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KEVIN BURTON IS THE 2015 RMSPGA CHAMPION



Section Champion Kevin Burton

Kevin Burton of Boise, Idaho, winner of the Rocky Mountain Section PGA Professional Championship, August 19, at Jug Mountain Ranch will lead four Section PGA Professionals to compete in the 2016 PGA Professional Championship, June 26-29, 2016, at Turning Stone Resort in Verona, New York. Burton's win marks the fourth time he has secured this Championship having also won in 2002, 2003 and in 2008.

Burton turned in a winning total of 1-under-par 143 to capture the Rocky Mountain Section PGA Professional Championship title. Jim Empey of Boise, Idaho, was runner-up, finishing at even-par, 144. They are joined by Rob Huff of Eagle, Idaho and Ron Rawls of Boise, Idaho.

Special thanks go out to host PGA Head Professional Dustin Ames and his hospitable staff at Jug Mountain Ranch in McCall, Idaho.

The PGA Professional Championship is presented by Club Car, Mercedes-Benz USA and OMEGA. Supporting sponsors are Titleist/FootJoy, Nike Golf, TaylorMade Golf Company, and the PGA TOUR. Golf Channel is the official media partner. The 41 Section Championships and the National Championship offer a combined purse of \$1.5 million.

HUFF CAPTURES RMSPGA SENIOR SECTION CHAMPION TITLE



Rob Huff Captures Title

Rob Huff of Eagle, Idaho, winner of the Rocky Mountain Section Senior PGA Professional Championship July 21-22, at Laurel Golf Club, will lead 4 Rocky Mountain Section PGA Professionals to compete Oct. 15-18, in the 27th Senior PGA Professional National Championship.

The national Championship, presented by Mercedes-Benz, will make its first visit to Bayonet Black Horse in Seaside, California.

Huff turned in a winning total of 2-over-par 146 to capture the Rocky Mountain Section Senior PGA Professional Championship supported by

Mercedes-Benz. Tom Anderson of Laurel, Montana finished 1 stroke back at 147. They are joined by Ron Ptacek of Boise, Idaho and Mike Hamblin of Twin Falls, Idaho. Hamblin won a sudden-death playoff on the second hole over Kevin Burton of Boise, Idaho.

The Rocky Mountain Section thanks host PGA Professional Tom Anderson and everyone at Laurel Golf Club for their outstanding hospitality.

The Section thanks supporting sponsors Mercedes-Benz, The PGA TOUR and OMEGA.

SESTERO OUTLASTS FIELD TO WIN ASSISTANT CHAMPIONSHIP



Luke Sestero

Luke Sestero of Boise, Idaho, won the National Car Rental Rocky Mountain Section PGA Assistant Championship, July 29th at Jerome Country Club in Jerome, Idaho. "I've been so close the last couple of years," said Sestero,

an apprentice PGA Professional at Crane Creek Country Club in Boise, Idaho. "I'm really excited to go to the NCR Assistant Championship."

By winning, Sestero qualified for the 39th National Car Rental PGA Assistant Championship, Oct. 29 – Nov. 1, at PGA Golf Club (Wanamaker Course) in Port St. Lucie, Fla. The facility will be hosting its twentieth consecutive PGA Assistant Championship.

Sestero posted a final-round 70 for a tournament total of 4-under-par, 140, and wrested victory over Nick Rodgers, an assistant PGA Professional at Teton Springs Resort & Club in Victor, Idaho in a sudden death playoff. "It was a really long day", said Rodgers, "In the end, my putter just didn't hold up."

The Rocky Mountain PGA would like to express our sincere appreciation to PGA Head Professional Troy Vitek and his staff for their terrific hospitality during the championship.

AMATEURS PREVAIL AT 2015 MONTANA CUP

The top twelve amateur players in the State of Montana fended off the top PGA professionals in the state to take the title at the 2015 Montana Cup held August 4-5 at Hilands Golf Club in Billings, Montana. The amateurs captured 18.5 of the final 36 points, which was enough for a 40.5 to 31.5 overall victory.

The Montana Cup team is comprised of the top six (6) available players from the Yellowstone Chapter Points List together with the top six (6) players from the Western Montana Chapter of the Pacific Northwest Section PGA. The Yellowstone Chapter professional team was comprised of Kelbi Lee, Tom Anderson, Renzi Lee, Brandon Kahl, Eddie Kavran and Woody Spainhower.

