

July Edition 2019

WNYPGA NEWS

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



PGA
Western New York Section



WESTERN NEW YORK

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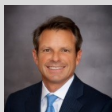
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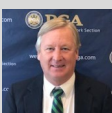
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Thank you to all our Section Partners

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FROM THE PRESIDENT'S DESK

Rob Horak, PGA

Fellow PGA Professionals,

I hope that this recent streak of warm weather has kept you and your facilitates as busy as I have been. Good luck to all those who are approaching their Invitationals and Club Championships!

As you stay busy in your own jobs, please don't forget to continue to stay active in your Western New York Section. Some upcoming things to stay aware of:

- Section Award Nominations are now open with the deadline at the end of this month.
- Section Championships are open for registration. The NEW combined Section Championship will provide an opportunity for a larger purse and more national spots. Sign up today!
- The Section Board of Directors will be meeting on August 19th. Please submit anything that you would like discussed two weeks prior to me.
- Any Hall of Fame submission must be in writing to me no later than two weeks in advance of the Board Meeting.
- If you have yet to submit your Vegas deposit, contact the Section Office today.

Finally, thank you to all those PGA Professionals that have given their time at the PGA Tour event and Drive, Chip and Putt events. Not only does our Section Tournament Registration continue to increase but so does the number of PGA Professionals who come out and support Section programming. It has truly been an honor serving as your President and I am so proud to be a small part of the Western NY PGA!

Kind Regards,

Rob Horak, PGA
WNYPGA President



EXECUTIVE DIRECTOR'S MESSAGE

Steven Bartkowski



If you haven't had a chance to read the latest National Golf Foundation (NGF) Report I would highly recommend it. The article is titled, **"NGF's 2019 Participation Report Finds First Rise in 14 Years as Off-Course Jumps Almost 10%."** With all the talk of golf continuing to decline, the article intrigued me to read on.

One of the contributing factors in the statistical growth is that the NGF includes participation at "off-course" venues (Driving Ranges, Topgolf, indoor simulators, etc.) in their survey, and that demographic experienced an increase by 10 percent from the previous year. Two questions immediately came to mind after this stat. Has your course had the discussion about indoor simulators? Are you doing anything creative at your range?

Let's face it, the game of golf in the traditional sense is stagnant, but the opportunity to capitalize on the "new golf generation" has never been better. According to the report, the industry continues to see encouraging signs when it comes to newcomers and interest in playing among non-golfers. An estimated 2.6 million beginners played on a golf course for the first time in 2018, a figure at or near historical highs. There are also 14.7 million non-golfers who say they're "very" interested in playing golf. How are you catering to these new golfers?

This coming weekend the Western New York Section Staff will be conducting the Inaugural Long Drive Competition in conjunction with the World Long Drive Tour. Kids across our Section from ages 6-15 will have the opportunity to see what it is like to enjoy the golf game in a non-traditional sense.

So, I know that most who are reading this are probably saying that this "non-traditional" golf such as Topgolf is not

sustainable, and I don't think I would argue with you. But, what is your strategic plan to capture this demographic and have them fall in love with golf in the "traditional" sense? Those in the 18-to-34 age group represent 25% of traditional golfers and, even more significantly, 44% of off-course only participants.

Of course, numbers are just numbers, and if you are not experiencing this trend at your respective facilities there is no way I could expect you to jump on this game of golf growing bandwagon. I just hope that they make you at least have the discussion internally on how to properly invest your time and money as a facility into the ever changing demographic of what we call today's golfers. The Section Leadership and Staff knows that within our own Section and our own PGA Professionals we will be seeing a significant change over the next 5-10 years. We continue to make subtle changes to our programming, while at the same time never losing sight of the history of the Western New York Section.

In closing, if you read our newsletters and have something that you want to offer I want to hear about it. There are so many PGA Professionals hitting it out of the park at their facilities and we want to hear from you. The stories of success from fellow PGA Professionals are something that we are looking to promote through these publications.

