

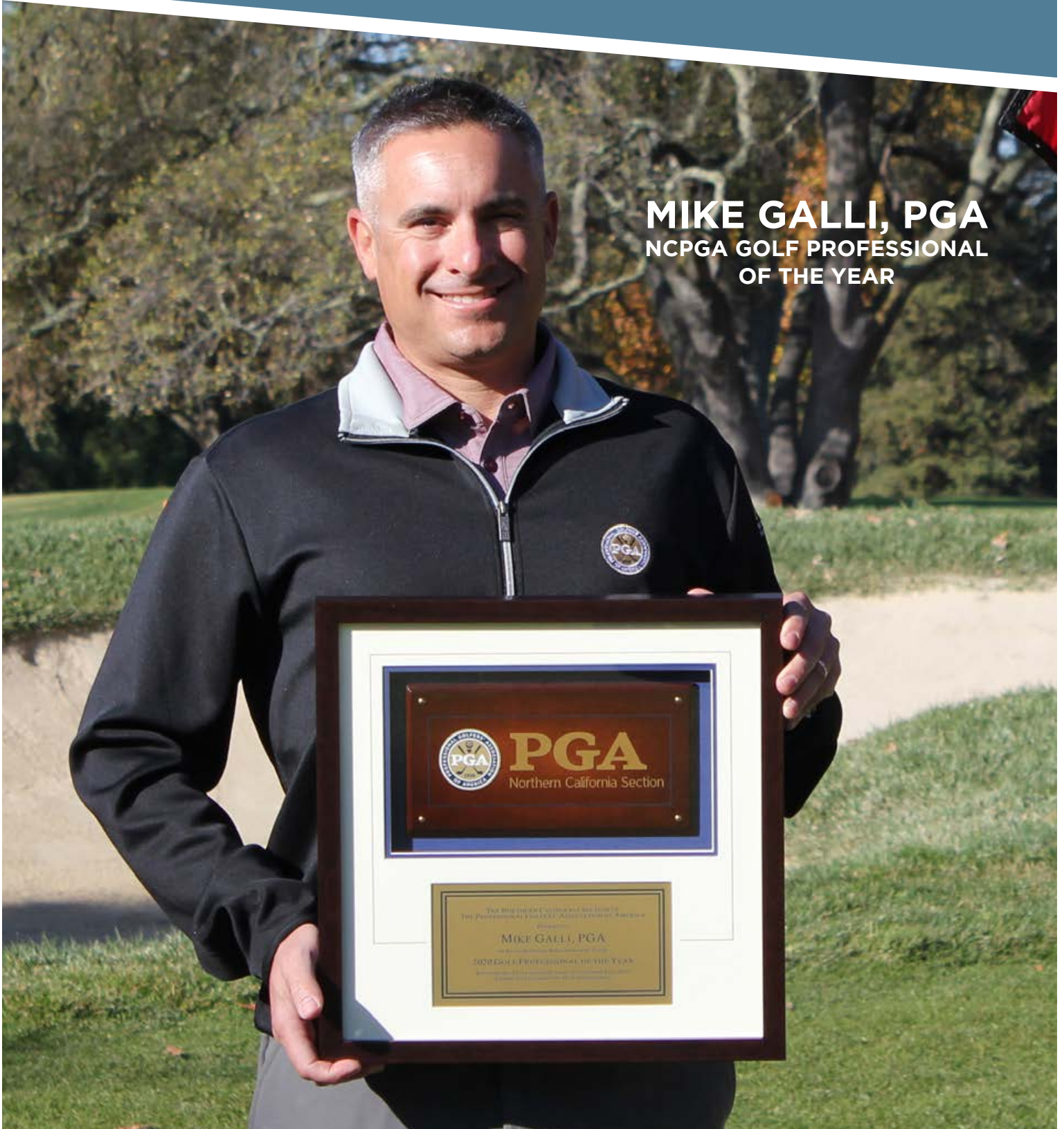


PGA

Northern California Section

2020 *Annual Review*

www.ncpgalinks.com



MIKE GALLI, PGA
NCPGA GOLF PROFESSIONAL
OF THE YEAR

PGA NORTHERN CALIFORNIA SECTION *Sponsors List*

PROUD PRESENTING SPONSORS OF THE NCPGA



PROUD SUPPORTING SPONSORS OF THE NCPGA



PROUD CONTRIBUTING SPONSORS OF THE NCPGA



PROUD CHAPTER AND DIVISION SPONSORS OF THE NCPGA



PROUD NATIONAL-SECTION SPONSORS



PROUD SPONSORS OF THE NCPGA FOUNDATION



NORTHERN CALIFORNIA SECTION **2020 Annual Review**

CONTENTS

Executive Annual Reports

- 04 President
- 05 Executive Director/COO
- 06 Foundation

2020 NCPGA Awards

- 08 Golf Professional of the Year
- 08 Assistant Golf Professional of the Year
- 09 Teacher and Coach of the Year
- 09 Player & Youth Player Development Awards
- 10 PGA Professional Development Award
- 10 Bill Strausbaugh Award
- 11 Player of the Year
- 11 Assistant Associate Player of the Year
- 11 Senior Player of the Year
- 11 Super Senior Player of the Year
- 12 Merchandiser of the Year - Resort
- 12 Merchandiser of the Year - Public
- 12 Merchandiser of the Year - Private
- 13 Club Fitter of the Year
- 13 Golf Course Superintendent of the Year
- 14 Sales Representative of the Year
- 14 Sports Media Person of the Year

NCPGA ANNUAL REVIEW

NCPGA Annual Review Magazine is produced for the NCPGA by Marketing À La Carte, Inc. (707) 745-3738

Managing Editor: Caitlyn Doyle

Production: Marketing À La Carte, Inc.

