

April/May 2019 Edition

# WNYPGA NEWS

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



Page #7 features three WNYPGA  
Members gearing up to tee it up in the PPC.



# PGA

Western New York Section



WESTERN NEW YORK



## BOARD OF DIRECTORS

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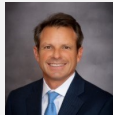
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### Honorary President

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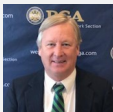
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**PGA Works Fellow**  
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## FROM THE PRESIDENT'S DESK

*Rob Horak, PGA*



Thank you to everyone who came out to join us for the Spring Meeting recently held at Transit Valley Country Club. It was once again well attended by over 100 PGA Members. The meeting kicked off with a Rules Seminar with the NYSGA, and ended with a reception with our partners and allied associations. For those who were unable to join us please see below for some of the highlights from the meeting.

**Meeting Highlights You Need to know for 2019:**

- Las Vegas Pro-Am is back with a deadline of June 1st—Sign Up today!
- The Section Championship and Professional Championship are now a combined event.
- Your Section Staff has grown by two and will be moving into their new offices at Glen Oak GC later this month.
- The Assistant Committee is working on creating a “Sunset Series” for those who want to network outside of Section Events.

- The Section is adding a College Series Tour for your members ages 19-25.
- All Professionals will earn guaranteed money by signing up for a regular pro-am.
- Hole In One Club/Shootout was enhanced and will include a shootout at the fall meeting.
- The new Section Website is up and running that includes a directory that markets our PGA Member Clubs.
- Text messaging will be utilized for deadline reminders and weather alerts this year to make it easier for you to stay engaged.
- The Employment Committee continues to work on projects that will help to show your value to your employers.
- Senior PGA Championship shifts have been sold out—thank you!
- PGA REACH Pro-Am is sold out which will raise over \$50,000 for PGA REACH WNY.

If you couldn't join us this spring, we hope to see many of you in attendance for our annual meeting on October 7th at Glen Oak GC where the next elections will be held.

Please join me in wishing Jason Ballard, Dwayne Randall and Chris Zumpano the best of luck as they will be competing in the 2019 Professional National Championship this weekend in South Carolina.

As we all start to get busy, please don't forget to try to stay active in Western NY PGA Section and Foundation activities. Whether it's playing in a tournament or volunteering to help at a Junior Tour Event, the success of the Section is all up to us PGA Members as a collective whole.

I look forward to seeing many of you around at tournaments!

Respectfully,

Rob Horak, PGA  
WNYPGA President

## EXECUTIVE DIRECTOR'S MESSAGE

*Steven Bartkowski*



Watching Tiger throw his hands up in jubilation at The Masters took me back to when I was much younger dreaming about one day playing on the PGA Tour. That dream fizzled out quickly. My life certainly turned out for the better though as I sit here ready to humbly take on the third year proudly serving as you Executive Director.

Whether the weather breaks sooner or later, the WNYPGA Board of Directors and Staff have been busier and more focused than ever this winter preparing for 2019 and beyond. The long range plan was finalized and distributed at the spring meeting, giving us a roadmap on how we define our successes in the next 3-5 years. This year's tournament schedule is packed with quality venues and a mix of team and championship events. In the next month we will look to roll out a College Series which will expand on the already successful junior program started over 20 years ago. We have brought back the Las Vegas Pro-Am and partnered up with Signature Golf to offer you the opportunity to travel to numerous venues worldwide and entertain your members—once again showing your value. And of course, the new long term homesite of the WNYPGA is close to being complete.

We have completed our new staff acquisitions and have put together what I feel like, without question, will be the best team in the country. This May we will welcome Clementina Rodriguez in a new Player Development Coordinator role and Jacob Cole as a new PGA Works Fellow. I am anxious and excited to have the full team together later this spring to continue to enhance our programming and services to you as

the PGA Members.

