

WNYPGA NEWS

*Official
Newsletter
of the
Western
New York
Section,
PGA*

May 2017
Edition



PGA

Western New York Section



BOARD OF DIRECTORS

President

Michael O'Connor, PGA

mjokah@aol.com



Vice President

Rob Horak, PGA

bhhpro@rochester.rr.com



Secretary

Dan Antonucci, PGA

pgagolffman@aol.com



Honorary President

Jeff Mietus, PGA

jeffmietuspga@hotmail.com



Tournament Chairman

Jake Northrup, PGA

jakenorthrup1@gmail.com



Director of Area I

Mike D'Agostino, PGA

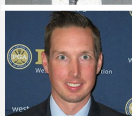
mikethepro@aol.com



Director of Area II

Chris Kulinski, PGA

kulinskichris@yahoo.com



Director of Area III

David Wedzik, PGA

golfrevolution@gmail.com



Director at Large

Steve Carney, PGA

scarney@holidayvalley.com



Director at Large

Dwayne Randall, PGA

randalldwayne@yahoo.com



Director at Large

Ryan Swanson, PGA

sbuswanny@yahoo.com



Director at Large

Michael Kiel, PGA

mkiel@rochesterr.com



Director at Large

Sean Coleman, PGA

scoleman@pga.com



SECTION STAFF

Executive Director

Steven Bartkowski

sbartkowski@pgahq.com



Tournament Director

Ric Alberico, PGA

RALberico@pgahq.com



Junior Golf Director

Bob Ashley, PGA

bashley@pgahq.com



INSIDE THE ISSUE

3 PRESIDENT'S MESSAGE

Michael O'Connor, PGA

4 EXECUTIVE DIRECTOR'S MESSAGE

Steve Bartkowski

5 MAY SECTION TOURNAMENTS

Complete details and registration

6 GOLF PRIDE RETAIL DISPLAY CONTEST

Win a Trip to Pinehurst Resort

7 SHOW ME THE MONEY

Highlighting contributing sponsor, Oncore Golf

7 EMPLOYMENT UPDATES

Congratulations and wish the best to all those who have started in a new roles this April.

7 WNYPGA WELCOMES VICTORIA GRAY

Announcing new addition to our team for the summer

8 LETTER FROM MIZUNO GOLF

New Field Specialist in our region

9 LECOM HEALTH CHALLENGE

LECOM & CCIDA to support the Western New York Section PGA Foundation

10 NATIONAL TOURNAMENTS

Complete details and registration

11 TEE 2 GREEN TV SHOW

WNYPGA Segment to air in May

12 PUNTA CANA PRO AM

Team Money Due in less than a month

CONTACT THE SECTION

The Cabin at Fox Valley Club
6161 Genesee Street
Lancaster, NY 14086

Main Phone/Fax: (716) 626-7095
Steve Bartkowski (716) 313-2943
Ric Alberico: (716) 707-3814
Bob Ashley: (716) 707-3818

wnewyork@pgahq.com
westernnewyork.pga.com

CONNECT WITH THE SECTION



PRESIDENT'S MESSAGE

What a terrific turnout at the Spring Meeting, thank you all for taking time out of your schedules to attend! Your comments and passionate discussion in our open forum was terrific. Employment and PGA National continue to be hot topics. As we all try to advance our careers, it's important to understand that our industry has and will continue to change. There is a book called "Who moved my Cheese", and it was on the New York #1 best seller list for 30 weeks. It's a quick read and could help you with our changing industry.

I encourage you assess the following:

- your professional development
- your involvement within the Section & PGA National
- innovations that you have introduced to your facility or teaching methods
- involvement within your community as it relates to volunteer work
- review your resume
- assess your short term and long term goals

We need to adapt with our changing industry, embrace the changes and be on the leading edge or you will be in the rear view mirror.

Once again it's that time of year that we get pulled in numerous directions, but please get engaged in our Section activities. Steve and his staff have worked hard and have a great season planned. Do your best to play in events, run a PGA Junior League, teach at a PGA Hope Program or volunteer at Drive, Chip & Putt. Logo onto the WNYPGA website to view all our activities and programs.

I look forward to seeing you throughout the summer and I welcome your feedback.

