



# PGA

Nebraska Section

January 2019

## INSIDE 5 THINGS TO KNOW:

- National Merchandiser Private Award
- PGA News—Seth Waugh
- PGA Coach
- District 8 & Career Consultant Update
- 2018 Special Award Winners Announced



# PGA

Nebraska Section

2018 PGA Merchandiser of the  
Year—Private Facilities

**NICK MULLER, PGA**

PGA Director of Golf - Country Club of Lincoln



See National Award Presentation and Interview

## CONGRATULATIONS NICK MULLER, PGA

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# Nick Muller, PGA captures PGA Merchandiser of the Year—Private Facilities

ORLANDO, Fla. (Jan. 20, 2019) – PGA Members Nick Muller, Mark Rashell and Erik Wilson were honored as the national PGA Merchandisers of the Year for 2018 at the Mission Inn Resort & Club in Howey-in-the-Hills, Florida, before nearly 200 attendees and guests on Saturday. The awards ceremony served as a kickoff to the PGA Merchandiser of the Year Conference and the upcoming 2019 PGA Merchandise Show Week. The ceremonies were led by PGA President Suzy Whaley, Host David Marr III and PGA Magazine President Brian Folino.

“Tonight, we honor three very deserving PGA Professionals,” said Whaley. “The amount of time and effort they put into their profession to be honored this evening is something I hope they will cherish. They’re trendsetters and innovators who set the bar high for the rest of us to aspire to one day achieve such an accolade. They’re also the ones who give, not just to their facilities, but to their communities and their fellow PGA Professionals.”

“It’s a tremendous honor to meet these Members who are taking this Association and making it the best Association in the game of golf,” added Marr. “Each of these PGA Members took a different journey to becoming a PGA Professional and a national award winner. Each has been a joy to watch and an honor to celebrate.”

Nick Muller, a PGA Member in the Nebraska Section and PGA Director of Golf at the Country Club of Lincoln (Nebraska), was the recipient of the 2018 PGA Merchandiser of the Year Award for Private Facilities. Since he joined the Country Club of Lincoln six years ago, the golf shop has enjoyed double-digit growth in sales each year, as well as a 300 percent increase in junior clinic revenue. The growth was also reinforced by a 73 percent increase in ladies’ apparel sales and 110 percent increase in overall tournament revenue, thanks to Muller’s implementation of well-choreographed events, such as turnkey fashion shows. His creative merchandising strategies, combined with his ability to engage customers through newsletters, branded posters and a mobile app used by 80 percent of club members, has been instrumental to his success. A member of the Nebraska PGA Section’s Board of Directors, Muller is also passionate about mentoring through merchandising/service seminars to students in the University of Nebraska-Lincoln PGA Golf Management University and Hospitality Resort & Tourism programs.

“We try to be creative, and our staff is remarkable,” said Muller. “They do a great job of coming up with ideas on their own...At the end of the day, we’re just trying to tell a great story. With all the merchandise and the demographics, we’ve heard that younger people like to hear a great story behind the brands, and that’s where a lot of our success crosses.”





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**New Website Coming Soon!!!**

**web.com™**

Coming in February, the Nebraska Section PGA will have a new look to our website. We are partnering with web.com to develop our new site and are excited to show off our new look. Stay tuned!

## PGA of America CEO Waugh: 'We are for golf in every form'

PGA of America CEO Seth Waugh talks about the current state of the golf economy and ways of growing the game beyond traditional green-grass golf courses.



### Exclusive Topgolf Benefit



Here's a special offer just for PGA Members, Associates, and Students. Present your PGA Member ID Card with photo ID to receive 50% off Topgolf Game Play, Monday - Thursday only, at Topgolf venues nationwide. For more information about Topgolf's discount, [CLICK HERE](#)





# PGA

Nebraska Section



John Sheridan

# SAVE THE DATE!

## 2019 Spring Meeting

### March 11, 2019

### Hillcrest Country Club

### Lincoln, NE

Featuring:

- 2018 Special Awards
- PGA of America Secretary—  
John Lindert, PGA
- PGA of America Diversity &  
Inclusion Educator—  
Linnet Carty

# Golf's New Rules: Major Changes



The following are the main changes to the Rules of Golf taking effect January 1, 2019 that are expected to have the most impact on the game and to be of most interest to golfers. The items covered on this page are organized into eight categories, and within each individual item, you will find the main reasons for the change.