Writer: NCPGA Staff Writers; Marketing À La Carte, Inc.

Photographer: NCPGA Staff Photographers, Marcia LaRosa, and Montana Pritchard

NCPGA Annual Review Magazine is distributed free to members and affiliates of the NCPGA. The articles and other information contained within this publication are informational and do not necessarily represent the views or opinions of the NCPGA.

The NCPGA and Marketing À La Carte, Inc. assume no responsibility or liability for or by any product in this publication whether reported or advertised. Reproduction in whole or in part without permission of the NCPGA and/or Marketing À La Carte, Inc. is prohibited.

NORTHERN CALIFORNIA SECTION

411 Davis Street, Suite 103

Vacaville, CA 95688

Phone: (707) 449-4742

Fax: (707) 449-4755

Email: ncpgaoffice@gmail.com

Website: www.ncpgalinks.com

2020 NCPGA OFFICERS

Dede Moriarty, Presidio Golf Course – President

Ed Winiacki – Vice President

Eric Lippert, Pebble Beach Golf Links – Secretary

Bob Young – Honorary President

2020 DISTRICT 11 DIRECTOR

John McNair, JC Resorts

2020 NCPGA BOARD OF DIRECTORS

John Abendroth, Hooked on Golf

Nick Bailey, Lake Merced Golf Club

TJ Duncan, Dayton Valley Golf & Country Club

Mark Heptig, Rossmoor Golf Course

John Hughes, Woodbridge Golf & Country Club

Meredith Lobeck, Granite Bay Golf Club

Devin Meheen, Youth on Course

Tim Sands, Discovery Bay Country Club

Andrew Workman, Hole-in-One USA

2020 NCPGA CHAPTER PRESIDENTS

Hae Lee, Sunken Gardens Municipal Golf Course – Bay Area

Travis McCabe, Carmel Valley Ranch – Monterey Bay Area

Greg Henderson, Beau Pre Golf Club – North Coast

AJ Musser, North Ridge Country Club – North State

Joe Smith, Swenson Park Golf Club – San Joaquin

Greg Wenzel, Washoe Golf Club – Sierra Nevada

NCPGA SECTION STAFF

Len Dumas – Executive Director/COO

Sheri Sam, Managing Director, NCPGA Foundation

Caitlyn Doyle – Assistant Executive Director/
Communications

Shelby Zell, Member Services

Max Hecker – Operations Manager

Shawn McEntee – Tournament Director

Suzy Schneider – Programs Coordinator

Junko Suzuki – PGA Jr. League Regional League Manager

ADVERTISING

For advertising information, please contact

Caitlyn Doyle at (707) 449-4742 ext. 102

President Report

Dede Moriarty, PGA
President, NCPGA



Greetings to all our NCPGA Members and Associates. It's been an honor to serve you as your President. No doubt 2020 will be remembered as one of the most challenging years in our history, and in the history of the world. We faced a global pandemic, wildfires, social unrest and economic uncertainty. I know we are all looking to the future—to a better, brighter and happier time.

In this time of uncertainty, golf not only survived, but thrived, becoming one of the only activities people could safely enjoy. Golf flourished, and not just with regular players—it brought new and returning golfers to the game. Families started playing golf together for the first time. Golf gave us a sense of freedom and normalcy that was badly needed.

Many thanks to our Section Officers, Board of Directors and all those who gave their time on committees, both Section and Chapters, to serve our members and grow our game.

There was much to celebrate in our Section in 2020. First, congratulations to our Section award winners. It's a special honor to be recognized by your peers, and even though we could not celebrate you in person, hopefully we can do that in the future. I'd like to congratulate Mike Galli, our NCPGA Golf Professional of the Year, the highest honor in our Section. We hope all the award winners were able to celebrate their special time with their families.

We welcomed an amazing NCPGA Hall of Fame class. Congratulations to Al Krueger, Charlie Leider, Rick Rhoads, Ken Towns and Roger Maltbie. And again, we hope to celebrate you in person in the future.

Although it was not what we had hoped and anticipated, the PGA Championship was held August 6 to 9 at Harding Park Golf Course. I felt the disappointment of everyone in our Section who could not be there on property. With that being said, we were treated to a fantastic tournament. Harding looked beautiful on TV, and we should all be proud that the PGA Championship was held on a public golf course in San Francisco.