I hope that you have had the opportunity to visit our website and social media outlets. This winter we partnered with Web.com to bring a top class website, and we also partnered with Blue Golf to fine tune the Facility Directory that you can read about how it directly affects each of you on the next page. These are all completely mobile responsive and friendlier to navigate. Our social media has been much more active and will continue that way as it proves to be the best means to market each of you outside of our network. WNYPGA Professionals have been all over the news lately for their work in the community!

For those who were able to join us at the spring meeting, I hope that the work that the Employment Committee is doing inspired you just as much as it inspired me. As I believe I stated, the only ones that can get in front of our employment matters is us. We need to work together positively as a Section, and having Chris Kulinski at the helm as our Employment Consultant makes it very promising.

Finally, we continue to build upon our partnerships throughout the community that are focused on helping to enhance our programs and give direct benefits to you and your facilities. I am excited to announce numerous new partnerships in the coming months during my travels around the Section. I encourage you to consider supporting the partners that are invested in the Section and in you. All current partners can be found on the last two pages of this newsletter.

I wish you all the best of luck this season and look forward to seeing many of you out at meetings, seminars and some tournaments this year.

As always please don't ever hesitate to reach out if I can ever be assistance with anything.

Respectfully,

Steven Bartkowski  
WNYPGA Executive Director

## Section Partners with Blue Golf to Help PGA Members Promote Their Facilities

For those of you who have been able to take a few minutes to view the new [wnypga.com](http://wnypga.com), we truly hope you enjoy the more professional and fully mobile responsive layout. As mentioned in last week's meeting, the new Section Website has a PGA Facility Directory on the home page. Thanks to the support of our friends at Blue Golf, this Facility Directory now offers the highest ranking PGA Professional to gain access to managing and promoting their respective facility to the public/members. We have ensured that the facility directory on our website promotes only those facilities that employ PGA Members. This is just another way to show your value as a PGA Member to your respective clubs.

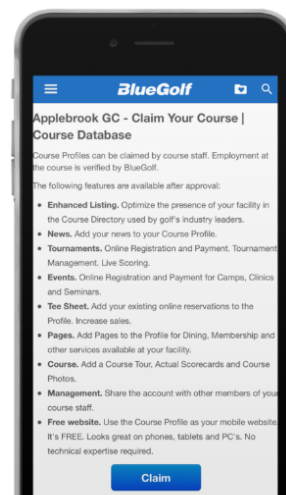
Just follow the three simple steps to the right and start using the following features (at no charge) to showcase your course:

- Update your course profile to include contact info, photos, a course tour, actual scorecard, course stats, location, potential membership information, lesson opportunities and more.
- Create tournament hole locations accessible to your member play on the app.
- Link the club's social media feeds keeping everyone up to date of recent news at the club.
- Enhanced Listing. Optimize the presence of your facility in the Course Directory used by golf's industry leaders.
- Tee Sheet. Add your existing online reservations to the Profile. Increase sales.
- Pages. Add Pages to the Profile for Dining, Membership and other services available at your facility.
- Management. Share the account with other members of your course staff.
- Free website. Use the Course Profile as your mobile website. It's FREE. Looks great on phones, tablets and PC's. No technical expertise required.

**\*Please Note:** If you do not see your facility that is tied to your PGA Membership, please contact a Section Staff Member so we can add it for you.

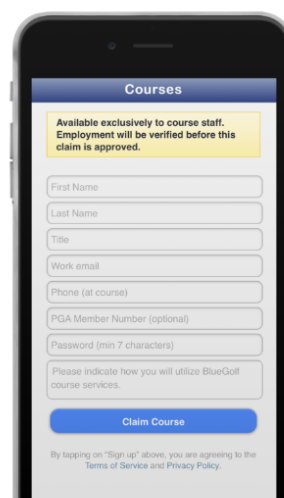
### 1 Claim your course

Go to [BlueGolf.com](http://BlueGolf.com), search for your course and click the "Claim" button at the bottom of your Course Profile.