YELLOWSTONE JUNIOR CHAMPIONS CROWNED



Kaercher and O'Neil Capture Titles

Congratulations to 16-year-old Riley Kaercher of Billings, Mont. on becoming the Boys 2015 Yellowstone Junior Champion. Riley shot two smooth rounds of 72 to nip Payton Stott, also of Billings, by a single shot and Garrett Woodin from Billings by two shots. Brady Cady completed the Billings, Mont. sweep by winning the Boys 12 to 14 year-old division by shooting a two round total of 154. On the girls side Morgan O'Neil from Laurel, Mont. earned the overall girls championship medal and Nevin Larsen from Billings captured the girls 12 to 14 year-old division title.

A special thanks from the Rocky Mountain Section PGA Foundation goes out to PGA Head Professional Doug Conner and his staff for hosting the 2015 Yellowstone Junior Championship which was contested at Powell Golf Club in Powell, Wyo. on July 8th and 9th.

BRIDGER CREEK HOSTS GALLATIN VALLEY JUNIOR CHAMPIONSHIP

Congratulations to Joseph Potkonjak (16) of Bigfork, Mont., Paul O'Neill (14) of Laurel, Mont., Anna DeMars (18) of Townsend, Mont., and Nevin Larsen (14) of Billings, Mont. as they are all champions in their respective age divisions of the 2015 Gallatin Valley Junior Championship. A total of 48 junior players from Montana and Wyoming participated in this year's championship.

The RMPGA extends special thanks to PGA Professional Mark Holiday and his staff for hosting the Gallatin Valley Junior Championship on July 29-30 at Bridger Creek Golf Course in Bozeman, Mont.

2015 PEPSI GALLATIN VALLEY OPEN

The PEPSI Gallatin Valley Open presented by Sun Mountain Sports and Culligan and supported by Country Inns & Suites is a 36-hole stroke play event that will be contested on Saturday, September 12th and Sunday, September 13th at Cottonwood Hills Golf Course in Bozeman, Montana. The field is limited to 39 professionals.

The entry deadline is Tuesday, September 8th, at 4:30 p.m. MDT. Professional entry may be completed online at www.rockymountainpga.com, via the link below or by printing and faxing the completed entry form to the RMSPGA office at (208) 939-6058.

[CLICK HERE](#) to view/print the PEPSI Gallatin Valley Open professional entry form.

[CLICK HERE](#) to enter online.

2015 IDAHO OPEN

Entries are now being accepted for the 2015 Idaho Open, presented by Teton Springs Resort & Club and supported by Club Car and adidas and Ashworth Golf. The entry deadline is Thursday, September 17th at 4:30 p.m.

The Open is a 36-hole event and will be contested at Teton Springs Resort & Club in Victor Idaho on September 23rd and 24th. The entry remains just as last year, \$500 per team.

The pro-am team format has been retained and there will continue to be regular and senior divisions for professionals. Any amateur who

would like to compete for the individual honor of Idaho Open Champion may do so, but must play the same tees as the regular division professionals. In addition, the low amateur and senior amateur will be recognized.

[CLICK HERE](#) to view/print the entry.

[CLICK HERE](#) to enter online and view the BlueGolf page for the Idaho Open.

PGA GOLF PASS REFERRAL PROGRAM

Sales of the 2015 Golf Pass have been strong and we have surpassed 2014 sales. New for 2015 was our Referral Program. Existing Golf Pass holders who referred a new purchaser were entered into a raffle with some outstanding prizes. John Johnson, Account Executive for TaylorMade-adidas donated a set of TaylorMade RSi irons and the lucky winner was Keith Gabriel from Meridian, Idaho. Sun Valley Resort, the presenting sponsor of the 2015 Golf Pass, donated two nights lodging at the Sun Valley Inn and golf for two at Sun Valley Resort. Mr. Dick Sedlacek, also from Meridian is the happy recipient of this prize.

We are very appreciative of the support of John Johnson and also Sun Valley's Jeff Peterson, PGA Director of Golf, and Tyler Jones, PGA General Manager for their generous donations.

