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NCPGA GOLF PROFESSIONAL
OF THE YEAR

2019

Annual Review

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NORTHERN CALIFORNIA SECTION 2019 Annual Review

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NCPGA ANNUAL REVIEW

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2020 NCPGA OFFICERS

Dede Moriarty, Presidio Golf Course – President
Ed Winiacki, Baylands Golf Links – Vice President
Eric Lippert, Pebble Beach Golf Links – Secretary
Bob Young,
Hole-in-One USA – Honorary President

2020 DISTRICT 11 DIRECTOR

Bill Troyanoski, Half Moon Bay Golf Links

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 & Chief Operating Officer
Nancy Maul – Executive Director, NCPGA Foundation
John Brownwood – Membership Services Assistant/
Player Development
Caitlyn Doyle – Executive Assistant &
Communications Specialist
Max Hecker – PGA Works Fellow
Shawn McEntee – Tournament Director
Carol Pence – PGA Career Consultant
Suzy Schneider – Programs Coordinator
Junko Suzuki – PGA Jr. League Regional League Manager

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President's Report



Dede Moriarty, PGA
President NCPGA

Greetings to all NCPGA Members and Associates. It's hard to believe how quickly this year has gone by. It has been an honor to serve as your President this year. Many thanks to our Officers, Board of Directors, and Committee Members for your participation and dedication to serving our members and growing the game. Thanks to DII District Director Bill Troyanoski, PGA MP for all you do to serve our Section and District.

Congratulations to all our NCPGA Award Winners. It is special to be recognized by your peers and I hope you all enjoy this time. Congratulations to Eric Lippert, PGA who was awarded the highest honor in our Section, NCPGA Golf Professional of the Year.

We have had some amazing moments this year, including the induction of our second Hall of Fame Class: Rick Jetter, PGA, Steve Menchinella, PGA, Ken Morton Sr., PGA, Gary Plato, PGA, Ken Venturi, PGA and Jim Langley, PGA. It was an evening to remember and a real glimpse into the history of our Section.

Our NCPGA Foundation has made a transformational jump forward thanks to the hard work of Nancy Maul, Suzy Schneider, Bob Epperly, PGA and Foundation President Tim Burr, PGA. As of this year we have touched the lives of more than 1,000 veterans in Northern California. "Impacting Lives through Golf" becomes a very real experience when working with our Veteran Community. The Foundation continues to award Associate Scholarships and grants to our Members.

On June 25, 2019, NCPGA Professionals played in the first ever LGBTQ Pro-Am at TPC Harding Park. I would like to give a shout-out to Greg Fitzgerald, PGA (Diversity & Inclusion Committee Chair) for organizing the SF Pride Pro-Am. Given SF history, it found a great home at Harding, and we look forward to next year already.

We have so much to look forward to in 2020 and beyond. I encourage everyone to get involved in your Section in some way. Join a committee, Section and/or Chapter. Go to meetings and events, or just play more golf. Let's make our Section "The Best of 41!"

Finally, thank you to our NCPGA staff Len Dumas, PGA, Nancy Maul, Caitlyn Doyle, PGA, Shawn McEntee, PGA, Suzy Schneider, John Brownwood, Bob Epperly, and Max Hecker for all you do. It is much appreciated.

Warm wishes,

Dede Moriarty, PGA
PGA Golf Instructor, Presidio Golf Course

2019 Executive Annual Report (cont'd.)

Executive Director/ COO's Report

Len Dumas, PGA CCM

*Executive Director & Chief
Operating Officer, NCPGA*



2019 continued our reorganization, this season involving our Board of Directors. We are grateful for the passion to serve in the NCPGA Section, exhibited through the election of Ed Winecki, PGA and Eric Lippert, PGA, as Vice President and Secretary, respectively. Additionally, Bob Young became our Honorary President, well establishing our Officer core through 2021. Our collective thanks to Mike Mazzaferri, PGA for his decades of service, guidance, leadership and friendship. We are a strong organization due to the relentless pursuit of a decision process based on what is best for NCPGA Members and Associates, and no greater advocate exists than Mike, who is focusing now on the continued development of his facility Sierra Sage Golf Course, with no question success will result. Thank you, Mike.