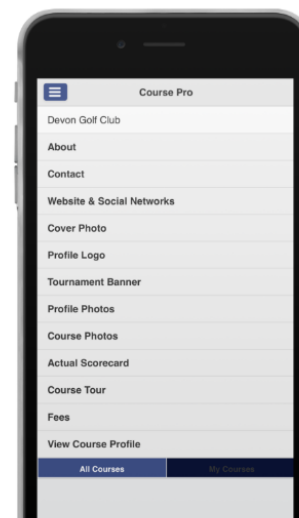
### 2 Fill out the "Claim" form

Fill out the form and click "Claim Course." Once your claim is approved (typically within 24 hours) you will receive an email notifying you that your claim was approved. You can then begin managing your course features (Course Profile, Course Tour, Hole Locations, etc.).



### 3 Manage your Course Profile

Go to your Course Profile on [BlueGolf.com](http://BlueGolf.com), click the "Manage" button at the bottom of the profile and sign in. Once signed in, you will be able to easily manage every aspect of your Course Profile. Add an About (description of course), photos, actual scorecard, Course Tour, Facebook & Twitter accounts and much more.





## WNYPGA Professionals in the News

Professionals start the 2019 season giving back through PGA REACH WNY

### “Impacting Lives Through The Game of Golf”



#### PGA REACH WNY Recognized by Canandaigua VA Hospital

Representatives Mike D’Agostino, PGA Head Professional at Penfield Country Club and Tom Maloney, PGA Assistant Professional at Webster Golf Club receive honor from Hank Regal, Hope Recreation Therapy Supervisor for adaptive clinic services.

The Professional Golfers’ Association (PGA) HOPE (Helping Patriots Everywhere), through PGA Reach WNY, is an established Foundation on the Canandaigua VAMC campus with the goal of impacting Veteran lives through the game of golf. For the last 8 years, local PGA Golf Professionals have partnered with the Canandaigua VA Voluntary Service and Recreational Therapy departments to provide golf opportunities to Veterans of all eras and of diverse abilities, with strategic efforts aimed at enhancing their physical, mental, social and emotional well-being.

[READ MORE HERE](#)



#### Smiling FORE Life recognized on Channel 4

BUFFALO, N.Y. (WIVB) - A local group of golf pros brought the game of golf inside, to put smiles on kids' faces at Oishei Children's Hospital.

WNYPGA Pros came together to meet with kids at the hospital, under a program called Smiling Fore Life. They set up their equipment in a waiting area of the hospital, but they are mobile and can move even closer to kids' rooms. [READ MORE HERE](#)



#### PGA HOPE Inspires a Vet to Start His Own Foundation

"HOPE gave me hope. It's been a life -altering experience. Maybe even life saving." - Nick Martone, US Marine Corps

Nice read in the Rochester Business Journal about the impact our Western NY PGA Professionals continue to make through the PGA REACH WNY Foundation.

[READ MORE HERE](#)

# BALLARD, RANDALL & ZUMPANO

*AMONG FIELD OF PROFESSIONALS HEADED TO THE 2019*

## PGA PROFESSIONAL CHAMPIONSHIP

Belfair of Bluffton, South Carolina, one of the Southeast's acclaimed golf destinations, will host the 2019 PGA Professional Championship, the world's largest all-professional event. The 52nd edition of the PGA Professional Championship will be conducted for the first time in the spring, April 28-May 1, 2019. The Championship is presented by Club Car and OMEGA. It will be the 10th visit by the Championship to the Carolinas PGA Section and third appearance in the state of South Carolina. Joining the field of club pros will be Western NY PGA's own Jason Ballard (Oak Hill CC), Dwayne Randall (Bartlett CC) and Chris Zumpano (Oak Hill CC). These three gentlemen played their way into this event in the 2019 WNYPGA Professional Championship held last August at Peek N Peak Resort.

### What's on the line?

The 2019 PGA Professional Championship presented by Club Car and OMEGA, features a \$550,000 purse.

