



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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Letter From Chip Clover, Western New York PGA President

Whether you're playing in few events or all of them this season you can expedite the time in which you receive your winnings by signing up for direct deposit. Go to westernNewYork.pga.com and then click on the tournaments tab. Once there you will see the instructions for downloading the direct deposit form. Fill out this form and then fax it back to Dee Jersey at the PGA of America.

The PGA of America's check writer comes out of Oregon so it may take 3-to 5 days to reach you once the event has been played. With direct deposit you will receive your winnings deposited directly to your bank account on the next day and in some cases on the same day the event was played. There are no fees involved and the form takes only a few minutes to fill out!

I would encourage all of our tournament players to register for their respective events by using one of two methods of payment on our on-line tournament registration. Paying by credit card at time of registration is one method and paying by check (to the section office) after registering on line is the other. If you are paying by check after registering on line, please send your check to the section office immediately after registering. When our section staff is present at a tournament site, our goal is to allow them to be fully engaged in the execution of the event and not worrying about keeping track of player's entry fee checks on the day of the event. Your cooperation will be greatly appreciated.

It is that time of year to remind each of you that your PGA Dues are due by June 15th. Please don't treat this like we do with our taxes and wait until the very last moment to hand over our money, do it right now while it is fresh in your mind.

Finally, I'm pleased to report to all of you that the Western New York Section PGA Foundation has received its official charter. Planning will begin with our committee in the late summer-early fall period to begin our fundraising plans for 2011. It is my sincere hope that many of you will want to be involved in helping our Foundation grow and become successful in its growth. Our ultimate goal is to begin issuing grants in 2012 to groups like inner city youth golf, golfers with disabilities, Special Olympics and the like. I think the possibilities are endless and the benefits to those we are able to help will be tremendous.

Wishing you much success this season!

Chip

NOTABLE QUOTE

"No other game combines the wonder of nature with the discipline of sport in such carefully planned ways. A great golf course frees and challenges a golfer's mind." — Tom Watson

Note from Joe Bertino, Western New York PGA Executive Director

With a nice early start and fair Spring weather so far, it is again that time of the season when you are probably working so hard it seems you never have a chance to catch your breath. In these times, I'm sure it is far better than having nothing going on at your facility, but we're hoping we can still keep you from missing out on some nice opportunities available to you.

It is always our goal to give you more from your membership, and following are a few ways you can add some value to those dues. Our education committee has been hard at work to set up some programs that should pique your interest. Don't view them as just "paying for those MSR hours". It is hard to believe that some invaluable tidbits of information weren't gleaned from our seminars earlier this month with Dr. Jim Suttie and following our Spring Meeting in April with Tom Kendrick. The next time an opportunity rolls around, why not make an effort to check it out? Nothing sends a message of enthusiasm for the game than a room full of people listening to a true expert offering their wisdom. Why not play in an event that you've never participated in before? Our host facilities would love to get back to the days of "waiting lists" for their Pro Ams. Even better, why not nominate someone for whom you have a great deal of respect for a section award? The nomination form was recently emailed, the forms passed out at the Spring Meeting, and also posted on our website. We are hoping to make it as accessible as ever, yet still have only a handful of nominations among the various categories. Your awards committee is sincerely dedicated to finding the most deserving candidate for each award, and would love to have your help in offering choices for consideration.

Again, we want all of you to know what an asset you are to the section, and you taking the step to become more active will surely help our section continue to remain vibrant!

Best of luck as we get ready for the first of the "Big Three" weekends later this month, I hope to see all of you soon!

Joe Bertino

Employment Briefs from Tom Kendrick, PGA Employment Consultant

In the last *Employment Briefs* I was discussing what employers look for in their PGA Professional and examined the three broad skill set categories of The Game, The People and The Business. In this issue, I will drill down looking at some of the specific competencies most valued by today's employers, please consider the following:

- **Customer service** - Happy, satisfied customers have always been important, now however, they are a financial and strategic necessity. Surveys show that the cost of retaining customers is much less than replacing them. Analysis indicates that increasing the frequency of play among existing golfers is the most cost effective marketing available.
- **Marketing and promotion** - With the number of golfers remaining static, finding new, creative ways to attract new players and stimulate additional activity among current members is a characteristic that is sought after. This mirrors what other hospitality businesses refer to as "yield management" or "tee sheet supervision." In the past, for some, marketing began and ended with discounting. While many still feel obligated to mark down fees, they have learned it may not be effective and can not be relied upon for long term financial health. Facilities have learned to better manage when and to whom they offer price concessions.
- **Budget development and management.** Formerly, at a minimum, it was important to be able to manage a budget. Now it is critical not only to develop and manage budgets, but to also be prepared to make creative corrective adjustments on a weekly and even daily basis. A term that is heard frequently is "managing to the bottom line" which requires being personally accountable for the department's performance.

