

MESSAGE FROM NEPGA EXECUTIVE DIRECTOR



It is hard to believe that July has arrived. Coming off one of the rainiest Junes in history we are all ready for it to at least feel like summer. The New England Section is running on all cylinders with Spring Chapter events, Section tournaments and educational programs seeing strong numbers, and our Junior Tour and Amateur Series are seeing record member numbers and great participation results.

This past week 14 New England PGA Professionals headed west to Oregon for the playing of the 46th PGA Professional National Championship. We are very proud of all the PGA Professionals that represented our Section so well, and I would like to congratulate Kirk Hanefeld, PGA and Jeff Martin, PGA for qualifying for the 2013 PGA Championship at Oak Hill CC in August. Great job everyone!

Last year we all heard about the New England Section's commitment to Golf 2.0 and growing the game. Well, the commitment continues. PGA Professionals were on hand to give free lessons to the more than 20,000 spectators in attendance at the Boston Health and Fitness Expo, and NEPGA Professionals for the first time were at the CVS Charity Classic in Rhode Island to provide instruction. On June 25th PGA Professionals attended a Portland Sea Dogs Minor League baseball game and grew the game by offering free instruction to those attending the game. Growing the game is not just limited to a driving range or a golf course. Our PGA Professionals are thinking outside the box. And I love it!

The clocks are counting down on the front page of www.nepga.com and as a reminder the deadlines for this year's Section Championships are quickly approaching. The NEPGA Championship deadline is Tuesday, July 9th. The NEPGA Seniors Championship deadline is Tuesday, July 16th, and the NEPGA Assistant Championship deadline is Tuesday, July 23rd. Each event can be registered by logging into www.pgalink.com or by calling the National office at 800-474-2776.

The New England Section is one of ten that have been chosen to conduct Drive Chip and Putt local and sectional qualifiers. We have at least one local qualifier in each Chapter and we could really use your help. Each event requires at least 10 volunteers to run a successful event. If your schedule permits, we really could use your help. Please visit www.nepga.com/chipandputt and if your schedule permits, please let the Section office know.

I know the off season feels light years away, but the Section is happy to announce some winter playing opportunities for our Members and Apprentices. Our very successful Las Vegas Pro-Am (which has grown in numbers for 11 straight years) is looking like a possible sell out in 2013. We are very excited to have scheduled the NEPGA Winter Pro-Pro the day following the PGA Merchandise Show at the Reunion Resort in Orlando, Florida, and we hope to have a Florida Winter travel Pro-Am and a Caribbean Winter Pro-Am. Be on the look-out for more details soon so you can plan some winter golf.

Our busy season is here, and the demand for your time has never been greater. Be sure to find some time to play some golf with members, help grow the game, and spend as much time as you can with your family.

Please reach out to me if there is ever anything I can do, and I hope to see you soon. I hope everyone has a wonderful Independence Day and God Bless America!

Respectfully yours,

Michael Higgins
Executive Director
New England PGA



PGA

New England Section

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CONTENTS

Member News	1-9
Ch. & Assoc. News	10-14
Member Updates	15



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2013 SCHOLARSHIP WINNERS

Congratulations to the 2013 PGA of America Financial Assistance Fund Scholarship recipients for the New England Section:

Nicole A. Callahan - Westford, Mass. New England

Marissa K. Cooper - Cumberland, R.I. New England

Jacqueline N. Del Bonis - North Attleboro, Mass. New England

Connor J. Green - Marblehead, Mass. New England

Colin B. Hamilton - Harwich, Mass. New England

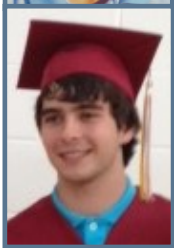
Allison M. Wilkins - Laconia, N.H. New England



Congratulations
2013 Scholarship Recipients!



Congratulations to **Brendan Hall**, the grandson of Jim O'Leary, PGA Head Professional at Oak Hill Country Club, who is the 2013 recipient of the Tom Murphy Scholarship. He will be entering his freshman year at Providence College in September. We wish him continued success as he begins his college experience.



The 2013 Ted O'Rourke Scholarship recipient is **Ryan Fields**, son of PGA Professional John Fields who is the Director of Golf at Belmont Country Club. Congratulations to Ryan who will be entering his freshman year at UMass Amherst in September.

DRIVE CHIP & PUTT VOLUNTEERS



The National Drive, Chip and Putt Competition qualifiers are coming to a course near you, and we need volunteers! PGA Professionals will earn MSRs for their time. Please contact Ben Vandal at bvandal@pgahq.com if you are able to volunteer. Volunteers are needed on the following dates:

June 29 - 12PM-7M
Windham CC (NH)

July 1 - 8AM-2PM
Blissful Meadows GC (MA)

July 10 - 11AM-5PM
Granite Links GC (MA)

July 16 - 10AM-4PM
The Bay Club (MA)

July 18 - 8AM-3PM
Triggs Municipal (RI)

July 21 - 12PM-7PM
Links at Lang Farm (VT)

July 22 - 11AM-5PM
Val Halla Golf & Rec (ME)

July 28 - 11AM-5PM
Lebaron Hills CC

July 29 - 12PM-7PM
Black Rock CC

Championship
August 12 - Time: TBA
Pinehills GC

CHAMPIONSHIP REGISTRATION



PGA
NEW ENGLAND
CHAMPIONSHIP

[NEPGA Professional Championship \(PNC\)](#)

Wannamoisett CC & Ledge Mont CC
Mon-Wed, Aug 19-21, 2013

Deadline: Tues. July 9, 2013 5PM

Click [HERE](#) to view roster.



PGA
NEW ENGLAND SENIOR
CHAMPIONSHIP

[NEPGA Senior Professional Championship \(SR PNC\)](#)

Woodstock CC

Wed-Thurs, Aug 7-8, 2013

Deadline: Tues. July 16, 2013 5PM

Click [HERE](#) to view roster.



PGA
NATIONAL CAR RENTAL
ASSISTANT CHAMPIONSHIP

[NEPGA Assistant Championship](#)

Spring Valley CC

Wed-Thurs, Sept 25-26, 2013

Deadline: Tues. July 23, 2013 5PM

Click [HERE](#) to view roster.