Respectfully,
Steven Bartkowski
WNYPGA Executive Director



CHAMPIONSHIP SEASON

REGISTRATION IS NOW OPEN



PGA
PROFESSIONAL
— CHAMPIONSHIP —
Western New York Section

[CLICK HERE](#) FOR
MORE DETAILS!

Monday & Tuesday, August 19th & 20th, 2019 | Whispering Woods GC | Erie, PA



PGA
SENIOR PROFESSIONAL
— CHAMPIONSHIP —
Western New York Section

[CLICK HERE](#) FOR
MORE DETAILS!

Thursday, August 29th & Friday, August 30th, 2019 | Ridgemont CC | Rochester, NY



ASSISTANT
PGA PROFESSIONAL
CHAMPIONSHIP

Western New York Section

[CLICK HERE](#) FOR
MORE DETAILS!

Friday, September 20th, 2019 | River Oaks GC | Grand Island, NY





Are your marketing efforts making you feel lost?

What do you need most, but gets dropped when the season starts? Marketing! You don't have the time or bandwidth to do what you want, but we do. Use Teesnap as your ad agency, the results are clear and all at a fraction of the cost of a full-time employee.

The proof is in the numbers. Through June 2019, Teesnap MMS clients are up an average of 10.2%, despite the wet start. That's an average of \$28,000 per course, at an average cost of \$3,125.



10%

REVENUE INCREASE
SINCE JANUARY



\$2.1M

AVERAGE NATIONAL ONLINE
STORE TRAFFIC INCREASE



Assistant Professional Spotlight:

Greg Beringer (Oak Hill Country Club)



The Assistant Professional Spotlight was started in 2018 to recognize the outstanding work that our PGA Assistant Professionals are doing at their facilities through out WNY. For the July 2019 edition, we would like to congratulate Greg Beringer at Oak Hill Country Club on his outstanding work in the Section!

Q: What is your original hometown?

A: I am originally from Orlando, Florida.

Q: How long have you been a class A Member?

A: I have been a class A Member since being elected in July of 2017.

Q: What is your tenure at Oak Hill Country Club?

A: I started at Oak Hill as an intern in 2015 and am now in my 4th season as an Assistant.

Q: How long have you been in the section and have you had any other jobs?

A: I have been in the section since my start at Oak Hill. I have previously worked at Wildcat Cliffs Country Club in Highlands, NC and John's Island Club in Vero Beach, FL. I have spent my last 3 winters at Fiddlesticks Country Club in Fort Myers, FL.

Q: Have you won any section awards?

A: I have not won any section awards but it would be an honor to win one.

Q: What/ who inspired you to get into the golf industry?

A: My inspiration for becoming a golf professional came when I got a job at my home course after graduating high school. I realized that every day was an opportunity to have a positive impact on someone's day. That made me really enjoy taking care of people and it continues to be my biggest passion in this industry.

Q: What are your responsibilities at the club?

A: As 2nd Assistant, I am responsible for overseeing our outside operations team, hiring and mentoring four apprentice professionals each season, managing daily play, and controlling club repair inventory.

Q: Are there any fun programs you have initiated for the golfers at OHCC?

A: In June, we had our inaugural Upstairs-Downstairs tournament. 44 members representing the upstairs floor of the men's locker room faced off against 44 members representing the downstairs floor. The format was 6 holes of scramble, 6 holes of better ball, and 6 holes of singles matches. In the end, the upstairs level of the locker room earned bragging rights for 2019 with a 33 point victory!