Ball at Rest | Ball in Motion | Taking Relief  
Areas of the Course | Equipment | Playing a Ball  
When to Play During a Round | Player Behavior  
Local Rule

[View Changes](#)

# Membership Matters



## Complete the 2019 Compensation Survey; Earn MSR Credits

Know where you stand on the compensation scale compared to other PGA Professionals.

You may earn up to two MSR credits by completing this survey no later than March 31.

[TAKE SURVEY NOW](#)

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## Watch the PGA Town Hall



The PGA Officers and CEO Seth Waugh held a Town Hall during the PGA Merchandise Show.

[Watch it here](#)



# NEW PSAs from the PGA of America

The PGA of America has released the newest list of PSAs that you will see throughout 2019. Take a sneak peek....

PGA Journeys	Link
2-minute Journeys pod	<a href="https://vimeo.com/275128910">https://vimeo.com/275128910</a>
Executive Management	<a href="https://vimeo.com/271492220">https://vimeo.com/271492220</a>
Joe Hallett/Stacey Lewis	<a href="https://vimeo.com/276497201">https://vimeo.com/276497201</a>
Teaching & Coaching	<a href="https://vimeo.com/283104965">https://vimeo.com/283104965</a>
Justin Thomas-PGA Champ	<a href="https://vimeo.com/283112193">https://vimeo.com/283112193</a>
Day in the Life	<a href="https://vimeo.com/291542867">https://vimeo.com/291542867</a>

My PGA Journey	Link
Registration Trailer	<a href="https://lifejourney.wistia.com/medias/kyiwe3ly4y">https://lifejourney.wistia.com/medias/kyiwe3ly4y</a>

REACH	Link
HOPE :30	<a href="https://vimeo.com/269861855">https://vimeo.com/269861855</a>
HOPE long-form	<a href="https://vimeo.com/230451690">https://vimeo.com/230451690</a>
REACH :30	<a href="https://vimeo.com/270095169">https://vimeo.com/270095169</a>

PGA Jr. League	Link
Steph/Alex announcement	<a href="https://vimeo.com/300988978">https://vimeo.com/300988978</a>

PGA Golf Management	
:30 PSA	<a href="https://vimeo.com/ideasunited/review/310365919/4d56a5fe7d">https://vimeo.com/ideasunited/review/310365919/4d56a5fe7d</a>
Individual schools	<a href="https://vimeo.com/album/5620907">https://vimeo.com/album/5620907</a>

ADM/PGA.Coach	
Bill Cowher	<a href="https://vimeo.com/307296703">https://vimeo.com/307296703</a>

# Membership Matters Cont.



## PGA Financial Assistance Fund Scholarship Program

Important dates to remember:

- March 4, 2019 - Deadline date to submit the application.
- March 18, 2019 - Deadline date to have all supporting documents in our office (provided applicant is eligible).
- May 2019 - The PGA Financial Assistance Fund Scholarship recipients will be announced and notified.
- July 2019 - The scholarship checks will be mailed out.

The PGA Financial Assistance Fund Scholarship Program is supported by voluntary donations from PGA members and other individuals, such as memorial donations. If you would like to help support the PGA Financial Assistance Fund Scholarship Program and help our youth attain their higher education goals, then please send your donation to:

**Valerie Johnson**  
**Membership Services**  
**100 Avenue of the Champions**  
**Palm Beach Gardens, FL 33418**

If you have any questions concerning the application, please contact Valerie Johnson at (888) 713-9098 or via email at [vjohnson@pgahq.com](mailto:vjohnson@pgahq.com).

**[Click HERE to see Frequently Asked Questions](#)**



The Future of Coaching

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# District 8 Director Update

## David Schneider, PGA District 8 Director



### Take Some Chances in 2019!

This time of year, when the snow is the deepest in the Midwest, it is a perfect time to prepare for the upcoming season in Nebraska. As PGA Professionals we all have the goals of growing the game, serving our golfing core base, enhancing our compensation, securing and enriching our relationship with our owners and superiors, continuing to locate that “work / life” balance, and so on.