The Section has been in good hands with Executive Director Len Dumas and our wonderful staff. We were able to hold NCPGA tournaments, virtual education seminars and virtual meetings to keep us connected and informed.

One of the high points in 2020 was the series of California/Nevada chats orchestrated by Len Dumas and Tom Addis. The many speakers over the year gave us information regarding employment, health, back-to-golf guidelines and government affairs. Thanks to you both for keeping these chats ongoing and current during the year.

Our NCPGA Foundation continued its good work, thanks to the leadership of President Tim Burr, PGA, and Sheri Sam, whom we welcomed as our new NCPGA Foundation Managing Director. We look forward to your leadership, and all you will accomplish to grow the good work our Foundation does.

Finally, a huge thank you to our NCPGA staff—Len Dumas, PGA, Caitlyn Doyle, PGA, Suzy Schneider, Shawn McEntee, PGA, Max Hecker, Bob Epperly, PGA, and Shelby Zell and Sheri Sam—for all you do and your dedication and flexibility during these difficult times.

I look forward to seeing you in the near future, hopefully at the Semi Annual or the Annual meeting or when we can gather safely.

Keep up the great work of keeping golf safe.

Best always,

Dede Moriarty, PGA
PGA Golf Instructor, Presidio Golf Course

Executive Director/ COO Report

Len Dumas, PGA CCM
Executive Director/COO, NCPGA



As we rolled into 2020, we were excited for the promises of the new season, and certainly looking forward to being the host PGA of America Section for the 102nd contesting of the PGA Championship at Harding Park in San Francisco. So many plans and events on the horizon when the world hit the COVID-19 pandemic stop sign. The world, unbelievable. It is said that those things that keep us apart bring us together, and that couldn't have been more true than in 2020.

The unity that ensued was and is a testament to our industry and all those involved as we have so often spoken of the importance of our relationships. On a daily basis we listened, communicated, asked many questions and learned. This support system process enabled us to create a path which ultimately led to unprecedented interest and growth in the greatest game of all.

Working on national and local levels with our elected officials and health experts, guidelines were developed that allowed us to operate based upon established protocols. Golf lends itself to one of the key safety tenets of COVID-19 and that is social distancing. Tee intervals were widened, single-rider golf cars became the norm, flagsticks were to remain in the hole, rakes removed from bunkers and on and on. However, we were in business and for that we remain grateful.

Having extended our “no activity until” dates twice, in mid-June we resumed play with protocols in place. The norms were unfamiliar, the silence of a good shot was deafening, but we were off and running.

Thanks to all are in order. Thanks to: the unification of the governing bodies of golf and the willingness of the Centers for Disease Control and Prevention in developing the Back2Golf guidelines; the willingness of local legislatures and health officials in viewing golf as a much-needed health pursuit and a component of the road being paved to the cure; our partners for the open discussion about the cancellation of events, the impacts and the continued pledge to reunite as soon as possible.

Finally, none of this was possible without all of the individual sacrifices made to get to the finish line. To say it was difficult is a great understatement, to say we would get through this was definite.

To the health industry teams throughout the world that keep us safe at their own peril, to our industry Partners, Allied Associations, PGA Professionals, PGA Associates and all of the players, we thank you.

On behalf of the Northern California Section of the PGA of America, we thank all for the passion, dedication, ingenuity and sacrifices that led to the ultimate success of 2020, though in a form and look not possible to ever imagine.

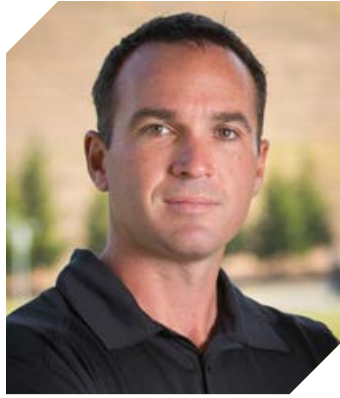
Onward to 2021 we move as a very, very unified group.

To team NCPGA, thank you for being the best on a daily basis.

Thank you all, it is an honor to serve.

Len Dumas, PGA CCM
Executive Director/COO, NCPGA

Foundation Report (cont'd.)



Foundation Report

Tim Burr, PGA

President, NCPGA Foundation

PGA HOPE: Impacting Lives Through Golf

All the Spring PGA HOPE programs scheduled at our 11 sites were canceled in 2020 due to COVID-19 restrictions. We relaunched in June and held clinics and play days at eight locations. We are proud to announce 141 veterans graduated from the program in Fall 2020. The total number of veterans served through the PGA HOPE program is now 1,150, with 900 total graduates.

Thank you to our participating PGA HOPE sites:

Baylands GC, Bayonet Black Horse, Cypress Lakes GC, Diablo Creek GC, Haggin Oaks GC, Mariners Point GC, Metropolitan GC, Pleasanton GC, Presidio GC, Sierra Sage GC and Swenson Park GC

Thank you to our PGA Pros/Associates:

These men and women generously served as PGA HOPE instructors for our veterans. We appreciate their time, effort and commitment. The program would not be possible without their support.

