson earned the accolade this year with season long steady play and a victory in the Snake River Chapter Match Play Championship to close out the tournament schedule.

RMSPGA members age 50 and older compete for Senior Player of the Year honors and the 2017 winner is Jim Empey, PGA Director of Instruction at Quail Hollow Golf Club in Boise, Idaho. This is the third time Jim has been recognized as the best senior player having previously won the award in 2012 & 2013. His three senior honors bookend nicely with the three regular division Player of the Year honors he has earned. Empey had a truly remarkable season. He won the Rocky Mountain PGA Section Championship, finished second in the Senior Section Championship, landed third in the Snake River Chapter Championship, and capped his season off finishing in the top 25 at the Senior PGA Professional Championship which garnered him a spot in the 2018 Senior PGA Championship.

Both Ben and Jim will receive their Player of the Year hardware in May of 2018 at the Rocky Mountain PGA annual meeting.

2018 GOLF PASS NOW AVAILABLE



The 2018 PGA Golf Pass is now available for sale. This year we have 70 facilities on the Pass and it remains a tremendous value at only \$40. In addition to all the great discounts the Pass provides, each pass holder will receive a weekly grounds pass to the 2018 Albertsons Boise Open.

New for 2018, the Pass is available as a printed book or an electronic version for smartphones. The printed book is available now for purchase while the electronic version will be available for purchase on January 2, 2018.

Please help us with promotion of the Pass by making your members/customers aware of the benefits of the Pass.

A special thank you goes to our 2018 presenting sponsor, Jug Mountain Ranch and Dustin Ames, PGA Head Professional at Jug Mountain and to all participating facilities.



2018 BOISE GOLF & TRAVEL SHOW

Please support the Section by volunteering your time at the Boise Golf & Travel Show on February 9-11 at Expo Idaho in Boise. The Section will have a booth at the Show and we will be distributing Clubs Fore Kids as well as giving ten minute free lessons. We need volunteers in both of these areas.

Members will receive MSR credits for helping out and Apprentices will receive Apprentice Education points.

Please contact Laurie at the Section Office (208) 939-6028 if you can help.

2018 SCHEDULE

Tentative Dates and Locations

9-April	SRC Facility Championship – Falcon Crest GC – Kuna, ID
9-10-April	YC Pro-Pro – Hilands GC – Billings, MT
16-April	Larry Malone Scholarship Pro-Am – Hillcrest CC – Boise, ID
6-May	Drive, Chip, Putt – Ridgecrest GC – Nampa, ID
7-May	YC Scholarship Pro-Am – Laurel GC – Laurel, MT
14-May	YC Scholarship Pro-Am – Yellowstone CC – Billings, MT
20-22-May	Annual Meeting & Pro-Pro Shootout – Pinecrest GC – Idaho Falls, ID
21-June	RMSPGA Assistant Championship – Pinecrest GC – Idaho Falls, ID
27-28-June	RMSPGA Junior Championship – Centennial GC – Nampa, ID
11-12-July	RMSPGA Yellowstone Junior Championship – Olive Glenn Golf & CC – Cody, WY
17-18-July	RMSPGA Senior Section Championship – Crane Creek CC – Boise, ID
25-26-July	RMSPGA Gallatin Valley Junior Championship – Bridger Creek GC – Bozeman, MT
31-1-July/August	Montana Cup – Location TBD
1-2-August	Carter Cup – RedHawk Golf Course – Nampa, ID
4-August	Drive, Chip, Putt – Powder Horn GC – Sheridan, WY
6-August	Windfall Classic – Crane Creek Country Club – Boise, ID
28-29-August	RMSPGA Section Championship – Huntsman Springs, Driggs, ID
8-9-September	Gallatin Valley Open–Cottonwood Hills Golf Course–Bozeman, MT
19-20-September	Idaho Open –Teton Springs Resort and Club–Victor, ID
24-25-September	Yellowstone Chapter Championship – Lake Hills GC – Billings, MT
1-2-October	RMSPGA Fall Meeting and Fall Pro-Pro – Idaho Falls CC – Idaho Falls, ID
15-16-October	SRC Match Play Championship – Blue Lakes CC – Twin Falls, ID

MSR CYCLE 15A COUNTDOWN CONTINUES

Just a reminder that only six months remain on the current MSR cycle which ends June 16, 2018. Take the opportunity over the winter to watch the complimentary videos from the 2017 PGA Merchandise Show on PGA.org, take the assessments at the end of the video and obtain MSR credits from your home or office.

If you have any questions on your MSR status, please contact Laurie at the Section Office (208) 939-6028 or PGA of America MISC. at (800) 474-2776.

SHORT SHOTS

Congratulations and best wishes to **Ron Dunham**. Ron recently retired as Head Golf Professional at Teton Pines Resort & Country Club in Wilson, WY, after 15 years in that position. Ron also served the Rocky Mountain Section and the Association as our District Director.

Matthew Stireman, PGA has taken the position of Head Professional at Teton Pines Resort & Country Club in Wilson, WY.

Roy Ahnsted, PGA is the Tournament Director (A-21) at McCall Golf Club, McCall, Idaho.

Congratulations to **Christopher Bunge, PGA** Assistant Professional at Shooting Star in Jackson, WY. Christopher recently became certified in Golf Operations through The PGA Certified Professional Program.

Timberstone Golf Course, Caldwell, ID, has announced some changes. **Daniel Torres** has been named Director of Golf (B-4) and **Tad Holloway, PGA**, is the Head Golf Professional.

APPRENTICE NEWS:

Welcome to **Christopher Lien, B-8**, Hilands Golf Club, Billings, Montana.

THANK YOU 2017 SPONSORS:

The Rocky Mountain Section appreciates the sponsors who have helped to make 2017 a truly great year for the Section. Please take a moment to show your appreciation and acknowledge the companies and sales representatives who have contributed to our success. The Section is fortunate to have the support and it is hoped you consider the brands and representatives when making your buying decisions for 2018.

SECTION OFFICE AND PGA OF AMERICA HOLIDAY HOURS:

The PGA of America and the Rocky Mountain Section offices will be closed for the Christmas and New Year's holidays starting on Friday, December 22nd and will be re-open on Tuesday, January 2, 2018. During this holiday season we wish you and your families a very Merry Christmas and a healthy and prosperous New Year.



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ANDY HOLLISTER, PGA



BOB HOPE



SCOTT LARSEN, PGA



SCOTT LARSEN, PGA



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CODY FAUGHT



MIKE LANGLEY



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