So where do we find our inspiration to prepare? What themes can we draw from? What will wake us up in the morning excited to “get after it”?

A few weeks ago, I came across an article written by Neil Gaiman who is an English author of short fiction, novels, comic books, graphic novels, audio theatre, and films. I think he summed up a perfect theme for all of us for 2019!

***“I hope that in this year to come, you make mistakes.***

***Because if you are making mistakes, then you are making new things, trying new things, learning, living, pushing yourself, changing yourself, changing your world. You're doing things you've never done before, and more importantly, you're Doing Something.***

***So that's my wish for you, and all of us, and my wish for myself. Make New Mistakes. Make glorious, amazing mistakes. Make mistakes nobody's ever made before. Don't freeze, don't stop, don't worry that it isn't good enough, or it isn't perfect, whatever it is: art, or love, or work or family or life.***

***Whatever it is you're scared of doing, Do it.***

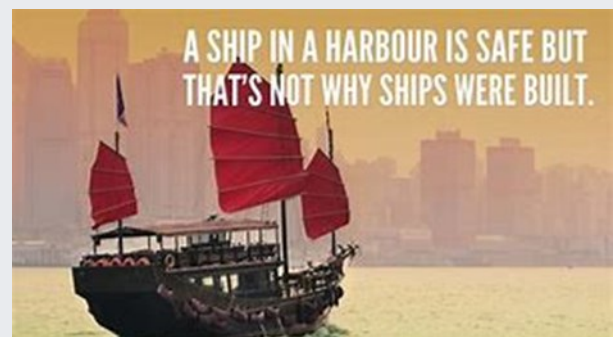
***Make your mistakes, next year and forever.”***

**— Neil Gaiman**

Now there are a few caveats and words of caution with Neil's message. I suggest we simply compliment his message with complete, thoughtful, vetted research that also considers successful history and tradition.

Start with the “dream” vision and outcome FIRST and then work backward with deep examination. The combination of the two will normally produce a great scenario.

David Schneider, PGA, CCM  
District 8 Director  
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daves@happyhollowclub.com



# Career Consultant Update

## From the Field: September Member Update Jeff "JD" Drimel, PGA - PGA Career Consultant



The New Year is upon us and although spring is still a few months away, many are busy planning, scheduling and getting ready for the new golf season. At this stage of the season, I have been working with each Section's Employment Committee to formulate a plan for 2019. We are confident that we can help in many areas, areas that can have us all reach our full potential as individuals, Sections and keepers of the game.

Here are some points of interest for the upcoming year:

- A. Communications – All efforts will continue to be made to keep you informed as well as occasional opportunities as PGA Members.
- B. Visits – We are planning continued visits to members and facilities throughout the year.
- C. Mentoring – Each Section has expressed interest in developing Mentoring programs...no matter your age, position or experience in the business, you may benefit through mentoring.
- D. Education – Every Section offers quality educational opportunities. The question is; "will you take advantage of them?"
- E. Building Relationships – I will do my part to help each member, and each facility, with whatever may be needed.

Some other key points:

- A. The 2019 Compensation Survey is ready to be taken. This SHORT form doesn't take long to complete and offers us all valuable information that we can use to make our situations better.
- B. PGA Perks – If you haven't taken advantage of the PERKS program, you are missing out on many savings...real savings. Check it out on PGA.Org.
- C. Scholarships – Have your son, daughter, grandson or granddaughter apply now...
- D. Recruitment – Let's find the next generation of Professionals and PROMOTE our industry. There are many great opportunities...

Thanks for the opportunity to serve you and this great game. If I can ever help, please reach out as I will do everything in my power to assist.