PGA ANNUAL DUES REMINDER

The PGA of America annual dues deadline is Monday, July 1st! The fastest way to pay is to log on to PGALinks.com and choose "Click here to view, print and/or pay your dues invoice" on the right sidebar. For any questions, please contact the PGA Membership Services Department at (800) 474-2776.



Click [HERE](#)
to download
the 2013 New
England Open
Entry Form

THANK YOU TO OUR
2013 JULY SPONSORS

NEPGA TOURNAMENT NEWS



DEADLINE REMINDER: Entry deadlines for the PNC, Senior Professional Championship and Assistant Championship are imminent. Remember, you **MUST** enter these events through The PGA of America; if you miss the deadline, the Section Office **CAN NOT** help you. If you are planning on entering any of these events, **PLEASE, DO IT NOW!**

Deadlines are as follows:

NEPGA Professional Championship (PNC):

Deadline: Tuesday, July 9 at 5 PM

NEPGA Senior Professional Championship:

Deadline: Tuesday, July 16 at 5 PM

NEPGA Assistant Championship:

Deadline: Tuesday, July 23 at 5 PM

While the Section tournament schedule was lighter than usual in June (see recap below) the month of July is going to get busy. Let's get you up to date on what is happening, and hopefully some, if not all of the dates can fit into your busy schedules.

We start with one of the iconic events on the NEPGA schedule, the Pro-Pro Stroke Play Championship at Mount Pleasant Country Club. The Harris Cup is on the line, Monday July 1. Thank you to our returning sponsor Jeff DiBona.

On Tuesday, July 9, the New England PGA Stroke Play Series continues at Spring Valley Country Club in Sharon, MA. Boomer Erick, PGA has won the first two Stroke Play Series events and has guaranteed himself a spot in the elite field of 51 players who will compete at the Stroke Play Series Championship scheduled for Turner Hill on Monday, September 30.

After the Spring Valley event, there are just two more opportunities to earn those points and qualify. Those two opportunities are at Okemo Valley in Ludlow, VT on August 5 and at Rochester Country Club in Rochester, NH on September 3. Try to make some time to come out, enjoy the competition, and please say thanks to Dan Dempsey from AHEAD, Paul Pichette from Cutter & Buck as well as Cary Gordon and Golf Buddy for their continued support.

A little less than a week later on July 15, we visit Pleasant Valley Country Club for the Senior-Junior Professional Championship presented by Antigua and Mizuno.

Later that week on Thursday, July 18, another staple on the NEPGA schedule, the Pro-Lady Championship will be contested at Kernwood Country Club. Thank you to sponsor, Sue Powers and Nivo.

Four days later, Monday, July 22 we are at the Hopkinton Country Club for the Pro-Junior Championship sponsored by Titleist. Bring three juniors from your facility, under the age of eighteen on the day of the event, and enjoy a day of competition and camaraderie at a great facility.

So that's the future, this is what happened last month.

We made room on the Section schedule in June for several events conducted outside the New England PGA's jurisdiction.

Our contingent of qualifiers, including 2012 New England Section Professional Champion Eddie Kirby, PGA and past PNC winner Ron Philo, PGA head to the great Northwest for the 46th PGA Professional National Championship as it returns for a third time to the Sunriver Resort near Bend, Oregon on June 23-26. We will report the results next month.

Additionally, a couple of the New England State Associations conducted their Open Championships. The Massachusetts Open, conducted by our friends at the Mass Golf Association, took place at Woodland Country Club. Evan Harmeling won the Championship (donating his entire winning check to the One Fund Boston) over Chris Fitzpatrick in a play-off. NEPGA member Eddie Kirby, PGA finished in a tie for fourth while Shawn Warren, PGA and Kirk Hanefeld, PGA were tied for tenth; they lead a group of eight New England PGA members who survived the cut.

The following week at the Vermont Open at Lake Morey Resort, Michael Welch came out on top in a three-man playoff to claim the title. Shawn Warren, PGA was the top NEPGA finisher tying for eighth place.

Despite all that, we still offered up some Section playing opportunities. The weather made it quite a challenge and forced us to cancel and then reschedule two events.

The Second Stroke Play Series event at The Golf Club of Cape Cod was rescheduled from June 3 to June 17, and it was (as Yogi would say) déjà vu all over again. The same name, Boomer Erick, PGA, with the same score, three under par, was at the top of the leaderboard at both the first and second events. As mentioned earlier, Boomer has virtually guaranteed himself a spot at the year-end Championship by virtue of his two impressive performances. Greg Yeomans, PGA was second at two-under-par, while PGA Professional Matt Zdon was alone in third at one-under. We owe a big thank you to Host PGA Professional Doug Errhalt as well as the members of The Golf Club of Cape Cod for being so accommodating with the rescheduling.

Kirkbrae Country Club was not immune from Mother Nature's wrath either as the Pro-Am scheduled there on June 13, will instead take place on June 27. We will report the results from this event next month.

Keep an eye on the weekly "Mixed Bag" emails and the NEPGA website for updates on all things tournaments and we'll be back with more Tournament News next month.

See you down the road,

Greenie
rgreen@pgahq.com



**FROM THE
MAKERS OF
VEGAS '12...**

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dared it because nobody else would
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**LAS VEGAS
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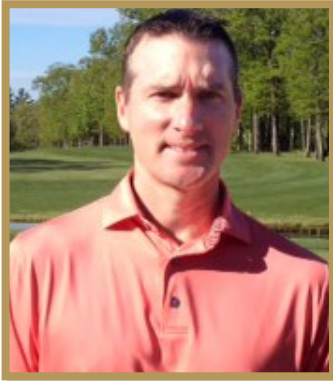
11.4.2013 11.6.2013

ARE YOU IN OR OUT?

www.nepga.com/lvproam

2013 NEW ENGLAND PGA AWARD WINNER SPOTLIGHT

MERCHANDISER OF THE YEAR - RESORT *Peter Doherty, PGA*



At what age did you begin to play golf? I began playing around the age of 4-5.

Who taught you the game? My dad originally. I have two brothers and my dad would always take us to the course to play. Back then he would just show us the basics, how to hold the club, etc. I learned a lot by playing and watching others growing up at Merrimack Valley Golf Club. We didn't have a practice facility so we played a lot. After that Mr. Murphy from Garrison Golf Center would give me a lesson or two here and there.