CRANE CREEK CC HOSTS WINDFALL CLASSIC

The 2015 Windfall Classic Pro-Am was held on August 3rd at Crane Creek Country Club in Boise, Idaho. This annual charity event which benefits Big Brothers Big Sisters of Southwest Idaho, Make-A-Wish Idaho and The First Tee of Idaho featured twenty-three teams consisting of one Rocky Mountain Section professional and their four amateur playing partners.

Zach Abels, PGA professional from Canyon Springs GC took the honors in the regular division and Kevin Burton topped the senior division field.

THANK YOU BOISE OPEN VOLUNTEERS

Special thank you goes out to our Rocky Mountain Section professionals who donated their time as starters and scorers at the Albertsons Boise Open, Idaho's only PGA TOUR sanctioned Web.com event, held July 9-12 at Hillcrest Country Club in Boise, Idaho.

Our appreciation also goes to those facilities who donated rounds of golf for our Rocky Mountain Section PGA Foundation raffle which was a great success.

REVISED MSR POLICY

The MSR policy was revised as of June 25, 2015 at the PGA Board of Director's meeting and is in affect for the remainder of MSR Cycle 15A ending June 15, 2018. The new requirement incorporates these four changes below. To access the How to Earn Chart, log onto PGA.org, go to the Forms Library and select #108.

1. All PGA approved career-specific education will now be credited toward the "PGA Required Category."
2. A small increase in the number of credits that can be earned for PGA PerformanceTrak and Survey input per MSR cycle year (2 credits for six months of consecutive PerformanceTrak reporting).
3. Awarding "PGA Required" credits for submission of the Revenue Scorecard so Members can earn credits for their own Player Development programs that are not one of the listed PGA-branded Player Development programs. (Possible 12 Required credits over the 3 year cycle).
4. Members who attain a combination of 90+ years of active membership and age before the start of the Professional Development Program Cycle shall be required to earn 12 MSR credits from the Meeting/Education/ Player Development category only.

APPRENTICE TERM LIFE INSURANCE

Effective July 1, 2015, apprentices have Term Life insurance coverage. The annual premium of \$34 was included with the annual dues for fiscal year July 1, 2015 through June 30, 2016. One of the requirements of having a life insurance policy is to designate primary and/or contingent beneficiaries.

It is extremely important that this beneficiary designation be provided in a timely manner. Apprentice should Click Here to access the electronic form.

Please contact the Membership Services Department at PGA of America at (800) 474-2776 with any questions.

DE-COMMISSIONING OF PGALINKS.COM

PGA.org is replacing PGALinks.com as your member website. Effective September 9, 2015, PGALinks.com will no longer be accessible. We urge you to begin using PGA.org, complete your profile and become familiar with all that it offers as your new PGA member website.

PGA REPORT FROM KYLE HEYEN, PGA, DISTRICT 9 DIRECTOR

What a summer of trying to get golf in we have had. I experienced one of the worst sixty minutes storm in my 34 years at Hiwan. Then watching the nightly weather, the remark was it was a clam weather day across the front range. I hope you have all managed and been able to keep your tee sheets and lessons books filled.

The recent PGA Board Meeting in June brought forward and approved a few changes that will affect our PGA Member and current and future Apprentices. Both of the items approved fit into the PGA of America's Long Term Strategic Plan, growing the game of golf and serving the member. All the changes have been vetted thru the Committee structure before being presented to the Board for discussion and approval.

Membership Policy Changes

Adjustments to the MSR policy were approved which include the key adjustments listed below,

1. All PGA approved career-specific education would now be credited toward the "PGA Required Category." **US Kids and Titleist are examples of career specific. Or you might be an A-13 (General Manager) and attending an educational seminar on water rights, that would be career specific.**
2. A small increase in the number of credits that can be earned for PGA PerformanceTrak and Survey input per MSR cycle year. **This**

information is invaluable on tracking from the experts on what are the actual numbers that affect our business.