Kind Regards,

Michael



Michael O'Connor, PGA
WNYPGA President

EXECUTIVE DIRECTOR'S MESSAGE



Steve Bartkowski
WNYPGA Executive Director

Ladies & Gentlemen,

It was a great experience for me this past month seeing over 100 PGA Members in attendance at the Spring Meeting here at our home site The Fox Valley Club. The engagement during open forum is exactly what we need as a Section to continue to grow and improve. I encourage each of you to continue that conversation throughout the season. You can always reach me in the Section Office, or the Board of Directors via their contact information on our website.

I was joined by District IV Director, Tim Fries, at Oak Hill Country Club the other day for another exciting announcement for Oak Hill Country Club, and the WNYPGA. Oak Hill CC has come to terms with the PGA of America and will host the 2019 KitchenAid Senior PGA Cham-

pionship. This will add to the already storied history of the club and will be the 12th Major Championship competed at the venue. It will be followed by their 13th major only four years later when they host the 2023 PGA Championship. We look forward to helping host PGA Professional Jason Ballard and the club in any way we can to make the championships as successful as possible.

With the addition of new local supporters such as OnCore Golf and New Era Cap, purses have not only increased a bit early on this season but the experience for our junior members has enhanced as well. Specifically, New Era Cap donated hats to our juniors this season giving them an additional tee gift. Whether it is directly related or not, we now have hit an all-time high of over 230 Junior Members on the Tour! If given the opportunity to support our partners in your shops, or for outings at your respective facilities, please don't hesitate to visit our Partner Tab on western-newyork.pga.com to see who supports you as the PGA Member.

As Michael O'Connor stated in the Spring Meeting, there is some change happening around your section.

Sometimes change may be difficult, or even scary to accept, but as I have heard many times - with change comes opportunity. We have seen this recently with new partners, revenue streams, and programming set to happen this season that this is in fact may be the case. As these new programs are announced to the membership we will need your support more than ever. The success of the Western New York PGA depends upon that support. We hope that you will be engaged in 2017 and utilize what your section has to offer to improve both professionally and personally.

It is an honor to serve as your Executive Director. From headquarters here at The Fox Valley Club we wish everyone a successful 2017 season. Please feel free to reach out to a member of your section staff if there is ever anything we can do to assist you.

Respectfully,

Steven Bartkowski
WNYPGA Executive Director

SECTION NEWS

WNYPGA SECTION

MAY TOURNAMENTS

ALL REGISTRATION CAN BE HANDLED ON-LINE BY [CLICKING HERE](#)

1

TITLEIST SCRATCH PRO-AM

Monday, May 8, 2017 @ Brook-Lea Country Club

Title Partner - Jeff Beaver & Titleist

FORMAT: Four-Ball Stroke Play

STARTING TIMES: Consecutive Tee Times approximately 7:50 am to 1:00 pm. *Early or Late requests can be made.

ENTRY FEE: \$200 / Team (Includes golf, cart, and prizes)

ENTRY DEADLINE: May 1, 2017 at 11:59 PM EDT

2

WEBSTER PRO-AM

Friday, May 12, 2017 @ Webster Golf Club

SCHEDULE OF EVENTS: Lunch prior to golf | 1:00 PM Shotgun Start | Dinner Buffet after golf.

FORMAT: Pro Am - 2 BB of the Team | Professional & Senior Individual 18-Hole Stroke Play.

POY: Professional & Senior Player of the Year Points Event

****NOTE:** Every Pro Must bring an Amateur with valid USGA Handicap.

PROFESSIONAL ENTRY FEE: \$90

AMATEUR ENTRY FEE: \$110 Check ONLY Made Payable to WNYPGA

ENTRY DEADLINE: May 5, 2017 at 11:59 PM EDT or the first 12 Professionals Registered

IF YOU SHOULD HAVE ANY QUESTIONS PLEASE CONTACT RIC ALBERICO IN THE SECTION OFFICE AT (716) 707-3814.

3

WESTERN NEW YORK OPEN

Presented by: NEW ERA
Supported by: The PGA Tour

Monday, May 15, 2017 @ Stafford Country Club

ELIGIBILITY: 1. Any PGA Member or Registered Apprentice in good standing of the WNYPGA.

2. Any Amateur who resides in the WNYPGA Section or is a member of a local Amateur Association who conducts business in the same region with a valid USGA Handicap Index of 5.0 or lower.

FORMAT: Individual 18-Hole Stroke Play.

POY: Double Professional & Senior Player of the Year Points Event

STARTING TIMES: Consecutive Tee begins at 8:30 am.