After reviewing these three competencies, how do you stack up? I'll explore some additional competencies in the next issue of Employment Briefs.



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Still Looking for MSR Opportunities?

Are you still in need of MSR credits? The current MSR cycle ends on July 15, 2011. Don't forget PGALinks offers online education courses that qualify for MSR credit. [Click HERE](#) and type in your PGALinks Username and Password to find out more.

2010 PGA Compensation Survey

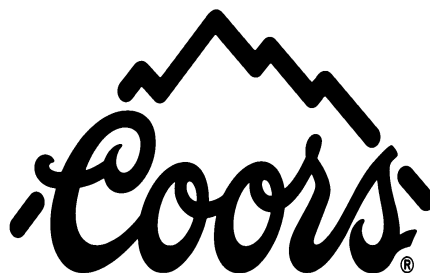
The results of the 2010 PGA Compensation Survey are now available online on PGALinks.com in the PGA Employment section. [Click HERE](#) to be directed to the Compensation Survey Reporting Tool.

Video Lessons for WNYPGA Junior Golfers

The Western New York PGA needs your help. We would like to start adding video lessons from WNYPGA Professionals to the Junior portion of the website. This is a great opportunity to help our Juniors get tips and information from our very own Professionals. It will also allow our Professionals to advertise to Juniors who are in the market for lessons and a chance to advertise their course. If you are able to send us a video lesson or if you should have any questions please email mrinehart@pgahq.com and we will make sure your video makes it on the web!

These 3 individuals passed their PAT on May 7, 2010 at Tan Tara GC

Craig Alexander - Cragie Brae Golf Club
Eric Barzeski - unaffiliated
Ken Burk - unaffiliated



Proud Sponsor of the 2010 Western New York Section Championship

Park Country Club, Williamsville, NY
August 23-24, 2010

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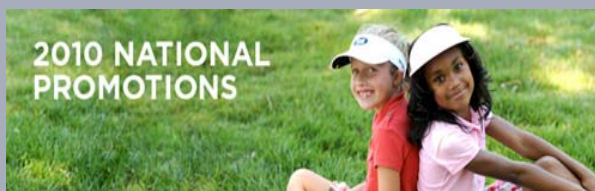
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May is PGA Free Lesson Month



Last May, nearly 5,250 PGA and LPGA Professionals nationwide gave more than 80,075 FREE 10-MINUTE LESSONS. From all indications, 2010 PGA Free Lesson Month will be even better!

- Perfect for New Golfers – Easy, casual program to get a quick introduction into golf!
- Perfect for Casual Golfers – Get a few tips to improve your swing.
- Perfect for Avid Golfers – Work with a PGA or LPGA Professional to see how you might fine-tune your game.

Simply put, PGA Free Lesson Month is the perfect tool to improve your game, get you started, or discover all the ways to get more golf into your life!

Get Involved!

PGA Professionals - [Click here](#) for information on how you can get involved.

PGA Free Lesson Month and American Express/PGA Friend of a Cardmember!

Do you want to take a friend with you to a lesson to learn to play golf for FREE? American Express and The PGA have launched a new program, [American Express/PGA Friend of a Cardmember](#). Through this program, American Express® Cardmembers who book and pay for a private lesson from a PGA Professional can take a friend along at no extra cost. [Click here](#) to learn more about the American Express/PGA Friend of a Cardmember promotion.



Official Card of PGA Professionals

Take Your Daughter to the Course Week

July 5-11, 2010



Take Your Daughter to the Course Week is a player-generating initiative designed to attract junior girls to the game and encourage family interaction on the course. Participating facilities offer at least one complimentary instructional clinic and free green fees to juniors accompanied by a paying adult.

Registered facilities receive:

- A facility listing on PlayGolfAmerica.com, generating exposure to thousands of golfers looking for fun, affordable programs.
- Access to downloadable marketing materials that make it easy to execute a local marketing campaign, ensuring success and profits.

