



**HOLIDAY NAMED ROCKY MOUNTAIN SECTION
PGA GOLF PROFESSIONAL OF THE YEAR**



**Mark Holiday,
RMSPGA Golf Professional of the Year**

The Rocky Mountain Section PGA has named Mark Holiday, the PGA Director of Golf at Bridger Creek Golf Course in Bozeman, Montana, its 2013 PGA Golf Professional of the Year. Holiday is a 21-year member of the PGA of America and with the presentation of this year's award, he adds to an impressive resume of recognition for his dedication and service.

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 to the game of golf.

Since his election to PGA membership in 1992, Holiday has distinguished himself as a leader. He has served his Chapter as an officer in the past, given education seminars, and is currently serving on the National PGA Player Development Committee.

This marks the eighth time Mark has been honored as a Rocky Mountain Section PGA award winner. He has earned the Public Merchandiser of the Year award twice, having received that honor in 2003 and 2011, the Bill Strausbaugh award in 2005, and the Player Development award four times - 2005, 2007, 2009, and 2011. In addition, Mark was honored by the PGA of America as the National award winner for Player Development in 2012. He takes great pride in an ever-growing desire to grow the game and inspire others as he is serving as the Section's chairman of the Growth of the Game task force.

Holiday will be formally recognized as the 2013 Rocky Mountain Section PGA Golf Professional of the Year in May as part of the 2014 Rocky Mountain Section PGA Annual Meeting.

SNYDER SELECTED AS RMSPGA TEACHER OF THE YEAR

David Snyder has been named the 2013 Teacher of the Year by the RMSPGA. The Teacher of the Year award bestows special recognition on a Rocky Mountain Section PGA golf professional who 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 the individual's involvement in junior activities at his or her facility, and innovative contributions to golf instruction and published articles.

This honor marks the first time David has won the RMSPGA Teacher of the Year award and his third Section award overall. David was elected to PGA Membership in 1996 and has a passion for promoting and growing the game especially through teaching junior golf. Over the last 10 years as the Head Golf Professional at Olive Glenn Golf and Country Club, David has instructed countless players spanning every level in an effort to further each person's enjoyment of the game of golf.

In addition to his normal club duties, David reached out to local schools in his area and was instrumental in causing the implementation of the National First Tee School Program in grades K-8. As part of this program, the local high school brought their P.E. classes to Olive Glenn for a two week series of lessons and on-course experience. He also volunteered his time to work with P.E. teachers and their students both teaching the game and helping them understand course care and etiquette.

As David's multi-faceted career continues to grow and take new direction, his innovative mind and creative ideas will serve him well as he moves to his new duties as Executive Director of the Wyoming State Golf Association. He will receive his Teacher of the Year award during the 2014 RMSPGA Annual Meeting next May.

AMES WINS ROCKY MOUNTAIN SECTION PGA HORTON SMITH AWARD

Dustin Ames, PGA Head Professional at Jug Mountain Ranch in McCall, Idaho, has been selected by the Rocky Mountain PGA Section of The PGA of America as the recipient of the 2013 Horton Smith Award.

The Horton Smith Award is presented to a PGA member for his outstanding contributions to professional education. Ames, elected to PGA membership in April of 2011, reflects this commitment through his day-to-day activities in the Rocky Mountain Section PGA. Dustin is currently the Snake River Chapter PGA Secretary and serves on the Education Taskforce of his chapter. He has aided in the organization of various education experiences and other educational opportunities for the members and apprentices of the Section.

This award marks the first Section honor for Dustin and he will formally receive recognition at the 2014 Rocky Mountain Section PGA Annual Meeting in May.

RAWLS WINS ROCKY MOUNTAIN SECTION PGA BILL STRAUSBAUGH AWARD

Ron Rawls, of Boise, Idaho, has been selected by the Rocky Mountain Section PGA as the 2013 recipient of the Bill Strausbaugh Award. Rawls, a 24-year member of The PGA of America, was honored with this award for the fourth time as a member of the Rocky Mountain Section.

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 employment situations and through service to his/her community.