The 2019 Champion will have his name inscribed on the base of the Walter Hagen Cup and receives exemptions for the following:

- 2019 PGA Championship
- 2019 PGA Cup
- Six PGA Tour events over a 12-month period

The low 20 scorers in the Championship earn a berth in the 2019 PGA Championship, May 16-19, at Bethpage Black in New York.



### TELEVISION TIMES

Date	Network	Time
Round 1—Sunday, April 28	Golf Channel	10:00 pm—12:00 am
Round 2—Monday, April 29	Golf Channel	3:00 - 6:00 pm
Round 3—Tuesday, April 30	Golf Channel	3:00 - 6:00 pm
Round 4—Wednesday, May 30	Golf Channel	2:30—5:30 pm



### 36 Hole and 54 Hole Cuts

The 52nd PGA Professional Championship features a field of 312 players who have advanced from the 41 PGA Section Championships, along with eligible past Champions. The final 36 holes, conducted on one course, features the low 90 scorers and ties after 36 holes; followed by a 54-hole cut to the 70 scorers and ties prior to the final round. The Championship will distribute a total purse of more than \$1.7 million, which will be awarded in both the Section and PGA Professional Championships.

**VIEW LIVE SCORING HERE | VIEW STARTING TIMES HERE**



# 2019 WNYPGA TOURNAMENT SCHEDULE

## Registration Now Open!



**APRIL 2019**

29  
Pro Pro Scramble




**MAY 2019**

6  
Scratch Pro-Am

13  
WNY Open

27  
REACH Pro-Am

28  
Pro-Officer/Super

31  
L. Park Invitational




**JUNE 2019**

3  
Elkdale Pro-Am

7  
Lake View Invite

10  
Children's Invite

17  
Moon Brook Invite

24  
Chautauqua Pro-Am




**JULY 2019**

1  
Web.com Qual

8  
Stableford

15  
Kahkwa Invite

22-23  
Blaisdell Open

29  
WNY Classic




**AUGUST 2019**

2  
Bartlett Pro-Am

5  
H.Valley Pro-Am

11  
Midvale Invitational

12  
Senior Junior

19-20  
Professional Champ

26  
Wellsville Pro Am

29-30  
Senior Champ




**SEPTEMBER 2019**

3  
Pro-Assistant

8  
Locust Hill Pro Am


9-10  
Match Play

16  
Pro Pro

20  
Assistant Champ

23-24  
Tour Champ

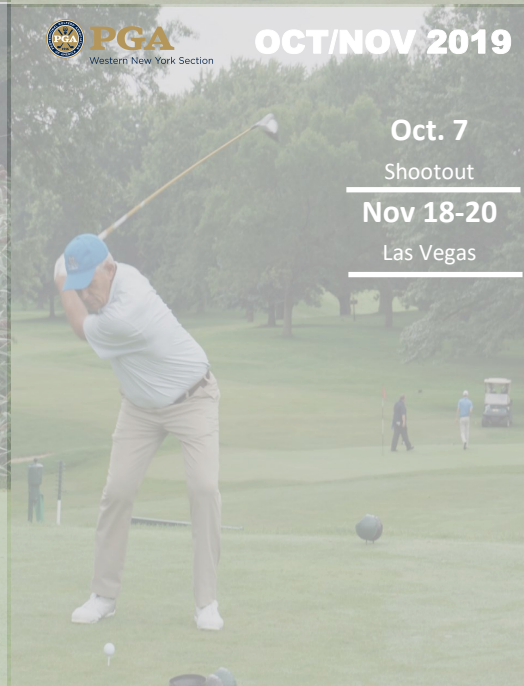
30  
Cup Matches

**OCT/NOV 2019**

Oct. 7  
Shootout

Nov 18-20  
Las Vegas



**CLICK HERE FOR COMPLETE SCHEDULE AND REGISTRATION**



# Before Tournament Season Begins.....

## REGISTER FOR HOLE IN ONE CLUB/SHOOTOUT

The Hole in One Club is enhanced for 2019 to include a

"Winner Take Majority" Shootout thanks to Club Car!