BECOME AN OFFICIAL TAKE YOUR DAUGHTER TO THE COURSE HOST FACILITY

PGA/LPGA Professionals - [Click here](#) to register your facility. Enter your PGALinks or Play Golf America login when prompted.

Golf Course Operators - [Click here](#) to register your facility.

Event Results

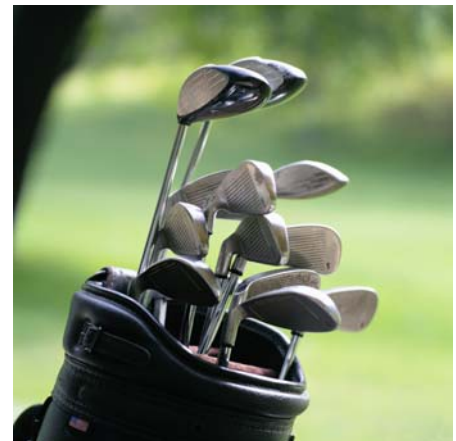


Senior Junior Pro-Pro/Pro-Am Penfield Country Club Penfield, NY Monday May 3rd

Pro Pro	Score	Pro Am	Score
T-1 Mark Kirk-Andrew Bennett	65	1-Jon Hoecker-Jim Mrva-John Rabish-Steve McCluski	129
T-1 Jon Hoecker-Jim Mrva	65	2-Michael D'Agostino-Dick Lucas-Sam Pietrosante-Bob St. George	132
3rd Steve Crane-Adam Singer	68	3- Mark Kirk-Andrew Bennett-Ron Woltz-Paul Bigelow	133
4th Michael D'Agostino-Dick Lucas	69	T-4 Kevin Regan-Tim Knapp-Tosh Farrell-John Peck	134
T-5 Jim Brado-Tim Falkner	70	T-4 George Rudy-Todd Riolo-Richard Phillips-Steve Hinman	134
T-5 Jeff Mietus-Chuck Antonuccio	70		

Cleveland Golf-Srixon Scratch Pro Am Scratch Pro Am Brook-Lea CC Monday May 10, 2010

	Professional	Amateur	Score
T1	Garrett Davitt	Chris Covelli	69
	Neil Reidy	Shawn Baker	69
T3	Sean Coleman	Billy Hanes	70
	Tim Falkner	Mark Drabik	70
	Eric Haile	Jim Scorse	70
	Paul Sanders	Thomas Kolb	70
	Eddie Suchora	Mike Fetter	70
	Al Wallace	Pete Vanvalkenburg	70



Make-A-Wish Pro Am Webster GC Webster, NY Friday, May 14, 2010

	Professional	Score	Pro Am Team	Score
1	Dwayne Randall	68	1 Bob King - John Plarr—David McBride - Randy Sprague	130
2	Jeff Kaye	74	T2 Shem Goassage – Chris Howard - Colm Murphy – Bill Werner	131
T3	Eddie Suchora	75	Dwayne Randall – Dan Edwards - Andy Profita – Dom Viera	131
	Kirk Stauffer	75	4 Eddie Suchora – Rich Suchora—Wayne Didas – Gerald Frate	132
	Michael O'Connor	75	5 Rod Harris – Cory Noto - -Brandon Fox – Bernie Brower	134
	Jon Hoecker	75	6 Denny Ferstler - Larry Cantabene - Joe Messineo – John DeVol-dre	135
7	Scott Bates	78		
T-8	Denny Ferstler	79		
	Bob King	79		

Event Results

Western New York Open
Niagara Falls Country Club
Lewiston, New York
Monday May 17, 2010



Supporting Sponsor of PGA of America
 Professional Tournaments



	Professional	Club	Score
1	Mark Kirk	Crag Burn GC	67
T2	Garrett Davitt	Park CC	69
	Tim Fries	Transit Valley CC	69
4	Pat Damore	Conewango Valley CC	71
T5	Jon Hoecker	Brook-Lea CC	72
	Adam Singer	Whispering Woods GC	72
7	Kirk Stauffer	Pine Acres CC	73
T8	Scott Bates	Monroe GC	74
	Jim Mrva	Monroe GC	74
	Michael O'Connor	Kahkwa Club	74