Host Lead Instructors:

Bob Epperly, Mike Mazzaferri, Tom Morton, Chris Mullane, Joe Smith, Mike Spiller and Jill Womble

Fall Program Instructors:

Nofu Abayomi Akano, Norman Blanco, Aaron Cudek, Mike Fancolli, Denise Fass, Gill Flynn, Art Gaorian, Dominic Hernandez, David Knox, Shim LaGoy, Mark Madayag, Devin Meheen, Josh Miller, Ducky O'Toole, Jeff Palmer, Hank Pollex, Mike Robason, Monica Sanders, Kelly Smith, Robert Smith, Matt Sterling, D.B. Temple, Bob Tomasini, Dennis Urabe, Cory Watt and Andrew Workman

Become a PGA HOPE instructor: PGA HOPE instructors earn required MSR credits and a daily stipend. Any members interested in joining the PGA HOPE instruction team, please contact bobeperry@yahoo.com or call the Section office. Your participation is invaluable to our veterans. We need your support for continued success.

Recap of 2020 Events

- **Invest in HOPE:** Invest in HOPE was a success this year despite COVID-19 restrictions. The event generated more than \$128K in total revenue, a significant increase over the previous year. Blackhawk CC will host Invest in Hope 2021 on September 14.
 - ◆ Any clubs interested in hosting a similar event or who would like to make PGA HOPE their charitable cause, please contact ssam@pgahq.com.
- **DCP (Drive, Chip & Putt):** We were able to pivot from original plans for a single tournament and have two smaller successful Drive, Chip & Putt competitions to honor our military veterans. We had 50 veterans compete at each site. It was a fun time for all.

Shout out to Mariner's Point GC & Chardonnay GC for hosting these fantastic DCP events. We welcome both of you as new partner facilities.

We are excited about the opportunity and look forward to many more great events.

Thank you to our Sponsors:

Wells Fargo generously sponsored the DCP events, and their support was outstanding. Also, special thanks to Contra Costa/Solano County Food Bank, the Second Harvest of Silicon Valley, and First Laurel Church of East Palo Alto for their food contributions to our veterans. A big thank you to all sponsors and individuals for their continued support of our programs.

We need Partner Facilities: Any golf courses that can honor PGA HOPE veterans with a special rate or offer will be recognized as PGA HOPE Partners. We will add your facility to the list for our veterans to play. It's a win-win! The veterans are recognized, and your facility gains new players. If you want to submit an offer, please contact: sschneider@pgahq.com.

Scholarship Programs

- **Chris Thomas PGA Associate Scholarship Program:** The application period runs from January 1 until March 31, 2021 and is available to Associates at Level 2 and above.
- **The Langley Scholarship:** This scholarship is awarded to high school seniors going on to college. This year the Langley was awarded to:
 1. Carly Krause—from Granite Bay, CA, going to Rockhurst University: \$1,750
 2. Jalyn Robinson—from Fairfield, CA, going to Prairie View A&M University: \$1,750
 3. Riley Schmuhl—from Windsor, CA, going to Santa Rosa Junior College: \$500. (His dad is Jason Schmuhl, PGA Head Pro at Windsor Golf Club.)

Fundraising for our Veterans

- *Shout out to Kelly Smith, PGA, Assistant Head Pro at Napa Country Club, who set up a giving table during her Member-Member that raised more than \$5K for PGA HOPE. Thank you, Kelly— we appreciate your efforts!*
- Thank you to Meadow Club and its members for their Patriot Week 2020 donation of \$27.7K to PGA HOPE!

2021 Events

- **Patriot Day has moved to Memorial Day, May 31, 2021, much earlier in the year; expect this to set the fundraising tone in 2021**
- The Langley will be held August 9 & 10 at Pebble Beach
- Invest in HOPE is scheduled for September 14 at Blackhawk CC
- We encourage everyone to please participate!

Board Recruitment

Please help! We have openings on our Board of Directors for any PGA Members who have a passion for serving veterans. If you are interested, please contact ssam@pgahq.com.

Respectfully,

Tim Burr, PGA

Blackhawk Country Club

NCPGA 2020 SPECIAL AWARDS



Golf Professional of the Year Mike Galli, PGA

North Ridge Country Club

The Northern California Section of the PGA is proud to honor Mike Galli, PGA, head golf professional at North Ridge Country Club in Fair Oaks, as the 2020 NCPGA Golf Professional of the Year. The award honors a PGA Member whose total contributions to the

game best exemplify the complete PGA Professional.

Mike began his journey at North Ridge in June of 1997, attaining PGA Membership in March of 2007. Whether managing all facets of the golf operation, working with membership or dedicating time to supporting community organizations, Mike is acknowledged as a strong leader and thorough communicator. The North Ridge Country Club staff and fellow PGA Professionals have an appreciation for his hard work, generosity and kindness. Mike is true to a service philosophy he learned years ago: focus your time equally on the people, the game and the business; spending too much time in any one arena will certainly lead to deficiency in the others.