Where did you go to school? I attended Northern Essex CC and received a degree in Criminal Justice. Soon after I realized I didn't have the patience to be the probation officer I wanted to be. I attended the San Diego Golf Academy in the fall of 1996 and received a call from my friend Joe Healey who had taken the job as HP at Atkinson CC. I started the following spring with him.

When did you decide to become a PGA Professional and why? It wasn't until I was 22 or so. I grew up at a golf course where there wasn't a PGA Professional or practice facility. I never gave it much thought until I moved to NC in 1994 and learned of the San Diego Golf Academy from a friend down there. I thought what could be better than going to school to learn about the business of golf. At the time I was like most young assistants, I'd get into the business because I like to play, little did I know at the time you don't get to play as much as you like. Not having a PGA Professional at my facility growing up has opened my eyes to how important a role my assistants and I have with our junior membership, we try to be good role models for them and make them feel as big a part of our family here at ARCC as anyone else.

Of all the courses that you have played, which one is your favorite? This is a tough one but I would have to say Tralee Golf Club or Lahinch in Ireland. I had the pleasure of playing both during an NEPGA Pro Am in 2007 and both were unbelievable. They were both experiences I will never forget.

What other interests do you have besides the game of golf? I try to spend as much time with my wife Leah and our sons Ethan and Owen as I can. I love coaching my boys in baseball but also being a spectator in any other sport they are playing. I'm a big Bruins and Patriots fan so I try to watch as many games as I can as well. I also love to read, it relaxes me when I can find a good book.

What would you like to leave as your legacy to the game? That I've somehow made a positive impact in the people's lives I've come in contact with through this great game. I've been fortunate to meet a lot of people because of golf and I'm hopeful I can walk away someday knowing I came to work every day trying to be a better person and employee than the day before.

HORTON SMITH AWARD *Tom Moffatt, PGA*



At what age did you begin to play golf? Age 5.

Who taught you the game? My Dad mostly, but I took a few lessons from PGA Professional John Wells.

Where did you go to school? Attended the University of Lowell and North Adams State College, received a Bachelor of Science Degree in Business from North Adams State College known today as MCLA.

When did you decide to become a PGA Professional and why? I moved to San Francisco to follow my spouse's career, and it was the perfect time to start a new career for myself. The golf business was always something I wanted to pursue and the West Coast was the perfect place to get started.

Of all the courses that you have played, which one is your favorite? I have three; Pebble Beach, San Francisco Golf Club, and Kapalua.

What other interests do you have besides the game of golf? Spending time with my three children, Martha's Vineyard, hockey and following most major area sports teams.

What would you like to leave as your legacy to the game? I believe that is still being worked on, but a professional known for making the game enjoyable for all age levels and abilities.

FEATURE ON BOB BEACH, PGA

Golfer has drive to help veterans

By Erin Shannon, Enterprise News

STOUGHTON — Bob Beach studied at Norwich Academy, a Vermont military school, on a basketball scholarship during the Vietnam War.

As his friends went into combat in Southeast Asia, an ankle in jury kept Beach stateside.

Many years later, Beach became a certified member of the Professional Golf Association and since 1991, he has been using his talents to give back to his “buddies” who went to Vietnam and all the other vets since.

Beach, who has been the resident golf pro at the Braintree municipal course for 27 years, is offering free golf instruction for veterans at the Cedar Hill Golf Course this summer.

It is the third year that Beach will offer the program in Stoughton through the association he helped found, Golf For All.

“I think they’re all heroes, so I like to get a chance to talk to them, meet them, and I feel like if I can help them in any way, that’s what I should do,” said Beach, 60, who has gotten used to the nickname “Pro,” given to him by the vets during lessons.

The instruction sessions will be held at Cedar Hill Golf Course, 1137 Park St., and will be offered from 11 a.m. to noon on Fridays starting July 5 until Aug. 23. Each week, Beach focuses on a different part of the golf game.

No registration is required. Anyone who wants to come can just show up for the lessons as often as they would like, said Beach.

Veterans of all ages have turned out for the lessons the last two years, from soldiers recently home from Afghanistan and Iraq to Vietnam and World War II vets, said Beach.

“There’s a good camaraderie when we’re out there,” said Beach. “They talk and tell stories and it’s like a meeting place.

The state Department of Veterans Services praised the program, citing a strong support for recreational therapy for vets.

“There is so much value in these programs for them to just enjoy life and be able to relax away from a hospital or get a respite from the challenges of re-integration,” said John Paradise, spokesman for the Department of Veterans Services who works out of the soldiers home in Holyoke.

Recreational therapy, like golf, can be beneficial physically as well by improving motor skills, balance, mobility and weight control, said Paradise.

To read the full article, click [here](http://www.enterpriseneews.com) to visit www.enterpriseneews.com.

OUIMET FUND HONORS MOISON



NORTON, MA --- PGA Professional Matthew Moison of Green Hill Municipal Golf Course in Worcester was honored at the Francis Ouimet Scholarship Fund’s Endowed

Reception: *Investing in Lifetimes* on June 18, 2013 at Woodland Golf Club in Auburndale, MA.

Mr. Moison’s work was recently prominently acknowledged by student speaker Julia McCarthy at the Ouimet Centennial Gala on May 15, 2013. Ms. McCarthy’s talk was considered one of the most dramatic and compelling in Ouimet Fund history and has been seen repeatedly on YouTube. Julia credits Mr. Moison with encouraging her and building her shaken confidence as she began working in a special caddie program funded by a grant from the City of Worcester. He then got her started playing golf, which she went on to do for four years on a high school team. Ms. McCarthy is from a large family which has overcome severe hardships. Today, she is a junior at the College of the Holy Cross and is receiving financial assistance from a Francis Ouimet Scholarship.

Mr. Moison has been golf professional at Green Hill for 17 years and a PGA professional for 19 years. In 2005 and 2006, Mr. Moison received the PGA President’s Council on Growing the Game Award, and was honored with the Junior Golf Leader Award from the New England PGA in 2001. He has been rated a top 50 kids instructor nationally several times.

By Bob Donovan, Ouimet Fund

DON’T WAIT FOR WINNINGS! SIGN UP FOR DIRECT DEPOSIT

If you are a NEPGA member or apprentice who plays in Chapter and/or Section events, please consider going green by receiving your tournament winnings through an ACH transfer to your checking or savings account.

