#### NEBRASKA PGA SECTION NEWSLETTER





October 2019

#### **INSIDE** 5 THINGS TO KNOW:

- Fall Meeting Save The Date
- Teaching & Coaching Summit Registration
- PGA LEAD Application
- PGA Cup
- Membership Matters



## 2019 PGA CUP CHAMPIONS FEATURED IN TIMES SQUARE

Congratulations to our own team USA member, Ryan Vermeer, PGA for a great Team USA win!

Nebraska Section PGA | 610 J Street., Ste 10 | Lincoln, NE 68508 | Ph: (402) 489-7760 | Fax: (402) 489-1785 |

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## **Contact the Section**

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We are planning a great day on Monday, Nov. 18th for our annual Fall Meeting.

Things to look forward to:

- Nebraska Section PGA Officer Elections
- PGA of America Secretary, John Lindert, PGA
- Special Recognition to Duane and Chris Lietske
  - Afternoon Education

More information coming.....

# **Teaching & Coaching Summit**



Tuesday, Oct. 15th 8:30 AM - 3:30 PM Quarry Oaks Golf Club

## **Presenters:**



Short Game Instruction James Sieckmann, PGA



NHL New York Rangers Coach David Quinn



Youth Engagement Jonathan Mielke, PGA



Player Development Programs Chris Thomson, PGA

Earn 6 MSR Credits PGA Required

\$45.00

Includes: Cont. Breakfast & Lunch

DEADLINE TO REGISTER: 10/11/19 5:00 pm

For more Information and to register:



# **PGA LEAD Applications**



## PGA LEAD Application Available Grow Your Career

Are you ready to step up to leadership? If so, you may be a candidate for PGA LEAD Cohort V, Class of 2020 – 2021. PGA LEAD was created to identify, mentor and progress PGA Members from diverse backgrounds along a guided path to volunteer leadership roles in the Association at the Chapter, Section and National levels. Integrating a multitude of dimensions of difference into our leadership ranks helps position the Association for success for decades to come. The ultimate goal of PGA LEAD is to establish a deep bench of diverse PGA Members who are prepared to ascend to and through the volunteer leadership ranks of the Association. PGA LEAD also assists in developing PGA Members who desire to serve and make an impact on nonprofit boards within the communities where they work and live.

### MORE INFORMATION AND APPLICATION

# Final Pro Am of the 2019 Season



PGA Nebraska Section NEBRASKA PGA



## YEAR END PRO-AM

#### Presented by:







## MONDAY, OCT. 14TH The Club at Indian Creek

The Day Includes:

\*Pinnacle Bank Championship Tournament Route
\*Pinnacle Bank Championship Final Round Hole Locations
\*12 Cutter & Buck Flag Prizes
\*Lunch & Dinner Included in Entry Fee

## **Register Now!**



### 2020 Ryder Cup PGA Member Complimentary Access Policy

PGA of America Members and their accompanying spouse or guest (not both) may receive complimentary PGA Member Club tickets. Members' immediate children, under 21 years of age, will also receive complimentary access. Tickets must be picked up on a daily basis from the Admissions & Will Call Office and all individuals (spouse/guest, children) must be present and visible with the PGA Member to receive their ticket. Members must show current PGA of America membership card and photo identification. Class "F" Members, Apprentices and PGM students do not receive complimentary admission.



## Maximizing Your Day: Effective Time Management

Learn how to become a more effective time manager through planning,

organization and prioritizing. This month's webinar from SupportLinc can be found in the in the Online Seminars Section under "News for You."

## PGA Cup—U.S. Completes Record PGA Cup Rally to Recl



Little over 20 years after "The Country Club Miracle" in the Ryder Cup, a new chapter in United States team golf lore was written among the rolling terrain outside Austin, Texas.

Call it "Redemption in the Foothills" as the United States crafted a 14-12 historic comeback victory over Great Britain & Ireland in the 29th PGA Cup.