As a certified Plane Truth instructor Mike's passion as a teacher is evident, as he emphasizes the study of the mental-physical connection. His continuing education includes his work with Shane Lebron and the Plane Truth team, along with Jim Hardy and Chris O'Connell. Mike has also worked with outstanding high school and Division 1 college players and was coached by PGA Tour champion Cameron Champ as a junior, which is a testimony to his ability.

Mike served four years as president of the NCPGA North State Chapter, as well as four years on the Section Special Awards Committee. As a leader, Mike sets direction, inspires vision and provides resources for his staff to excel. He asks nothing of others that he has or would not do himself. With a focus on communication and an emphasis on goal setting, Mike tasks himself and his team on how to continually enhance the member/guest and staff experience at North Ridge Country Club.

Hearty congratulations to Mike Galli, the 2020 NCPGA Golf Professional of the Year.

"In a challenging year where golf became an escape for so many people, including avid players and newcomers to the game, this group of PGA Professionals and industry executives delivered an experience that helped both the game and business of golf in so many ways."

—Len Dumas,
Executive Director,
Northern California PGA



Assistant Golf Professional of the Year Owen Miller, PGA

Montreux Golf and Country Club

This year's Assistant Golf Professional of the Year goes to Owen Miller, PGA, assistant golf professional at Montreux Golf and Country Club in Reno, Nevada. This award recognizes a PGA Assistant Professional for their

overall performance in leadership, service to the Section and community, and promotion of the game of golf.

Owen's PGA experience began in 2010 in Michigan, and he joined the team at Montreux in March of 2016, attaining PGA Membership in September of that year. Owen accepts his roles as a mentor to associates on their journey to PGA Membership as well as daily team leader of 25. He works closely with associates on their bookwork, while also maintaining his skills as a player and instructor.

His commitment is to all members at Montreux, including adults and juniors and he regularly plays with them, setting a goal of 10 to 15 new members each season. Along with Zach Jonas, director of golf, and John Hermans, head golf professional, Owen spends the winter months volunteering his time in the golf-in-schools program and taking the game to the community. Owen is a certified US Kids coach and has a TPI junior level 2 certification, exhibiting his passion for all who play.

Congratulations to Owen Miller, the 2020 NCPGA Assistant Golf Professional of the Year.



Teacher and Coach of the Year Matt Flenniken, PGA

Los Lagos Golf Course

The NCPGA is pleased to recognize Matt Flenniken, PGA, director of instruction at Los Lagos Golf Course in San Jose, as this year's Teacher of the Year. This award honors a PGA Member for outstanding services as a golf teacher, innovator and coach.

For 35 years, Matt has taught the game at a rate of 2,000 lessons per year—an astonishing 66,000 lessons to date. As one of the game's most prolific stewards, Matt's balance of skills and his dedication to the advancement of all that is good with golf delivers long-term relationships. His long-standing "mastery of teaching" and first-class club fitting combine for a best of breed PGA best practice. His "on-course advantage" is designed to teach how to conduct business golf, enabling the use of the game as a tool to improve business.

During the pandemic, Matt opened an online teaching portal for remote learning and started a YouTube channel to offer free instruction. He is a huge supporter and contributor for Section events such as the Player-Teacher Forum. He has also participated in many national teaching forums. While Matt has high standards, players from tour caliber to beginners experience quality instruction. The bottom line is that Matt brings business to the golf course and produces successful golfers.

Congratulations to Matt Flenniken, the 2020 NCPGA Teacher of the Year.



Player and Youth Player Development Awards Jill Womble, PGA

First Tee Tri-Valley at Pleasanton Golf Center

The NCPGA is delighted to recognize Jill Womble, PGA, program director at First Tee Tri-Valley at Pleasanton Golf Center in Pleasanton, as the recipient of both the Player Development

and Youth Player Development Awards. The former bestows special recognition on a PGA Member who has displayed extraordinary and exemplary contributions and achievements in the area of player development. The latter is given annually

to a PGA Member who has made extraordinary and exemplary contributions and achievements in the area of youth player development.

A PGA Professional for 13 years, Jill is the lead instructor for the PGA HOPE program at Pleasanton Golf Center, where she works closely with PGA peers to deliver exceptional programming to deserving veterans. As program director for First Tee Tri-Valley, she also oversees the national school program, life skills experience classes, LPGA Girl's Golf outreach and more. In fact, Jill sees 13,500 juniors per year in the national school program and coaches 700 students. She enjoys coaching and mentoring participants and observing their growth, while also working closely with organizations such as the Special Olympics, American Heart Association, Easter Seals, Girl's Inc. and Foster A Dream to name a few. She has impacted the young lives of many while continuing to grow her programs. Most importantly, Jill is passionate about golf, growing the game and most of all watching others fall in love with the game she fell in love with as a child.

Many congratulations to Jill Womble, the 2020 NCPGA Player Development and Youth Player Development Awards recipient.

2021 NCPGA Section Special Awards Nomination Process

In 2020, PGA of America integrated a new system for Special Award nominations and submissions through a platform called OpenWater and offered use of the system at no cost to all Sections.

