



MARCH 2017

ROCKY MOUNTAIN SECTION



PGA

Rocky Mountain Section

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ROCKY MOUNTAIN SECTION PLEASED TO ANNOUNCE CONTINUED SPONSORSHIPS

The Rocky Mountain Section PGA is pleased to announce the continuation of several existing sponsorships for 2017.

adidas /Ashworth Golf is continuing its support of the Rocky Mountain PGA and its member professionals. As part of the sponsor agreement, adidas/Ashworth Golf has been named a supporting sponsor of the Idaho Open, and the “exclusive apparel provider to the Rocky Mountain PGA staff.”



“The Section is pleased to be able to move forward with adidas and Ashworth Golf,” states Vaughn Jenkins, executive director. “adidas and Ashworth Golf are long-time partners with the Rocky Mountain Section and our members thank sales representative Jeff Smith and regional sales manager David Delong for continuing this partnership through 2017.”

Cleveland Golf/SRIXON/XXIO



and the Section have reached agreement on their partnership for 2017. Cleveland Golf/SRIXON/XXIO will continue to sponsor the Snake River Chapter PGA Facility Championship.

The 2017 Cleveland Golf/SRIXON/XXIO Snake River Chapter PGA Facility Championship will be held April 10th at Quail Hollow Golf Course in Boise, Idaho. The Rocky Mountain Section PGA is thankful for and appreciates the support of Cleveland Golf/SRIXON/XXIO, sales representative Ethan Schofield and regional sales manager Ed-die Seefeldt for their continued support of the Snake River Chapter, its members and apprentices, and their Facility Championship.

Bridgestone Golf will continue its support of the Section in 2017.



As part of the sponsorship, Bridgestone Golf will remain presenting sponsor of the Yellowstone Chapter PGA Championship and also the Snake River Chapter PGA Match Play Championship. This year will mark a decade of support from Bridgestone Golf for the members and apprentices of the Rocky Mountain Section PGA.

The Yellowstone Chapter Championship will be played September 25th and 26th. The Snake River Chapter PGA Match Play Championship will be played October 16th through the 18th at Blue Lakes Country Club in Twin Falls, Idaho.

The Section thanks Territory Managers Cliff Jones, Matt Seare and Gary Spinelli as well as Western Regional Sales Director Robert Su for their continuing support of the Section.

The Rocky Mountain Section PGA, along with TaylorMade-adidas, Ashworth Golf and Adams Golf, are excited to announce the continuation of a sponsorship agreement that names them as exclusive title sponsor of the annual Rocky Mountain PGA Pro-Pro Shootout through the 2018 event. The sponsorship continues the successful relationship that has been developed between the companies, the Section and its members.



“The Section is very pleased to continue to build on our relationship with TaylorMade-adidas, Ashworth Golf and Adams Golf,” states Vaughn Jenkins, executive director. “These companies continue to be great supporters of the PGA and its members, and their sponsorship

within the Rocky Mountain Section is a great example of that support. We appreciate John Johnson’s efforts to extend the sponsorship.”

The 2017 TaylorMade-adidas, Ashworth Golf and Adams Golf Pro-Pro Shootout will be Monday and Tuesday, May 21 & 22, at Pinecrest Golf Course in Idaho Falls, Idaho. As one of the highlights on the Section’s tournament calendar, the event is expecting a full field of 50 teams.

The Rocky Mountain Section extends its thanks and appreciation to TaylorMade, Western Regional Sales Manager Jeff Parsons and Sales Representative John Johnson for their support of the Rocky Mountain Section and its members.

Page & Tuttle will continue to support the Rocky Mountain Section PGA Fall Pro-Pro in 2017. Page & Tuttle



has been involved with the event since 2014. The Section thanks National Sales Manager Jake Solomon and Sales Representative Andy Hollister, PGA, for their support of the Rocky Mountain Section PGA. The 2017 RMSPGA Fall Pro-Pro will be held Monday and Tuesday, October 2nd and 3rd at Idaho Falls (Idaho) Country Club.

