



# PGA

Western New York Section



Official Publication of the Western New York Section

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**Western New York  
Section PGA**

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## President's Message

As I embark on my 27th year as PGA Golf Professional at Pine Acres CC and my first year as your President, I wish you a happy and healthy 2012 golf season.

Your officers joined myself, Executive Director Joe Bertino and Tournament Director Steve Bartkowski at the 95th PGA Annual Meeting in Orlando, Florida in January. The focus again was Golf 2.0 and three resolutions to our PGA constitution. Although it was difficult to focus with all that sun, we managed to get through it. I don't know about our other section leaders but I felt like a bat coming out of a cave.

The National PGA is challenging all of us to adopt this initiative. They provided us with a gameplan for the success of Golf 2.0. Please visit the Golf 2.0 website to download all the materials needed to execute this plan to drive new golfers to the game, as well as, keep our core golfers and interest the lapsed golfer. Please share any successes you have in attracting new golfers. We, at Pine Acres have married ourselves to a local university to help with this process. They have the marketing expertise and the sports management expertise, along with a business development team that is helping with research on vital regional statistics.

Two of the three resolutions passed were related to permitting Apprentices and A-8's to transfer Sections more than once during a fiscal year and to allow "century" life members with 25 years of service and 75 years old to a reduced dues schedule.

The resolution that was defeated was to allow all university golf coaches credits toward membership without the supervision of a PGA Member.

In March, your Section Leaders will be attending a District Meeting in Hartford, Connecticut to interview prospective candidates for National PGA Secretary.

It's not too early to be thinking about the 2013 PGA Championship at Oak Hill Country Club. We will be counting on our Section members to donate their valuable time to fulfill our responsibilities for the championship.

Thank you and good golfing,

Kirk

## NOTABLE QUOTE

**Forget your opponents; always play against par.**  
~Sam Snead

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## **Note from Joe Bertino, Western New York PGA Executive Director**

...So much for that snowplowing contract- what a winter! As Kirk Stauffer mentions, two of the three resolutions presented at the PGA Annual Meeting passed. In fact, Resolution #2 (Transfers) was amended on the floor to include all membership classifications, not just A-8's, enabling any PGA Member to transfer sections more than once per fiscal year, so long as they are employed and working in an active classification (full time, eligible employment) in the new section.

With intense focus on Golf 2.0, an important consideration for all is the new MSR requirement schedule which will begin this June 16<sup>th</sup>, with a cycle end of June 15, 2015. Effective this 6/15, PGA Members will be required to achieve a total of 54 MSR credits, with a MINIMUM of 36 credits coming from PGA Section (chapter) or National Meetings & Education, and Golf 2.0. Notably, meeting attendance after the cycle start date will receive 1 credit per hour of attendance, not the two credits received currently. Credit for Golf 2.0 will be awarded for promoting, conducting, AND reporting results of Golf 2.0 Programs that engage or create golfers. Credits will also be earned for completing PGA online Golf 2.0 tutorials and training. Please note that any credits that you've acquired this past year will remain as earned and count toward the new 54 credit total that begins this summer.

The WNYPGA Spring Meeting is coming this April 16<sup>th</sup> to Transit Valley CC, East Amherst, NY. We ask that you register online or call the office for registration (no charge) so that we can give an accurate count to the club for continental breakfast and lunch. Education will take place following lunch that Monday, stay tuned for further details.

Registration for our junior golf tour is in full swing now, so please take a moment to remind your juniors to sign up while space still exists! Many thanks to those who generously give us access to their clubs, the success of our junior tour is a vital part of our section's operations!