Process Summary:

- Members will have access to OpenWater to create account.
- Members complete and submit online nomination forms in OpenWater. Members will complete one form per nominee and check off all the award categories that apply to the nominee.
- Automatic confirmation emails are sent to the nominators.
- After eligibility of the nominee is confirmed, he/she will receive an email inviting them to complete and submit the appropriate award application form.
- Nominators will be able to assist and edit the submitted award application for their nominee for grammatical improvements and content.
- Award application must be finalized for submission by deadline.

The 2021 NCPGA Special Awards portal will be open for nominations May 1 through June 15, and submissions June 16 through July 31, 2021. Any questions please contact Suzy Schneider (sschneider@pgahq.com) at the NCPGA Section office.

2020 NCPGA Special Awards(cont'd.)



PGA Professional Development Award
Jeremy Gray, PGA

Northern California Golf Association

Jeremy Gray, PGA, golf administrator at the Northern California Golf Association (NCGA) located in Pebble Beach, is the 2020 Professional Development Award recipient, which is given to a PGA Member who embodies a commitment to the education and skill advancement of the Section's members and associates.

As a Northern California Golf Association administrative team member since October of 2013, Jeremy was instrumental in educating NCPGA Professionals on the World Handicap System (WHS), launched in 2020. Jeremy serves as the assistant director of Course Rating for the NCGA, and visits 40 to 50 facilities per year. He discusses WHS course-rating system applications and measurement requirements, while servicing NCGA handicap hardware. These tasks exhibit Jeremy's communication skills as he contacts and interacts with hundreds of industry partners and participants annually. It is no small task to explain and implement a system incorporating the nuances and technicalities of six world-wide organizations. Through passion for and commitment to the game, industry, his colleagues and all those who play the game of golf, Jeremy exemplifies the purpose recognition of this award.

Congratulations to Jeremy Gray, 2020's PGA Professional Development Award winner.



Bill Strausbaugh Award
Eric Jones, PGA

Eric Jones Golf Academy

The NCPGA proudly bestows the Bill Strausbaugh Award on Eric Jones, PGA, founder of the Eric Jones Golf Academy in Castro Valley. This award acknowledges a PGA Member who mentors fellow PGA Professionals by improving their employment situations through service to the community.

Eric's earliest mentor was his grandfather, Charles Seaver, one of the top amateur golfers in the 1930s. Seaver's commitment to the game made a huge impression on Eric, as did Ernie Barbour, who taught him compassion and putting students' needs first.

Eric also gained knowledge of the human side of performance from Dr. Glen Albaugh. Golf has been Eric's "something larger than himself," and he has done his best to give back and help others reach their full potential. He has written for *Tee Shots Magazine* and has been a regular presenter at Dr. Albaugh's performance workshops, where he developed a "business of teaching" presentation for the Player-Teacher Forum. He also developed Redwood Canyon's first-ever teaching academy, serving both adults and juniors.

His five keys to distance and four books on performance skills have helped more than 30,000 golfers around the world. Eric continues to be a strong advocate for the game and the benefits available for those who embrace the challenge.

Sincere congratulations to Eric Jones, the 2020 NCPGA Bill Strausbaugh Award winner.



Player of the Year
Kenny Pigman, PGA

Jack Tone Golf

The NCPGA is pleased to honor Kenny Pigman, PGA, head golf professional at Jack Tone Golf in Ripon, as the 2020 Player of the Year. Kenny, who has been a Class A PGA member since 2016, moved from the Southern California PGA Section, where he was also Player of the Year, to the Northern California Section in 2019. He is a former winner of the PGA National Assistants Championship. This year, he competed in five tournaments and amassed a total of almost 946 points. He was a winner in NCPGA Pro Series 1 and Pro Series 3, and also finished as runner-up in the Pro Series 2.

Congratulations to Kenny Pigman, the 2020 NCPGA Player of the Year.



Assistant Associate Player of the Year
Kyle Hansen, PGA

Bidwell Park Golf Course

The NCPGA is pleased to recognize Kyle Hansen, PGA, assistant golf professional at Bidwell Park Golf Course in Chico, as the Assistant Associate Player of the Year. A Class A PGA Member since March of 2020, Kyle is a previous recipient of this award as a PGA associate in 2017. He competed in five of seven tournaments this year and finished with 804 and a half points with a win in the AA Medal Play.

Congratulations to Kyle Hansen, the 2020 NCPGA Assistant Associate Player of the Year.



Senior Player of the Year
Dave Carr, PGA

Teal Bend Golf Club

Dave Carr, PGA, director of instruction at Teal Bend Golf Club, in Sacramento, is the 2020 NCPGA Senior Player of the Year. A repeat winner in this category, Dave has been a Class A PGA Member since 2011 and earned 543 and a half points. He played in eight of the 12 tournaments this season, winning three. He won the Super Senior Pro-Pro 7 and tied for first place in the NCPGA Senior Section Championship and Senior Pro-Pro 8. He also has previously played in the prestigious U.S. Open.

Sincere congratulations to Dave Carr, the 2020 NCPGA Senior Player of the Year.