Administrative Changes Continued in 2019

Our NCPGA Section team establishment was front and center again in 2019. Caitlyn Doyle, PGA joined us as Executive Assistant/Communications Specialist, John Brownwood as our Member Services/Player Development leader, longtime Section Member Shawn McEntee, PGA became our Tournament Director, and Max Hecker is with us through the PGA Works program. This level of staffing and their skill sets allow us to more efficiently execute our mission as well as expand our activities throughout the NCPGA Section footprint, no small task.

Branding and Facilities

As to the "home office," we are engaged in talks with our property manager to expand our square footage, as our lease expires. Access to the 80 corridor is of vital importance to our activities as we are consistently and constantly on the road. We will create a larger conference room, allowing us to more properly host our Board of Directors, committees, sponsors and allied partners. We shall also create a library for our vast files, freeing up substantial square footage in our primary space. We will also utilize the hallway in exhibiting and promoting our long history, mission, and those who paved the way for our success.

The PGA – Harding Park, May 2020

Foundation and much committee work is underway as we head to hosting the PGA in May of 2020. Our primary responsibilities will revolve around the players and the practice area, as well as Section hospitality. We look forward to hosting the world as the best players in the game come for a visit. If you have not already done so, please volunteer for this great event as we showcase the wonderful City of San Francisco as well.

To team NCPGA, thank you for being the best: Nancy, Suzy, Caitlyn, Shawn, John, Bob and Max.

Thank you all, it is an honor to serve.

Len Dumas, PGA CCM

Executive Director/COO NCPGA

Vice President's Report



Ed Winecki, PGA

*Vice President,
NCPGA Board of Directors*

Revenue Analysis

Operating results for the 10-month period ended October reflect a YTD net operating income of \$59,862. Compared to the budget net operating income of \$32,206, the variance is a positive \$28,000. As we ended the year, the ebbs and flows stabilized, evidenced by the on-budget variances in the Section Meetings, General and Administrative, Allied Association, Communications and Membership categories.

2019 in summary

The Section is in a much different place now than where we were one year ago, when our President, Dede Moriarty, was at the top of our leadership as our lone wolf officer. Bill Troyanoski took the reigns as our District 11 Director and hit the ground running, thank you Bill. The Board then transitioned with the installation of myself and Eric Lippert as the VP and Secretary, respectively. Our Honorary Past President Mike Mazzaferri stepped down after many great years of service to focus more on his career and his son, now in the family business, thank you Mazz. The Board then welcomed with open arms a new Honorary Past President, Bob Young, thank you Bob. I also thank Dede for her leadership in her first year as President—things are really looking up!

2020 Outlook

We will all be proud and remember forever being part of history as the 2020 PGA happens at Harding Park! We all have a chance to volunteer in our own Section for our own Championship and will know we had a part in its enormous success as eyes from around the world will be upon us. WOW is all I can say!

I also want to point out how great the future looks for our Association in so many ways:

- I am so proud of our leadership who recently voted to allow non-US citizens the chance to be eligible to become PGA Members. Our brand needs to continue to grow worldwide and this vote will help continue to grow the game across the globe, another great step in that direction.
- The PGA of America's headquarters move to Frisco, Texas is underway with construction and planning. The more that I learn about this, the more I truly see how great this will be for our brand, our game and our professionals for many future generations to come.
- After spending time with Seth Waugh on four occasions in 2019, I can say we are very lucky to have him and his leadership for our associations. With President Whaley, Vice President Richerson, and Secretary Lindert guiding the way with our Board of Directors and executive management team, we should all feel proud and lucky to be PGA Professionals during the next few years which will be the most historic in our association's 103-year history!