PGA.COACH

HOME

ADM

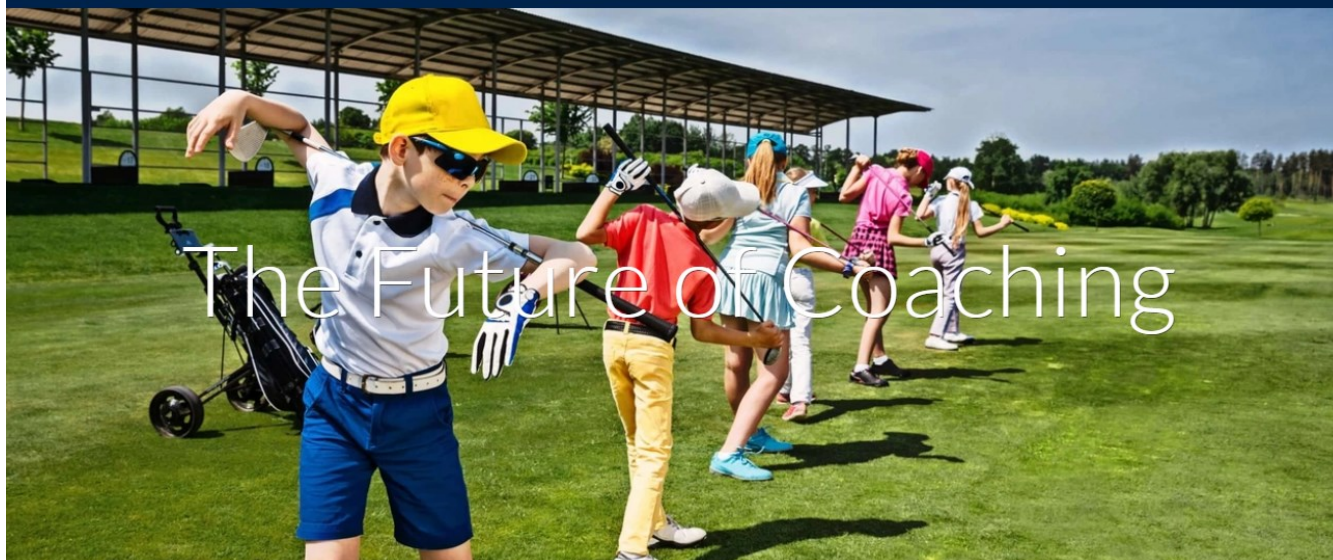
SEVEN STAGES

GET STARTED

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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



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Chris Kulinski, PGA





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"PGA REACH WNY WAS CREATED WITH A GOAL OF PROVIDING SUPPORT TO VARIOUS ORGANIZATIONS WITHIN THE BOUNDARIES OF THE WESTERN NEW YORK PGA SECTION. THROUGH THE GAME OF GOLF, THE FOUNDATION WILL WORK TO FUND PROGRAMS SUPPORTING ITS MISSION, INCLUDING THE WESTERN NEW YORK SECTION PGA JUNIOR GOLF INITIATIVES AND VARIOUS OTHER UNDERPRIVILEGED YOUTH GOLF PROGRAMS. THE FOUNDATION WILL CONDUCT AND/OR SUPPORT A VARIETY OF INITIATIVES THAT SERVE THE FOUNDING PILLARS: YOUTH, MILITARY AND DIVERSITY IN GOLF."

**100% OF THE PROCEEDS FROM THESE SALES WILL SUPPORT
THE WESTERN NEW YORK PGA REACH FOUNDATION**



WNY JUNIOR GOLFERS ONLINE PROGRAM



WESTERN NEW YORK

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WNY JUNIOR GOLFERS

EARN A FREE GOLF BAG

a personalized Sun Mountain Golf Bag
when you raise \$300!

Earn your **FREE** Golf Bag!

To sign up and learn more, please
visit:

[https://www.bloomforgood.com/
westernnystart](https://www.bloomforgood.com/westernnystart)



CONGRATULATIONS TO OUR PGA JR CHAMPIONSHIP QUALIFIERS!



Our Top 2 Overall Finishers for the Boys' WNY-PGA Championship, Jason Lohwater (left) and Jude Cummings (right)



Our Top 2 Overall Finishers for the Girls' WNY-PGA Championship, Melanie Green (left) and Lydia Swan (right)

CLICK ON THE PICTURES FOR INTERVIEWS WITH THE QUALIFIERS!

Our WNYPGA Jr. Tour season is well underway! Listed below are our last four tour events and we are looking forward to getting more players involved and playing the game of golf! To register for tour events, [click here!](#)

To see the results of these four events this season, click the links below:

- [Lake View C.C.](#)
- [Stafford Country Club](#)
- [Conesus Country Club](#)
- [Mendon GC](#)

And a special Shout Out to our Junior Tournament Director Bob Ashley, glad to have you back!



