



## EMPEY FINISHES SEASON WITH MATCH PLAY VICTORY



Mike Hamblin Cliff Jones Jim Empey

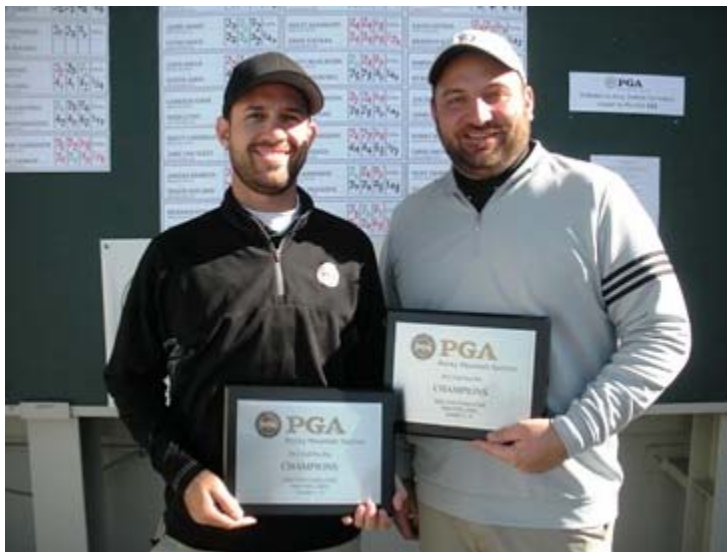
Jim Empey, PGA Director of Instruction at Quail Hollow Golf Club in Boise, Idaho, defeated Jason Jacobsen, PGA Head Professional at Idaho Falls Country Club in Idaho Falls, Idaho, 6&5 in cold and blustery conditions to capture the 2013 SRCPGA Match Play Championship at Blue Lakes Country Club in Twin Falls, Idaho. In the consolation bracket, Brett Kleinkopf, PGA Assistant Professional at Hillcrest Country Club in Boise was conceded the match by Lance Rieber, PGA Assistant Professional at The Club at SpurWing in Meridian, Idaho, as Rieber unfortunately had to withdraw. Challenging conditions ruled the final day as the players completed their 5<sup>th</sup> match over the 3-day championship. Empey's consistent ball striking held up in the wind as he took a 3-up lead to the final 9 holes. Jacobsen couldn't come back and Empey finished off his truly phenomenal season on the 13<sup>th</sup> green. This championship capped a tremendous season for Empey who also took home championship honors at the RMSPGA Section Championship, RMSPGA Professional National Championship and the Idaho Open.

Mike Hamblin, PGA Head Professional at host facility Blue Lakes Country Club, defeated John Lewis, PGA Head Professional at Centennial Golf Course in Nampa, Idaho, to win the Senior Division crown. Hamblin used all of his local knowledge on his home course and a first round bye to complete his three match streak ending with a 5&4 victory. Hamblin is no stranger to the trophy in this event as he has won the regular division SRC Match Play Championship 4 times.

The Rocky Mountain Section and the Snake River Chapter would like to thank Blue Lakes Country Club, host PGA Professional Mike Hamblin and all the staff and volunteers who put forth the effort to keep this one of the premier events in the Snake River Chapter. Appreciation is also extended to Bridgestone Golf territory manager, Cliff Jones and Matt Seare for their sponsorship of this Championship. Thanks also to Keith Achman of Maui Jim Sunglasses for his support of this event.

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### **KAVRAN & KLEINKOPF OUTLAST FIELD TO WIN 2013 ROCKY MOUNTAIN PGA FALL PRO-PRO**



Champions Brett Kleinkopf and Eddie Kavran

Eddie Kavran, PGA Head Professional at Hilands Golf Club in Billings, Mont., and his partner Brett Kleinkopf, PGA Assistant Professional at Hillcrest Country Club in Boise, Idaho, shot a final round of 68 for a two-round total of 8-under-par, 136, and a 3-stroke victory in a battle with severe winds to outlast a tightly bunched field and capture the 2013 RMSPGA Fall Pro-Pro, supported by JC Golf Accessories, Dynamic Brands, HJ Gloves, TRUE linkswear, Laser Link, CMC Custom Gifts, Ouray Sportswear, Sun Mountain Sports, adidas & Ashworth Golf, and Maui Jim. The team of Ben Bryson, PGA Head Professional, and Jonathan Gibbs, PGA Teaching Professional, both from BanBury Golf Course in Eagle, Idaho, also shot a brilliant final round of 68 to finish three shots off the pace to finish alone in second with a two-round total of 139.