JD Drimel, PGA  
PGA Career Consultant  
Serving the Iowa, Minnesota and Nebraska Sections  
561-386 -7715 Cell  
Jdrimel@pgahq.com

# 2018 Special Award Winners

## Nebraska Section PGA Announces 2018 Award Winners

### **Golf Professional of the Year:**

Nathan Kalin, PGA, Fremont Golf Club, Fremont, NE

### **Teacher of the Year:**

James Kinney, PGA, GolfTEC-Omaha, Omaha, NE

### **Horton Smith-Education:**

Scott Holly, PGA, UNL PGA Golf Management

### **Bill Strausbaugh-Club Relations:**

Matt Nice, PGA, The Ridge Golf Club, Sioux Center, IA

### **Youth Player Development:**

Chris Thomson, PGA, Wilderness Ridge Golf Club, Lincoln, NE

### **Merchandiser of the Year-Public:**

James Rolls, PGA, The Club at Indian Creek, Elkhorn, NE

### **Player Development:**

Carly Ulrich, PGA, Happy Hollow Club, Omaha, NE

### **Merchandiser of the Year-Private:**

Dawn Neujahr, PGA, Champions Run, Omaha, NE

### **Facility of the Year:**

Jim Ager Golf Course, Lincoln, NE

### **Sales Representative of the Year:**

Brian Winge, PGA, Callaway Golf

### **Assistant Professional of the Year:**

Connor Farrell, PGA, Happy Hollow Club, Omaha, NE

### **Patriot Award:**

Mark Baumann, PGA, Eagle Hills Golf Course, Papillion, NE





In addition to these awards the Nebraska Section PGA would also like to recognize the Players of the Year for 2018:

**OMEGA Nebraska PGA Player of the Year:**

Ryan Vermeer, PGA, Happy Hollow Club, Omaha, NE

**OMEGA Nebraska PGA Senior Player of the Year:**

Jim White, PGA MP, Fairways at Lincoln, Lincoln, NE

**OMEGA Nebraska Section Apprentice Professional Player of the Year:**

Steve Friesen, Firethorn Golf Club, Lincoln, NE

**All of the winners will be recognized at the  
Nebraska Section PGA Spring Meeting to be held  
Monday, March 11, 2019 at Hillcrest Country Club, Lincoln, NE.**

## January Rules Quiz

The Three Stooges (Curly Howard, Moe Howard and Larry Fine, as pictured from left to right) decide to go out and play a round of individual stroke play after ringing in the New Year. Not only are they clueless about most everything, they also have no clue regarding the Rules changes for 2019. See if you can help them by making the correct rulings for the following situations:



1. At the first hole, Moe's drive hooks into the woods lining the left side of the fairway, so he announces that he will play a provisional ball. Before doing so, he notices that his adjustable driver is set on "D" to promote a draw, so he adjusts the driver to the "N" setting to promote a straighter trajectory. He then drives the provisional ball down the middle of the fairway where it ends up about the same distance from the hole as the original ball. He plays the provisional ball before commencing the search for the original ball which he quickly finds in bounds. He finishes the hole with the original ball, abandoning play of the provisional ball. Before teeing off on the next hole, Moe adjusts his driver back to the "D" setting. How many penalty strokes has Moe incurred in this scenario: (a) 0 (b) 1 (c) 2 (d) 3 (e) 4 or (f) Moe is disqualified.
2. At the 4th hole, Larry's drive ends up where he has stance interference from a cart path. Using his 7-iron, the club he would have used for his next stroke had there been no interference from the cart path, he correctly determines, and places a tee at, the nearest point of complete relief. With that as the reference point, he measures one club-length no nearer the hole using his 7-iron and places a second tee at that point. He sees a scuff mark on his ball on the cart path so, without announcing to the other Stooges, he gets another ball out of his bag and drops it from knee-height about 3-inches beyond the second tee, i.e., further from the reference point. That ball comes to rest on the cart path. Instead of re-dropping that ball, he gets another ball out of his bag which he again drops about 3-inches beyond the second tee, and that ball comes to rest nearer the hole than the reference point. At that point, Moe hands Larry a ball which he places on the spot where the second ball first struck the course when it was dropped. How many penalty strokes has Larry incurred in this scenario: (a) 0 (b) 1 (c) 2 (d) 3 (e) 4 or (f) Larry is disqualified.
3. Curly tees up a ball on a par-3 and, playing the stooge, he tries to play the stroke with the clubhead turned around. The ball caroms sideways off the back of the clubhead and hits his foot before it comes to rest in a divot hole within the teeing area. He picks up the ball, replaces the missing divot, and presses it down before teeing another ball just behind the replaced divot. He then successfully plays his next stroke which lands on the green. How many penalty strokes has Curly incurred in this scenario: (a) 0 (b) 1 (c) 2 (d) 3 (e) 4 or (f) Curly is disqualified.