Stafford CC: Top 3 in our Girls' 9-Hole Division Kylie Dean (Left), Harper Dittman (Middle), Tatiana Tutko (Right).

Hole-in-One Club and Shootout

Proximity Winners for Extra Shootout Shots:

Pro-Pro Scramble—Ravenwood

Hole #4: Steve Latimer

Hole #14: Jeff Kaye

Elkdale Pro-Am

Hole #9: Chris Kulinski

Hole #12: Chris Kulinski

WNY Open—Stafford

Hole #8: John Rossi

Hole #12: Rob Krajewski

Children's-Park Club

Hole #8: Mike Touhey

Hole #13: Tim Falkner

Pro-Officer/ Superintendent—Brookfield

Hole #3: Rob Horak

Hole #15: No winner

Kahkwa Pro-Am

Hole #3: Jeff Urzetta

Hole #11: Kirk Stauffer

THERE ARE STILL OPPORTUNITIES TO WIN AT:

- WNYPGA Section Champ—Whispering Woods
- Pro-Assistant—Park Club
- Locust Hill Pro-Am
- Pro-Pro—Glen Oak
- Sr-Jr Cup—Orchard Park

**BEST OF LUCK THE REST OF THE
SEASON!**



What's In the Bag: Rob Krajewski

Rob currently sits at 6th place for the OMEGA Player of the Year Race

2019 Stats:

- T1, Seneca Allegany Resort & Casino Pro-Am
- T1, Lawrence Park Pro-Am

I try to keep my bag as light as possible, yet have everything I could possibly need when I am out on the course.

Driver:

I am gaming a Callaway Epic Flash Sub-Zero. I have a 10.5 lofted head, but turned down to 9.5. By delofting the head, it creates a little more of a fade biased set-up which I prefer. My go to shot is a small fade that flies straight and falls to the right. The shaft in my driver is a Graphite Design Tour IZ-7 x-stiff, playing length of 44.5".

Fairway Wood:

My fairway wood is a Callaway Epic Flash-Sub Zero. The stamped loft is 15, but just like my driver, I have it turned down to 14 to promote the left to right ball flight I like to see. My fairway wood shaft is a Mitsubishi Tensei CK Pro-White x-stiff, playing length 42.25'

Hybrid/Driving Iron:

This is an interchange club in my bag. Depending on the course and conditions I can play either a Callaway Apex 19 Hybrid, 20 degrees of loft and a Fujikura Atmos TS Black 90 x-stiff, or a Callaway X-Forged Utility Iron at 18 degrees with a Nippon NS Pro Modus Tour 120 X-stiff. Wet conditions or a course where I may need to hit a high shot into a green I will use the hybrid, on a shorter/drier course where I need it off of the tee more I will use the Utility Iron.

Irons:

This part of my bag is a mix of 3 different irons. My 4 iron is a 24 degree Callaway X-Forged Utility Iron, 5-7 are Callaway X-Forged Irons, and 8-PW are Callaway Apex MBs. All irons have the Nippon NS Pro Modus Tour 120 shaft in x-stiff, hard stepped once. It's nice to have a little bit of extra forgiveness in the longer irons and little to no offset in the shorter irons. I don't like to see the ball curve much in my shorter irons and the MBs have very little offset that allow me to control my ball flight much better. My lofts are closer to the traditional side with my 7 iron at 34 degrees and my PW at 46 degrees.

Wedges:

I carry 3 Callaway Mack Daddy 4 wedges. Their lofts are 51, 56 and 60 degrees. They all have the same x-stiff Nippon NS Pro Modus Tour 120 shafts as in my irons. I find the wedges very easy to control around the greens as well with fighting the ball down when necessary. Spin control is very important to my game when I get inside 120 yards.

Putter:

My putter is the Odyssey Toulon Las Vegas Style. It is a mallet style head, but has more of a medium toe-flow hosel. I just put the style of putter in the bag this year and am still on the fence about it. It feels great and sets up well at address, however using a blade putter for so long, I am not sure this model will be staying in the bag.