In the senior division, the team of Mike Hamblin, PGA Head Professional at Blue Lakes Country Club in Twin Falls, Idaho, with his partner Tommy Sanderson, PGA Teaching Professional at The Valley Club in Sun Valley, Idaho, shot a final round of 70 for a two-day total of 138 and a convincing 10-shot victory over PGA Director of Golf Stoney Brown from The Valley Club in Sun Valley, Idaho, and his partner PGA Teaching Professional Doyle Corbett from Sun Valley Resort in Sun Valley, Idaho.

The two-round team Championship was contested at Idaho Falls Country Club in Idaho Falls, Idaho. The Rocky Mountain PGA would like to thank Jon Potter, PGA Director of Golf, Jason Jacobsen, PGA Head Professional and their staff at Idaho Falls Country Club for hosting the event and for the hospitality shown to the competitors. The Rocky Mountain PGA also extends its sincerest appreciation to Greg Jenkins of JC Golf Accessories, Scott Larsen of Dynamic Brands, HJ Gloves, TRUE linkswear, Laser Link, CMC Custom Gifts and Ouray Sportswear, Mike Worden of Sun Mountain Sports, Jeff Smith of adidas & Ashworth Golf, and Keith Achman of Maui Jim for their kind and always generous support of the 2013 RMSPGA Fall Pro-Pro.

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### SHAW BIRDIES FINAL TWO HOLES TO TAKE ASSISTANT CHAMPIONSHIP



RMS Assistant Champion John Shaw

John Shaw of Jackpot, Nev. won the National Car Rental Rocky Mountain Section PGA Assistant Championship presented by COBRA PUMA GOLF Thursday, October 3, at Banbury Golf Course in Eagle, Idaho. "It feels just terrific to win", said Shaw, the assistant professional at Jackpot Golf Club in Jackpot, Nev. "I hope to represent our Section well in Florida."

By winning, Shaw qualified for the 37<sup>th</sup> National Car Rental PGA Assistant Championship presented by COBRA PUMA GOLF, Oct. 31 – Nov. 3, at PGA Golf Club (Wanamaker Course) in Port St. Lucie, Fla.

The 29-year-old Shaw posted a final-round 75 for a tournament total of 147 and a 1-stroke victory over Jake Harr of Buhl, Idaho. Luke Sestero of Boise, Idaho and PGA Assistant Professional Gabe Dorosh finished tied for 3<sup>rd</sup> three shots off the pace.

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## KELBI LEE CROWNED AS 2013 YELLOWSTONE CHAPTER CHAMPION



Champion Kelbi Lee

There were only 2 rounds under-par during the 2013 Rocky Mountain Section PGA Yellowstone Chapter Championship and PGA Head Professional Kelbi Lee from Briarwood Country Club in Billings, Mont. shot one of them by birdieing the final hole en route to his closing 1-under-par final round of 71 to outlast first round leader Glenn Godfrey, PGA Head Professional at Ponderosa Butte Golf Course in Colstrip, Montana. Lee's two-day total of 1-over-par 145 was good enough to win his first Yellowstone Chapter Championship title. Woody Spainhower, assistant professional at Black Bull in Bozeman, Mont., was alone in third place 3 shots back at 148.

The Yellowstone Chapter Championship was contested September 23-24 at The Powder Horn Golf Club in Sheridan, Wyo. The two-day, 36-hole championship featured three past champions from the 18-man professional field. This year's tournament was presented by Bridgestone Golf and supported by Antigua and Maui Jim. The Rocky Mountain Section would like to pass along sincere thanks to Gary Spinelli from Bridgestone, Todd Bleidner, host PGA Head Professional, and Jason Busch, GCSAA Superintendent of The Powder Horn Golf Club.