ENTRY DEADLINE: May 8, 2017 at 11:59 PM EDT

ENTRY FEE: Member/Apprentice:\$150
Senior/Apprentice50+:\$100
Senior & Professional:\$200
Amateur: \$120

4

WNY ASSISTANT'S ASSOCIATION

Supported by: Golf Max / Golf Pride

Friday, May 19, 2017 @ The Country Club of Buffalo

FORMAT: 18 - Hole Stroke Play

ELIGIBILITY: All Eligibly Employed Class B's, A-8's.

ENTRY FEE: \$60 (\$5 admin / \$55 to purse) | No Extra fee to players on site.

STARTING TIMES: AM Starting Times

ENTRY DEADLINE: May 12, 2017 at 11:59 PM EDT

5

SENECA ALLEGANY RESORT & CASINO PRO-AM

Monday, May 22, 2017 @ Elkdale Country Club

FORMAT: Pro Am - Best 2 BB of Fivesome Team | Professional & Senior 18-Hole Stroke Play

POY: Professional & Senior Player of the Year Points Event

NOTE: Every Pro Must bring an Amateur with valid USGA Handicap.

PROFESSIONAL ENTRY: \$90

AMATEUR ENTRY: \$120 Check Made Payable to WNYPGA

SCHEDULE OF EVENTS: 10:00 AM Shotgun Start | Bagged Lunch provided during golf | Dinner immediately after golf.

ENTRY DEADLINE: May 15, 2017 at 11:59 PM EDT or the first 26 Professionals Registered

6

CLUB CAR PRO-OFFICER

Title Partner: Club Car

Tuesday, May 30, 2017 @ Transit Valley Country Club

ELIGIBILITY: WNYPGA Professional/Apprentice MUST bring 3 Amateurs - each with a valid USGA Handicap Index | Team MUST consist of at least one Officer/Board Member/Committee Member from respected facility.

FORMAT: Pro Am - Best 2 BB of Team

SCHEDULE OF EVENTS: Afternoon Shotgun followed by Dinner

ENTRY DEADLINE: May 23, 2017 at 11:59 PM EDT

ENTRY FEE: \$400 / Foursome

Golf Pride®
#1 Grip on Tour®

RETAIL DISPLAY CONTEST
MAY 1ST - 31ST, 2017

DOES YOUR FACILITY OFFER RE-GRIPPING?

Show us how you promote **GOLF PRIDE®** & you could win a trip for two to Pinehurst Resort or one of 10 prize packages!



HOW TO WIN

CREATE A RETAIL DISPLAY FOR CUSTOMERS THAT:

- Promotes Golf Pride Grips & Regripping
- Educates Consumers on Product Features & Benefits
- Shows Creativity: Where & How Do You Promote Golf Pride and Re-Gripping?

ORDER YOUR POP MERCHANDISING SUPPLIES:

www.golfpride.com/POP

GET MORE CONTEST DETAILS:

www.golfpride.com/RetailDisplay



RETAIL PRIZES

2 GRAND PRIZE WINNERS

2 grand prize winners will receive a 3-night stay for two at Pinehurst Resort, a round of golf on Pinehurst No. 2 and No. 8 and much more!

RUNNER-UP PRIZES

10 retailers will have the choice of a 40" flat-screen TV, Apple Watch, Apple iPad, Re-Gripping Station and more!

SECTION NEWS

SHOW ME THE MONEY

HIGHLIGHTING CONTRIBUTING SPONSORS

ONCORE GOLF

THANK YOU

The Western New York Section would like to highlight our event sponsors from the previous month who made contributions to the WNYPGA to enhance our tournament program, educational events and other activities here on the "Show Me the Money" page.

Please take a moment to express your gratitude via mail, email or social media when possible.



SPRING FOURSOME SCRAMBLE @ THE FOX VALLEY CLUB

*OnCore Golf @OnCoreGolf

Steve Coulton, Co-Founder steve@oncoregolf.com
Bret Blakely, Co-Founder bret@oncoregolf.com
Brian McGahey, Business & Player Development brianmccahey@oncoregolf.com

640 Ellicott Street
Suite 499
Buffalo, NY 14203



On behalf of your Section Staff we are excited to announce a new addition to our team for the summer, Victoria Gray. Victoria will be a great asset to the Section and will serve as an intern to help with the increased programming across the region. Please be sure to give Victoria a warm welcome when you see her out at events.