Every year there are instances of paper checks getting lost in the mail. When this happens, we have to notify our bank to stop payment on the lost check (and there is a fee involved) and have a new check re-issued. This process can delay your payment for about two weeks! **The section has paid the stop payment fee in the past but this fee is now passed on to the professional.**

To avoid this happening to you, please click [here](#) to download the ACH Form from PGALinks.com; it is very easy to fill out. All you need to do is send it to the office (P O Box 743, Boylston, MA 01505) along with a voided check.



PGA

Official Card of PGA Professionals

DBC AMBASSADORS NEEDED!



As we have in the past, we are asking PGA Professionals to volunteer as Ambassadors for the **DBC Pro-Am** that will be played on **Thursday, August 29th**. If you volunteer, you will receive a package prior to the Pro Am with an instructional sheet, suggested script, oxford cloth shirt, creden-

tials, and parking pass for the volunteer lot at Norton High School. Please be sure to indicate your shirt size during the registration process. Yardage books are no longer available but please feel free to bring your own distance measuring device.

There are 26 Pro-Am groups in the morning wave (7 am to 9 am) and also 26 groups in the afternoon wave (noon to 2 pm). Again, we have also asked to have ambassadors on the range to assist the amateurs. The morning range will be from 6:30 am to 8:30 am and also an afternoon range from 11:30 am to 1:30 pm.

ROLE AS A NEPGA AMBASSADOR

You will be assigned a Pro-Am group and your role will be to facilitate pace of play and in doing so assist the amateurs with club selection/yardage, etc. Your primary role as an official host is to insure that the day is enjoyable for the amateurs, while helping the group maintain a 4 hour and 45 minute pace of play. It is hoped that you might meet the amateurs and offer any advice, if so asked. Those working the practice range might work with the amateurs with a short lesson/tune up prior to their teeing off. *Please note that cameras/camcorders are not allowed to be used during the round or at the range.*

Click [here](#) to view the list of 2013 DBC Ambassadors.

If you would like to sign up, please choose your shift by clicking on one of the below links:

Click [Here](#) to register for the AM Wave from 7am - 9am.

Click [Here](#) to register for the PM Wave from 12pm - 2pm.

Click [Here](#) to register for both the AM and PM Waves.

Click [Here](#) to register with no preference between waves.

Click [Here](#) to register for working at the range in the AM.

Click [Here](#) to register for working at the range in the PM.

Click [Here](#) to register for working at the range all day.

Click [Here](#) to register to work the AM Range AND PM Wave.

STACK & TILT SEMINAR

The Vermont PGA Chapter is hosting the Stack & Tilt Golf – Top 100 Teachers Clinic featuring Michael Bennett and Andy Plummer on October 2nd from 9am-4pm. Michael and Andy will be teaching this all-day clinic at the Dorset Field Club in Dorset, Vermont. The event is limited to 75 attendees. The cost is \$60 (includes lunch). PGA members in attendance will earn 6 MSR credits. To sign up please send a check to:

Dorset Field Club - Golf Shop
Attn: Erik Sorensen
P.O. Box 368
Dorset, VT 05251
(Checks Payable to Dorset Field Club Golf Shop)

FREE JR TOUR MEMBERSHIP FOR CHILDREN OF PGA PRO'S!

We are offering FREE NEPGA Junior Tour membership (not including entry fees) to children ages 9-21 of PGA Professionals for the 2013 season! Please submit the completed application (FAX OR MAIL) for each child. Click [here](#) to download the application.

Please allow two days upon receipt of the application for membership to be processed. Once the membership is processed, you will be emailed a username and password from the BlueGolf Tournament Software. Keep this information in a safe place as this allows one to log in to sign up for tournaments.

Note to remember—The user id and password will be sent in all caps (uppercase). You will need to use all lower case when logging in.

CLUBS FOR VETS



Bob Beach, PGA needs your help to provide golf clubs and bags to veterans who have served our country and put their lives on the line. If you are able to donate to Clubs for Vets), please contact Bob at 781-843-6513 or bbeach@braintreema.gov.

We would like to thank the following individuals for donating to this program: Rob Hardy, Larry Kelley, Lou Katsos, Mike Brown, Art Harris, Peter Doherty, Allan Belden, Bob Miller, Paul Parajeckas and Al Lupis, Joe Cordani Jr., Mike Wortis, Jacy Settles, Bob Beach, John Miller and Brian Langevin.



Name that Club!

Did you guess the name of the club featured on the cover of our June Newsletter? If you answered **Highland Golf Links**, you are correct!

GROWTH OF THE GAME VOLUNTEER OPPORTUNITIES

PGA members who volunteer for any of the following activities will receive 1 MSR hour under "Growth of The Game" for each hour volunteered (max of 8 credits per day).

Putting For Autism and Special Needs Clinics - The Putting For Autism and Special Needs Clinics for 2013 at Braintree Municipal Golf Course will run every Monday from 5:30 pm to 7:30 pm until the Thirteenth Annual NEPGA/Special Olympics Golf Tournament on Sunday, October 20th.

For more information or to volunteer for any of the above events, please contact Bob Beach, PGA at 781.843.6513 x2 or bbeach@braintreema.gov.

Adaptive Golf "Back In The Swing" Program - Spaulding Rehabilitation Hospital will be offering a 3 week Adaptive Golf "Back In The Swing" program on July 9, 16, and 23 at Granite Links. The program is for any interested golfer or any new golfer with a disability. If you are able to volunteer at any or all of the clinics, please contact Ali Stoll, the Coordinator of Spaulding Adaptive Sports Center-Boston at 617-952-5285 or astoll1@partners.org you may contact Rick Johnson, PGA at 508-737-2132.

Visit the "Community Outreach" page on NEPGA.com found under "About Us" to view new volunteer opportunities.

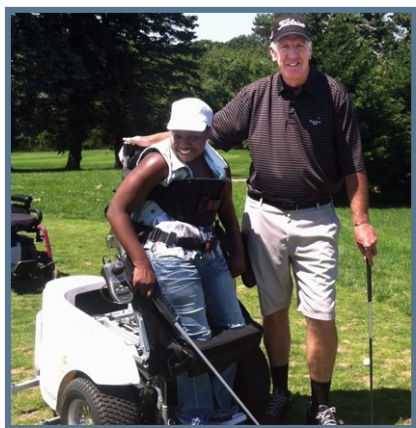
Reminder: Check out the "Community Outreach" page on NEPGA.com to see more photos like the ones below!