## EMPEY CONTINUES GREAT YEAR WITH A WIN AT THE 2013 IDAHO OPEN



Champion Jim Empey and Senior Champion Jeff Thomsen

Jim Empey, PGA Teaching Professional from Quail Hollow Golf Club in Boise Idaho, shot a closing round 5-under-par 67 to earn the title of 2013 Idaho Open Champion. Empey's 54-hole total of 209 was good enough for a 3-stroke victory over John Shaw of Jackpot, Nev. Derek Fox of Draper, Utah, finished in 3<sup>rd</sup> place six shots back. The 2013 Idaho Open was presented by Teton Springs Resort & Club and supported by Club Car, adidas and Ashworth Golf, The Human Bean, and Bridgestone Golf. The 54-hole stroke-play event featured an amateur paired with a professional for a better-ball of partners team event in conjunction with the individual professional championship. This year's championship was held September 18th – 20th at Teton Springs Resort & Club in Victor, Idaho.

In the senior division, PGA Professional Jeff Thomsen from Boise, Idaho, shot a closing round 72 to finish 2 shots ahead of PGA Head Professional John Graham from Sand Creek Golf Course in Idaho Falls, Idaho. Thomsen's winning 54-hole total was 4-under-par 212.

On the team side, Jim Empey with his amateur partner Pat Moloney lapped the field shooting 20-under-par 196 and winning by 5 shots over John Graham and his amateur partner Doug Hampton.

A total of 62 professionals and amateurs began play Wednesday battling to earn a portion of the \$24,500 purse and the winner's check of \$2,500. The Rocky Mountain Section wishes to thank PGA Professionals Sean Cracraft, Matt Stireman, and Bob Marshall for their fantastic hospitality at Teton Springs Resort & Club. Thanks also to the supporting sponsors; Mike Daly of Stan's Golf Cars, Ray & Randy Homer of Intermountain Golf Cars, Erwin Huffer of Club Car, Jeff Smith of adidas and Ashworth Golf, Alex Furioso of The Human Bean, and Gary Spinelli of Bridgestone Golf.

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### BURAN VICTORIOUS AT 2013 PEPSI GALLATIN VALLEY OPEN

Thomas Buran, a Dakota's Tour player from Victor, Idaho, is the 2013 Gallatin Valley Open Champion. The GVO was contested at Cottonwood Hills in Bozeman, Mont. on September 7<sup>th</sup> and 8<sup>th</sup>. Buran fired rounds of 67 and 68 for a two-day total of 9-under-par 135. It was no easy task for Buran as PGA Assistant Professional Lance Rieber from Meridian, Idaho, finished only 1 stroke behind. Rieber was one of four previous champions who returned to Cottonwood Hills to compete for the 2013 title. Tied for third place was 2011 champion and Canadian Tour player Mike Grob of Billings, Mont., and Mike Rider from Manhattan, Mont., who both shot 6-under-par totals of 138.

Thanks to the community's outstanding support along with the very generous sponsors including presenting sponsor Pepsi, Sun Mountain Sports and Culligan Water Systems of Bozeman, a \$1600 donation was made to Eagle Mount to better promote and nurture junior golf in the Gallatin Valley.

## HOW TO BOIL A FROG

*Jeff Beaudry, PGA Employment Consultant*

There is a story that indicates that sometimes things that happen in apparent slow motion can have dramatic impact. It is the anecdote of how to boil a frog. It suggests that if a frog were thrown into a pot of boiling water it would jump right out. But if a frog is put in a pot of luke warm water they will stay in there as the heat is gradually increased to boiling. Admittedly this is a fictional story that has a bit of an “ick” factor but it makes a point relevant to the sea change that we in the golf industry have witnessed over the past few years.

It has always been a cornerstone of the mission for PGA professionals to “promote the game of golf.” In the past when golfers were abundant, the economy was chugging along steadily and before the golf course building boom, promoting the game was a kind of a warm and fuzzy goal. Slowly, but inexorably that has changed to a measurable necessity. As is said, the only possible job security is to be more valuable today than you were yesterday. And the most obvious contribution a PGA professional can make to most facilities is to increase revenue, rounds, memberships or member retention.

This is not to demean the terrific customer service many professionals and facilities provide. However, like much of the rest of the U.S. economy, golf has evolved slowly but dramatically from a customer service focused culture to a sales culture. It could be argued that really good customer service has become the standard rather than a noteworthy exception across all industries and companies throughout the U.S. Even fast food operations train their employees in what used to be the province of high-end customer service operations.