As a PGA member, Ron has worked tirelessly to promote the PGA of America and its

members. As a result, he has been actively involved with assisting his former assistant professionals in establishing their careers as PGA professionals. Ron has mentored many PGA members and given of his time to various organizations within the Boise area. They include the First Tee of Idaho, Big Brothers/Big Sisters of Southwest Idaho, the Boys and Girls Clubs of Ada County, Boise State University, and the Make-A-Wish Foundation. The 2013 Bill Strausbaugh Award adds to an already distinguished resume for Rawls, the PGA Head Professional at Crane Creek Country Club in Boise, Idaho. In addition to his 2006, 2008, and 2010 Strausbaugh awards, he also previously garnered the 2007 and 2010 Private Merchandiser of the Year Award. He was awarded the 2004 Golf Professional of the Year in the Pacific Northwest Section and the 2012 Golf Professional of the Year award in the Rocky Mountain Section.

Ron will be formally recognized as the 2013 Rocky Mountain Section PGA Bill Strausbaugh Award winner in May of 2014, as part of the Rocky Mountain Section PGA Annual Meeting and Honors and Awards Presentation.

NAFFZIGER IS HONORED AS ROCKY MOUNTAIN PGA JUNIOR GOLF LEADER

Kylee Naffziger, PGA Head Professional at Bridger Creek Golf Course in Bozeman, Montana, has been named the recipient of the 2013 Junior Golf Leader award. Naffziger has been a member of the PGA of America since 2002 and has been with Bridger Creek Golf Course for 18 years.

The Junior Golf Leader award is presented annually to the PGA Member who demonstrates their leadership within the junior golf community, reflecting the ideals of those who work with youth. Kylee is dedicated to providing meaningful instruction and playing opportunities for juniors of all ages. She has been the director of the junior golf programs at Bridger Creek since 1998. During the 2013 season, Kylee and the staff at Bridger Creek conducted lessons with more than 350 juniors from ages 4 to 18 years old. Through the years, Kylee has attended countless events concentrating on growth of the game, teaching and junior golf activities and programs.

The junior golf programs offered by Kylee at Bridger Creek in 2013 included: a Pee-Wee program for ages 4-6 that had more than 125 participants; a 12-week junior academy with 95 participants; a program called Turf-Mites for kids ages 7 to 15 that had over 100 children participate in a four-hour introductory golf camp; hosting and administering the only Nike Golf Camp in the state of Montana; and the SNAG golf after school golf program. The SNAG program was taken to schools in Bozeman, Belgrade, and Livingston, Montana, during the winter months and taught indoors at those schools. Kylee implemented a junior lease program in 2006. The goal of the program is to get properly fit equipment to any junior players without them having to invest in a set they will quickly grow out of. The program has been successful and in 2013, more than 80 sets were leased.

The 2013 Junior Golf Leader award marks the sixth overall honor Kylee has earned within the Rocky Mountain Section PGA as she has previously received the 2002 Assistant Golf Professional of the Year award, the 2007 and 2010 Junior Golf Leader award, and the 2007 and 2012 Teacher of the Year award. Kylee will be presented with the 2013 RMSPGA Junior Golf Leader award in May of 2014 at the RMSPGA Annual Meeting and Awards Presentation.

Please click on the flyer below to view more info on the program

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GLOVER, OTTE, PETERSEN RECOGNIZED AS MERCHANTISERS OF THE YEAR

Greg Glover, PGA Director of Golf at 3 Creek Ranch in Jackson, Wyoming, has been named the 2013 Rocky Mountain Section PGA Merchandiser of the Year for private golf course facilities. This award marks the first time he has been so honored by the RMSPGA.

Greg has been a member of the PGA of America for 17 years, the last 6 at 3 Creek Ranch. In that time he has seen countless changes in the landscape of the golf business. Greg's success comes from his ability and willingness to adapt to this ever changing climate of selling golf related merchandise. Mutual respect for customers and his staff is another key to his longtime success.

Preston Otte, the PGA General Manager at Clear Lake Country Club in Buhl, Idaho, has been named the 2013 Merchandiser of the Year for public golf course facilities. This marks the first time he has won a Section award. Preston has been a member of the PGA of America since 2010 and has served Clear Lake the past 2 seasons.

Otte's competitive price structure and fresh look in the shop following a renovation paves the way for him to have a successful sales program. He uses different types of merchandising techniques and stays on top of current trends to keep the Clear Lake golf shop fresh and inviting.