3. Awarding "PGA Required" credits for submission of the Revenue Scorecard so Members can earn credits for their own Player Development programs that are not one of the listed PGA-branded Player Development programs. (Possible 12 Required credits over the 3 year cycle). **This change affects those that run do not participate in Get Golf Ready, but have successful player development programs, with their own name. Now you can obtain MSR's for all your efforts in growing the game of golf, by completing the scorecard revenue to compile data to show our efforts. Contact the Player Development Department or our own Keith Soriano.**
4. Members who attain a combination of 90+ years of active membership and age before the start of the Professional Development Program Cycle shall be required to earn 12 MSR credits from the Meeting/Education/ Player Development category. **This rewards to PGA members who are close to retirement and have been dedicated to the Association and Section, where there is not the burden on them to fulfill all the MSR's as PGA members who are just in the start or middle of their career. I know they will still participate, their knowledge and wisdom is invaluable in growing the game of golf and serving our member.**

The above changes will give you more options in following your path as a PGA Professional. If you have any questions concerning career specific education, I would suggest you call the PGA of America's Membership Department.

PAT changes for females

The Board approved female PAT yardage to be consistent with the current Tournament policies. Females will now play from 78% - 85% of the male PAT yardage. The intent of this change is to be consistent with our Member Tournament policies.

Women will be playing at yardages less the previous policy of 5500 – 5700 yards. However, as the yardage is reduced, there is a corresponding reduction in course rating, therefore the target score will be lower. Thus retaining the standard in a consistent manner. We are

working for an August 1 implementation date.

PGA Championship at Whistling Straits

From August 13-16 all eyes were on Whistling Straits as the game's best competed in the 98th PGA Championships. . The PGA Championship serves as a global platform to elevate the role of our Member.

One of the great stories of the week are the 20 PGA Professionals who qualified by their play at the Professional National Championship at The Philadelphia Cricket Club. We have been fortunate as a Section to have many of our great players in past years, also qualify to compete against the best in the world. Our Section members like those that qualified this year are the experts in promoting the game of golf and the PGA member and representing 28,000 plus members and apprentices.

PGA Professional National Championship Being Rebranded

Starting with the 2015 Section Championships and the 2016 Championship both the PGA Professional National Championship and the Sr. PGA Professional National Championship will have a minor name change. The word "National" will be removed from the name for simplicity and ease of communication, alignment with the PGA Championship, and to heighten emphasis on the "Professional" field of the Championship.

Section Championships start this month and continue through the middle of October.

Club Car Renews Partnership with PGA through 2018

Club Car, a golf industry leader for nearly 60 years, has renewed its long-standing partnership with the PGA of America. Club Car will continue its Presenting Sponsorship, which began in 1993, of the PGA Professional Championship and the 41 PGA Section Championships.

In addition, Club Car becomes the "Official Golf Car of the PGA of America." The renewed partnership kicks off with the PGA Section Championships this summer and runs through the 2018 Championship.

NGCOA released guidelines for the online distribution of tee time reservations

The National Golf Course Owners Association (NGCOA) has released a comprehensive set of guidelines for the online distribution of tee time

reservations. Endorsed by the PGA of America, the guidelines set forth a framework for third-party, online agents and golf course owners and operators to conduct business together.

Developed following a thorough market review with input from several subject-matter experts, including online agents and the PGA of America, the guidelines are designed to help golf businesses leverage the benefits of online tee time distribution. Some key points include:

- Allowing for better control and price integrity of tee time inventory, including barter rounds
- Clarifying alternative payment modes for services
- Delineating independent and bundled services, including POS, tee sheet management and tee time distribution
- Restricting online agents from purchasing course names and other keywords and terms for SEO
- Requiring online agents to post only approved tee times on their networks while prohibiting representation of availability and pricing for tee times not on their networks
- Emphasizing yield management and mobile-optimized solutions
- Promoting consistent technical standards for connectivity and content
- Offering methods to clearly and simply share data

Ultimately, the guidelines seek to create an open marketplace that fosters choice and competition. To assist NGCOA and PGA members in implementing the guidelines, the NGCOA and PGA will soon host a series of webinars. Topics include distribution basics, data processes and marketing, reputation management, alternate distribution channels and contract structures, yield management and search engine optimization. In the coming months, the NGCOA, in conjunction with the PGA of America, also plans to introduce a comprehensive training initiative and a guidelines compliance program.