The ignition point for the Americans happened in a 45-minute span on the uphill 518-yard par-5 18th hole. Bob Sowards of Dublin, Ohio, holed a blind downhill pitch for eagle for the first U.S. point of the day. Then, rookie

Alex Beach of Stamford, Connecticut scrambled to gouge a chip from a sidehill rough to within 10 feet and make his birdie putt. Those 1-up wins set the stage for the U.S. to capture eight of 10 Sunday singles matches.

Humbled 24 hours earlier after losing seven of eight matches on the Fazio Foothills Course at the Omni Barton Creek Resort & Spa, the Americans found themselves in a 10-6 hole. It was eerily reminiscent of the same score the U.S. faced on a Sunday in 1999 in Brookline, Massachusetts, against Europe in the Ryder Cup.

This time, it was a team of American PGA Club Professionals manufacturing the first comeback win on a Sunday in PGA Cup history, which also denied GB&I a third straight victory.

The U.S. reclaimed the Llandudno International Trophy for the first time since 2013, when it tied 13-13 to retain the 18-pound piece of silver.

It was America's first outright PGA Cup win since 2011 (a  $17\frac{1}{2}$  to  $8\frac{1}{2}$  decision) in the premier international event for PGA Club Professionals. The U.S. now owns an 18-7-4 overall record.

U.S. Captain Derek Sprague of Ponte Vedra Beach, Florida, recalled his Saturday night team meeting.

"I think being four points down, some of the players, especially the rookies, might have wondered if we can really come back," said Sprague."I told them last night that I believed in them, but I needed them to believe in themselves. And this is what can happen when you believe in yourself."

The fuel of the stunning comeback was lit by Sowards unimaginable pitch from 25 yards with a lob wedge, and was followed 45 minutes later when Alex Beach made up-and-down for birdie from a side-hill lie at 18.

Meanwhile, Ben Kern of Round Rock, Texas – in the day's second match – battled to turn around his fortunes against Scotland's Paul O' Hara. He was one down through 12 holes. He found the spark by chipping in for birdie at No. 13. From there, he scored wins on Holes 16 and 17 with pars to closed out a 2 and 1 victory.

The final two matches on the course would determine the American's fate. Jason Caron of Greenlawn, New York, closed out David Dixon, 3 and 2, to set off celebration among the U.S. team and entourage. "This morning when I woke up, I had a nice feeling about how I was going to play," he said.

But, the game wasn't over. The scoreboard read 13-12, and one match was left to be decided.

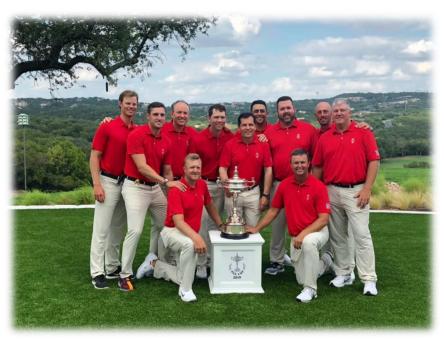
## aim the Llandudno International Trophy

By Bob Denney PGA Historian

Marty Jertson of Phoenix, Arizona, the Vice President of Fitting & Performance for PING Golf, and who has designed several of the clubs in his bag, got the honor of scoring the decisive U.S. point.

He ran home a 10-foot birdie putt on the 16th hole for his lone point of the week, and a 4 and 2 decision over Craig Lee. The two-year residence of the Llandudno Trophy was adjusted to read, "United States."

"You can never count anything in match play," said Jertson."I started thinking we had a real chance, so it was time to put the



pedal to the metal. It's un unbelievable feeling. I think it was fitting to clinch it (on No. 16 green) in front of all the boys, spouses and fans."

As the afternoon unfolded, it became a staggering series of moments for GB&I Captain Cameron Clark, who had assembled what he had earlier called "our best team."

"It was tough to take today. It was a real honor to captain your country and we'd done a great job up until today," said Clark, who had competed in 2015 and was a vice captain for the past two winning GB&I teams. "I'm very proud of what the lads have achieved this week, they've worked really hard and maybe the end of the week just took its toll on them. I can take away a huge amount of satisfaction. To captain your country is always fantastic. I'm really proud of what the lads have achieved but it will be tough to go in the team room, but we've enjoyed everything we've done this week."