-Joe Bertino, PGA

# ***Section Updates***

## **Congratulations to our New Members!**

Sean P. Lalley, PGA transferred into the Western New York PGA on January 7th.  
He is an A-1 at Mendon Golf Club

Andrew J. Navarro, PGA was elected to Membership on February 13, 2012.  
He is an A-8 at Country Club of Buffalo

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**The Western New York PGA would also like to thank Julie Krasinski for more than 2 year of service to the section. We wish her all the best!**



# PGA

Western New York Section

## 2012 Tentative Tournament Schedule

PO Box 1728  
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<b>APR</b>	Mon	16	Spring Meeting & Education presented by PGA National Resort & Spa, United Rentals & Nuttall Golf Car Sales	Transit Valley CC, East Amherst, NY
	Mon	30	TaylorMade Senior Junior Pro Pro/Pro Am	Locust Hill CC, Pittsford, NY
<b>MAY</b>	Fri	4	PAT	Tan Tara GC, North Tonawanda, NY
	Mon	7	Titleist Scratch Pro Am	Brook-Lea CC, Rochester, NY
	Fri	11	Make a Wish Foundation Pro Am	* Webster GC, Webster, NY
	Mon	14	Adams Golf WNY Open	* Niagara Falls CC, Lewiston, NY
	Fri	18	Pro Am Invitational	* Stafford CC, Stafford, NY
	Mon	21	Seneca Allegany Casino & Hotel Pro Am	* Elkdale CC, Salamanca, NY
	Fri	25	PAT	Tri County CC, Forestville, NY
	Mon	28	Memorial Day	
<b>JUN</b>	Tue-Wed	29-30	Peek'n Peak Resort Pro Am Invitational	Peek'n Peak Resort, Findley Lake, NY
	Fri	1	Pro Am Invitational	* Lawrence Park GC, Erie, PA
	Mon	4	Bartlett Pro Am	* Bartlett CC, Olean, NY
	Wed	6	NYS Open Qualifier	Transit Valley CC, East Amherst, NY
	Fri	8	Pro Am Invitational	* Lake View CC, North East, PA
	Mon	11	Children's Hospital Pro Am Invitational	* Crag Burn GC, East Aurora, NY
	Mon	18	Pro Am Invitational	* Moon Brook CC, Jamestown, NY
	Fri	22	PAT	Holiday Valley, Ellicottville, NY
	Mon	25	Pro Am	* Chautauqua GC, Chautauqua, NY
	Mon	2	Holiday Valley Memorial Library Pro Am	* Holiday Valley Resort, Ellicottville, NY
	Mon	9	Bradford Hospital Found. Pro Am for Kids	* Pine Acres CC, Bradford, PA
	Fri	13	PAT	Eagle Vale GC, Fairport, NY
	Mon	16	Wellsville Pro Am	* Wellsville CC, Wellsville, NY
	Mon	23	OPEN DATE	
	Mon-Tue	30-31	WNYPGA Professional Championship	* Whispering Woods GC, Erie, PA
<b>AUGUST</b>	Mon	6	OPEN DATE	
	Thurs-Fri	9-10	WNY Senior PGA Professional Championship	Lawrence Park GC, Erie, PA
	Fri	10	PAT	Triple Creek GC, Nunda, NY
	Sun	12	Pro Am Invitational	* Midvale CC, Penfield, NY
	Mon	13	GC Supply Pro President	Transit Valley CC, East Amherst, NY
	Sun	19	Pro Am Invitational	* Locust Hill CC, Pittsford, NY
	Mon-Tue	20-21	27 <sup>th</sup> Annual Coors Section Championship	* Oak Hill CC (East), Rochester, NY
	Mon	27	Rochester Classic	* Ridgemont CC, Rochester, NY
<b>SEPT</b>	Fri	31	Pro-Assistant Championship	Penfield CC, Penfield, NY
	Mon	3	Labor Day	
	Wed	5	National Car Assistant Pro Championship	Kahkwa Club, Erie, PA
	Fri	7	PAT	Conesus GC, Conesus, NY
	Mon	10	Kids Escaping Drugs Pro Am	Transit Valley CC, East Amherst, NY
	Mon-Tue	17-18	Cutter & Buck Match Play Championship	* Lake Shore CC, Erie, PA
	Mon-Tue	24-25	Tour Championship presented by Sun Mountain	* Orchard Park CC, Orchard Park, NY
<b>OCTOBER</b>	Mon	1	Antigua Pro-Pro Championship	Blue Heron Hills GC, Macedon, NY
	Fri	5	PAT	Gowanda CC, Collins, NY
	Mon	15	Fall Annual Meeting	TBD
	Sat-Thu	20-25	Las Vegas Pro Am	Las Vegas, NV