Carry Distances:

Driver: 290 yards
Fairway Wood: 270 yards
Hybrid: 250 yards
Utility Iron: 245 yards
4 Iron: 230 yards
5 Iron: 210 yards
6 Iron: 195 yards
7 Iron: 180 yards
8 Iron: 165 yards
9 Iron: 155 yards
PW: 145 yards
51 wedge: 130 yards
56 wedge: 115 yards
60 wedge: 90 yards

Ball:

I play the Callaway Chrome Soft. The feel is soft off the face with low spin. I have always been a high spin player and the challenge has always been finding a way to cut my spin down a bit. The chrome soft ball combined with my set make up has given me a much more control over my spin which has allowed me to better develop my game.

Other Accessories:

I have a total of 15 Callaway Tour Authentic gloves in my bag right now in a sealed freezer bag. I rotate through all of the gloves each time I play or practice. I find that the gloves last a lot longer and with a few back up gloves in the bag, on hot humid days I can change them out if need be. I use a Bushnell X2 rangefinder. It does have slope capabilities, but I only use that during practice rounds. I do keep a putting aid in my bag to use before rounds to help with my set-up and eye position. Bug spray and sun screen and very important. Snacks I will bring on the course range from bananas, mixed nuts, peanut butter and jelly sandwiches or a granola bar and water or gatorade to drink.

The game of golf has taken me to a lot of historic locations and has introduced me to some really interesting people. I love this game and everything that comes with it. I always look forward to our section events and getting to hear what's going on with everyone else. If I can help anyone enjoy the game I love so much just a little bit more than I am more than happy to. Best of luck to everyone this season and I look forward to seeing everyone out on the course!



PGA REACH WNY FOUNDATION HELPS TO ENHANCE CLUBS FOR KIDS PROGRAM



For years, Dan Antonucci has led the charge in a program at Delaware Park called “Clubs For Kids.” On Monday, July 1st, our WNYPGA Professionals took to Delaware Park to once again partake in a day filled with instruction, and games to help extend the game of golf to Western New York’s next generation of golfers.

The kids involved not only were able to learn golf from our talented Professionals, but some were also able to receive new golf equipment through the WNYPGA Foundation to help them in their future endeavors in the game of golf. And most importantly, everyone was able to have fun and create long lasting memories through this great game!

PGA Reach WNY was proud to be able to provide a grant of \$1,500 through the NEW “Growth of the Game Grant Program” to support this endeavor that has touched the lives of so many young children over the years. “Having the funds to purchase US Kids Clubs for the children to use while we ran the Clinic was a complete success,” said Dan Antonucci.



THANK YOU TO ALL OF WNY PROFESSIONALS AND JUNIOR GOLFERS
WHO CAME OUT FOR THIS AMAZING DAY, HOPE TO SEE MORE OF OUR
COMMUNITY OUT THERE NEXT YEAR!



WNYPGA Tournament Circuit—May/June

O'CONNOR & KRAJEWSKI TIE AT LAWRENCE PARK



KIRK STAUFFER & TAYLOR PAGE TIE FOR FIRST IN LAKE VIEW PRO-AM



TAYLOR PAGE'S TEAM WINS CHILDREN'S HOSPITAL INVITATIONAL



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.

MIKE KAYE & DWAYNE RANDALL TIE AT MOON BROOK



MATT STASIAK WINS WYNAA AT BROOK LEA CC



DWAYNE RANDALL WINS CHAUTAUQUA PRO-AM



JACK WIDGER & ROB KRAJEWSKI TIE FOR 1ST AT ELKDALE



FOR FULL RESULTS, [CLICK HERE](#)





Professional Player of the Year Standings

Assistants POY Points

- 1: Matt Stasiak, Battistoni Golf Center, 47.50 PTS
- 2: Tim Falkner, Crag Burn Golf Club, 38 PTS
- 3: Samuel Fredricsen, Pennfair Golf, 22 PTS

Professional POY Points

- 1: Dwayne Randall, Bartlett Country Club, 189 PTS
- 2: Taylor Page, Pennfair Golf, 182.33 PTS
- 3: Kirk Stauffer, PGA Life Member, 177.50 PTS