Update on the Veterans' Clinics at Bedford VA Campus

From the desk of Jerry Shanahan:

"The Bedford VA directors are very pleased and really appreciate having the Veterans' Clinic Program up and running as well as it is going at the Bedford VA Campus. Lettie Trespaz, PGA has been a real trooper and Jim Tobin, PGA has been terrific being there almost every week. Jim also recruited Jim Lane, PGA retired Winchester Pro and he is a wonderful guy and has helped out the past two weeks. The numbers vary every week from 5-10 but the good thing is there are some regulars and then a bunch of new faces show up. Jim Mascio, Wakefield Cop and navy Vet, was certified on the Solo Rider last week and a couple of weeks ago he along with two other Vets went out on the course for a few holes...big smiles. Three women vets have also participated and love it. Warren Ballum, PGA of Sterling National has also helped out at the Clinics."

If you have volunteered, please email your hours to jstuart@pgahq.com and you will receive one MSR hour under the Growth of the Game Category for every hour volunteered.



Left: Jamie with Partnership for Youth with Disabilities and Bob Beach, PGA . Right: Special Olympics Training Clinic at Braintree Municipal GC.

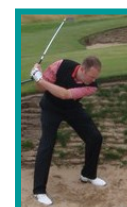
JUNE SPONSOR SPOTLIGHTS



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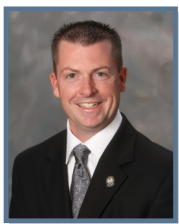
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GOLF 2.0 MESSAGE - TAKE ADVANTAGE OF FREE MARKETING



As our continued effort to support our members and grow the game of golf, the day after the Masters, the PGA launched our biggest marketing campaign effort ever to promote Get Golf Ready and:

- raise consumer awareness
- drive consumers to GetGolfReady.com
- search for a facility near them
- send consumers to PGA Professional-staffed host facilities

The marketing campaign continued into May with Get Golf Ready spots appearing on Men's Health, Women's Health and Yahoo Sports. The traffic on Get Golf Ready in the NEPGA was up 171% in April and a whopping **546%** in May. What does this mean for you? Consumers are looking for golf instruction and if you have your programs listed these consumers could become your students and also the players at your facility.

Two weeks ago on a Wednesday I met with Bob Beach, PGA down at Braintree and we posted a Get Golf Ready class on Active.com. On Thursday morning by 9:00 am Bob already had one person register and currently has 4 for the class. All because he has a presence on Active.com. The great thing this year is that you can list both adult and juniors programs on www.getgolfready.com. It is easy to get started and I would be glad to help if you have any questions.

Brian Bain, PGA
Player Development Regional Manager
bbain@pgahq.com



NEWS FROM YOUR PGA EMPLOYMENT CONSULTANT



As the month of July approaches, many New England PGA Professionals are preparing for junior golf camps and clinics at their facility. The laughter of children reminds us of why we love the game, and in a way, allows us to be a kid again. By sharing your passion for the game with the next generation of golfers, you are directly responsible for building the future business of the club - but is the facility aware?

A short time ago, a fellow team member wrote an article which I wanted to share, as you begin to venture out and conduct your annual Junior Golf Programs. Instead of approaching your clinics and camps as – “business as usual”, take a moment to reflect upon the marketing strategy and success of Mercedes Benz.

Hope you all have a happy and successful summer!

Michael Packard, PGA
Employment Consultant

Junior Golf, the Mercedes C-Class of your Facility

Often companies use different marketing strategies for the long term return on investment. All marketing efforts are not all designed for immediate results. Let's use Mercedes Benz for example, known as an elite luxury car with precision engineering for the wealthy, they introduced the C-Class in the 1990's and positioned the price to make it affordable. Mercedes faced an increase in luxury competition and a change in consumer attitudes; they had to change their strategy. They simply targeted the young, affluent, impression-conscious customer in an

attempt to get them enjoying a Mercedes luxury car, though the car might lack some of the same luxury items of its higher family of sedans. The success is to get this consumer driving this luxury vehicle and get them spoiled, and they will elevate to a higher priced model either on their next purchase or when they are financially positioned in their career. The evolution of Mercedes Benz's marketing strategy can be directly connected to the expansion of the target market, which now includes persons twenty five to thirty five-years-old as well as its initial targets, the baby boomers. In the past few years, Mercedes has even made the temptation greater by offering a very affordable leasing plan. You get this customer hooked on your product and status that they refuse to try any other brand.

When you think of the junior golf program at your golf facility, are you convincing your employer of the significance of junior golf as a long term membership marketing program? Where is the facility going to obtain its members in the next 10-20 years? If you develop golfers or at least introduce juniors to the game and get them visiting the other amenities of the club, then they may want the facility to be part of their lifestyle when they get older and have families. A successful youth program has worked wonders for churches for years in not only developing future members but to keep the parents active. Sound familiar? If the children are active and having fun, the parents will be more likely to participate. Does your facility offer a program to cultivate these junior golfers? Does your facility offer an affordable membership program to capture this “young, affluent, impression-conscious audience” when they enter the “family mainstream” in their twenties or thirties?

Kevin Walls, PGA

CHAPTER & ASSOCIATION NEWS

CAPE COD CHAPTER



CC JUNIOR GOLF ASSOCIATION BEGINS NEW ERA

The entire Cape Cod Chapter roster of over 100 PGA Professionals are well aware of the enormous positive contributions by John & Peg Flynn over the past 20 years on behalf of the Cape Cod Junior Golf Association. Upon retirement this past winter and after a long search for their successor, the Chapter's Junior Golf Committee, along with the Chapter Board was elated to welcome new Manager Mike Serijan, who will greet 110 juniors to the first event of the season in late June to Dennis Highlands, preceded by a junior clinic for beginning golfers.



Increasing the number of tournaments to 15 this summer, in addition to five clinics, requires many Chapter members to volunteer a day or two assisting both Mike and Chapter Junior Chair, Roman Greer, PGA Head Pro at Hyannis GC who have spent countless hours organizing affairs for the CCJGA which now boasts over 400 members from around the Cape. Please reach out to these two gentlemen for further information about how you can help. Their contact information is: Roman- roman@pga.com, work phone 508-362-2606 and Mike- ccjr-golf@comcast.net, cell phone 508-847-8700.

