



PGA

Western New York Section



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**Western New York
Section PGA**

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President's Message

As I enter my first full year as your President, I want to first personally thank Past Presidents, Chip Clover, Jon Hoecker, Tim Fries, Joe O'Shaughnessy, and Jim Mrva for all of their guidance and expertise in leading our section. I hope I can be their equal.

Secretary Michael O'Connor, Director Tim Fries, and I attended the PGA Leadership Conference in Port St. Lucie, Florida November 1-3. The main focus was the PGA of America's newest program, Golf 2.0.

Golf 2.0 is a new initiative to help grow the game of golf. The PGA's three strategies in attaining this growth are to strengthen the core golfers, engage the lapsed golfers and to drive new players. The PGA has secured several supporting partners in this new venture including the USGA and PGA Tour. We hope you all read up on this program and try to include their strategies or implement your own to grow the game.

Included in the conference were powerful speeches by Donna Orender and Suzy Whaley regarding the effect of women and minorities in our game and how most clubs are "dropping the ball" in not including them in your clubs' plans. When you have time, you should go to PGA Links and view the entire conference.

Lastly, if you would like to serve on a committee or want to get involved, please feel free to contact the section office or myself regarding your intentions. Please call me with any concerns you may have.

Thank you and good golfing,

Kirk

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Note from Joe Bertino, Western New York PGA Executive Director

As 2011 draws to a close, it's a nice time to reflect back on your operation and determine what was successful and what might be ridden off into the sunset. As Kirk alludes to in his note, Golf 2.0 is a detailed initiative to spark rejuvenation in the game of golf. Largely, the responsibility will fall on the PGA professional and his efforts. When you visit our website's Member side, you will find a concise and organized outline of just what Golf 2.0 entails, including some actions to implement- Why not take a few minutes to read through this and see what steps you might be able to employ at your own facility. Not only can it add a new sparkle to activity at your facility, but by taking the initiative to implement some of these strategies it surely will help enhance you, the PGA golf professional, in your position as a truly vital component of the puzzle, far beyond more than just another nametag in the shop- promoting your facility is also promoting your own talents and abilities! I am certain that you all do this already, but the plan might just help put your intentions in perspective for those to whom you must directly answer, and the potential results can be awesome. Please don't let the time slip past, for as we all know, spring will be here before you know it, and the time for setting new thoughts into place will have passed.

I hope to see you this coming January in Orlando at the PGA of America Annual Meeting (Hilton Orlando) the Monday & Tuesday prior to the PGA Merchandise Show, and I know I will see many familiar faces in the aisles at the OCC. (Remember- you receive MSR's for attending these events, they are great opportunities to get an early jump on acquiring those MSR's for the new period as well).

One new and very exciting item to look forward to for 2012 will be the addition of a Pee-Wee Tour to our already popular junior golf circuit. This new division is targeted specifically at those juniors age 5-9, with adults serving as caddies. Play will take shape in the form of 3 & 5 hole events. (Imagine all those proud parents marching down the fairway in bibs with their names on them)- We expect this to become a nice exposure to competition, and a lead-in to our existing junior golf tour. Stay tuned for more details so you can give your little linksters the heads-up on registration!

Wishing you and your families a truly enjoyable off-season and a wonderful holiday season!

Joe Bertino, PGA

The PGA Merchandise Show

The PGA Merchandise Show will take place on the days immediately following PGA's Annual Meeting at the Orlando County Convention Center.

Demo Day kicks off on Wednesday, January 25, 2011 followed by Show Days on Thursday thru Saturday, January 26 - 28, 2012. Many of the activities surrounding the Show have MSR credits; such as Demo Day, Show Attendance and PGA Town Hall Meeting. Education credits can be earned from the complimentary seminars conducted in the Member Business Center as well as those offered by Reed Expo. This information can be found by clicking the "Conference" tab at www.pgashow.com.

In addition, other allied Associations may be offering meetings and/or seminars which may be worth MSRcredits. Overall, more than 30 MSR credits will be available Wednesday, January 25 through Saturday, January 28, 2012.



The graphic features the PGA logo on the left, which includes the text "PROFESSIONAL GOLFERS' ASSOCIATION OF AMERICA" around a central emblem. To the right of the logo, the text "PGA" is written in a large, bold, white font, with "2012 MERCHANDISE SHOW" in a smaller white font below it. The background is a dark blue gradient. Below the main title, the text "Discover the Opportunities, Prepare for the Future..." is written in white. Underneath, the event details are listed: "Show & Conference: Jan 26-28, 2012 Orange County Convention Center" and "10th Annual Demo Day: Jan 25, 2012 Orange County National Orlando, FL". At the bottom, a red banner contains the text "Earn Up to 30 MSR Credits - Register Here at No Cost" in white.

