



Ames and Troxel Elected to Chapter Office

At the recent Snake River Chapter Spring Meeting, Dustin Ames, PGA, Head Professional at Jug Mountain Ranch GC, McCall, ID, was elected as the SRC Secretary. Dave Carollo, PGA Head Professional, Hillcrest CC, Boise, ID, will serve as Chapter President and Brett Cordingley, PGA Head Professional at Teton Lakes GC, Rexburg, ID, will act as Vice-President.

The Yellowstone Chapter members chose Ryan Troxel, PGA Head Professional at Eaglerock GC, Billings, MT, as their new Secretary. Brandon Kahl, PGA Head Professional, Riverside CC, Bozeman, MT, will serve as President while Eddie Kavran, PGA Head Professional at Hilands GC, Billings, MT, moves to chapter Vice-President.

RMSPGA Annual Meeting & Awards Presentation

The 2013 Rocky Mountain Section PGA Annual Meeting will be Sunday, May 19th at the Residence Inn Marriott, Idaho Falls, ID, starting at 5:00 p.m. The election of section officers and installation of chapter officers will take place at the meeting as well as the presentation of Section Awards. Prior registration is not required.

We are pleased to announce that PGA of America Secretary Paul Levy will be a special guest at this meeting.

The Rocky Mountain Section extends its thanks and appreciation to PGA National Resort and Spa for the sponsorship of this meeting.

Cleveland Golf/SRIXON Expands Sponsorship

The Rocky Mountain Section PGA, The Rocky Mountain Section PGA Foundation and Cleveland Golf/SRIXON have reached agreement on a sponsor plan for 2013. Cleveland Golf/SRIXON will continue to sponsor the RMSPGA Facility Championship. Cleveland will now be a presenting sponsor of the Junior Rocky Mountain Section PGA Championship. Also new for 2013 will be Cleveland's partnering with the RMSPGA Foundation as the title sponsor for the Yellowstone Junior Championship, the Gallatin Valley Junior Championship and the Junior Golf Access program within the Yellowstone Chapter.

The support of Cleveland Golf/SRIXON is directly attributable to the support the company has received by the PGA Professionals of the Rocky Mountain Section. Many thanks to Mitch Bourgault, Territory Manager and to everyone at Cleveland Golf/Srixon for their support of the RMSPGA and Foundation.



2013 Play Golf America Programs

The PGA Player Development Department is excited to announce that [registration for 2013 Play Golf America programs](#) is now available. Click on the links below to register for each program.

Get Golf Ready:



Bring new golfers to your facility with Get Golf Ready. The program can be fully customized but the standard program is 5 group lessons for \$99.

[REGISTER](#)

PGA Sports Academy:



Enhance your junior golf programs by incorporating elements from PGA Sports Academy powered by UnitedHealthcare.

[REGISTER](#)

PGA Junior League Golf:



Create your own "Little League" golf team. Host a team of junior golfers and compete against other teams in a fun atmosphere.

[REGISTER](#)

TEE IT FORWARD:



Encourage your customers to TEE IT FORWARD. By doing so, your customers are more likely to play faster and have more fun.

[REGISTER](#)

Sky Golf Continues Section Support

Sky Golf, makers of the SkyCaddie brand, has continued their partnership with the Rocky Mountain Section. SkyCaddie will continue their participation as a supporting sponsor of the Rocky Mountain Section PGA Pro-Pro Shootout through the 2013 season.

Thank you to Sky Golf, National Sales Manager Paul Calabrese and representative Scott Larsen, PGA for their continued support of the Section.

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MAUI JIM Sunglasses to Support Section and Chapter Events

The Rocky Mountain Section PGA and Maui Jim are excited to announce that Maui Jim has agreed to continue supporting the Rocky Mountain PGA and several of its Section and Chapter events. Through its unique sponsorship, participants in selected Section and Chapter events will have the opportunity to receive eyewear courtesy of Maui Jim.

Events covered in the Maui Jim sponsorship include, but are not limited to, the Senior Section Championship, Facility Championship, Pro-Pro Shootout, Assistant Professional Championship, Idaho Open and the Chapter Championships.

The Section extends its thanks to Maui Jim Sunglasses and Western Regional Manager Keith Achman for their support of the Rocky Mountain PGA and its tournament program.

Pepsi Bottling Ventures, LLC, to Sponsor Rocky Mountain PGA Foundation

The Rocky Mountain Section PGA is pleased to announce that Pepsi Bottling Ventures, LLC, (Nampa, Idaho and Twin Falls, Idaho) has agreed to continue their support of the Rocky Mountain PGA Foundation for the next three years. Pepsi Bottling Ventures LLC will sponsor the Larry Malone Scholarship Pro-Am, a Foundation event in its thirty-ninth year. The Junior Golf Access Coupon Program, within the Snake River Chapter, is also part of the sponsorship.

The Rocky Mountain Section PGA Foundation, established by the Rocky Mountain Section PGA, is a non-profit charitable organization whose purpose is to promote and develop programs dedicated to young people throughout its geographic territory. It is a priority of the Foundation to grow the game of golf while using the game and its core values of honesty, integrity, respect, courtesy, sportsmanship and perseverance to enhance the quality of life for all youth.