PGA Junior League

With the collaboration of PGA Professionals and Section staff across all 41 PGA Sections in 48 states, PGA Junior League Golf has grown to record levels. With over 30,000 youth participating in 2015, the program has exceeded its 2015 participation goal of 25,000 and is poised to return over \$400,000 to PGA Sections for their involvement this year alone. Thank you for your

support in growing the game of golf.

Have a great month of Championships at your club. You all are making a difference.

Please do not hesitate to give me a call if you have any questions.

Sincerely,

Kyle Heyen
PGA National Director, District 9

PLAYING IS GOOD FOR YOUR CAREER

***Jeff Beaudry, Western Director PGA
Employment Services***

With the PGA Professional National Championship just concluded and the PGA Championship imminent it reminded me how fundamental it is for PGA Professionals to play the game. PGA members are rightly considered the “experts in the game and business of golf.” While we watched our fellow club professionals compete at The Philadelphia Cricket Club it was enjoyable to bask in the reflected glory their talent provides all of us.

Certainly, those competitors represent the best of the best in playing ability. Some have, or could be, pictured competing effectively at any level. While the rest of us may not have the talent or time or dedication to match them shot for shot we are still generally regarded by those who employ us, those we teach and those who play at our facilities as expert players.

Over the years of listening to my fellow PGA members talk about good players, our definition is much different from what amateurs consider a good playing PGA member. At the 19th hole we PGA members say so and so is a “good player.” We generally mean he/she plays well competitively, maybe a 68 shooter, challenges for the Section Championship and is a threat at the PNC.

However my experience has been when sitting down with a club’s board of directors, hiring committee and average golfers the definition adjusts to what is important to them in a PGA member. Many times in their eyes a good player is someone who plays fairly regularly with a diverse group, hits way more good shots than bad, helps them find their ball in the rough, lines up their putts and most important is an enjoyable person to spend 4+ hours with. If their Professional shoots 68 they are incredibly impressed, but a score of 75

from them is still viewed as good playing as long as the amateur had fun.

People want to take lessons from someone who plays the game. People want to have clubs fit by someone who plays the game. People want to buy goods from someone who they have seen use the same equipment or wear the same apparel. People trust Rules of Golf interpretations from someone who plays the game.

Employers want to hear from someone who plays the course and sees what the golfer sees. Employers want to hear from someone who has visited other good operations and has ideas on how to improve the total experience for their customers. Employers want to hear from someone who has ideas on improving the pace of play. The person at the facility who has that expertise is the PGA Professional. It is shortsighted to underappreciate the status derived from playing.

Job security and upward mobility are based on a number of criteria. Business skills, ability to build top line growth, player development and golf operations management are incredibly important and are not going away. It would be a mistake however to believe that having a credible game does not positively influence your reputation.

PGA head professionals and directors of golf who have a reputation for valuing playing the game appear to attract motivated assistants who want to develop and who respect the opportunity they have to improve their game as well as progress in their careers. These assistants are looking for mentors and role models. Playing is one way to pay forward the traditions of the game to those PGA members who follow.

Finally, based on years of observation, veteran PGA members who continue to play and enjoy playing seem to suffer less burnout. They have done a good job of remembering why they got into the business. Their customers see them in a different light than just the person in the office. They are seen as a golfer just like them. Someone who they can relate to, someone they want to talk with someone whose facility is a fun place to be because they are among and served by fellow golfers.

Jeff Beaudry is a PGA Certified Professional and Western Director of Employment Services for the PGA of America. He can be contacted at (801) 568-3980 or at jbeaudry@pgahq.com.

SHORT SHOTS

Congratulations to Jacob Harr, PGA, Clear Lakes CC, Buhl, ID and Nathan Ferrell, PGA, Teton Springs Resort & Club, Victor, ID. Both Jacob and Nathan were recently elected to membership in the Professional Golfers' Association of America.

Teton Springs Resort & Club, Victor, Id, has named Nicholas Rodgers, PGA, and Nathan Ferrell, PGA, as their assistant professionals.

Roy Ahnsted, PGA, has joined Lakeview Golf Course in Meridian, Idaho as the head professional.

Zayne Slotten, B-8, is the new assistant professional at Blue Lakes Country Club, Twin Falls, Idaho.

Dean Dorland, B-8, is the assistant professional at Jackpot Golf Club, Jackpot, Nevada.

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