## Answers:

1. (a) Rule 4.1a(3) [Deliberately Changing Club's Performance Characteristics During Round] indicates that a player must not make a stroke with a club whose performance characteristics have been changed during a round by using an adjustable feature. However, Interpretation 4.1a(1)/2 [No Penalty Stroke with Non-Conforming Club When Stroke Disregarded] points out that if a player makes a stroke with a non-conforming club, the player is not disqualified if the stroke does not count in the player's score. An example of this is when a player uses a non-conforming club to make a stroke at a provisional ball that never becomes the ball in play. In Moe's situation, per Rule 18.3c(2) [When Provisional Ball Becomes Ball in Play], the provisional ball never became the ball in play because it was not played from a point nearer the hole than where the original ball was estimated to be.

2. (a) In establishing the allowable relief area within which to drop a ball when taking relief from an abnormal course condition (including immovable obstructions) under Rule 16.1b [Relief for Ball in General Area], the size of the relief area is one club-length measured from the reference point. A club-length is defined as the length of the longest club of the 14 (or fewer) clubs that the player has during the round, other than a putter. So, even though Larry measured using his 7-iron, the allowable relief area was his driver-length from the reference point. Thus, in dropping roughly 3-inches beyond the second tee, Larry was dropping well within the allowable relief area. Larry proceeded correctly in the "drop, drop, place" sequence prescribed by Rule 14.3c(2) [What to Do if Ball Dropped in Right Way Comes to Rest Outside Relief Area]. Larry also proceeded correctly despite the fact that he used a different ball each time he dropped or placed a ball. See Rule 14.3a [Dropping Ball in Relief Area: Original Ball or Another Ball May Be Used] which states, "The player may use the original ball or another ball. This means that the player may use any ball each time he or she drops or places a ball under this Rule."

3. (a) Curly is not penalized for making the stroke using the back of a clubhead. See Interpretation 10.1a/2 [Player May Use Any Part of Clubhead to Fairly Strike Ball] which reads, "In fairly striking a ball, any part of the clubhead may be used, including the toe, heel and back of the clubhead." Also, there is no penalty for the ball accidentally striking Curly per Rule 11.1a [Ball in Motion Accidentally Hits Person or Outside Influence] which states, in part, "If a player's ball in motion accidentally hits any person or outside influence: • There is no penalty to any player. • This is true even if the ball hits the player, the opponent or any other player or any of their caddies or equipment." Curly incurs no penalty for lifting his ball, altering the surface of the ground, or teeing another ball in a different location within the teeing area as just about "anything goes" when your ball is in the teeing area! Per Rule 6.2a [When Teeing Area Rules Apply], Rule 6.2b [Teeing Area Rules] applies when the player's ball is in play in the teeing area after a stroke. Rule 6.2b(3) [Certain Conditions in Teeing Area May Be Improved] advises that the player may alter the surface of the ground in the teeing area. Rule 6.2b(6) [When Ball Lies in Teeing Area] indicates that, when the player's ball is in the teeing area after a stroke, the player may play that ball or another ball from anywhere in the teeing area from a tee or the ground, including playing the ball as it lies!





## OUTSOURCING vs. IN-HOUSE Choose Wisely

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**GET THE FACTS**

# MEMBER UPDATES

EMPLOYEE	CLASS	CURRENT FACILITY	PREVIOUS FACILITY	PREV CLASS
Alphonse A. Peterson III	A-8	Country Club of Lincoln	Initial Election	
Chad L. Manes	A-8	ArborLinks	Initial Election	
Derek J. Carlson	A-8	Hillcrest CC	Initial Election	

## UPCOMING FEBRUARY BIRTHDAYS

Name	Birth Date
Robert Brown, PGA	2/1
Jesse Schellen, PGA	2/1
Michael Ten Eyck, PGA	2/3
Bentley Benson, PGA	2/8
Sid Holtmeier, PGA	2/12
Jacob Pribnow, PGA	2/16
Nickolas Muller, PGA	2/20
Scott Holly, PGA	2/25
Ron Gunia, PGA	2/26
Robert Saffer, PGA	2/26



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