Senior POY Points

- 1: Kirk Stauffer, PGA Life Member, 325 PTS
- 2: Michael O'Connor, The Kahkwa Club, 277.50 PTS
- 3: Jack Widger, Elkdale Country Club, 225 PTS

Woman POY Points

- 1: Stacy Harrower, The Park CC, 100 PTS

[CLICK HERE FOR FULL STANDINGS IN ALL DIVISIONS](#)





WESTERN NEW YORK

98-Day 100-Hole Marathon for Charity

PGA REACH WNY is the 501 (c) (3) charitable arm of the Western New York Section, PGA of America. PGA REACH WNY was created with a goal of providing support to various organizations within the boundaries of the Western New York PGA Section. Through the game of golf, the Foundation will work to fund programs supporting its mission including the Western New York Section PGA Junior Golf initiatives and various other underprivileged youth golf programs. The Foundation will conduct and/or support a variety of initiatives that serve the founding pillars: youth, Military, and diversity in golf.

By raising funds through the 98-Day 100-hole Marathon, PGA REACH WNY Foundation has a vision to establish:

- ♦ An indoor/outdoor learning center that would allow for year-long programming for veterans, juniors and diverse individuals alike that may otherwise not have access to golf.
- ♦ A workforce program for our veterans to be able to earn some money while learning the trade of the golf industry.
- ♦ A junior golf scholarship program for less fortunate individuals to be able to attend college.
- ♦ A stable PGA Works Program with a new Works Fellow being hired on an annual basis.

In Western New York, the majority of our golf season is played between Memorial Day and Labor Day (i.e. 98 days).

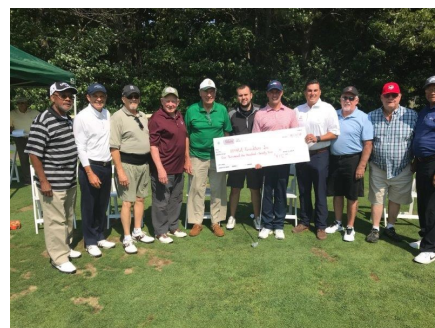
PGA REACH WNY 98-Day 100-Hole Marathon for Charity Details:

- ♦ Team of 4 Golfers (PGA Professionals, Amateurs, Juniors Golfers are all welcome!)
- ♦ Play 100-holes of golf in one day between Memorial Day and Labor Day.
- ♦ Play can be in any format the individuals choose.
- ♦ Pledge funds through respective networks - can be lump sum, certain dollar amount per birdie, based on how long it takes, etc. We encourage you to make it fun!
- ♦ 50% of the funds raised go to PGA REACH WNY and 50% go to another charity of your choice.

To set up the date of your marathon and receive marketing materials, please contact WNYPGA Executive Director Steven Bartkowski at (716) 313-2943 or sbartkowski@pgahq.com.

Thank you for your generosity!

SIGN UP TODAY!





Travel Partner Update

Bringing Heroes Help, One Putt At A Time...

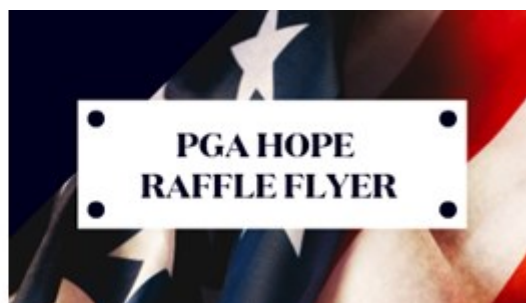
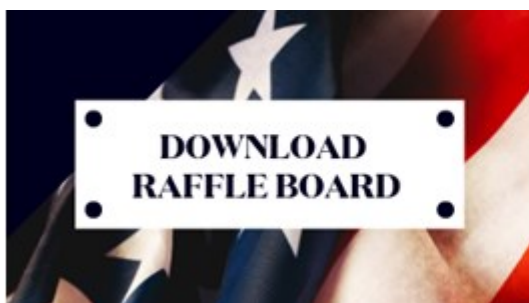
Signature Golf & Your Local PGA Section have teamed up this summer with area golf clubs to provide a unique way to kick off your travel programs while supporting those who fight for the freedoms we hold so dear.