WELCOME NEW CHAPTER CLASS A MEMBERS

To a long and prosperous Cape golf career: Jim Giampaolo – A-8/ Nantucket GC, Mike Harrower – A-8/ Nantucket GC, Daniel Lockhart – A-14/ Ballymeade/Smith Academy & old friend Scott Trethewey – A-14/ CC of New Bedford!

CHAPTER PLAYING NOTES

Bittersweet kudos to Bob Miller, PGA Head Pro at Club of Yarmouthport who found himself in a 4-way tie for the 2nd and final US Senior Open qualifying spot at Kittansett in late June – all four firing 73's on the immaculate seaside links hosted by PGA Head Pro Steve Demmer. Bob is now 3rd alternate after the playoff. It is one of the toughest qualifiers each year around the nation and locally as nearly 90 golfers vied for just two spots at Kittansett. Miller has been an alternate on multiple prior occasions (as had this writer!) but in the end, great playing beating every single golfer but one...congrats to our

only Chapter representative who made the cut in the recently played Mass Open at Woodlands, Greg Yeoman, who checked in with rounds of 73-74-75 (T-41), still a fine showing for a working club professional. And speaking of hard workers, how about Cranberry Valley's PGA Assistant Joe McNulty beating the field by 3 strokes at the recently held Pro-Lady at White Cliffs, hosted by PGA Head Pro Rick Baptist and sponsored by CCE/ Keith Tortorella?

UPCOMING SUMMER ACTION!!!

July 8th – **Callaway Pro-Pro II at Ledgemont CC**, a super chance to get in a competitive practice round for the Section Championship to be held at Wannamoisett and Ledgemont in August. Peter Guild is adding \$1,000 to the purse. ([Rhode Island BlueGolf registration](#))

July 11th – **Titleist/FootJoy Pro-4 Junior at Squirrel Run GC**, where your four kids play a scramble while pros play individually for a nice purse, followed by the famous David Moore BBQ under the pavilion!

July 17 - **Titleist/FootJoy Pro-I Jr. Scratch at The Misquamicut Club**, one of the finest venues in all of New England where pros invite their best junior in this 4-ball stroke play affair, and individual pro purse too! ([Rhode Island BlueGolf registration](#))

July 24 - **Clancy Construction & JB Jones Electric Pro-3Am at Indian Pond CC**, best 2 of 4 combined with post golf food included.

August 12 - **CCE/Club Car Pro-3Am at TGC**, featuring Stableford team and individual pro scoring.



TGC Clubhouse & 18th Hole

For further info on all above events, contact:

Mickey Herron, PGA
NEPGA Tournament Operations
Cape Cod Chapter
mherron@pgahq.com

CHAPTER & ASSOCIATION NEWS *Continued...*

MAINE CHAPTER

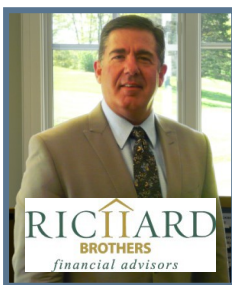


Purpoodock Shines at Purpoodock

Who doesn't like a little home cooking? Tim Desmarais and Mike Worroll both shined bright earlier this month in the Cape Elizabeth sun winning low professional honors and low team honors respectively. Mike made 5 birdies in leading his team to win the Pro-Senior title by eight shots over Martindale CC.

Tim Desmarais went out in one of the early groups and posted a 1 over par round of 72 to earn low professional honors.

We would like to thank Randy Richards and our partners at Richard Brothers Financial Advisors for their support this year. You will continue to see their logo throughout the season. I encourage you to visit their website for more information, www.richardbrothersfinancial.com. Richard Brothers Financial Advisors are the preferred financial advisors of the Maine Chapter.



Pro-Lady Trophy to Sit in the Springbrook GC Trophy Case for 2013

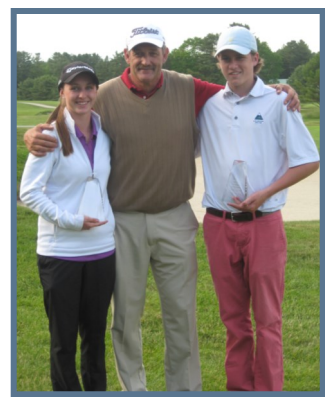


Congratulations to Ed Balboni, PGA Head Professional at Springbrook GC and his group of women for winning the Pro-Lady Championship at Poland Spring Inn & Resort.

The 1913 Donald Ross designed course was a great venue for the championship. A big thank you to Allan Menne and our friends at Poland Spring for hosting the event and helping to coordinate a wonderful luncheon following golf.

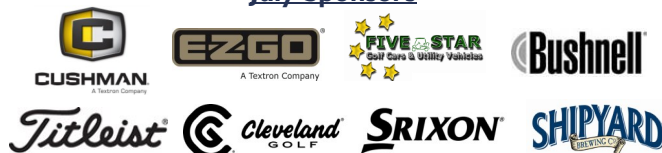
JUNIOR GOLF NEWS...

The Chapter conducted the Trusted Choice Big "I" state qualifier on Saturday, June 8th at Cape Arundel GC. Up until this year, Maine was one of the 13 states in the country that did not hold a qualifier. The last qualifier Maine held was back in the early 70's. Ken Raynor, PGA Head professional at Cape Arundel GC was very instrumental in helping the Chapter secure the event with help from his golf committee and membership. 23 competitors teed it up for an opportunity to earn an invitation to the Big "I" National Championship. The competitors were treated to a fun day with wonderful course conditions, some really unique Presidential tee gifts (it is #41 and #43's home course) and a fabulous BBQ following golf. Monica Austin from The Woodlands Club and Reese McFarlane from Purpoodock won their respective divisions. Monica posted a 79 and Reese shot 69. We wish both all the best as they move onto the national stage in August at The Country Club of North Carolina. We would like to thank Ken Raynor and the entire Cape Arundel GC membership for their hospitality and incredibly generous support of the event. Before the event finished, The Cape Arundel GC membership asked if we could return again next year..."we would love to..."