Ed Winecki, PGA

General Manager, Baylands GolfLinks

Secretary's Report



Eric Lippert, PGA

*Secretary,
NCPGA Board of Directors*

It is an honor to serve as your NCPGA Secretary for the years 2019–2021. 2019 marked the election of myself as Secretary and Ed Winecki, PGA as Vice President, as well as Bob Young, PGA as Honorary President. We hope that the long term of stability in our Section has returned as we near the end of another year of substantial change. As we move forward into 2020, we shall engage a Bylaw Review Task Force to continue assuring ourselves and Section Members and Associates that we are fully vested in compliance, procedure, and of course, current on process and content as the world changes rapidly.

2020 is a PGA of America National Secretary election, so the Officer core and Executive Director will be attending a Super Regional event March 17 - 18 with Districts 9 & 10, site not yet determined. At this writing, there has been no formal announcement of any candidate, so be assured that we will inform you as soon as we learn who they may be.

NCPGA Membership as of November 2019 is shown below:

Total Membership:	1,056
Total Members:	904 (14 Inactive; 16 Class F)
Total Associates:	152 (27 Suspended)

Since 01/01/2019:

New Facilities:	8
New Associates:	33
New Members:	29
Transfers into our Section:	34

I would like to thank and recognize our outstanding staff for all they do for us: Len Dumas, Nancy Maul, Caitlyn Doyle, Suzy Schneider, Shawn McEntee, John Brownwood, Max Hecker, and Bob Epperly. We appreciate them and are lucky to have them! Thank you for your dedication and service.

Eric Lippert, PGA

Head Golf Professional, Pebble Beach GolfLinks

District 11 Report

Bill Troyanoski, PGA MP CCM

*District 11 Director,
PGA of America*



NCPGA Members and Associates enjoyed a successful Annual Meeting at Green Valley Country Club. It was also an honor to join the NCPGA officers and executive team in West Palm Beach for the 103rd PGA Annual Meeting. Highlights included:

• CEO Seth Waugh discussed:

- A promising outlook for a deferred compensation plan for our members and addressed healthcare.
- The exciting launch of digital platform PGA.com.
- Our strong championships that continue to grow the game and serve members.
- Our partnerships are strong and expanding globally; recent agreements include Aon and BMW.

• President Suzy Whaley discussed:

- The importance of playing the game among our leadership.
- Focusing on growing the game and connecting with as many students as possible.
- The first PGA Women's Cup in 2019; she captained the women's team to victory October 22 – 26 in Austin, Texas.

• Vice President Jim Richerson provided:

- An overview of the fiscal year 18B ending on March 31, 2019, indicating that ADP funding was \$160,000 in 2018/2019 and future funding currently will be tied to CPI.

• Secretary John Lindert discussed:

- A membership update and PGA's commitment to assisting with career development.
- PGA Members serving as general managers have grown from 1,591 in 2009 to 2,694 in 2019.
- Recent advancements in the Lifelong Learning platform and new online programs like Nextgengolf, focused on recruiting future associates.

Delegates approved Resolution 1 by 114 – 1, removing the Citizenship/Residency/Work Status clause from the Bylaws, enabling the PGA to be a stronger and more inclusive Association. Also approved was Resolution 2 by 110 – 5: "Eligibility for the Life Member-Active Classification," declaring that to transfer to the this classification, all otherwise eligible Members must have completed the entrance level of PGA Education.

The PGA of America is on an exciting path and leadership's commitment to the PGA Member is of the highest priority. Our heartfelt thoughts and prayers continue to go out to all our family impacted by the California wildfires.

Sincerely,

Bill Troyanoski, PGA MP CCM

General Manager, Half Moon Bay GolfLinks



Foundation Report

Tim Burr, PGA
President, NCPGA Foundation

Since PGA HOPE Northern California started in the fall of 2015, more than 650 veterans have graduated the program and well over 1,000 veterans have attended at least one clinic. All our professionals who have been involved can testify to how this program has positively influenced the lives of veterans in our communities. I extend a heartfelt thanks to the eight sites that hosted HOPE programs in 2019. Without the support of facilities and their management teams, these programs couldn't exist.