	Senior Pro	Club	Score		Amateur	Club	Score
1	Mark Kirk	Crag Burn GC	67	1	Ray Neuman	Monroe GC	72
2	Jim Mrva	Monroe GC	74	2	Mike Mercier	Shelridge CC	72
3	Bobby Hogan	Glen Oak GC	75	3	PJ Alterio	Niagara Falls CC	73
	Dick Lucas	Penfield CC	77	4	Billy Hanes	Crag Burn GC	73
	Vince Puglia	Brierwood CC	78	5	Fred Silver	Niagara Falls CC	73
	Chip Clover	Brookfield CC	83	6	Billy Wisniewski	Crag Burn GC	74
	Chuck Antonuccio	Westwood CC	85	7	Frank Garcia	Sheridan Park GC	76
	Michael Lessard	Tan Tara GC	87	8	Nick Morreale	Niagara Falls CC	76

WNYAA
Transit Valley CC, Two Man Scramble
Friday, April 23, 2010

WNYAA
Wanakah Country Club
Friday, April 30, 2010

<u>Place</u>	<u>Score</u>
Mark Kirk Andrew Bennett	60
Matt Clark Steve Latimer	64
Timothy Falkner Eric Doering	66
Chris Kulinski Rodney Blair	67
Kyle Benish Scott Bates	67

<u>Place</u>	<u>Score</u>
Tim Falkner	73
Jeff Urzetta	74
Chris Kulinski	78
Shem Gossage	79
Rodney Blair	80

Member Updates

Congratulations to our Newly Elected Members!

Michael D. Sweazy, PGA was elected on March 23, 2010. He is the A-1 at Wild Wood Country Club.

Matthew D. Clark, PGA was elected on April 6, 2010. He is the A-8 at Niagara Frontier Country Club.

Adam J. Farabaugh, PGA was elected on April 27, 2010. He is the A-8 at Country Club of Rochester.

Bryce E. Ingalls, PGA was elected on April 27, 2010. He is the A-8 at Country Club of Rochester.

Members on the Move!

Jeffrey Mietus, PGA, is now the A-14
at Discover Golf Performance Cent

Joshua Wojtaszczyk, PGA, is now the A-6
at Golf Center at Springbrook Inc

Welcome to the Western New York PGA!

Nicholas Semuta, PGA, A-1 at Wellsville CC

Ryan Morian, PGA, A-1 at Erie Golf Club

On a sad note.....

Neal Stanley, PGA former Assistant Professional at The Park Country Club passed away this past February. Sympathy cards can be sent to:

Mrs. Neal Stanley
10958 South West Blue Mesa
Port St. Lucie FL 34987

May Birthdays

<u>Date</u>	<u>Name</u>	<u>Date</u>	<u>Name</u>
5/4	Garrett Davitt	5/18	Jeffrey Pronobis
5/5	Jeffrey Randall	5/18	Vince Puglia
5/6	Eric Haile	5/18	Brian Jacobs
5/6	Rob Krajewski	5/19	Michael Clawson
5/8	James Amendola	5/22	William Tooley
5/8	Ken Petrochello	5/23	Dwayne Randall
5/9	Craig Harmon	5/23	Ryan Jones
5/9	Dick Lucas	5/25	Ben Shulman
5/15	Jon Hoecker	5/27	Jim Eldredge
5/15	Rod Blair	5/27	Mike Parco
5/17	Bobby Hogan	5/30	Tim Fries
5/17	Tony Duran	5/30	Karen Bukowski
5/18	Jerry Coleman		

June Birthdays

<u>Date</u>	<u>Name</u>	<u>Date</u>	<u>Name</u>
6/1	Daniel Parks	6/14	Scott Chambers
6/1	Joe Alonge	6/14	Michael SanGeorge
6/2	Emily Ranney	6/19	Thomas Mulka
6/2	David Rose	6/20	Joe Borawski
6/3	David Thomas	6/21	Pat Rocco
6/3	Tony Durante	6/22	Jim Barillo
6/4	Donald Schneider	6/23	James Edmister
6/4	Brian Dauer	6/23	Peter Fenn
6/6	Rich Marr	6/23	Eric Gurdak
6/8	Todd Grassi	6/24	George Rudy
6/9	Matthew Eckert	6/24	James Camp
6/10	Steve Kolarich	6/27	Kyle Benish
6/11	Joe O'Shaughnessy	6/29	Lon Nielsen
6/13	Corky Buckham	6/29	Cory Pagliarini
6/13	Tom Bolduc	6/30	Al Stein

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