In some contexts sales has had an unfavorable connotation. Many of us think of sales as a high pressure tactic designed to have us pay more than we would like for a product we may not even want in the first place. In reality what the modern consumer may be looking for is information to make an informed buying decision. Purchasing decisions are not made solely on price. Especially for discretionary purchases, consumers want to understand the relative merits of the choices they face. Not only that, their personal values tend to rise to the top. Does the decision benefit the entire family or just them? What is the atmosphere like at the facility we are considering; welcoming or restrictive, comfortable or tense? Is there a sense of community? Am I greeted with a smile, by name? How about my spouse, family and guests?

For good or ill no matter how good your product or service it still requires selling someone on the benefits of why they should choose yours over all of the other options available. As evidenced above, it is not always about price. Unfortunately in too many instances, golf has become a commodity, where many facilities feel they are forced to compete on price alone. While it is understandable, it is not a long-term revenue solution. One of the principles of sales is to add value as opposed to lowering the price. Personalized service is one of the most effective added value components available. Happily, there is no one better positioned than the PGA professional to be the lead revenue producer at any type facility. Not by cheapening the offering, but by doing what we PGA professionals have always done – provide a personalized, recreational community that people want to be part of.

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

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### SHORT SHOTS

Congratulations to John Weekes, PGA, Life Member from Buhl, Idaho and Sean Cracraft, PGA, General Manager at Teton Springs Resort and Club in Victor, Idaho. John and Sean were recently elected to membership in the Quarter Century Club of the Professional Golfers' Association of America, joining an elite group of members who have served The PGA with honor and pride for 25 years.

Welcome to E. Keith Jones, PGA (A-8) at Shooting Star in Teton Village, WY.

Rick Longhurst, PGA Life Member, Elko, NV, is now a member of the Rocky Mountain Section.

David Hardison, PGA,(A-1) has returned to our Section and is the Head Professional at Targhee Village Golf Course, Driggs, ID.

David Snyder, PGA, (A-11) has taken the position of Executive Director of the Wyoming State Golf Association in Cody, WY.



Please welcome the following apprentice to our Section:

Jason Lucas, B-8, Assistant Professional, Jackson Hole Golf & Tennis, Jackson, WY.

Todd Harrington, B-8, Assistant Professional, Huntsman Springs, Driggs, ID

Shawn Rowe, B-8, Assistant Professional, Huntsman Springs, Driggs, ID

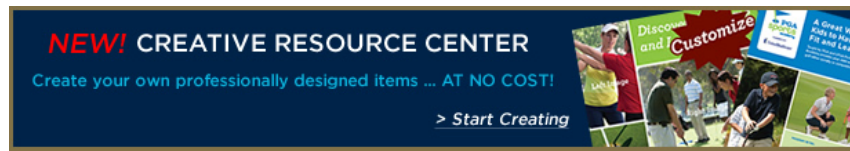
A.J. Davidson, B-8, Assistant Professional, Huntsman Springs, Driggs, ID



## 2014 SCHEDULE OF SECTION AND CHAPTER EVENTS

Please [click here](#) to view/download the schedule

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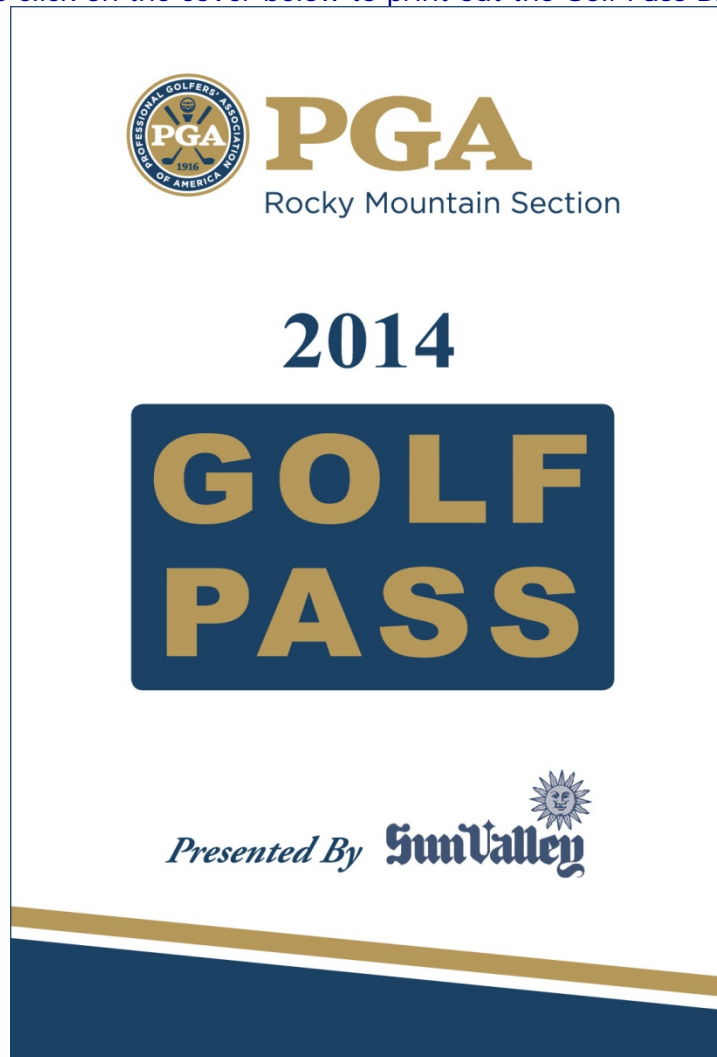
### PGA CREATIVE RESOURCE CENTER