- Baylands Golf Course, Palo Alto, CA
- Bayonet & Blackhorse, Seaside, CA
- Cypress Lakes Golf Course, Vacaville, CA
- Diablo Creek Golf Course, Concord, CA
- Haggin Oaks Golf Complex, Sacramento, CA
- Metropolitan Golf Links, Oakland, CA
- Pleasanton Golf Center, Livermore, CA
- Presidio Golf Course, San Francisco, CA

In addition to our PGA HOPE programming, your Foundation has continued to support juniors through the Langley Scholarship fund. We have now funded 25 juniors in the pursuit of higher education. Stay tuned as we share some of their journeys over the coming months—some in the corporate world, some pursuing professional golf. The Chris Thomas Associate Scholarship program has funded 19 NCPGA Associates, with 11 of them now Class A Members with most of the others in their Level 3 studies.

We continue to provide program grants to PGA Members; the most recent went to Greg Fitzgerald to help with transportation to a LatinX golf program incorporating STEM and founded by a young high school student, Alexia Gutierrez.

Your NCPGA Foundation Board has accomplished so much this year through their connections, professional networks and enthusiasm to make great leaps forward in our fundraising and program awareness in the community. I would also like to recognize our non-PGA Directors Andy Dolich, Bob Hoffman, Rich Cerussi, Mark Killeen, Lydia Morasky, Mark Bryden, Mike Steinbaugh and Frank LaRosa for their continued time and effort in making 2019 a banner year. I would like to personally thank Nancy Maul, Suzy Schneider, and our newest addition Max Hecker and of course our PGA members Dede Moriarty, Bill Troyanoski, Len Dumas, and Bob Epperly, for their passion and hard work to make our NCPGA Foundation a success.

It has been an astounding and most rewarding journey to serve on our Foundation Board for the past few years. I encourage you all to get involved, even if just for one day at one of the clinics. I guarantee your perspective of PGA HOPE and the impact the Foundation makes will change drastically.

Impacting Lives Through Golf

Respectively,

Tim Burr, PGA
Director of Golf, Blackhawk Country Club

YOUR NCPGA FOUNDATION



IMPACTING LIVES

THROUGH GOLF

2019 was a tremendous year for the Northern California PGA (NCPGA) Foundation. With your support, we have now served more than 1,000 veterans through PGA HOPE; awarded our first Chevron Langley Veteran's Scholarship; announced Keena Turner, 49ers Legend, as our PGA HOPE Ambassador; and hosted the successful 2nd Annual PGA HOPE Rally Scramble at Green Valley Country Club on Veterans Day. Every one of the veterans we've served has their own unique story of struggles and how PGA HOPE has helped them in their process of healing. It's through the dedication of our PGA Professional HOPE instructors, and the generosity of our donors, that we have been able to impact—and in some cases save—lives.

And, for our NCPGA Members and Associates, we continue to award the Chris Thomas Associate Scholarship fund, as well as offering PGA Member Grants. Those who received the Chris Thomas Scholarship are now Class A Members. The Jim Langley Scholarship also continues to provide funds for high school seniors to support and encourage continuing education by assisting students residing within the bounds of the NCPGA Section with post-secondary schooling. See *Where Are They Now?*—more lives we are together impacting through golf. Our financial strength and breadth of programming continues to

grow. The NCPGA Foundation also participates in Guidestar, the world's largest source of information on nonprofit organizations, where we were awarded the Silver Seal of Transparency. As we look toward the future, we are excited to expand our impact in the communities that we serve through our three-fold mission: to serve veterans—their health and their families; to provide resources to PGA Members serving their communities in Northern California and Northwestern Nevada; and to grow the game of golf. We are inspired every day by the words of gratitude received from the veterans we serve, our associates and Langley scholarship winners, our community of supporters ... and from our PGA Professionals who provide life-changing experiences for so many through the game of golf. Join us in the mission: visit www.ncpgafoundation.org.