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 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:

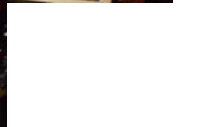
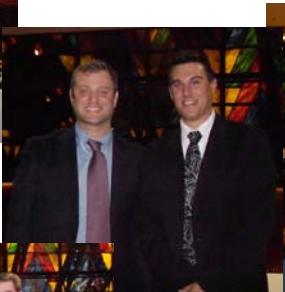
PGA Financial Assistance Fund Scholarship Program
Attention: Linda Bennington Grant and Scholarship Specialist
100 Avenue of the Champions
Palm Beach Gardens, Florida 33418
888.532.6661; 561.624.7612 or e-mail: lbenning@pgahq.com

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. 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.



A W A R D S D I N N E R



To view More photos from the Award Dinner, click [HERE](#)

Employment Briefs by Tom Kendrick, PGA Employment Consultant

Off-Season...Use It Wisely!

With the arrival of cold weather and even some snow, the active season of many golf facilities and clubs comes to a close and busy professionals breathe a sigh of relief...the off-season is finally here! While this less busy time is welcomed by most professionals, all of us should use the off-season time wisely and productively this year.

First, look back at the 2011 season and analyze your performance, identifying areas where you excelled or had positive results. But also analyze where improvement is needed; be critical and honest with yourself and ask peers, customers, students, members...whoever can give you frank, objective feedback on your performance. Based on this assessment, look for practical steps you can take to make improvements. In many cases, the PGA offers seminars, workshops or other training through your PGA Section or at the PGA Merchandise Show in Orlando, January 26-28, 2012. Find PGA Show info here: <http://www.pgashow.com> including specific education opportunities through PGA Continuing Education, the PGA Show Premier Education Program and the Business Leadership Series.

Highlighting the education opportunities at the Show this year will be a focus on Golf 2.0 including 3 primary strategies to develop new players, drive revenues and showcase your value. The 3 Primary Strategies for Golf 2.0 in 2012 are:

- Retain/Strengthen the Golfing Core: Get to know who your customers are and how to deliver different experiences to them.
- Engage "Lapsed" Golfers: Recognize the influence of women and engage the entire family.
- Drive New Players: Learn why it is important to reach the 84 percent of American households without a golfer, and engage minorities.

Perhaps your assessment indicates the need for business skills, technology or social media training; if you can't attend the PGA Show you will find that online courses, self-help programs and even local community colleges offer a surprising number of learning opportunities in these areas. The bottom line is this...professionals who think they can rest on their laurels may have a rude awakening. Don't be lulled into that trap, be proactive in improving your skills and value and 2012 will be your best season yet!

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. 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.

Golf 2.0

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!

Matthew Roberts, PGA was elected to Membership on October 18th. He is a A-8 at Monroe Golf Club

Congratulations to our New Apprentices!

Nicholas Luther was registered as an Apprentice on October 6th. He is a B-8 at Buffalo Tournament Club

Jason Smith was registered as an Apprentice on October 11th. He is a B-8 at Locust Hill Country Club

Jamie Martos was registered as an Apprentice on November 7th. He is a B-8 at Centerpointe Country Club

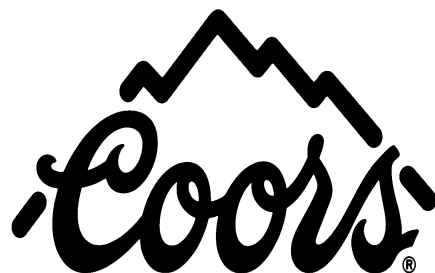
Congratulations to Wanakah CC (Steve Parker, PGA), raised over \$10,000 for the Folds of Honor Foundation on Patriot Golf Day!



NOTABLE QUOTE

"Confidence is the most important single factor in this game, and no matter how great your natural talent, there is only one way to obtain and sustain it: work."

- Jack Nicklaus



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**Updates on local
PGA Tournaments, Junior Golf & More!!**

The WNYPGA would like to Thank our Sponsors!



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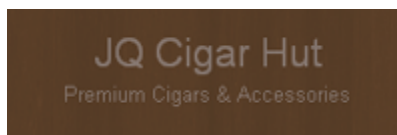
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