Super Senior Player of the Year
Jim Hosley, PGA

Green Valley Country Club

Jim Hosley, a PGA Life Member from Green Valley Country Club in Fairfield, is the 2020 NCPGA Super Senior Player of the Year. Jim, who worked at Baywood Country Club for almost 37 years, has been a Class A PGA Member since 1978. He competed in all nine tournaments in 2020, finishing with 144 and a half points with one win, one second place and three third place finishes. He also won the Super Senior Pro-Pro 7.

Congratulations to Jim Hosley, the 2020 NCPGA Super Senior Player of the Year.



About the Northern California Section of the PGA of America (NCPGA)

Organized in 1920 to promote interest in the game of golf, the birth of this association was heralded as an important step to the advancement of the game in this district. The Northern California Section is one of the 41 designated Sections of the PGA of America, the world's largest working sports organization. With more than 1,100 dedicated PGA Professionals and apprentices at more than 500 golf facilities in Northern California and Northwestern Nevada, the association continues to have a positive impact on the game of golf and communities both regionally and nationally.

2020 NCPGA Special Awards(cont'd.)


Merchandiser of the Year – Resort
Ronny Theobald, PGA
Bailey Creek Golf Course

Ronnie Theobald, PGA, head golf professional at Bailey Creek Golf Course in Westwood, is the Resort Merchandiser of the Year Award recipient, recognizing him as a PGA Member who has excelled in business and merchandising for the promotion of golf. This award is the

next step in Ronnie's success at Bailey Creek, beginning with his promotion to head golf professional from assistant professional in 2013.

Changing tactics in 2020, Ronnie and his team updated displays as merchandise arrived as opposed to the traditional schedule of updating every one-to-two weeks. In addition to this successful approach, Ronnie focuses on merchandise that covers varied price ranges for golfers and non-golfers, while assuring the brands bring a new energy to the golf shop and create a buzz. Ronnie has found that exhibiting the Bailey Creek logo is paramount to sales and thus is proudly displayed.

Congratulations to Ronnie Theobald, the 2020 NCPGA Resort Merchandiser of the Year.


Merchandiser of the Year – Private
David Pfisterer, PGA
Clear Creek Tahoe

The NCPGA is proud to recognize David Pfisterer, PGA, head golf professional at Clear Creek Tahoe, in Carson City, Nevada, as the 2020 Private Merchandiser of the Year, acknowledging him as a PGA Member who has excelled in business and merchandising for the

promotion of golf.

It didn't take David long to make an impact in the NCPGA, as he joined Clear Creek Tahoe from La Romana Country Club in the Dominican Republic in April 2018. David's merchandising prowess is exemplified through his accomplishments in a shortened season, with an average of only 5,000 rounds. His daily activities include 20 percent of the day planning, buying, coordinating with vendors, monitoring inventory levels, measuring the financial impact, and interacting with Clear Creek Tahoe members and guests. Merchandise displays are changed weekly in order to provide members with a consistently fresh look and reveal the variety of choices, appealing to the Lake Tahoe lifestyle. An integral aspect of David's success is the

inclusion of staff members in the selection and coordination of merchandise and marketing. This requires continuing education on trends, brands, products and available technologies, while searching for new opportunities and unknown but appropriate and attractive brands.

Congratulations to David Pfisterer, the 2020 NCPGA Private Merchandiser of the Year.


Merchandiser of the Year – Public
Tom Morton, PGA MP
Haggin Oaks Golf Complex

Tom Morton, PGA Master Professional, director of coaching & instruction at Haggin Oaks Golf Complex in Sacramento, is the 2020 NCPGA Public Merchandiser of the Year Award recipient. This award recognizes PGA Professionals who have excelled in business and

merchandising in the promotion of golf.

Opened in 1932, the Haggin Oaks facility features 36 holes and hosts 100,000 rounds of golf per year. With more than 15,000 square feet of merchandise display, goods from more than 200 manufacturers are offered and the average inventory level tops two million dollars. Merchandise displays are changed on a daily basis.

The Haggin Oaks Golf Expo, America's largest demo-days event, attracts more than 24,000 people over a three-day weekend. Almost 200 vendors help sell \$750,000 in merchandise that weekend. Tom reports that five consistent elements highlight the Haggin Oaks super-shop experience: 1) interaction ensuring a connection with clients; 2) originality by being different, authentic and natural; 3) connectedness in making customers feel the experience has been created exclusively for them; 4) unexpectedness in creating unique experiences, displays and promotions; and 5) reliability by exceeding customer expectations every time.

Hearty congratulations to Tom Morton, the 2020 NCPGA Public Merchandiser of the Year.


Club Fitter of the Year
Lionel Rodgers, PGA
PGA Tour Superstore

The NCPGA is pleased to honor Lionel Rodgers, PGA, fitting specialist at the PGA Tour Superstore in East Palo Alto, as the 2020 Club Fitter of the Year.

Lionel is certified with all the major manufacturers including Titleist, Callaway, TaylorMade, Mizuno, Cobra, PING and more. He has obtained master certifications and advanced master certifications from Callaway clubs and from Sean Toulon and Mike Shannon for Odyssey and Toulon putters. He is a leading team member at the PGA Tour Superstore, working with professionals both inside and outside to help them improve their skills in the art and science of club fitting.