*Apply for a Member Grant to help support your junior golf or military programs

*Suggest your associates apply for a Chris Thomas Associate Scholarship

*Contact Suzy Schneider to learn how you can get involved with PGA HOPE, or apply for a Member Grant

IMPACTING LIVES THROUGH GOLF

1,022
VETERANS SERVED
SINCE OCTOBER 2015

QUALITY OF LIFE

+88%

SENSE OF ISOLATION

-100%

SOCIAL INTERACTION

+100%

10%
FEMALE

50%
VIETNAM VETERANS



Where Are They Now?

Your support of the Chris Thomas Associates Scholarships has made a difference for Northern California Associates. The following have become new Class A PGA Professionals:

- Kyle Butterfield – A-8, Diamond Oaks
- Joe Calhoun – A-8, Almaden G&CC
- Kevin Chen – A-1, Castlewood CC
- Eric Gray – A-20, Travis Mathew
- Kyle Hansen – A-8, Bidwell Park
- Travis Howser – A-6, Michael International Golf Academy (Shanghai, China)
- Blake Jirges – A6, Henry Brunton Golf at Strawberry Farms (So Cal Section)
- Scott Peterson – A-8, Coyote Creek Golf Club
- Nick Price – A-8, California Golf Club of San Francisco
- Billy Reibel – A-8 Presidio Golf & Concordia Club
- Paul Shorts – A-1 Catta Verdera Country Club
- Jae Young Won – A-6, GOLFTec @ Rocklin



YOUR NCPGA FOUNDATION

What Are They Up To?

Your support of the Langley Scholarship Fund has made an incredible difference in the lives of student athletes. Following is just one story of success among many.

2014 Jim Langley Scholarship Winner Megan Conder

After graduating from Heritage High School in Brentwood, California, I began college as a student athlete at the University of Oregon. I continued my work with the First Tee through the Portland Chapter as my part in giving back. I pursued my golf game, competed and adjusted to life as a college student.

Unfortunately, during my freshman year I seriously injured my ankle. After multiple surgeries, I was in a cast and then a boot for some time, and required a great deal of physical therapy. At that point I had no idea how long I would not be able to play.

For any athlete, this is a pivotal moment in their life. But although extremely difficult, I was very fortunate in a different way. This injury took me down a path that was very instrumental in my life. As an Art History major as well as an athlete, I enrolled in a class called Art of the Athlete, which greatly helped me to deal with the mental challenge of not playing my sport.

I became quite involved with the class, soon assisting with its teachings and helping other athletes who needed a safe setting aside from sports, as I totally understood the hardship of injuries. My very first project was working with a shooting victim from the Umpqua community college nearby. This began it all, and I am always grateful for each day.

While continuing my rehabilitation and therapy, I carried on working with the Art department and the University of Oregon's art museum. I assisted with many Art Education projects and travels to Paris and Italy. I worked with athletes as well as small children, memory care patients, and PTSD patients with Art therapy projects at our museum and nearby centers. During the summer, I worked exclusively as associate director for Art of the Athlete, assisting classes and coordinating our Art therapy work with high-risk youth in Seattle, Washington.

This job allowed me to not only travel and meet people all over the world, but also to touch lives in a very special way. Assisting with the program's global education, I again traveled to Paris—as a 2018 graduate with my Art History degree!

After graduation, my golf game was becoming quite solid. I began to see glimmers back to where it was so long ago. I gave myself a good year of not only working with museum projects, but also working daily on my game. I was now physically strong, mentally strong and ready to go back on the course as a competitor.

I have worked very hard and look forward to playing at a whole new level. I am confident not only in my game, but also in myself. I have grown so much in the last five years and each step, or hurdle, has been a building block to my foundation as a person, and as an athlete. At this time, I have begun my journey as a golfer on tour, and am 100% committed to my golf game as my career. I thank you for believing in me and your support for us all.