The quality U.S. performance included a pair of flawless wins by rookies Ben Cook of Caledonia, Michigan, and Ryan Vermeer of Omaha, Nebraska. They won Sunday's seventh and eight matches without dropping a single hole – the only players to accomplish that on either side.

Vermeer's 5 and 4 decision over Jordan Godwin was the American's largest margin victory of the weekend and it resulted in his third point, which tied Sowards for most on the squad.

Cook celebrated his 26th birthday by dispatching Jason Levermore, 4 and 3.

Sean McCarty of Solon, Iowa, was another rookie winner for the U.S., downing England's Matt Cort, 2 and 1, handing him his lone loss of the Cup in five starts.

Continue Reading and see final scores.....

# Career Consultant Update

### Jeff "JD" Drimel, PGA -PGA Career Consultant

Dear District 8 PGA Members & Friends,

What a beautiful time of the year...temperatures are cooling, leaves are changing colors, golf courses are in amazing shape and schedules are winding down. Please take a minute or two to enjoy the changing season and especially to recap all the great things you, and your teams, have done for golf in 2019! Jot a few of your successes down and use them with your facility leaders and owners. If YOU don't tell your story, WHO will?



A couple September thoughts...

- 1. What are the key ingredients for a facility be successful? A continuation of the August update. (Borrowing the research and expertise from a fellow PGA Professional, Thanks CF!)
  - ... This is Final Piece following the "affordability" piece of the puzzle.

A. Affordability – Last month...

B. Accessibility – People need to have access to the golf course. Play must be a part of any successful development program. We need to get new players on the course. New players can learn the swing on the range, but they don't learn to play the game there. Players don't get hooked on the game until they can experience the course. If there is not access, it never happens.

C. Good Instruction - The experienced and best teachers at the facility need to lead the instruction. Most player development programs are taught by the least experienced instructors. New players need to get correct information and have success right away, so they can enjoy the game. Without some early success they become discouraged and don't come back. The instructor needs to be compassionate to how hard the game is for the new player.

D. Inspiration – Players need to be inspired to come to the course. This can come from the Pro, the high school coach, a parent, other players, or competition. Something or someone that makes them want to play and practice and excites them to play the game.

2. Staffing and Mentoring – One of the most consistent topics of discussion this year was the lack of help available in golf. Our team is working on some recruiting strategies, but REAL results come from within and your network. Reach out to some possible candidates now for help in the fall season that may lead to a continued relationship next spring. Identify new potential staff members who can enjoy your facility the remainder of the year while also filling some voids. Reach out to fellow Professionals to see if they have any available candidates that they may not have hired. The best strategy is to be pro-active.

A. What is a Mentor? – A mentor is someone who "advises and guides." I, personally, have many mentors that I am in contact with nearly daily and could not be in the position I'm in without them. Who are your mentors? More importantly, are you one?

Please feel free to contact me anytime...Here's to a great fall golf season!

All the Best!

JD Drimel, PGA PGA Career Consultant Serving the Iowa, Minnesota and Nebraska Sections 561-386 -7715 Cell

# **District 8 Director Update**

### David Schneider, PGA District 8 Director

Greetings to all Members and Associates of the Nebraska PGA!

Time to "Collaborate"!!!

I researched the word "*collaborate*" in the dictionary and this is its definition it provided; *"To work jointly on an activity, especially to produce or create something."* 

This is exactly what the District 8 officers and staff hope to do at our Fall District 8 Meetings on Oct 7 and 8<sup>th</sup>. Each year the Ne-



braska, Minnesota and Iowa sections meet in the fall for this meeting where it rotates locations each year. This October we will be meeting in Des Moines, IA where the President of the Section, Aaron Krueger, will be our hosts at Wakonda Club.

So, one might ask, what are the goals, mission and vision with these District meetings each year?

This is the one time per year that each section's officers and staff have a chance to be dedicated to each other with hopes of learning how each grows the game and serves the PGA member in their respective area through their strategic plans.