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Tournament Registration Now Open

Registration is now open for the following tournaments:

Rocky Mountain PGA Foundation Larry Malone Scholarship Pro-Am, Presented by Pepsi,
April 15, Hillcrest Country Club, Boise, Idaho
Cleveland Golf/SRIXON Rocky Mountain PGA Facility Championship, Supported by Maui
Jim, April 22, The Club at SpurWing, Meridian, Idaho

Visit www.rockymountainpga.com to register online, or to view/download the entry forms.

Upcoming Fiscal Year 2013/2014 Annual Dues Billing

The PGA of America is in the process of preparing this year's annual dues billing. All members and apprentices are encouraged to review and update their PGALinks online profile as it relates to employment, classification, preferred mailing address, home address, email address, phone and fax for accuracy of the information.

Invoices are scheduled to be created on April 20th and will be available no later than May 1st. Professionals with an email address will be notified by a targeted email once the dues link is open/active. Those without an email address will receive a printed invoice by mail.



As a PGA Professional there are a wide range of benefits, services and resources available to you and your facility. We encourage you to visit the PGA Benefits section on PGALinks.com, as new offerings are added frequently.



| OFFICIAL CARD

- American Express uses a single base merchant discount rate, which is perceived to be higher than competitors. Review your merchant statements because competitors have incremental fees in addition to what is perceived as their aggregated rate.
- Golf Retirement Plus™ incentives
- Incentive funding supports your PGA Section's programs.
- American Express/PGA Friend of a Cardmember generates new business.
- To become an American Express Merchant, call (888) 879-2639.



Mercedes-Benz

| OFFICIAL VEHICLE

- Executive Allowance Bonus (EAB) Program with purchase or lease savings incentives up to \$4,000
- EAB is incremental to most local and national promotions.
- To receive the incentive, visit www.Fleet.mbusa.com/pgaa and complete the enrollment form using Corporate Account Number 017909.
- Complete details can be found on the Mercedes-Benz page on PGALinks.com - Benefits



| OFFICIAL TIMEKEEPER

- 20% off the retail price of a timepiece
- Offer is only valid through an OMEGA Boutique or by calling 212-207-3333.
- One timepiece per calendar year per PGA member and excludes special limited editions.

Food for Thought and Spoiler Alert
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 2 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.**

With the commitment that PGA Professionals have demonstrated, the chance of not

heeding the call to action going forward is slim. Good luck in 2013!

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



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Short Shots

Congratulations to Spencer Workman, A-8, Teton Springs Resort & Club, Victor, ID, and Joe Griffin, A-8, The Club at SpurWing, Meridian, ID. Spencer and Joe recently completed the PGA PGM Program and were elected to membership in the PGA of America.

Ken Sipes is now the Assistant Professional (A-8) at Hilands Golf Club, Billings, MT.

Andy Hollister, Boise, ID, has reclassified to Sales Representative (A-20). Andy represents Page & Tuttle, Columbia, Brooks Brothers, Golf for Kids, Sunshine Sports and Nexbelt.

Fred Sutton, A-12, is the Assistant Golf Coach at Northwest Nazarene University, Nampa, ID.

Lance Rieber, A-8, is the new Assistant Professional at The Club at SpurWing, Meridian, ID.

Fred Luthy, Rexburg, ID, has reclassified to Sales Representative (A-20). Fred represents 21st Century Organics.

Karen C. Shorts, has reclassified to Teaching Professional (A-6) at Bigwood Golf Course at Thunder Spring, Ketchum, ID.

Renzi Lee is now the Head Professional (B-1) at Lake Hills Golf Course, Billings, MT.

Jon Wright has reclassified to Teaching Professional (A-6) at Lake Hills Golf Course, Billings, MT.

Welcome back to Del Ericson (A-1), Twin Falls, ID. Del is again a member of the Rocky Mountain Section.

Ryan Roll (B-15) is working at Wide World of Golf, Boise, ID.

Snake River Chapter Pro-Am Series Changes

The Monday, April 29th Blue Lakes Country Club Open presented by Coke has a change to the entry fee. The entry fee for both professionals and amateurs is \$100 and the amount to purse and sanction is now \$65. Also of note is that 21 teams per shotgun (42 total for the event) is the maximum and each professional is permitted to bring one team only.

The American Falls Pro-Mens has been moved to Friday, July 19. The call-in dates have also changed to Members - 7/13 and Apprentices - 7/14.

The updated information for the above events is available at www.rockymountainpga.com.

Mitchell Golf named PING Regional Club Fitter of the Year

The Staff at Mitchell Golf, Billings, Montana, has been honored as a 2012 PING Regional Club Fitter of the Year. The company recognized Mitchell Golf for its commitment to helping golfers of all abilities improve their games through custom fitting. Congratulations to Tim Moore, PGA, staff Teaching Professional at Mitchell Golf.

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 Ryan Reilly	 Tim Walsh Mitch Bourgault	 Randy Homer Mike Daly Erwin Huffer	 Scott Larsen	 Dave Curtis Steve Fowell
 Scott Larsen	 Scott Larsen	 Greg Jenkins Charley Carlson	 Scott Larsen	 Bryan Dickson Brad Wilson
 Mercedes-Benz	 National Car Rental	 Dave Alexander	 Scott Stephens	 Lori Putnam
 Scott Larsen	 Ralph Edkles Brian Bolton Brenden Fitzgerald	 PGA	 PGA NATIONAL	 PGA
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