ENTRY: \$25 (will be automatically re-billed if hole in one is made).

INCLUDES: One (1) Shot at the End of Year Shoot-Out AND any Professional making a Hole in One while competing in a WNY-PGA Section-Sanctioned event will win the Hole in One Pot.

Pot will be split for 2 or more HIO's during the same event.

CLOSEST TO THE HOLES: (one on the front & one on the back)

for Hole in One Club participating professionals at Club Car

Facilities during Section conducted events will receive an additional Shot at the End of Year Shootout.

**Register Here**



Welcome to PGA  
of America's  
Chosen Payment  
Network

## SIGN UP FOR DIRECT DEPOSIT

Whether you are a PGA Professional competing in events or a host facility for Section Events, help us get you paid even faster. The NEW Online safe portals below will get you registered for direct deposit. We strongly encourage all Members and Host Facilities to sign up.

[CLICK HERE](#) to register for tournament direct deposit as a PGA Professional.

[CLICK HERE](#) to register for direct deposit as a host facility.

## GET ACQUAINTED WITH THE NEW RULES

To view the WNYPGA Hard Card, [CLICK HERE](#).

To view a summary of main changes, [CLICK HERE](#).

To view a Model Local Rules, [CLICK HERE](#).





**SAVE UP TO 20% ON 2019 SENIOR PGA  
CHAMPIONSHIP GROUNDS TICKETS THROUGH  
YOUR PGA PROFESSIONAL**

The Senior PGA Championship will be returning to Oak Hill Country Club on May 20-26, 2019. Purchase tickets through the WNYPGA and you will save up to 20% with 10% going back to your Section!

Visit: [https://ems.pgalinks.com/ticketing/index.cfm?sale\\_id=424](https://ems.pgalinks.com/ticketing/index.cfm?sale_id=424)

Use code: wnypga

OR

See your PGA Professional today!



**PGA**

Western New York Section



# **2019 KitchenAid Senior PGA Championship**

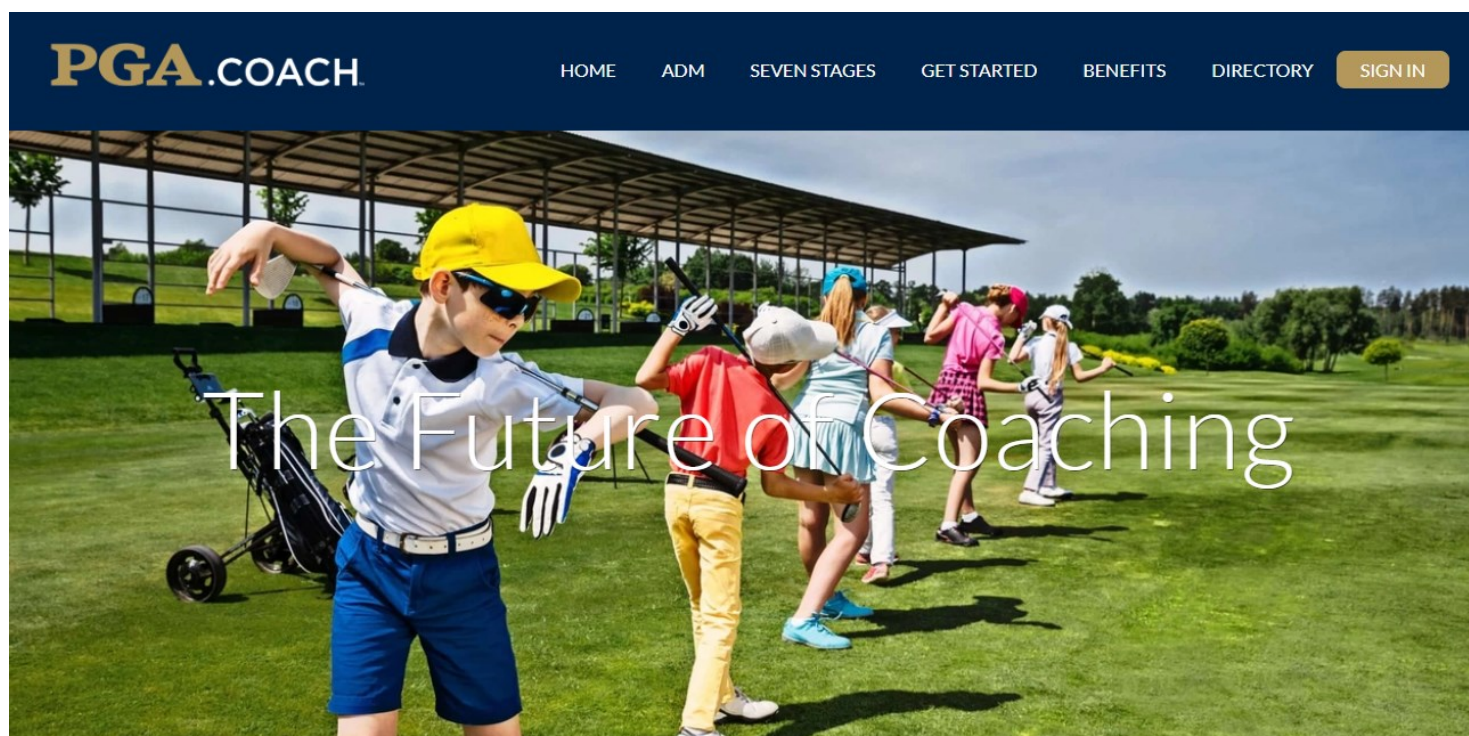
Oak Hill Country Club, May 20 – 26  
WNYPGA Section Volunteer Duties