Our goals each Fall District 8 Meeting are to:

- Exchange ideas on how to grow revenues and save on expenses in each section
- Share what programs and Ideas each are doing to increase rounds and golf lessons
- Increase camaraderie and grow the contact list in our industry
- ✤ Gain valuable knowledge and updates on what is happening at the national PGA level
- Discuss what the issues are with other PGA sections and districts around the country
- Play the game of golf that is why we all got into this business correct? (By the way, I have not gotten a skin in the past 4 years in these events.)

We believe this to be the 5<sup>th</sup> annual "District 8 Meeting" where we hope for it to be the most productive to date.

All have a great October and thanks for what you do for this great game!

Please be sure to contact me if you have any questions I can assist. daves@happyhollowclub.com 402-391-2341.

David Schneider, PGA, CCM District 8 Director 515-419-5653 Cell daves@happyhollowclub.om

# Membership Matters

### PGA Launches a New Inclusive Video Podcast Series to Reach Unengaged Audiences



#### In an effort to reach unengaged audiences and drive greater inclusion in the game, workforce and golf industry supply chain, the PGA is launching a <u>new video podcast</u> series with Black Enterprise. Beginning today, a new video will be produced monthly.

## Help to Populate the National Alliance for Accessible Golf Search Engine



The search engine enables individuals to easily <u>find facilities</u> that welcome and are accessible for individuals with disabilities. If you or your facility host golf programs or provide golf instruction, please submit information into the database.

## PGA's 103rd Annual Meeting—West Palm Beach, FL—Nov. 5-8, 2019



PGA Members (Non-Delegates), Associates & University Student Registration who would like to attend the PGA Annual Meeting can <u>register here</u> to attend one single day (Wed. or Fri.) or both. Attendees at-large will be awarded 7 PGA Required MSR credits for any single day or 14 PGA Required MSR credits for both days.

# **PGA** Tournament Series



PGA TOURNAMENT SERIES PRESENTED BY GOLFADVISOR

December 2019 PGA Golf Club, Port St. Lucie, FL

Dear PGA Professional,

Plan your Fall/Winter tournament schedule NOW! Registration opens on **October 16<sup>th</sup>** for the **2019 PGA Tournament Series** presented by GolfAdvisor.

Six competitive events have been scheduled for December at PGA Golf Club in Port St. Lucie, FL, with **\$11,500 sponsor dollars added to each event's purse**. These 2day events, open to PGA Members and Apprentices, are a great way for players to compete against other PGA Professionals, take home a piece of the **\$37,500 purse** and possibly accumulate national player of the year points in the process.

See the current schedule below and visit **PGA.org** for more details.

#### Tournament Series Schedule:

Tournament Dates	Host Course	Entry Deadline	
Dec. 2-3	PGA Golf Club (Dye)	Nov. 26 (5:00 p.m. ET)	
Dec. 5-6	PGA Golf Club (Wanamaker)	Nov. 26 (5:00 p.m. ET)	
Dec. 9-10	PGA Golf Club (Ryder)	Dec. 3 (5:00 p.m. ET)	
Dec. 12-13	PGA Golf Club (Dye)	Dec. 6 (5:00 p.m. ET)	
Dec. 16-17	PGA Golf Club (Wanamaker)	Dec. 10 (5:00 p.m. ET)	
Dec. 19-20	PGA Golf Club (Ryder)	Dec. 13 (5:00 p.m. ET)	

## **Tournament News**

### WELLS FARGO NEBRASKA OPEN



**Read Full Article** 



## NEBRASKA OPEN

### WANDERSCHEID AND ZYWIEC CAPTURE ALL STAR PRO GOLF TEAM CHAMPIONSHIP



Read Full Article



#### 🔗 chronogolf business







### TEAM JONELL TAKES THE WIN AT THE NEBRASKA PGA PRO AM FACILITIES CHAMPIONSHIP



### BRAD BAILEY, PGA & KEVIN DREW, PGA WIN THE 2019 NEBRASKA PGA CUP SERIES CHAMPIONSHIP



### **Read Full Article**



Thank you Vinnie Krikac State Farm Insurance Agency for your season long support of the Nebraska Section PGA.