Victoria is a graduate student at Canisius College and will be receiving her Master's degree this May. In 2015, she received her Bachelor's degree in Communication from SUNY Fredonia. There, she was on the e-board for PRSSA, the Public Relations Student Society of America. She has a passion for social media and enjoys learning about new ways to incorporate social media into her work.

Victoria teaches a competitive dance team in Niagara Falls, NY. She choreographs lyrical, jazz, tap, hip-hop, and contemporary dances. In addition to dance, Victoria enjoys playing soccer and golf. During her time away from her internship duties and her hobbies, Victoria will also be working at Transit Valley Country Club. Born and raised in Buffalo, New York, Victoria is excited to be a part of the WNY PGA team and we are extremely excited to have her!

WNYPGA MEMBERSHIP UPDATES

We would like to say congratulations and wish the best to all those who have started in a new roles this April.

PGA MEMBER/APP	POSITION	FACILITY
Patrick Damore, PGA	Teaching Professional	Lakewood Golf Center
Douglas Hannie, PGA	Teaching Professional	Irondequoit Country Club
Christian Hoecker	Assistant Professional	Monroe Golf Club
Steve Latimer, PGA	Assistant Professional	The Fox Valley Club
John Rook	Head Golf Professional	Conewango Valley CC

SECTION NEWS



MIZUNO USA INC

4925 Avalon Ridge Parkway Norcross, Georgia 30071
Tel. 800-925-4292 Fax. 800-966-1235

March 30, 2017

Dear Mizuno Partner,

I am pleased to announce Jeffrey Homady as the new Field Specialist for the Western/Central PA, Western NY territory at Mizuno USA, effective April 1. Jeff joins our team after 13 years as PGA Professional/General Manager at Ebensburg Country Club. He is a graduate of the PGM program at Penn State University. Jeff brings years of Mizuno fitting and sales experience and an infectious enthusiasm for our brand. He will be reaching out to you over the next week or two to introduce himself personally. His contact information is as follows:

Jeff Homady

Cell: (814) 322-8826

Email: jeff.homady@mizunousa.com

At that time, I will be moving into a new position at Mizuno, assuming the duty of Field Manager. In this role, I will be responsible for territories across the central United States and will oversee Jeff, among others. This move is bittersweet, as I will not be involved with your account to the extent that I once was. I thank you all for many, many seasons of support and friendship over the past 12 years. Fortunately, I will still be involved in overseeing this territory. As we transition forward, I will be working closely with Jeff to ensure that this change is smooth. I am always available for your needs, so do not hesitate to contact me. I wish you all the best for a great 2017 season!

Sincerely,

A handwritten signature in black ink, appearing to read 'Pete Kohelis'.

Pete Kohelis

SECTION NEWS

LECOM & CCIDA TO SUPPORT THE WESTERN NEW YORK SECTION PGA FOUNDATION

The LECOM Health Challenge is set to take place at Peek'N'Peak Resort (Upper) on July 6th- 9th. The County of Chautauqua Industrial Development Agency and the Western New York Section PGA Foundation have teamed up to help support the local community. If you or your members register to play in the Junior Pro Am,

Regular Pro-Am or even buy tickets for the event and **mention you were referred by the WNYPGA**, a portion of those sales will be going directly to your Foundation!

The Western New York Section PGA Foundation was created in 2010 with the idea that there are many individuals around the re-

gion that are unable to get involved in the game of golf for reasons such as financial or physical challenges. One of the main programs of the Foundation is the PGA H.O.P.E. (Helping Our Patriots Everywhere). Your Foundation was one of the first to initiate this program back in 2013 and currently has 3 active chapters which includes approximately 60 - 80 veterans. On a National Scale the program includes 68 Chapters and approximately 3,500 veterans.

We ask that you please promote this opportunity to your membership to help continue to grow the initiatives of the Western New York PGA Section Foundation which include PGA H.O.P.E. as well as the JC Martin Project which has donated over \$500,000 to renovate the JC Martin Golf Course in Erie.

If you have any questions on the above or even how you or your members can get involved in your community through the Western New York PGA Foundation please contact Section Staff member, Steve Bartkowski, at sbartkowski@pgahq.com.



Junior Golfers
PLAY WITH THE PROS!