Golf 2.0 heads to Hadlock Field with the Portland Sea Dogs on June 25th. We will have a full recap and lots of pictures in next month's newsletter. To date, we have almost two dozen PGA Professionals and apprentices registered to help give free 10-minute lessons prior to the game. It is shaping up to a great night.

July Sponsors



Until next month, I hope your fairways are filled with golfers, shop sales robust and lesson books filled with enthusiastic golfers wanting to get better. Please let me know if I can be of any service to you or your facility.

I look forward to seeing you all soon.

Tony Decker, PGA
NEPGA Maine Ch. Tournament Operations Manager

CHAPTER & ASSOCIATION NEWS *Continued...*

RHODE ISLAND CHAPTER



CVS ROLLS INTO THE OCEAN STATE AGAIN



The CVS Caremark Charity Classic was conducted for the 20th year by Brad Faxon & Billy Andrade at Rhode Island CC and hosted by PGA Head Professional Kyle Phelps. This massive production included another huge Pro-Am (60 fivesomes) and this year introduced a new junior golf clinic led by Buttonhole's PGA Director, Dan Goggins & Weekapaug's PGA Head Professional Susan Bond onsite during the event.



US OPEN QUALIFYING UPDATE

Not only did Faxon & Andrade just miss qualifying for the Open in their respective sectional sites, Alpine's PGA Head Pro Eddie Kirby fired 145 (71-74) to place T-23 in NY where 4 spots were up for grabs, tying RI local amateur Bobby Leopold (Bentley grad) on this +4 number.

MISQUAMICUT BECKONS



Entries are already very strong for the Titlist/FootJoy-sponsored RIPGA Pro-I Jr. Scratch event scheduled for The Misquamicut Club on Wed. July 17th. This tournament features one pro partnering with one junior (19 or under) playing a 4-ball stroke play and offering an individual pro purse as well as post golf food overlooking the sea! All Section members are eligible to enter this unique Pro-Jr. Remember to register using the [Rhode Island Chapter tournament schedule on BlueGolf](#). Host PGA Head Pro Jim Corrigan will also be welcoming HP's from all over the Section to the TaylorMade Head Pro Championship scheduled for Sept. 24th (use [NEPGA schedule on BlueGolf](#) to register).

Mickey Herron, PGA
NEPGA Tournament Operations
Rhode Island Chapter
mherron@pgahq.com



CHAPTER & ASSOCIATION NEWS *Continued...*

VERMONT CHAPTER



On Tuesday, May 28th, the VT Chapter Pro Am was held at Okemo Valley Golf club with Jim Remy, PGA, and Mike SantaMaria as our hosts. We thank our sponsors Brian Cook with Nike Golf and Tony Maneen, Nike Clothing for their generous support providing golf ball tee gifts, carry bags and clothing to our winning teams. Gross team winners were led

by Chris Daly, PGA of Ralph Myhre GC and his team with a score of 63. Net team winners were led by Todd Trono, PGA, of Williston GC and his team with a score of 57. Winning Professional scores included a tie between Todd Trono, RJ Ziats, PGA of Sugarbush GC, and Pat Pelletier of Lake Morey CC with scores of 69. Next with scores at 70 were host professional Jim Remy, and Zack Wyman, PGA of VT National CC.

On Monday, June 3rd, the Vermont Chapter held the first major of the year, our Pro Lady Championship at Woodstock CC with Jim Gunnare PGA as host professional. Gross team winners were Greg Nelson, PGA of Rutland CC and his team of ladies with a 2 best ball score of 142. First place net winners with a score of 133 was the team led by Dave Soucy, PGA of Green Mountain National GC. Winning Professional score was 72 by host professional Jim Gunnare. Dave Soucy and Roger King, PGA of CC of Barre were next with 73's.

The VT Chapter conducted a Pro Am at Vermont National CC on June 10th with Zack Wyman, PGA, Brian Gara, PGA, and Chris Colucci, PGA as our hosts. This year's event was our Chapter Scholarship fundraiser which helped raise nearly \$9000 to the fund. We thank our golf sponsors Chris Garvey,

Adams Golf and Mark Thompson, TaylorMade for their donation of wedges, fairway woods and hybrids for winning teams and carry bags for the amateur proximity contests. Chris also added \$1250 to our Pro purses.

Additionally, local sponsors Adam Hergenrother and Keller Realty also contributed \$1250 to our scholarship fund. Our major sponsor was Dealer.com whose generous donation of \$2500 made a huge impact on our goals. We thank all of our golf professionals for donating 40 rounds of foursome golf to our raffle. The net team winners were led by Rodney Bicknell, PGA, and his Neshobe GC team with scores of 58. We had a tie for first place gross between the Orleans CC team led by Josh Olney, PGA and Williston GC team led by John Goodchild with 63's. Winning Professional scores included Rodney Bicknell with a score of 68 followed by Mike Slayton, Newport CC with 71.

On the week of June 17th, our VT Chapter took a break in the schedule so our members could participate in the Vermont Open at Lake Morey CC.

Unfortunately, typical early summer weather did not cooperate on June 24th at Manchester CC as our Pro Senior Championship was cancelled mid round.

David Christy, PGA
NEPGA Vermont Ch. Operations Manager
802-476-7007
dchristy@pgahq.com

MASSACHUSETTS CHAPTER



PGA

New England Section
Massachusetts Chapter

It's July and all of us are in it now. We have a wonderful Mass. Chapter event at Oak Hill Country Club on Thursday, July 25th so please don't

forget to sign up; this event would serve as a great way to get your game tuned up for the Section Championship.

There have been plenty of volunteer opportunities this year and still more to come and if you have not volunteered this is a nice way to help out our Section, which does so much for us.

There are a couple of items that need to be remedied the first is the event at Shaker Hills obviously has been postponed and we will look for another date to reschedule the event and second the Massachusetts Chapter Championship will be held at Worcester Country Club on October 7th. On the calendar October 7th was supposed to be our Chapter meeting, instead that will be our Championship and we will reschedule our

meeting. If anyone has any ideas or issues and you would like to discuss them please do not hesitate to call or e-mail me. November is not that far away so hang in there.

