



PGA

Western New York Section



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Page	Contents
1	Letter from President
2	Letter from Executive Director
2	Employment Briefs
3-4	Notices
5	Member Updates
6	Sponsors

Letter From Chip Clover, Western New York PGA President

As we enter the fall season, I want to thank each of you who have contributed in some way towards a successful 2011 season. Between offering your facilities to host a WNY Section event, and donating your time to promote this great game to those who might not have exposure otherwise, the Board of Director's and I are very thankful for your help.

One of the most difficult jobs on the board is that of the Tournament Chairman. The requests to host an event received by each of our facilities is great and the WNYPGA is one of many who are asking for your help. Don't wait for the phone call to host an event to come, why not call the section office and offer your facility for a regular season event or a Junior Tour event.

Because we are a small section with a small administrative staff, the need for help and participation from our members and apprentices is greater. The demands of our tournament schedule, Junior Tour and numerous other events along with the daily business of the section are significant. Joe Bertino, Executive Director and his staff of Steve Bartkowski, Tournament Director, and Julie Krasinski, Administrative Assistant have handled each with great care and concern.

With the fall meeting in the near future, my thoughts move toward the election of new Officers and at large Director's for our board. Our section is blessed with so many capable and qualified individuals who bring their own unique set of talents and perspective to the current Board of Director's and I know there are so many more talented people out there that are not currently involved. Please consider running for a position on the Board of Director's and help our section improve and move forward. We really do need you!

Enjoy the beautiful fall season and go Bills!

Chip

WNYPGA ANNUAL MEETING



2011 Fall Meeting
October 17, 2011 at 12pm
Seneca Niagara Hotel and Casino
in Niagara Falls, NY



There will be a lunch prior to the meeting (11:30am) and an education seminar following the meeting at 2:30pm. The education seminar will be a cost of \$35 and include a personal copy of Jim Carlisle's book A.I.M., Achieve, Inspire, Make a Difference. Please register for the meeting and education by clicking the links below. Click here to learn more about our special guest!

To register for the Meeting click [HERE](#)

To register for the Education Seminar click [HERE](#)

Note from Joe Bertino, Western New York PGA Executive Director

As we look back on this season the bad weather that plagued us throughout most of April and May seems as though it was years ago. With a little good fortune, the wonderful summer weather will continue straight through autumn and give us a bit of a break for some late-season activity. It is hard to believe that we're already just a shade shy of a month out from our annual Las Vegas Pro Am and some fine desert golf.

Our WNYPGA Annual Meeting is scheduled for Monday October 17th (12:00PM) and we will be revisiting our gracious hosts at the Seneca Niagara Hotel and Casino in Niagara Falls, NY. Presented by Ping (Pat Carli) and PGA National Resort & Spa, we will be offering lunch prior to this afternoon meeting. In addition to our annual elections, one resolution has been submitted regarding the composition of our Board of Directors. Also on the agenda will be a presentation on Golf 2.0, an ambitious plan to rejuvenate interest in the game nationwide, spearheaded by the PGA and you- the PGA Golf Professional. A Business Development representative will also be on hand to discuss PGA Member Benefits as well.

The 2nd annual WNYPGA Awards and Sponsor Appreciation Reception will take place later that day. Those of you who attended last year can attest to the fabulous evening we all enjoyed in a lively atmosphere. This year's event is presented by Sunice (Ed Hellerman), who will also be presenting our Player of the Year and Senior Player of the Year with a special gift. I sincerely hope you will make the time to attend and honor not only all of our section's special award winners, but also to offer a heartfelt "thank you" to our many supporting sponsors of our events throughout the year.

Details on all of the above can found on our website and in this newsletter, or as always, you can give us a call at the office!

Looking forward to seeing you on the 17th!

Joe Bertino

Employment Briefs by Tom Kendrick, PGA Employment Consultant

Golf 2.0 – Engaging Lapsed Women Golfers – Is Your Course Really “Women Friendly”?

My fellow PGA Employment Consultant Wayne Kauffman has a great article in the September issue of PGA Magazine titled “Make It a Family Affair”. It is on page 142 and I recommend you read it! His article stresses how important it is to address all the various demographics of potential golfers.

A particularly interesting part of the article dealt with how few courses are truly “women friendly”. He cites Suzy Whaley, a notable PGA Professional and currently District 1 Director, who commented on this topic at a Connecticut Section Meeting. Her statement was, “You all tell me how you have made your courses women friendly. Well, I have been to your places and not one of you are accommodating to women.” She went on to say that any woman who showed up at their courses and tried to take up the game would go away totally frustrated.

You should look at your ladies' tees, you may be surprised that even at that length your course would be too long and frustrating for a mature woman trying to take up the game. That is why initiatives like TEE IT FORWARD and PGA Family Course should be regular, on-going programs that enable everyone taking up the game and even those who cannot hit it far enough to regularly enjoy playing! How does your course stack up?

This is an example of one focus point of the PGA's new strategic plan to aggressively grow the game of golf, Golf 2.0. For more on Golf 2.0, check out the new Golf 2.0 website at <http://www.golf20.net>, access it with your PGA username and password.

For more of Tom's Employment Briefs, please visit www.westernnewyork.pga.com and login to the professional side of the website. Click on Employment and then on Employment Briefs in the top bar.