Monday, July 3rd
Peek'n Peak Resort
Contact Michelle Turner
PHONE 716.450.4630 EMAIL TurnerM@co.chautauqua.ny.us

OnCore GOLF **LECOM HEALTH CHALLENGE** **web.com TOUR**



Play with the Pros July 5th at the Peek.
Learn more at LECOMHealthChallenge.com

web.com TOUR
LECOM HEALTH CHALLENGE
JULY 6-9, 2017 AT PEEK'N PEAK RESORT

CREDC Chautauqua Region Economic Development Corporation
For information contact Michelle Turner at 716-450-4630



PGA

Western New York Section
Foundation

SECTION NEWS

PGA CHAMPIONSHIPS NATIONAL EVENTS

1

WNY PGA PROFESSIONAL CHAMPIONSHIP

July 17-18, 2017

Arrowhead Golf Club

Sponsored by: Club Car – Mercedes Benz – OMEGA
Supporting Sponsors: Titleist & Foot-Joy, Nike Golf, Taylor Made, The PGA Tour & The WEB.com Tour

You MUST REGISTER through PGA National by visiting www.pga.org, www.pgatournaments.com or by calling 1-800-474-2776.

REGISTRATION OPENS: May 31, 2017

ENTRY: \$140

REGISTRATION

DEADLINE: Wednesday, July 5, 2017 11:59 PM.

FORMAT: 36 Hole Stroke Play to qualify for 3 Spots and 3 Alternate Spots for the 2018 PGA Professional Championship, presented by Club Car, Mercedes-Benz USA and OMEGA will be played at Bayonet Black Horse in Seaside, CA., June 17-20, 2018.

2

NATIONAL CAR RENTAL WNYPGA ASSISTANT CHAMPIONSHIP

Friday, August 25, 2017

Springville Country Club

Tournament Sponsor: National Car Rental
Supporting Sponsors: Cleveland Golf, Srixon, XXIO & John Deere

Registration for this event MUST be completed by call the PGA of America at 1-800-474-2776 or by visiting www.pga.org or www.pgatournaments.com.

ENTRIES OPEN: April 12, 2017.

DEADLINE TO REGISTER: Wednesday, August 9, 2017 11:59 pm.

FORMAT: 36 Hole Stroke Play to qualify for 2 Spots and 3 Alternate Spots for the 2017 National Car Rental Assistant PGA Professional Championship on PGA Golf Club's Wanamaker course - November 9-12, 2017.

3

WNYPGA SENIOR CHAMPIONSHIP & WNY PGA SENIOR PROFESSIONAL NATIONAL CHAMPIONSHIP

WNYPGA Senior Championship

Presented by: Mercedes-Benz USA
Supported by: Golf Advisor, John Deere & The PGA Tour

Conducted Simultaneously

Thursday, August 31 & Friday, September 1, 2017

Monroe Golf Club

Now open for Registration

DEADLINE: Wednesday, August 23, 2017 11:59 pm

ELIGIBILITY: A-1, A-1, A-4 to A-24, LM Members who are age 50 and over the first day of the tournament. (No A-3's)

FORMAT: 36 Hole Stroke Play. (18 for Classic Division)

4

WNY PGA SENIOR PROFESSIONAL NATIONAL CHAMPIONSHIP

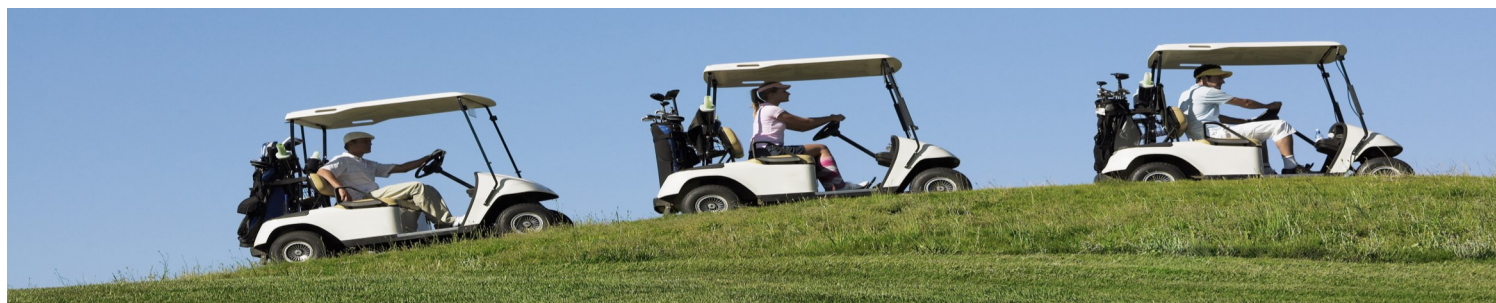
Presented by: Mercedes-Benz USA
Supported by: Golf Advisor, John Deere & The PGA Tour

To Register for the PGA Senior Professional Championship: Register through pga.org, or call 1-800-474-2776.