Thank you to the over 70 WNYPGA Professionals and Associates who have given their time to help finalize our Section duties on-site at Oak Hill Country Club.

To view your shifts—[CLICK HERE](#)





## GET CERTIFIED IN PGA.COACH—EARN 3 PGA MSR

### How does PGA.COACH benefit the PGA Member?

- ◆ The ADM Certificate and PGACoach mobile app will allow PGA Professionals to evolve and adapt to the changes in the game and a new generation of players.
- ◆ PGA.Coach resources will enable PGA Members to promote their business through our marketing services so they can sell and retain customers at an executive level.

### How do you get started?

- ◆ Go to **www.PGA.Coach** and sign up for the PGA.Coach training.
- ◆ Once you complete your virtual training, you will be given access to the PGA Coach app where you can build lesson plans, promote your business and more.



### WNYPGA MEMBERS PGA.COACH CERTIFIED

Chris DeVincentis, PGA

Tim Fries, PGA

Rob Krajewski, PGA

Chris Kulinski, PGA

Jeff Mietus, PGA



## MEMBERSHIP UPDATES

Changes that have occurred from January 1, 2019 through April 15, 2019

### NEWLY ELECTED MEMBERS

<u>Name</u>	<u>Class</u>	<u>Facility</u>
John Rook	A-1	Conewango Valley CC

### NEW PGA ASSOCIATES

<u>Name</u>	<u>Class</u>	<u>Facility</u>
Matt Jarrell	B-8	Cobblestone Creek CC
Matt Stasiak	B-6	Battistoni Golf Center

### NEW CLASS A MEMBER TRANSFERS

<u>Name</u>	<u>Class</u>	<u>Facility</u>
Jonathan Doctor	A-1	Irondequoit CC
Joe Merlin	A-1	Monroe GC

### NEW QUARTER CENTURY MEMBERS

<u>Name</u>	<u>Class</u>	<u>Facility</u>
Tom Bolduc	A-1	Churchville GC

### EMPLOYMENT CHANGES

<u>Name</u>	<u>Class</u>	<u>Facility</u>
Mike Boss	B-8	Niagara Falls CC
Karen Bukowski,	A-1	Downing GC
Brady Clendenen	A-13	Seneca Hickory
Rob Comer	A-8	CC of Rochester
Jonathan Doctor	A-1	Irondequoit CC
Brian Jacobs	A-14	Mill Creek CC
Rob Krajewski	A-6	Glen Oak GC
John LaCrosse	A-8	Monroe GC
Scott Marble	B-8	Lancaster CC
Judd Noto	A-1	Canandaigua CC
Dwayne Randall	A-1	Bartlett CC
Paul Sanders	A-14	Ridgemont CC
Terry Stiltner	A-1	Lockport T & CC

## EMPLOYMENT OPPORTUNITIES

Contact a Section Staff Member to post or remove any job openings.