Sincerely,

Mark Aldrich, PGA
Vice President-Secretary/Treasurer
Massachusetts Chapter
508-853-5087



CHAPTER & ASSOCIATION NEWS *Continued...*

NEW HAMPSHIRE CHAPTER



Dan Wilkins has overtaken the Chapter's two young guns in the NHC Player of the Year Standings. As of mid-June, Wilkins has 125 points. Trailing him are Rich

Berberian, Jr. at 119 and Matt Arvanitis at 111. Wilkins has been red hot in Chapter pro-ams having shot 68, 66 and 71 to capture low professional honors in the last three events.

The Chapter recently donated a check for \$670 to The First Tee of New Hampshire. The money was raised by charging an additional \$5.00 per player registration fee at the recent Cochecho pro-am in Dover. Program Director

Chris Sargent (pictured left) is shown at the tournament outside the temporary tent at Cochecho. The club suffered a fire in February that caused extensive damage to the main function room, restaurant and pro shop.

The Chapter was saddened to learn of the passing of "Root" Routhier who for years teamed with former NHC Tournament Director Frank Hignett to conduct the Chapter's pro-ams. Frank, by the way, is doing well, residing in Tennessee.

Chapter events in July include the Pro-Lady Championship at Country Club of New Hampshire; the Mohegan Sun Qualifier at Hanover CC and a pro-am at Newport GC.

NHC 2012 Player of the Year Matt Arvanitis of Concord CC participated in the 46th Professional National Championship in Sunriver, Oregon. Arvanitis shot rounds of 75-78 and unfortunately missed the cut.

The Chapter's Pro Senior Championship was held at Pheasant Ridge GC and concluded with tri-champions. The three four-somes fired 7-under rounds of 63. Winning groups were: Pro Dan Wilkins of Laconia CC with his partners Bill Duggan, Tim French and Rick Levasseur; Pro Bill Andrews of Portsmouth CC and amateurs Don Dorow, Bill Leonard and Neil Kelley; Pro Mike Ryan of Derryfield CC with Marc Morin, Mark Field and Jeff Duval. Wilkins and Andrews also shared low pro honors at 70 along with Jay Pollini and Bob McGraw.

Frank Swierz
NEPGA NH Ch. Tournament Manager
fswierz@comcast.net



PGA

New England Section
Seniors' Association

On May 30th, the Seniors' Association held its second Pro Am at Milton Hoosic Club. Harry Rose, PGA of Needham GC and Jim Hilton, PGA of Ould Newbury GC tied for first in individual pro gross shooting 76. First in individual pro net was Rod VanGuilder, PGA of Groton CC at 69 and John Theo, PGA of Far Corner CC at 74. Jim Gallivan, PGA Life Member and his amateurs came in first in the team gross division at 69 with Jim Hilton, PGA and his amateurs coming in second at 70. In the team net division John Theo, PGA came in first with his team at 63 with Joe Carr, PGA of Bedrock GC and his team of amateurs coming in second at 64.

If you are turning 50 this year, come and join the Seniors' Association! The dues are only \$25. Our July Pro Am's are scheduled for July 17th at Needham Golf Club and July 25th at Hopkinton Country Club. Please call Dennis Selvitea, PGA at 508.410.4984 to register yourself and your team.

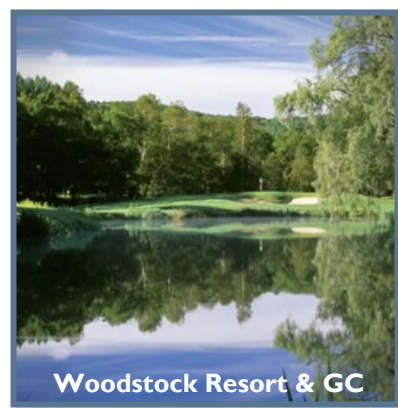
Don't forget to sign up for the Senior Championship at Woodstock Resort & GC in beautiful Woodstock, VT. Remember to register through The PGA of America if you would also like to try to qualify for the Senior PNC along with the NEPGA Senior Championship. Registration just for the Senior Championship is done through BlueGolf. For online registration, the information can be found under Tournament News.



Milton Hoosic Club



Needham GC



Woodstock Resort & GC





AT THE TURN

Member Updates

New Members

<u>Name</u>	<u>Class</u>	<u>Facility</u>
Brendan J. Barry, PGA	A-8	Ponkapoag GC
Joseph A. DiSanto, PGA	A-8	Turner Hill GC
Nicholas K. Eneboe, PGA	A-8	Nantucket GC
Nick C. Kaiser, PGA	A-8	The Hermitage GC

Employment Changes

<u>Name</u>	<u>Class</u>	<u>Start</u>	<u>Facility</u>
Joe Dingleline, PGA	A-12	6/16	Vermont Technical College
Michael Jackmack, PGA	A-6	6/9	Maine Golf Academy
David M. McKinnon	B-14	6/1	Newport GC
Jason T Swint	B-8	6/1	Portland CC

New Apprentices

<u>Name</u>	<u>Class</u>	<u>Facility</u>
Peter D Chwaliszewski	B-8	Robert T. Lynch Muni. GC
Michael E Cloutier	B-4	Point Sebago GC
Ian P Kelley	B-8	Fall River CC
Jonathan L Murray	B-8	Essex CC
Peter T Weatherby	B-8	The Misquamicut Club

Classification Changes

<u>Name</u>	<u>Class</u>	<u>Facility</u>
Matthew R Cunningham	B-1	Black Swan CC
Joe Dingleline, PGA	A-12	Vermont Technical College
Jeremy M. Goulet, PGA	A-1	Sanford GC
David M. McKinnon	B-14	Newport GC

New Transfers into Section

<u>Name</u>	<u>Class</u>	<u>Previous Section</u>
Matthew J. Conroy, PGA	A-8	Philadelphia
Jason T Swint	B-8	South Florida

New Half Century Members

<u>Name</u>	<u>Class</u>	<u>Date</u>
Robert H. Baldassari, PGA	LM	5/31/2013

New Quarter Century Members

<u>Name</u>	<u>Class</u>	<u>Award Date</u>
Eric Stevenson, PGA	A-1	5/31/2013

These reports reflect changes made between 5/31/2013 and 6/26/2013.

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"Back in the Swing"

Granite Links
July 9, 16, 23

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Contact JStuart@pgahq.com to
post on the marketplace.

To promote your upcoming club event or post an item on
the Marketplace, please send the details to Joan Stuart at
JStuart@pgahq.com. Ads will run for 1 month.

New England PGA

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