ENTRY FEE: \$140

DEADLINE: Wednesday, August 23, 2017 11:59 pm

FORMAT: 36 Hole Stroke Play. (18 for Classic Division) for 2 Spots and 3 Alternates into the 29th Senior PGA Professional Championship presented by Mercedes-Benz USA (September 28-October 1, 2017). Cochise & Geronimo Courses.



SECTION NEWS

TEE 2 GREEN TV SHOW

WNYPGA

t2g
tee2green

Segment to Air in May

The Tee 2 Green Radio Show hosted by Kevin Sylvester, Brian Koziol and our very own PGA Professional, Jeff Mietus, can be heard every Saturday morning from 7-8 am on WGR 550. Or, the podcast can always be found on their website <http://www.wgr550.com/media/podcast/tee-2-green> post live show. Mietus and company

promote WNYPGA Professionals, Facilities, and golf across the region week in and week out.

This season the WNYPGA will have a TV spot on WGRZ Channel 2, to air four times, on the following dates and times:

Saturday, May 13th – 5:30 AM
Sunday, May 14th 1:30 PM (directly in front of The Players coverage) and **Midnight**
Sunday, May 21st at Midnight

Be sure to tune in as the segment touches briefly on all the work that our PGA Professionals are doing

around the community and the programming that each of you initiate in WNY. We encourage you to promote to your membership as well.

The gentlemen from Tee2Green have also partnered up with the WNYPGA Section Foundation and PGA H.O.P.E. for the 2017 “Duster Challenge” (putting contest) at the Fox Valley Club. A portion of the revenue from the event will be donated to your Foundation to help to help continue to improve the PGA H.O.P.E Program. More details on the Duster Challenge to come soon!



NEW FOR 2017

SOFT, POWERFUL FEEL.



SHARPEST GROOVES, EVER.



FULL-FACE FORGIVENESS.

FITTING

LEADS TO LOWER SCORES.

YOUR PING FIELD REPRESENTATIVE

PAT CARLI
patc@ping.com,
CELL 518-424-1404

©2017 PING P.O. BOX 82000 PHOENIX, AZ 85071

PING®
PLAY YOUR BEST™

National Car Rental WNYPGA Pro-Am



Punta Espada Golf Course

Ranked by Golfweek Magazine as the #1 golf course in the Caribbean and Mexico for 8 consecutive years
<http://www.puntaespadagolf.com/course>



Corales Golf Course

Designed along the natural cliffs, bays and coves of the sea, the inland lakes and coralina quarries the Corales Course rates among the World's finest golf experiences.
<http://www.golfpuntacana.com/golf-courses/corales>

**OCTOBER 15-19, 2017 – LIMITED FIELD – 20 TEAM MAX
 \$500 PROFESSIONAL GUARANTEE**



Hard Rock Golf Club

The Jack Nicklaus design course meanders through breathtaking Dominican landscapes.
<http://www.hardrockhotelpuntacana.com/hard-rock-golf.htm>



PGA

Western New York Section



Hard Rock GOLF CLUB
 AT CANA RAY



Included in Cost:

- 4 Night Stay at the Hard Rock Hotel & Casino
- 3 Rounds of Golf - Punta Espada, Corales, & Hard Rock
- Lunch at each golf course
- All Beverages at the Hard Rock Golf Course
- Opening and Closing Receptions
- Airport and Golf Course Transfer
- Amateur Tee Gift
- Pro Entry Complimentary
- Estimated \$10,000 Purse (based on 20 Teams)
- All food & beverages included in the Hotel
 - 9 Restaurants & 11 Bars
 - In Room Mini Bar

Pricing:

- Amateur Double Occupancy - \$2,495.00
- Amateur Single Occupancy - \$2,995.00

******ALL monies must be in to the
 WNYPGA Office by June 1, 2017******