Black Clover Enterprises and the Rocky Mountain Section PGA have entered into an agreement naming the company a sponsor of the Snake River Chapter Facility Championship, the Yellowstone Chapter Championship and the RMSPGA Fall Pro-Pro. The Section thanks West Regional Manager Eric Lyman, PGA, and Lori Putnam, PGA, for their efforts supporting the men and women professionals of the Rocky Mountain Section PGA.



CHAPTER OFFICER ELECTIONS

The Snake River Chapter and the Yellowstone Chapter recently held their Spring Membership Meetings with election of officers taking place for both chapters. In the Snake River Chapter Tim Reinke was elected President; Lucas Brick, Vice President and Brett Kleinkopf is the new Secretary. Dustin Ames resigned his position as Vice-President to spend more time with his family and at his facility. The Yellowstone Chapter elected Ryan Troxel, President; Mike Duquette, Vice-President and Jeff Allen, Secretary.

These officers will be sworn in at the Rocky Mountain Section Annual Meeting held on Sunday, May 21st at the Residence Inn Marriott, Idaho Falls, Idaho.

JACKSON, WYOMING LODGING INFORMATION

With both the RMS Senior Section Championship and the RMS Section Championship being held in the very popular Jackson, Wyoming area we have made arrangements with The Virginian Lodge in Jackson for discounted hotel rates during these events.

RMS Rate is \$143.10/single and double. The cutoff date for the Senior Section Championship is 06/26/17 and the cutoff date for the Section Championship is 08/07/17. Reservations can be made by calling The Virginian Lodge at (800) 262-4999 or visit their website at <http://virginianlodge.com>.

TOURNAMENT REGISTRATION

2017 Cleveland Golf / SRIXON / XXIO Snake River Chapter Facility Championship

Supported by Black Clover, Ken Allen, PGA, Golf Sales (Mobile Pro Shop), OMEGA and The PGA Tour. This year's championship will be contested at Quail Hollow Golf Club in Boise, Idaho, on Monday, April 10th. The entry deadline is 4:00 p.m. on April 5th.

- + [Click Here](#) for the BlueGolf page for tournament entry and information.
- + [Click Here](#) for a printable copy of the entry form.

2017 Yellowstone Chapter Pro-Pro

Contested at Hilands Golf Club in Billings, Montana on Monday, April 10th and Tuesday, April 11th. The entry deadline is 4:00 p.m. on April 5th.

- + [Click Here](#) for the BlueGolf page for tournament entry and information.
- + [Click Here](#) for a printable copy of the entry form.

43rd Annual National Car Rental Rocky Mountain PGA Foundation Larry Malone Scholarship Pro-Am

Monday, April 17th contested at Hillcrest Country Club in Boise, Idaho.

- + [Click Here](#) for tournament entry
- + [Click Here](#) for a printable copy of the entry form
- + [Click Here](#) to make a donation

2018 ANNUAL DUES BILLING

PGA of America is in the process of creating invoices for the fiscal year 2017/2018 annual dues. Invoices will be created based upon the individual professional's employment and section affiliation as of May 1, 2017. To ensure that you receive your dues invoice, please update your PGA.org profile as far as your email address, preferred mailing address, phone number, etc.

The dues invoices will be emailed to all professionals with an email address on file. Those people without an email address will be sent a printed invoice in the mail.

BOISE GOLF & TRAVEL SHOW A BIG HIT



"I love my new Club"

Over five hundred golf clubs were handed out to juniors at the recent Boise Golf & Travel Show courtesy of the Rocky Mountain Section PGA Foundation. The Clubs Fore Kids program continues to be very popular with kids and their parents and we thank our Rocky Mountain Section PGA professionals who volunteered their time to assist with the distribution of clubs at the Golf Show. The instruction booth at the show was also very busy with attendees receiving complimentary

tips from our section professionals.

Special thanks go to those professionals who helped us at the show as well as to those facilities who generously donated rounds of golf for our raffle which benefited the Foundation.

Brett Nagel giving instruction



MSR CYCLE 15A ENDS JUNE, 2018

Just a reminder that there are only sixteen months remaining on our current MSR cycle which ends June 15, 2018. PGA of America will be posting videos from the 2017 PGA Merchandise Show to PGA.org sometime in April and viewing the videos and completion of the assessments will earn you MSR credits in the PGA Required Category.