\* Counts toward Player of the Year Award



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## Welcome the WNYPGA New Junior Golf Director

The Western New York PGA is extremely pleased to welcome Kyle Lewis to our staff as Junior Golf Director. Kyle is currently completing his degree in Sports Management & Accounting at Baldwin-Wallace College in Berea, OH. He will be joining us right after graduation in early May. Hailing from Riverside, CA, Kyle has served in the junior golf operations of the Northern Texas PGA as well as working in the B-W Athletic Department and volunteering for the Northern Ohio Golf Association. He also plays on the college team. We are thrilled to continue to add energetic and enthusiastic individuals to our team, so please give him a warm welcome when you meet him at our Spring Meeting, I know this will be a great start for his career!

## 2012 Compensation Survey DEADLINE March 16, 2012

The 2012 Compensation survey is underway on PGALinks. We ask that you and all members of your PGA Professional staff complete this survey. Your participation will help provide you and your fellow PGA Professionals with accurate compensation information when you need it for negotiations, job searches, and budgeting. It will also help the Employment Consultants who work with employers on your behalf in their efforts to upgrade compensation for all PGA positions.

All individual responses are completely confidential, so please take a few minutes and complete the survey. PGA members who complete the survey prior to March 16, 2012 will receive 2 MSR credits (maximum 5 survey credits per MSR cycle). [CLICK HERE](#) and login with your PGALinks username and password and complete the survey. Thank you for your participation.

Presented by



# 2012 Western New York PGA Spring Meeting

## Transit Valley Country Club April 16, 2012

8:00 am Continental Breakfast  
9:00 am promptly Meeting begins  
\*2 MSR per hour for the meeting (max of 6 MSR)

*Lunch following meeting compliments of our sponsors.*

*Afternoon Education Session Immediately Following Lunch:  
Practical Application of Social Media (Open Panel Discussion)*

*Cost: Meeting and lunch are free, \$20 for Education  
\*1 MSR per hour for Education*

# SAVE THE DATE

# PGA Financial Assistance Fund Scholarship Program

Graduating high school seniors and college students who are the children or grandchildren of PGA members are invited to apply online at the home page (before you log in) of [PGALinks.com](http://PGALinks.com) to be considered for financial support for college through the PGA Financial Assistance Fund Scholarship Program.

The scholarship program is an academic based scholarship program that takes into account the following depending on the class level of the student:

## High School Graduating Senior

- High School Cumulative Grade Point Average – must be at least 3.0 (60% of the scholarship weighting scale). This number is to be an unweighted GPA based on a 4.0 scale.
- ACT and/or SAT test scores (30% of the scholarship weighting scale)
- Extracurricular activities in high school such as sports, clubs, student government, community service, part time employment, etc. (10% of the scholarship weighting scale).

## Current College Student (has not reached their senior year in college)

- College Cumulative Grade Point Average – must be at least 3.0 (60% of the scholarship weighting scale)
- Most recently completed college semester or quarter GPA (30% of the scholarship weighting scale)
- Extracurricular activities in college such as sports, clubs, student government, community service, part time employment, etc. (10% of the scholarship weighting scale)

The amount and number of scholarships is determined by the availability of funds, and may vary from year to year based on these factors and IRS guidelines. Scholarships are awarded at the discretion of the PGA Scholarship Committee.

The application process will be live online between November 15, 2011 and March 15, 2012 of each year, and students are asked to wait until they are in possession of their most current grade report (first semester) or transcript before applying. The applicant must enter the students Social Security number and the PGA affiliated parent or grandparents PGA ID number to gain access to the application.