**BUFFALO TOURNAMENT CLUB—Assistant Professional Position**

**THE KAHKWA CLUB—Assistant Professional Position**

**MIDVALE COUNTRY CLUB—Assistant Professional Position**

**MONROE GOLF CLUB—Associate Professional Position**

## BDGA SEEKS EXECUTIVE DIRECTOR

The BDGA is searching its next Executive Director, the leader responsible for overseeing the association's tournament and scholarship programs. To learn more about this great opportunity, click the link below.

[\*\*Job Posting: BDGA Executive Director\*\*](#)



PGA Junior League continues to grow across the Section introducing new kids to the game of golf in a fun team environment.

#### Impact to date comparative to 2018:

- ◇ Captain Registration is up 20.6%
- ◇ 4 NEW Facilities
- ◇ Player registration is up 23.6%
- ◇ 183 New Players

#### 2019 Captains & Facilitates to date:

Brookfield CC—Nick Quarantillo	Lancaster CC—Mike Dziabo
Churchville GC—Tom Bolduc	Lawrence Park GC—Scott Jenkins
Churchville GC - Dave Granata	Midvale CC—Mike Kiel
Cindy Miller Golf—Cindy Miller	Monroe GC—Joe Merlin
Cobblestone Creek CC—Neil Reidy	Niagara Falls CC—Mike Boss
CC of Buffalo—Jay Sutherland	Oak Hill CC—Alex Wright
CC of Rochester—Rob Comer	Orchard Park CC—Gary Occhino
Culbertson Hills—Bob Orr	Park CC—Rod Blair
Downing GC—Karen Bukowski	Penfield CC—Mike D'Agostino
Eagle Vale GC—Chris DeVincentis	Ravenwood GC—Lauren Tallman
East Aurora CC—David Jones	Ridgemont CC—Andy Smith
Genesee Valley GC _ David Granata	Seneca Hickory Stick—Joe Bock
Glen Oak GC—Rob Krajewski	Shorewood CC—Rich Conwell
Green Meadows GC—David Wedzik	Southern Meadows GC—Mike Clawson
Irondequoit CC—Erik Skiba	Fox Valley CC—John Daddario
Kahkwa Club—Michael O'Connor	Transit Valley CC—John Decker
Lake Shore CC—Eric Schomske	Wanakah CC—Marc Rosa
Lake View CC—Steve Crane	Webster GC—Tom Maloney





## EMPLOYMENT BRIEF

*Chris Kulinski, PGA*



### Swing into the Golf Season!

*Document those S.O.A.R. Stories*

*Chris Kulinski, PGA Employment Consultant*

Over time, there have been many quotes related to success in business. None may be as important as one uttered by Benjamin Franklin. He said, "Without continual growth and progress, such words as improvement, achievement, and success have no meaning." This is very true in our industry today as employers are looking for improvement, achievement and success from their PGA Professional, whether they are conducting a search for a new manager, overseeing their day-to-day operations or conducting a year-end review.

In order to succeed in procuring that "dream job", or continuing to succeed in the job you currently have, the wise professional pays attention to demonstrating real accomplishment in the area of revenue generation. Every facility, private to municipal, needs to maximize top line (gross) revenues and the PGA Professional must be one of the critical factors in driving those revenues.