Jeffrey Petersen, the PGA Director of Golf at Sun Valley Resort in Sun Valley, Idaho, has been recognized as the 2013 Merchandiser of the Year for resort facilities. Petersen has spent the past 8 seasons at Sun Valley and has been a member of the PGA of America since 2005. This is the second time Jeff has garnered this award having previously done so in 2009.

Jeffrey uses his experience in the resort industry to his advantage. He knows a resort is a different form of operation than a normal golf course or country club. By using a varied product line which includes keepsake type items and out-of-the-ordinary logo merchandise, Petersen keeps the inventory moving. In addition, Petersen feels employee training and personality is a huge key to success. Product knowledge and full service are big keys to his profitability in Sun Valley's golf shop.

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. Greg, Preston, and Jeffrey will receive their awards at the 2014 Rocky Mountain Section PGA Annual Meeting and Awards Presentation next May.

ATKINS EARNS ASSISTANT GOLF PROFESSIONAL OF THE YEAR AWARD

Dallen Atkins of Juniper Hills Country Club in Pocatello, Idaho, has been named the 2013 Assistant Professional of the Year for the Rocky Mountain Section PGA. Dallen has been employed at Juniper Hills the past eleven years.

Dallen is very involved in all day-to-day golf operations at Juniper Hills Country Club. He has been, and is, a crucial part of the operation and a professional who takes on new tasks with a positive approach. He possesses the dedication to detail necessary to see any job through to a successful conclusion. Dallen is very focused on each individual experience and, as a supervisor, making sure that experience is as enjoyable as possible. He is constantly looking for ways to accommodate the needs of others while serving the best interests of his employer and the game he loves.

Dallen has administered many events and is heavily involved in all tournaments conducted at Juniper Hills. As Dallen is the First Assistant at the club, in addition to being the Tournament Director and Golf Shop Manager, he is a club-fitter, a merchandiser, an instructor, and willingly takes on any and all tasks assigned to him.

Dallen feels the more he does, the more he learns and the more he learns, the more valuable he is to the facility and its members. Dallen does his very best to lead by example as he continues to learn the many aspects of the golf business. This is Dallen's first award within the Section and it will be formally presented to him at the 2014 Annual Meeting of the Rocky Mountain Section PGA next May.

**STEIN CHOSEN AS ROCKY MOUNTAIN SECTION PGA
PLAYER DEVELOPMENT AWARD**

Jon Stein has been selected by the Rocky Mountain Section PGA as the 2013 recipient of the Player Development Award. Stein, a 23-year 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, also the impact made at his/her own facility. This is the first time Jon has won the award for Player Development.

As the PGA Director of Instruction for The First Tee of Idaho, Jon has worked tirelessly to promote the game of golf. The First Tee is a program that teaches children life skills through golf. He has enacted and used this program to increase participation in golf through schools, golf clubs, and even the Canyon County Juvenile Justice System. Stein estimates 2200 children have been part of the First Tee, the School Outreach, and Golf-4-Fun programs in 2013.

Jon will be formally recognized as the 2013 Rocky Mountain Section PGA Player Development Award winner in May of 2014, during the Rocky Mountain Section PGA Annual Meeting.

**EMPEY EARNS PLAYER OF THE YEAR HONORS
IN THE ROCKY MOUNTAIN SECTION PGA**

Jim Empey, PGA Director of Instruction at Quail Hollow Golf Club in Boise, Idaho, is the 2013 Player of the Year and Senior Player of the Year in the Rocky Mountain Section. Empey earned both honors due to his peerless performance throughout the season in Section and National events.

Jim began in May by qualifying for the Boise Open. A few days later he was off to compete in the Senior PGA Championship. In June, he made the cut at the PGA Professional National Championship. He finished 4th at the Senior Section Championship which was the last time he failed to hoist a winner's trophy. Jim won the Section Championship by 2 shots, the Idaho Open by 3, and dominated the championship match in the Snake River Chapter Match Play winning 6 & 5.