His fitting van experience uses a Foresight GC quad launch monitor, employing high speed cameras to capture swing and ball data. He fits for irons, metals, hybrids, putters, wedges, balls and shafts. He offers customers a one-on-one personalized experience allowing him to dial in shaft and head combinations for every golfer, no matter age or ability. Customer input is imperative in the interactive experience. Last year Rodgers performed 881 fittings.

Sincere congratulations to Lionel Rodgers, the 2020 NCPGA Club Fitter of the Year.


Golf Course Superintendent
of the Year
Jim Ferrin, CGCS
Timber Creek Golf Course

This year's Golf Course Superintendent of the Year Award goes to Jim Ferrin, CGCS, superintendent at Timber Creek Golf Course in Roseville.

Immersed in the golf business for 44 years, Jim began as a greenskeeper and quickly advanced to management. A Northern California superintendent for 34 years, he has been a certified superintendent for 27 years. He loves golf as a game—and as a profession. As a golfer he sees the course from a player's perspective and as a superintendent he is a skilled agronomist, environmentalist and business manager. He communicates with owners, general managers, golf professionals and maintenance staff.

Jim serves as president of the California Alliance for golf, a coalition of groups representing golf's interest throughout the state. As a member of the government relations task force, he helped to reclassify golf as an essential business during the Covid-19 pandemic, leading to golf courses opening throughout the state.

Jim has supported First Tee, the Latina Golfers Association and the Audubon Cooperative. He also works to better the environment and the sustainability of golf courses.

Congratulations to Jim Ferrin, the 2020 NCPGA Golf Course Superintendent of the Year.



2020 NCPGA Special Awards(cont'd.)



**Sales Representative of the Year
Lee McCormick**

PING Golf

This year's Sales Representative of the Year Award goes to Lee McCormick, sales representative for PING Golf. An employee of PING since 1984, Lee has been serving NCPGA Professionals for more than 27 years. He does this through more than 40 PING

fittings and demo days every year. Lee has also been involved with many initiatives including sponsoring NCPGA match-play qualifiers and championships, club-fitting seminars, and arranging for PGA Professionals to visit PING headquarters in Phoenix, Arizona for club fitting and manufacturer information. He has also arranged for PGA HOPE participants to receive PING equipment in conjunction with the Morton Golf Foundation and the annual Golf and Guitars fundraiser.

Lee's territory extends from Redding to Turlock in the south and from Napa to Winnemucca, Nevada west to east. He serves almost 100 golf facilities and accounts for \$2.4 million in annual sales. His key to success is to develop relationships that earn trust and extend beyond the business, and always have his customers' best interests at heart.

Congratulations to Lee McCormick, the 2020 NCPGA Sales Representative of the Year.



**Sports Media Person of the Year
Michael Jacobi**

KSCO Radio

Michael Jacobi, radio personality at KSCO Radio in Santa Cruz, is the 2020 NCPGA Sports Media Person of the Year.

Listening to Michael's radio program "raising the standards" is like taking a golf lesson to music. For the past 20 years, he has highlighted junior and amateur golf and his list of guests includes Ken Venturi, R.J. Harper, author James Dodson and Roger Maltbie, among others. From weekly updates on local golf news and events to annual TV interviews at the AT&T Pebble Beach Pro-Am, he has provided an outlet for those who love the game. NCPGA Members are always welcome on the air and young professionals have an outlet to reach the public.

Michael has paid special attention to the effect of the current Covid-19 pandemic on the state of the game, keeping the public informed on open facilities and virus updates relative to the game. For 40 years he has hosted his own charity golf tournament "the Jacobi" benefitting junior golf. He says in his 50-year career, he has gone from stiff to senior shafts on a journey in which he endeavored to make a difference and help promote things that matter—jazz and golf.

Congratulations to Michael Jacobi, the 2020 NCPGA Sports Media Person of the Year.





PGA

Northern California Section

411 Davis Street, Suite 103

Vacaville, CA 95688

Section Staff Contact Information

General Number: (707) 449-4742

Len Dumas, PGA CCM

Executive Director/COO
Ext. 104
ldumas@pgahq.com

Sheri Sam

Managing Director, NCPGA Foundation
Ext. 105
ssam@pgahq.com

Bob Epperly, PGA

PGA HOPE Lead Instructor
bepperly@pgahq.com

Caitlyn Doyle, PGA

Assistant Executive Director/Communications
Ext. 102
cdoyle@pgahq.com

Junko Suzuki, PGA

PGA Jr. League Regional League Manager
jsuzuki@pgahq.com

Max Hecker

Operations Manager
Ext. 103
mhecker@pgahq.com

Shawn McEntee, PGA

Tournament Director
Ext. 106
smcentee@pgahq.com

Shelby Zell

Member Services
Ext. 100
szell@pgahq.com

Suzy Schneider

Programs Coordinator
Ext. 101
sschneider@pgahq.com