Have you tried the new PGA Creative Resource Center? This website can aid you in producing professionally designed materials for print, website and email use. The step by step process is simple and free of charge. [Click here](#) to sign up for an upcoming webinar to walk you through the process.

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### 2014 ROCKY MOUNTAIN PGA GOLF PASS

Please click on the cover below to print out the Golf Pass Brochure



The 2014 Rocky Mountain PGA Golf Pass is now available for sale. This year we have 65+ courses on the Pass and it is a tremendous value at only \$40. In addition to the great discounts the Pass provides, each Golf Pass holder will also receive a weekly grounds ticket to the 2014 Albertsons Boise Open. Please help us with the promotion of the Pass by making your members/customers aware of the Pass. The Pass can be purchased online at [www.rockymountainpga.com](http://www.rockymountainpga.com), by mail or by calling the section office at (208) 939-6028.

Special thanks go out to the 2014 presenting sponsor of the Pass, Sun Valley Resort and to Jeff Petersen, PGA Head Professional at Sun Valley Resort as well as all participating facilities.

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**MEMORANDUM**

**TO:** Participating Facilities  
Universal Gift Certificate Program

**FROM:** Vaughn P. Jenkins, Executive Director

**DATE:** October 31, 2013

**SUBJECT:** 2013 Universal Gift Certificate Expiration Date

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The Section is providing this memorandum as a reminder of the Universal Gift Certificate redemption policy and procedures. Please be aware of the following:

- Universal Gift Certificates may be redeemed at any participating golf facility prior to November 30, 2013.
- Universal Gift Certificates not redeemed prior to November 30, 2013 will expire and be transferred to the event host site. ***Any certificate transferred to the event host site will be subjected to that facility's policies and may not be eligible for redemption.***
- Participating facilities shall not accept Universal Gift Certificates, for any reason, after November 30, 2013.
- Participating facilities must submit all Universal Gift Certificates for payment to the Section office on or before Friday, December 6, 2013. ***The Section Office, under no circumstances, will make payment for Universal Gift Certificates received after December 6, 2013. Universal Gift Certificates should be mailed to 1303 South Five Mile, Road, Boise, ID 83709 for payment. The RMSPGA will not be responsible for non-delivery or untimely delivery of any Universal Gift Certificates submitted for payment.***
- National will forward payment for the expired Universal Gift Certificates to event host during the week of December 16. The Section will forward a listing of the individuals and certificate amounts of those expired Universal Gift Certificates.
- It shall be the decision of each facility to award credit or not to those individuals for whom they receive payment for expired Universal Gift Certificates.

It is important to remember not to accept any 2013 Universal Gift Certificate after November 30, 2013. Any questions regarding the policy or procedures of the Universal Gift Certificate Program may be directed to the Section Office.

[PLEASE CLICK HERE TO PRINTOUT THE ABOVE INFO](#)

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 ANTIGUA Charley Carlson	 ASH CITY Scott Larsen	 Bag Boy Scott Larsen	 BRIDGESTONE GOLF Gary Spinelli Cliff Jones Matt Seare	 burton Scott Larsen
 Cleveland   SRIXON Tim Walsh	 Club Car Randy Homer Mike Daly Erwin Huffer	 CMC Scott Larsen	 COBRA PUMA Dave Curtis Steve Fowell	 Culligan better water. pure and simple. Scott Larsen
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