Many employers I have worked with routinely discuss and put a premium on the following when hiring a management level employee:

- Must have the ability to be creative in programming and the marketing of events to increase participation and the revenue associated with it
- Identify new customers/members and create the appropriate atmosphere people want to be a part of and be active at the facility
- Foster increased participation in current programming and coordinate with other departments within the facility to maximize usage and revenues
- Plan and implement player development programs for both existing and new customers/members
- Implement cost efficiencies for better bottom line results

It is also important to discuss the ways you can communicate your successes generating top line and bottom line (net) revenues to your employer.

As PGA Professionals we need to show our "Value" to our facilities now more than ever. A great way to achieve that is to document your successes. At the end of each week take a few minutes to fill out a **S.O.A.R. (Situation, Obstacles, Actions, Results) sheet**. If you do this during the golf season you will amass a library of Success Stories that you can tell at the end of the golf season, during your next contract negotiation or during your next interview.

Employers and Boards at facilities are looking for more data / statistic driven results. It is not what have you done for our facility, it is what can you do for our facility? It is imperative that PGA Professionals use the programming offered by the PGA of America to drive revenue to your facility. A few examples of PGA Programming include:

- PGA Junior League Golf
- PGA.Coach
- Get Golf Ready
- Drive, Chip & Putt
- Play Golf America
- Patriot Golf Day

There is another old business adage called "Cash is King"! In our current job market, this adage can separate you from the rest of the field if you have lived by it and demonstrated success with it to your employer. Being a "rainmaker" is paramount to success in our industry. Ask yourself, are you doing enough at your facility to bring about real increases in top line revenues? If you are, then communication is your next step. If you are not, then use the tools the PGA of America has to offer and/or start working with your employer on new ways to bring about revenue growth.

As you plan for new and exciting programs, ways to invite customers/members to participate and put forth new ideas for revenue generation remember that these successes will add to your value as an employee. Don't just communicate your successes to your employer, yell it from the rooftops and make sure they hear you!

*Chris Kulinski, PGA is an Employment Consultant for the PGA of America. He can be contacted at (561) 366-2791 or at [ckulinski@pgahq.com](mailto:ckulinski@pgahq.com)*



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# BE SOCIAL WNY

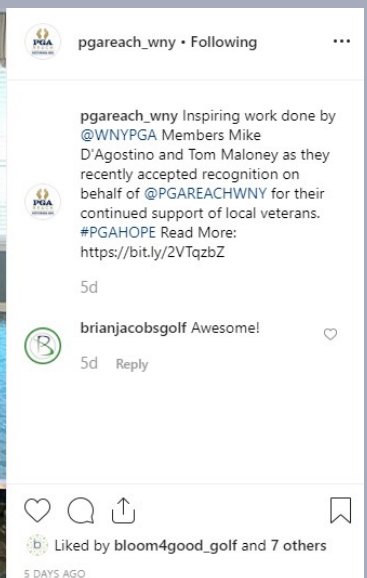
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## 2019 SECTION SUPPORTING PARTNERS

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## 2019 JUNIOR PARTNERS

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## **BOARD OF DIRECTOR NOMINEES**

Per the changes in the Constitution and By-Laws in 2017, we would like to recognize the following individuals who have been nominated by April 1st for the next Board of Director Elections. We encourage you to take their calls as they begin their campaign to election which will happen on October 7th at the fall annual meeting.

Officer positions and Director positions are two year and three year terms, respectively.

There will be potentially four Director Positions open this year—two per the election cycle, one to replace Mike D’Agostino if elected to Secretary, and one to fill the remainder of Ryan Swanson’s term.

Individuals will still be allowed to be nominated from the floor on Oct. 7th.

**President—Dan Antonucci, PGA (Niagara Frontier CC)**

**Vice President—Jake Northrup, PGA (The Pennhills Club)**

**Secretary—Mike D’Agostino, PGA (Penfield CC)**

**Director—Steve Carney, PGA, MP (Holiday Valley Resort)**

**Director—Tom Maloney, PGA (Webster GC)**

**Director—Mike Kiel, PGA (Midvale CC)**

**Director—Terry Stiltner, PGA (Lockport T & CC)**



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