NCPGA SPECIAL AWARDS 2019



**Golf Professional of the Year
Eric Lippert, PGA**

Pebble Beach Golf Links

The Northern California Section of the PGA is proud to honor Eric Lippert of Pebble Beach Golf Links with the 2019 Golf Professional of the Year Award. This award honors the professional whose total contributions to the game best exemplify the complete PGA Professional. Since he became a Class A Member in 2007, Lippert has sought

avenues of involvement with the Section. With a goal to be a consummate representative of the PGA, he settled on four important principles.

First is teaching and playing ability. Recognizing the importance of knowledge of and expertise in playing the game, he understood that the ability to teach the game is a skill that takes time to develop. And teaching in close one-to-one sessions builds relationships. Second is community service and volunteerism. He knew that successful professionals championed causes within their communities and realized that nothing is more rewarding than giving back and making a difference in the community. Third is integrity. Lippert says that by definition, integrity means adherence to moral and ethical principles. Honesty is paramount in building relationships with customers, peers and business partners. Fourth is mentoring. He says that a passion for the job will always show in your work and it will be contagious to others. Inspire those you work with ... and deepen bonds with your customers.

Lippert feels that his commitment to these principles has given him experiences beyond his imagination, including competing in a major

championship and representing his country as a player and a coach. Lippert knows that a great leader is one who recognizes how to discover talented people. He then sets them up for success ... and gets out of their way. His leadership is built on fairness and honesty and by making morally and ethically principled decisions.

Lippert has served the Section as a member of the NCPGA Board of Directors and is currently Secretary of the Board. He is a member of the Education Committee and is liaison to the 2020 PGA Championship. He held officer positions at the Chapter level as well.

Through his passion to deliver excellence to all, Lippert inspires fellow golf professionals, including guests and employees alike. His passion for the game and the business drives him toward self-improvement and the desire to deliver on all promises. He appreciates sharing the pure joy of someone experiencing Pebble Beach for the first time. Whether it's a customer, a new employee, or an intern, he is motivated to see that their experience is all they have dreamed about. By focusing on the experience of others, it helps him stay inspired and motivated to keep things fresh. He has been known to remind the staff to take a moment to look around and remember where they are.

At the end of each year, Lippert contemplates what he can do to further his experience ... to improve ... to be impactful. He takes on new challenges, one personal and one professional, developing them with the sole intent of adding to his personal betterment—and the betterment of the Professional Golfers Association. Hearty congratulations to Eric Lippert, the 2019 NCPGA Golf Professional of the Year.



Sponsor Birk Nelson (at left) of Orange Whip Trainer enjoyed showing products to President Dede Moriarty and Bob Epperly.



**Player Development Award
Shawn Kelly, PGA**

The Ridge Golf Course

The Northern California Section of the PGA is proud to bestow the Player Development Award to Shawn Kelly of the Ridge Golf Course. Along with teaching more than 200 lessons a year, Kelly has mentored many professionals on the creation and implementation of instruction programs at their own facilities. At the Ridge, Kelly offers the

Operation 36 program, where students start at 25 yards and must shoot 36 to advance to the next five distances. His wedge clinics and putting and green-reading clinics help students maximize their short games. Always, Kelly keeps the instruction simple and consistent. He goes into local public schools with the SNAG program for younger students, and also works with local high school players for individual and group lessons. For the past 15 years, he has written a weekly golf article for the *Auburn Journal*. Kelly is a director on the NCPGA Board and liaison for the Tournament Committee. He competes regularly in Section tournaments. More than 20 of Kelly's former students have received golf college scholarships and a few of his junior golfers have gone on to become PGA Professionals. Sincere congratulations to Shawn Kelly, our NCPGA Player Development Award winner.

Photos to the right:

(Top) The NCPGA Section's winning staff gathered around the Wanamaker Trophy!

(Bottom) Duly elected members AJ Musser, Bill Troyanoski, John Hughes and Nick Bailey are sworn in to service on the Section Board of Directors.

Note: All photos of Award Winners are by Marcia LaRosa.