By winning both the Player of the Year award and the Senior Player of the Year award, Empey becomes only the second professional in the Rocky Mountain Section to pull off this double and match the feat of Jeff Thomsen in 2005. Preston Otte, PGA General Manager of Clear Lake Country Club in Buhl, Idaho finished 2nd in the Player of the Year standings and last year's winner, Ben Bryson, PGA Head Professional at BanBury Golf Course in Eagle, Idaho, finished 3rd. Jeff Thomsen, PGA, of Boise, Idaho, and John Graham, PGA Head Professional at Sand Creek Golf Course in Idaho Falls, Idaho, finished second and third respectively in the Senior Player of the Year standings. Jim will receive these awards at the 2014 Rocky Mountain Section PGA Annual Meeting.

EXECUTIVE DIRECTOR'S MESSAGE

Another year will soon be gone and I am struck with the speed at which it has passed. I hope that all who read this have had a wonderful year and are either ready, or readying, for Christmas surrounded by people you love.

At the fall meetings of both our Chapters we had discussions involving the potential for amateur entry into Get Golf Ready instruction. Through the efforts of involved and interested members that program has been slowed, if not stopped. The many e-mail messages and phone calls forced that discussion into the light of day and an e-mail was sent to the leaders of all the Sections to the extent that nothing further will happen on this until it is publicly vetted.

The 97th PGA Annual Meeting held November 21st through the 23rd in San Diego, California, was attended by your Section officers and executive director. Major news includes the fact that by 2019 section revenue funding will double. This was, and is, great news to us and while we have yet to see any of the money your Board of Directors and staff will be working toward the best use of these funds in the years ahead.

The second major piece of news involved Section spots in the Web.com events. After 2014, sections will no longer be guaranteed Section spots in these events. As the qualifying for the PGA TOUR and Web.com Tour has changed the spots have become more valuable to the members of those tours. Also, it has become more and more difficult for PGA of America members to compete in these events. As a result, the Section will no longer hold a closed qualifier for the Boise Open. The loss of those spots is compensated back to the Sections affected, 11 of them I believe, to the tune of several thousand dollars that will be used to supplement tournament purses in Section and Chapter events. The Section will also be allowed to keep more of the entry fee for each non-tour member in the Boise Open-Open Qualifier.

Two resolutions were discussed and voted on. Those of you who attended the fall Section Meeting in Idaho Falls participated in a discussion of those two issues. The first involved the ability of a person to initially enter and progress through the PGA PGM Program at a recognized indoor facility. At the time of that discussion the policy was that any person wishing to transfer to a recognized indoor facility must either already be a member or have first completed all the requirements for Level 1 at a green grass facility. That particular measure passed overwhelmingly. The second issue involved a measure to have national track and post dues payments to Sections who have members who are in one Section on May 1st, the national posting date for dues invoices, and June 30th, the date when all dues invoices must be paid. That measure failed by a single vote.

Also of note at the meeting was the fact that Lynn Swann, Hall of Fame receiver for the great Pittsburgh Steelers teams of the 1970's was sworn in as an independent member of the PGA Board of Directors. A highlight of the meeting occurred on Friday when Lee Trevino, who had received the PGA Distinguished Service Award earlier in the year, participated in a question and answer period. Dave Marr III moderated the discussion and Mr. Trevino revealed himself to have been one of the only, if not the only, PGA TOUR player(s) to vote against separating the TOUR from the PGA of America. He is a great friend of the PGA Member and we are very fortunate to have him in our ranks.

On the afternoon of the formal session former New York Mayor Rudy Giuliani gave the keynote address highlighting the traits of a leader and was his usual blunt, educational and entertaining self. He opened the floor for questions and answered all that were offered with candor and good humor.

In early January you will receive an e-mail from National regarding the PGA Compensation Survey. This information is vital to those seeking jobs, renegotiating jobs or hiring a professional staff. Please take a moment to complete the survey and remember that your information is confidential and will not be shared. The compensation information resource is important and we need more members and apprentices participating to build a better statistical database. Up to 2 Member Service Requirements can be earned for completion of the survey.

Attached to this newsletter, as it is with all of them, is a list of Section Sponsors. If you have yet to do so, please reach out to them and show them appreciation for enriching our programs and tournaments. They have, and will continue to, make all the difference. As well, thank you to all of our sponsors and Section, Chapter and Pro-Am host sites for their support in 2013.

I wish for you and yours a Very Merry Christmas and Happy New Year! See you in 2014.