The next opportunity to obtain PGA Required MSR credits will be the Rocky Mountain Section PGA Annual Meeting which will be held on Sunday, May 21st at the Residence Inn Marriott in Idaho Falls, Idaho.

If you have any question on your MSR status, please contact Laurie at the Section Office or PGA Member Services at (800) 474-2776.

REVENUE MANAGEMENT COURSES OFFERED

If you're involved in pricing or revenue generation at your public or resort facility, we are offering an opportunity for you to complete five online courses to learn the fundamentals of golf course revenue management. Spend just 20 minutes a day for five days and you will develop revenue generation strategies to build a competitive advantage at your facility. The five course are FREE for PGA Members.

As a PGA Member, you can share this invitation-only offer with your colleagues who are involved in revenue management at your facility. Provide them with this link, <https://www.pga.org/revenuemanagement>, and together you can build a winning strategy off a common understanding of the fundamentals of golf course revenue management.

Note: These courses are not eligible for MSR credits.

The Revenue Management Coursework consists of five interactive courses that focus on driving a healthier bottom line, as well as enhancing your overall value to your facility. The three key drivers for these courses are rounds, rates and reach.

- Introduction to Golf Course Revenue Management
- Forecasting and Booking Patterns
- Differential Pricing and Segmentation
- Distribution Channel Management
- Strategic Management and Competitive Analysis

SHORT SHOTS

Todd Bindner, PGA, has been named Head Golf Professional at The Club at SpurWing, Meridian, Idaho.

Welcome to Rick Longhurst, PGA, Life Member Retired. Rick is again a member of the Rocky Mountain Section residing in Elko, NV.

Congratulations to Brenner Antone, PGA, who recently completed the requirements of the PGA PGM 2.0 program and was elected to membership. Brenner was also named the Head Professional at Rupert Country Club, Rupert, ID.

Shooting Star, Teton Village, WY, has named Wes Roberts, PGA, as its new Director of Golf. Shooting Star also welcomes Christopher Bunge, PGA, as their Assistant Golf Professional.

Jackson Lambert, PGA, is the new Assistant Professional at Snake River Sporting Club, Jackson, WY.

Briarwood Country Club, Billings, Montana has named Justin Mills, PGA, as its Head Professional.

Bobby Howell, PGA, Chubbuck, ID, has reclassified to Life Member Active.

Bob Lantz, PGA, Rupert, ID, has reclassified to Life Member Active.

Black Bull, Bozeman, MT, has named Kelbi Lee, PGA, as its new Assistant Professional.

Travis Hofland, PGA, has been named Head Professional at Twin Falls Golf Club, Twin Falls, ID.

Congratulations go to Kevin Burton, PGA Director of Instruction at Pierce Park Greens, Boise, ID, Gaylen Denning, PGA Head Professional at Sage Lakes Golf Course in Idaho Falls, ID, and Eugene Bonfilio, PGA Director of Golf at Whitetail, McCall, ID. Kevin, Gaylen and Eugene are recent members in the PGA of America Quarter Century Club having served the PGA for twenty-five years.

Welcome to Ned McGinley, PGA, Life Member. Ned recently moved into our Section and resides in Jackson, WY.

Welcome to John Jacobs, PGA, Retired Member, Boise, Idaho.

Lance Rieber, PGA, is now the Teaching Professional (A-6) at Warm Springs GC, Boise, ID.

Jon McAleer, PGA, has been reclassified to Head Professional (A-1) at Bridger Creek Golf Course, Bozeman, MT.

Jenny Wilcynski, PGA, is now the Assistant Professional at The Yellowstone Club in Big Sky, MT.

Tad Holloway, PGA, has been named Director of Instruction (A-14) at Timberstone Golf Course, Caldwell, ID.

Whitetail Club, McCall, ID, has named Tyler Bessinger, PGA, as its new Assistant Professional.

Larry Pughe, PGA, is now the General Manager (A-13) at Targhee Village Golf Course, Alta, WY.

Apprentice News:

Shawn Rowe, B-14, Outback Golf Park and Driving Range, Pocatello, ID.

Sam Mondragon, B-8, The Valley Club, Sun Valley, ID.

Brady Fay, B-8, Rupert Country Club, Rupert, ID.

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