## PGA of America Opens Frisco Office ahead of New HQ



By Diana Zoga

Over the last month, the PGA of America began moving employees from its current headquarters in Florida to a temporary office in Frisco – paving the way for the next steps in a major development anchored by the PGA.

"Our team is here to help bring it to a reality," said Darrell Crall, Chief Operating Officer of PGA of America. "People are able to see it as they drive up and down the Tollway and 380 - as its becoming a very real project that we hope will be very vital to the community."

So far, 22 employees have relocated to the temporary Frisco office at Hall Office Park. By 2022, the PGA of America expects to have 125 employees at its new headquarters – a mix of employees who relocated from Florida and those hired in North Texas.

Sandy Cross, Chief People Officer for PGA of America, said those numbers don't include jobs with the planned resort, golf course operations or incoming championships. The first championship game will be the KitchenAid Senior PGA Championship in 2023. <u>Continue Reading....</u>

#### Additional Coverage

wfaa.com: PGA of America headquarters now under construction in Frisco - <u>link</u>

fox4news.com: PGA of America takes first step in its move to Frisco - link







## Award Winners Spotlight



## 2018

## **Bill Strausbaugh Award** Matt Nice, PGA



Being nominated for the Bill Strausbaugh Award was humbling and also an opportunity to reflect on why. I have been blessed with some great mentors in my life. They set examples of being involved, giving back, and

creating relationships. These individuals gave back to their facilities, juniors, section board/committees, and their community. Simply put, they made a difference.

I didn't necessarily know it at the time, but all of those factors have had a significant influence in my as an individual and certainly on my career. The Ridge and Sioux Center Community have given me plenty of op-portunities to be involved. Some of those opportuni-ties have fit my skillset well and are comfortable such as Chamber President, charity committees, and PGA Jr. League growth. Some have been outside my comfort zone such as guest conductor at the symphony and mentor at our local school for Jr. High kids. I've give back and represent The Ridge and PGA in our community.

Those examples I received motivated me to give back when opportunities arose. What I didn't anticipate is the fulfillment and enjoyment they all created. Whether it's PGA, facility, or community I highly encourage anyone to become involved. It's beneficial personally, professionally, and from and employer standpoint, has been for The Ridge as well. 'Get after it!

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

# What Makes Someone a Fan?

By Ken Belson



It's more than just ticket sales.

Rich Luker, a social psychologist, studies fandom and why, for example, someone might get a tattoo of their favorite team.

This article is part of a new series on Visionaries. The New York Times selected people from all over the world who are pushing the boundaries of their fields, from science and technology to culture and sports.

The sports world is filled with people whose job is to sell tickets, advertisements, sponsorships, luxury boxes and all manner of game-day experiences. The more, the better. Any fan will do.

Rich Luker has tried to get those managers, supervisors and executives to look for something more profound, something he calls "lifetime value."

To Dr. Luker, the most concrete iteration of that concept is the idea that passionate fans would get a tattoo of their favorite team's logo to show that it is part of their core identity.

This is just one of the discoveries he has made over the past 25 years as the founder of Luker On Trends, a sports polling company that works with many professional sports leagues and teams. Market researchers increasingly rely on online surveys and other digital tools to track fan behavior. Dr. Luker is less concerned with outcomes — that a fan spent \$25 on a ticket — and more focused on the stories that fans tell about why they follow a team.

Those fans, he said, are the ones that team executives ought to target in the increasingly complicated battle to get consumers to spend their time and money at a ballpark or arena.

Continue Reading.....

# **Distinguished Service Award**

## Barbara Nicklaus Named Recipient of the 2019 PGA Distinguished Service Award



# One of golf's most respected ambassadors to be honored Nov. 5, at the PGA of America's 103rd Annual Meeting in West Palm Beach, Florida ...

Barbara Nicklaus, one of the game's most successful ambassadors and admired advocates for the healthcare of future generations in addition to being the wife of the greatest champion in golf history, has been named recipient of the 2019 PGA Distinguished Service Award.