The Good News: It's not too late to get involved with your club!

Directions:

- 1 - Print off the PGA Hope/Signature Golf Raffle Board on 11x17 board.
- 2 - Post the marketing material and the board in your golf shop.
- 3 - Raise money for the PGA Hope Foundation.
- 4 - Send two (or more) of your members to Trump Doral for only \$100.

Everybody wins!



It Really is THAT simple....

The Holidays surrounding 4th of July and Labor Day bring a ton of excitement to clubs around the country and this year, PGA members can give back to the PGA Hope Foundation by simply promoting a trip raffle. This year, we have partnered with Trump Doral to giveaway a Trip For 2 with golf & dinner. Simply sell your raffle squares for \$100 a piece. On Labor Day weekend once your squares are filled, announce the winner of the trip. Proceeds outside of trip costs go directly to the PGA Hope Foundation (in most cases, nearly \$5000 per board). If you wish to up the number of travelers on the trip, no problem! Just contact us to customize your promotions.

Derek Mousseau, Signature Golf's Western NY PGA Section Regional Director, has created a way for clubs to give back while also sparking interest in travel, at no headache to the Golf Professional. He's ready to help answer any questions about the program you might have, or customize boards further, with your own club logo.

If you wish to simply print and get started, download the attached board and flyer for print in your shop and contact Derek to set up your trip logistics.

DEREK MOUSSEAU
e: derek@signaturegolf.com
p: (412) 788-8361
w: www.signaturegolf.com

IT'S A BIG WORLD. LET'S EXPLORE.

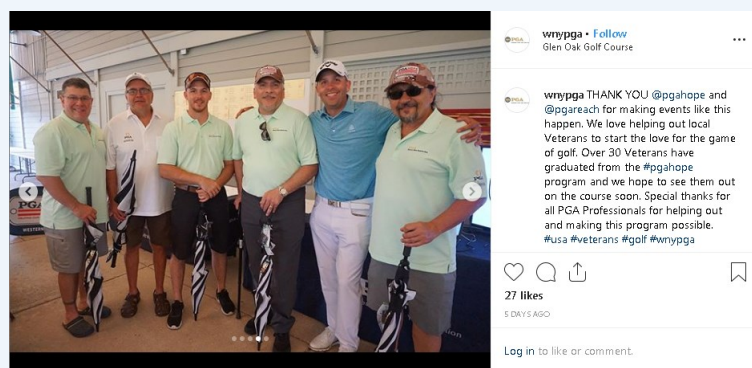
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the WNYPGA and the
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SECTION SPECIAL AWARDS

Now Accepting Nominations for the 2019 Season!

The Western New York PGA conducts a special awards program each year that gives recognition to Section PGA Professionals for their outstanding contributions, performance and achievements within their golf profession and the Western New York Section.

The Awards Committee is now accepting nominations for the 2019 season. Please use the link below to nominate fellow WNYPGA Professionals, or even yourself, for these prestigious awards.

If you should have any questions regarding the process please contact Awards Chairman Kyle Benish.

TO ENTER NOMINATIONS

[CLICK HERE](#)

2019 WNYPGA TOURNAMENTS SCHEDULE

#WEPLAY

JULY 2019

1

Web.com Qual

8

Stableford

15

Kahkwa Invite

22-23

Blaisdell Open

29

WNY Classic



PGA

Western New York Section

AUGUST 2019

2

Bartlett
Pro-Am

5

H.Valley
Pro-Am

11

Midvale
Invita-
tional

12

Senior
Junior

19-20

Profes-
sional
Champ

PGA

Western New York Section

SEPTEMBER 2019

3

Pro-Assistant

8

Locust Hill
Pro Am

9-10

Match Play

16

Pro Pro

20

Assistant
Champ

PGA

Western New York Section

OCT/NOV 2019

Oct. 7

Shootout

Nov 18-20

Las Vegas



PGA

Western New York Section

[CLICK HERE FOR COMPLETE SCHEDULE AND REGISTRATION](#)



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