YOU ARE CORDIALLY INVITED TO ATTEND

*THE 2011 WNYPGA
AWARDS AND SPONSOR
RECOGNITION BANQUET*

Presented by Sunice

The section will be honoring the
2011 Western New York PGA
Award Winners and Sponsors

Monday, October 17, 2011
Cocktail hour (open bar) begins at 6:00 P.M.
Dinner and awards will follow
\$50 per guest, registration is available online

MEZZANINE LEVEL
SENECA NIAGARA CASINO AND HOTEL
310 FOURTH ST.
NIAGARA FALLS, NY 14303



PGA

Western New York Section



Get Golf Ready



Get Golf Ready, now in its third year, is an exciting approach to bring new golfers into the game and continues to be Play Golf America's featured program. Many facilities already offer beginner golf programs and should consider how Get Golf Ready might support their efforts. Consider asking your facilities to be a certified Get Golf Ready facility in 2011 to take advantage of national marketing by completing the Get Golf Ready application.

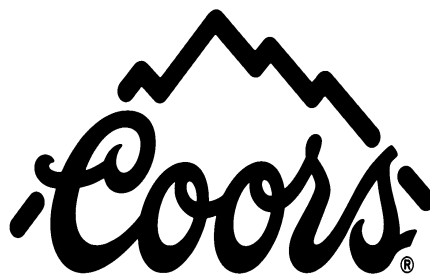
Key reasons why Professionals should apply include:

1. In 2010, facilities averaged 31 students – 84% continued to play or practice
2. Retained students spend an average of \$900 annually on golf.
3. It's a great program for apprentices to generate additional compensation while expanding on instruction expertise.

Based on these results, PGA Professionals could generate more than \$23,000 in additional revenue.

PGA Members are encouraged to complete the Get Golf Ready official application. Additional host facility information and resources are available on the website.

For more information on Get Golf Ready, visit PlayGolfAmerica.com/ggr, or contact Joe Canny, PGA, in The PGA Player Development Department at JCanny@pgahq.com or (561) 630-1705.



Proud Sponsor of the 26th Annual Coors Western New York Section Championship

Harvest Hill Golf Club, Orchard Park, NY
August 22-23, 2011

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PGA

Western New York Section

2011-2012 WNY Section Board of Directors Nominations

President	Kirk Stauffer	(incumbent)
Vice President	Jeff Mietus	(incumbent)
Secretary	Michael O'Connor	(incumbent)

Area Directors

Area I	Michael Urzetta	(incumbent)
Area II	Dan Antonucci	(incumbent)
Area III	Scott Jenkins	(incumbent)

Directors at Large

Tim Fries	(incumbent)
Eric Haile	(incumbent)
Rob Horak	(incumbent)
Ben Wilson	(incumbent)
Matt Clark	
Jerry Coleman	

GOLF 2.0 GROWING THE GAME Friends, Family, Fun!

Golf 2.0 is a strategy The PGA is embarking upon with the intent of leading the industry in making golf more relevant, more welcoming and more able to convert the millions of individuals who have expressed interest in playing the game into regularly returning players.

With Golf 2.0, there is set of strategic initiatives to grow participation and increase revenues through a better understanding of the golf consumer and the targeting of specific consumer groups.

For more information about Golf 2.0, click on the links below:
(PGALinks user name and password needed to access the links below)

* [Golf20.net](#), the website dedicated to the new strategic plan.

* [Video: 2011 Spring Conference of Leaders presentation](#)
(126 minutes)

* [Golf 2.0 member brochure](#)

Member Updates

Congratulations to our Newly Elected Members!

Scott T. Bates, PGA was elected to Membership on March 8th. He is a A-1 at Centerpointe Country Club

Craig M. Cahoon, PGA was elected to Membership on March 8th. He is a A-8 at Ridgemont Country Club

Brian M. Muench, PGA was elected to Membership on March 8th. He is a A-12 at Roberts Wesleyan College

Daniel J. Cordaro, PGA was elected to Membership on April 19th. He is a A-8 at Brook-Lea Country Club, Inc.

John P. LaCrosse, PGA was elected to Membership on April 19th. He is a A-8 at Bristol Harbour Golf Club

Liam C. Friedman, PGA was elected to Membership on April 24th. He is a A-8 at Orchard Park Country Club

Rodney P. Blair, PGA was elected to Membership on June 16th. He is a A-8 at Transit Valley Country Club

Welcome to our New Members

Dirk A. Hartman, PGA transferred from the Tri-State Section and is now the A-1 at Tri County Country Club

Michael T. Basch, PGA transferred from the Middle Atlantic Section and is now the A-8 at Cobblestone Creek CC

Congratulations to our New Apprentices!

Thomas L Maloney was registered as an Apprentice on April 5th. He is a B-8 at Webster Golf Club

Jeffrey Lezark was registered as an Apprentice on April 29th. He is a B-8 at Lockport Town & Country Club

Chandler S Norman was registered as an Apprentice on May 27th. He is a B-8 at Wellsville Country Club

Jason G Polka was registered as an Apprentice on August 2nd. He is a B-8 at Niagara Frontier Country Club

Jacob C Tarzia was registered as an Apprentice on September 1st. He is a B-8 at Midvale Country Club

NOTABLE QUOTE

"Maintain a childhood enthusiasm for the game of golf."

- Chi Chi Rodriguez

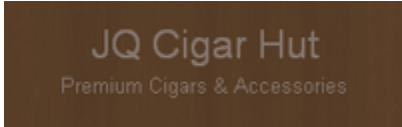
**The WNYPGA would like to
Thank our Sponsors!**



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Supporting Sponsor of PGA of America Professional Tournaments



Official Soft Drink, Bottled Water, Iced Tea and Sports Drink of The PGA of America