Nicklaus, 79, will be honored Tuesday, Nov. 5, at the PGA of America's 103rd Annual Meeting in West Palm Beach, Florida. Since 1988, the PGA Distinguished Service Award honors outstanding individuals who display leadership and humanitarian qualities, including integrity, sportsmanship and enthusiasm for the game of golf.

Barbara Nicklaus, the inaugural PGA First Lady of Golf in 1998, and Jack, are the second husband-wife duo to have earned the PGA Distinguished Service Award. Jack was a recipient in 2000, while Mark and Debi Rolfing were jointly honored in 2017.

"Barbara Nicklaus exemplifies what the words 'giving back' truly mean," said PGA President Suzy Whaley. "From the platform of golf, her unlimited energy and passion for serving as a philanthropist has offered hope and a pathway to vital healthcare for countless children. We are extremely proud to present Barbara with the PGA Distinguished Service Award as she joins her husband, Jack, among those honored for an amazing commitment to elevating society and humanity." For Full Story....



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- Defer your first payment for 3 months\*
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- Extended warranty, payment protection and GAP total loss protection are available at significant savings\*\*
- .25% APR discount for having an IBMSECU Visa credit card in good standing\*
- .25% APR discount on your credit union auto loan when you use our auto buying services\*\*\*
- .25% APR discount for deposit balances greater than \$1,000\*
- .25% APR discount for checking account holders that set up automatic transfer payments to a new loan from an IBMSECU account\*
- Refinance your vehicle to reduce payments with no application or processing fees

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For more information, contact us at loans@ibmsecu.org, 800.873.5100, ext. 7701

#### Apply online at ibmsecu.org

\* APR = Annual Percentage Rate. Auto loan "as low as" rates are for new and used vehicles, model years 2016-2019, up to a 36-month term. Promotional discounts cannot reduce APR below 2.49%. Longer terms are available at different rates. The above listed payment is based on a non-deferred payment loan for \$23,000.00 for a 72-month term at 3.84%. Actual rates based on creditworthiness, so your rate may differ. First payment deferral is optional, however if utilized, your monthly payment may be higher than non-deferred payments. Not all members will qualify. Disclosed rates not applicable for refinance of existing credit union auto loans. \$1,000 to ra counts at the time application is submitted. To receive discount for automatic payments, transfers must be made from an IBMSECU account. Other terms and conditions may apply, contact a loan advisor for details.

\*\* Optional insurance programs offered through non-affiliated, third-party providers for IBMSECU and certain restrictions may apply and may not be available in all states. Contact the provider for details. Auto insurance is underwritten by

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\*\*\* Visit our website at ibmsecu.org or contact the credit union about applicable auto buying service options.

## MEMBER UPDATES

EMPLOYEE	CLASS	CURRENT FACILITY	PREVIOUS FACILITY	PREV CLASS
Clay Stevens, PGA	A-4	Grand Falls Casino & Resort	Weaver Ridge Golf Club	A-4
William Peers	B-13	Lake Maloney Golf	Mountain Falls Golf	B-8

#### UPCOMING OCTOBER BIRTHDAYS

Name	Birth Date
Seth Ray, PGA	10/01
Scott Gutschewski, PGA	10/01
Cory Fletcher, PGA	10/02
Tom Johnson, PGA	10/04
Ross Barnes, PGA	10/07
Chris Thomson, PGA	10/07
Damon Brower	10/10
Sam Jonell, PGA	10/10
Greg Wiemers, PGA	10/10
Adam Person, PGA	10/11
Jim Etter, PGA	10/15
Stephen Vieyra, PGA	10/19
Mike Fauver, PGA	10/21
Jon Robins, PGA	10/21
Joe Wiegand, PGA	10/21
Jon Mielke, PGA	10/21
Dominick Mitchum, PGA	10/25
Bryan Hughett, PGA	10/27
Bob Vermeer, PGA	10/28
Tim McAndrew, PGA	10/30
Bobby O'Keefe, PGA	10/31



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