Vaughn

2014 ROCKY MOUNTAIN SECTION PGA EVENTS SCHEDULE



2014 RMSPGA MAJOR TOURNAMENT, PGA QUALIFIER AND MEETING SCHEDULE

SNR Spring Membership Meeting
Wednesday, February 19

Nike Education & Skins Game
Monday, March 3

YC Spring Membership Meeting
Tuesday, March 4 – Hilands GC – Billings, MT

Yellowstone Chapter Pro-Pro Championship
Monday & Tuesday, April 7-8
Hilands Golf Club – Billings, MT

RMSPGA Facility Championship
Monday, April 14
Ridgecrest Golf Club – Nampa, Idaho

**Rocky Mountain PGA Foundation Larry Malone
Scholarship Pro-Am**
Monday, April 21
Hillcrest Country Club – Boise, Idaho

RMSPGA Annual Meeting
Sunday, May 18 – Idaho Falls, Idaho

RMSPGA Pro-Pro Shootout
Monday & Tuesday, May 19-20
Pinecrest Golf Club – Idaho Falls, Idaho

RMSPGA Junior Championship
Monday & Tuesday, June 16-17
Twin Falls Golf Club – Twin Falls, Idaho

Albertsons Boise Open – Open Qualifying
Monday, July 14
Ridgecrest Golf Club – Nampa, Idaho

RMS Senior PC & Senior Section Championship
Tuesday & Wednesday, July 22-23
Site TBD

RMSPGA Assistant Championship
Wednesday & Thursday, July 30-31
Blackfoot Golf Club – Blackfoot, Idaho

Windfall Classic
Monday, August 4
Crane Creek CC – Boise, Idaho

Carter Cup
Wednesday & Thursday, August 6-7
Jug Mountain Ranch – McCall, Idaho

**RMSPGA Professional Championship/Section
Championship**
Monday & Tuesday, August 18-19
Teton Springs Resort & Club – Victor, Idaho

Gallatin Valley Open
Saturday & Sunday, September 6-7
Cottonwood Hills Golf Club – Bozeman, Montana

Idaho Open
Wednesday-Friday, September 17-19
Teton Springs Resort & Club – Victor, Idaho

Yellowstone Chapter Championship
Monday & Tuesday, September 22-23
Yellowstone Country Club – Billings, Montana

RMSPGA Fall Membership Meeting
Monday, October 6
Idaho Falls Country Club - Idaho Falls, Idaho

RMSPGA Fall Pro-Pro
Monday & Tuesday, October 6-7
Idaho Falls Country Club – Idaho Falls, Idaho

Snake River Chapter Match Play Championship
Monday-Wednesday, October 27-29
Blue Lakes County Club-Twin Falls, Idaho

YC Fall Membership Meeting
Monday, November 3
Site TBD

SRC Fall Membership Meeting
Monday, November 10
Site TBD

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2014 PGA GOLF PASS



The 2014 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 promotion of the Pass by making your members/customers aware of the many benefits of the Pass. The Golf Pass can be purchased online at www.rockymountainpga.com, by mail or by calling the section office.

Special thank you goes out to the 2014 presenting sponsor, Sun Valley Resort, and to Jeff Petersen, PGA Director of Golf at Sun Valley Resort as well as to all participating facilities.

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BOISE GOLF & TRAVEL SHOW



Please support the section by volunteering your time at the Boise Golf & Travel Show on February 8 & 9th at Expo Idaho Center in Boise. The section will have a booth at the Show and we will be distributing Clubs For Kids as well as giving 10 minute free lessons as part of Play Golf America. We need volunteers in both of these areas. Please contact Laurie at the section office if you can help. Members will receive MSR credits and Apprentices will receive Apprentice Education points for volunteering.

SECTION OFFICE CLOSED FOR THE HOLIDAYS



The Rocky Mountain Section Office will be closed for the Christmas holiday starting on Tuesday, December 24th and will re-open on Thursday, January 2, 2014. During this holiday season we wish you and your families a very Merry Christmas and a healthy and prosperous New Year. The PGA of America National Office will also be closed beginning December 24 and will remain closed through Wednesday, Jan. 1.

The office will reopen at 8:30 a.m. on Thursday, January 2, 2014.

THANK YOU 2013 SPONSORS

The Rocky Mountain Section truly appreciates the sponsors who helped to make 2013 a great year for the section. Please take a moment to show your appreciation and acknowledge the companies and sales representatives who have contributed so greatly to our success.

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