After submitting the online application, the applicant must send by March 15 to the below address a sealed official school grade transcript that shows their GPA information and ACT/SAT test scores (if a high school applicant) to:

PGA Financial Assistance Fund Scholarship Program  
Attention: Linda Bennington Grant and Scholarship Specialist  
100 Avenue of the Champions  
Palm Beach Gardens, Florida 33418  
888.532.6661; 561.624.7612 or e-mail: [lbenning@pgahq.com](mailto:lbenning@pgahq.com)

Members can check out the Scholarship Search Tips and additional listed websites to help with your child or grandchild's scholarship search by signing in to [PGALinks.com](http://PGALinks.com). and under Benefits/Personal you'll see PGA Scholarships.

**If you need assistance with the scholarship application please feel free to contact the Western New York PGA Section office.**



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## Employment Briefs by Tom Kendrick, PGA Employment Consultant

### Golf 2.0 & YOU

***"We have gotten to the bottom. We can no longer cut costs, trim budgets or run any leaner. We have to work on the revenue side."***

*PGA of America President Allen Wronowski.*

Whether it is a daily fee course or private club, the golf industry is acutely aware of the need to promote more rounds and revenue among existing players while reaching out to potential golfers.

Many cite PGA programs such as Play Golf America, PGA Free Lesson Month, Patriot Golf Day, PGA Free Fitting and Trade up Month and Get Golf Ready as examples of promotions they employ.

As Golf 2.0 rolls out, the PGA of America joins forces with industry stakeholders such as the USGA, PGA Tour, National Golf Course Owners Association as well as many of the country's largest multiple course operators in a strategy to:

1. Encourage more play among existing golfers
2. Reach out to those who have played in the past
3. Generate new players

Two of the immediate key Golf 2.0 action items that a proactive professional can implement:

1. Scheduling a business planning session with the board, owner or general manager, and golf course superintendent where a player development strategy is the major initiative for 2012
2. Promoting a facility-wide knowledge/awareness of player development emphasis, efforts and programs

As you develop plans for the new season, formalizing and reinforcing player development as a key or the key initiative for your facility for 2012 is essential. Accomplish this through a process complete with goals and objectives, action plans and measurable desired results will help validate its importance and promotes buy in. Learn more about the strategies and initiatives of Golf 2.0 and how they can help, go to [www.golf20.net](http://www.golf20.net) for more information.

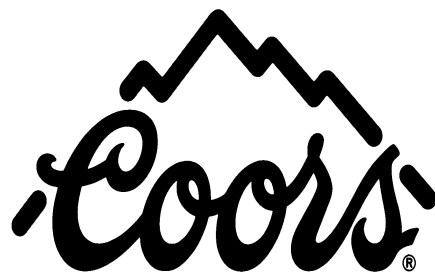
**Tom Kendrick is a PGA Certified Professional and Employment Consultant for the PGA of America. He can be contacted at (513) 738-9943 or by e-mail at [tkendrick@pgahq.com](mailto:tkendrick@pgahq.com). For more of Tom's Employment Briefs, please visit [www.westernnewyork.pga.com](http://www.westernnewyork.pga.com) and login to the professional side of the website. Click on Employment and then on Employment Briefs in the top bar.**

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## Player Development Handbook



The Player Development Playbook is the first tool developed to help PGA and LPGA Professionals personally activate GOLF 2.0 at their facilities. This resource is designed to provide detailed direction and action-steps in the quest to make our game more fun and welcoming to millions of new golfers through structured Player Development. The Playbook's Appendix will continue to expand, so check back often. The next update is scheduled for Feb. 10. Click [HERE](#) to read more.



## **Proud Sponsor of the 27th Annual Coors Western New York Section Championship**

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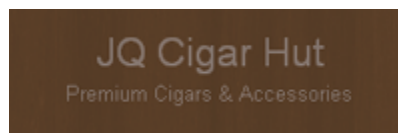
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