**Assistant Professional of the Year
Donn Achen, PGA**

Del Monte Golf Course

This year's Assistant Professional of the Year Award goes to Donn Achen of Del Monte Golf Course. For 14 years, Achen has been an involved supporter and mentor to PGA/PGM students. While leading the training department he coached new associates and PGA Members in providing world-class service. Most recently, he created a "yardage guide" for new hires. Each hole has specific training focus to address customer service, retail merchandising, resort F&B, and more. The handy pocket guide has proven to be a terrific education resource. He also wrote and distributed "Be the T-I-D-E—based on the concept that a rising tide raises all boats ... it's a format of coaching he created for both associates and supervising professionals. The goal was to leverage resources and maximize teamwork to benefit the PGA Associate in achieving PGA Membership. His articles on providing world-class customer service and creating new training materials have been included in *PGA Magazine's* best practices series. For the 2019 US Open, Achen chaired the Leaderboards Committee training and managed more than 200 volunteers. Congratulations to Donn Achen, the 2019 NCPGA Assistant Professional of the Year.



2019 NCPGA Special Awards (cont'd.)



Discover the therapeutic benefits of CBD.

Care By Design Hemp is excited to partner with the Northern California PGA, and introduce pros and enthusiasts alike to the many benefits of CBD. Thanks to proprietary blends of botanicals, each of our full-spectrum hemp CBD products offers a unique effect that is sure to help you elevate your game.



carebydesignhemp.com
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Care By Design Hemp products contain hemp-derived CBD and less than .03% THC. To learn more, visit carebydesignhemp.com
* Offer expires June 30, 2020



**Bill Strausbaugh Award
Tom Morton, PGA**

Morton Golf / Haggin Oaks Golf Complex

The NCPGA proudly bestows this year's Bill Strausbaugh Award on Tom Morton of Morton Golf. Morton's impact on his fellow professionals can be realized in one-on-one relationships as well as in creating opportunities for PGA Professionals to learn, grow and reach their ultimate career goals. While you will find him supporting his own team members, he has also been a featured speaker at the Youth and Family Golf Summit, the PGA Merchandise Show and at the Canadian PGA's National Teaching and Coaching Conference. After becoming the very first PGA Master Professional in player development within the PGA of America in 2016, he was asked to mentor others beginning the process, including PGA of America President Suzy Whaley. He has served on national PGA committees including player development and coaching and development. For more than 20 years, he has served on and chaired the Section Player and Teacher Development Forum, bringing nationally recognized instructors to our area. For Morton, it is important to be involved ... be informed ... and make meaningful contributions to society through service and involvement. Congratulations Tom Morton, the 2019 NCPGA Bill Strausbaugh Award winner.



**Horton Smith Award
Tom Morton, PGA**

Morton Golf / Haggin Oaks Golf Complex

The NCPGA is pleased to name Tom Morton of Morton Golf as this year's winner of the Horton Smith Award. From an early age, Morton was taught that giving back and contributing to his peers was the right thing to do. Even as a PGA Associate, he was involved in the Northern California Section and now also serves and contributes to the national PGA of America. His commitment and philosophy toward education and training can best be described with the Japanese word "kaizen." This is a philosophy of continuous improvement of working practices and personal efficiency. Each and every day, he considers himself "under construction." He believes today he will be a little bit better than he was yesterday, and tomorrow a little bit better than he is today. This mentality has created a life spent reading, attending education seminars and doing anything he can to educate himself further on matters that affect his team, his business and his ability to connect with the consumer. Setting an example is not the main means of influencing others ... it is the only means. Congratulations Tom Morton, the 2019 NCPGA Horton Smith Award winner.



**Youth Player Development Award
Justin Russo, PGA**

Bayonet Black Horse

The 2019 winner of the Youth Player Development Award is Justin Russo of Bayonet and Blackhorse Golf Courses. Russo believes that many of the life skills we develop can be mirrored and learned through our experiences in golf. For the past 20 years, he has been a leader in youth golf. He has served as Tournament and Clinic Director for the AT&T Pebble Beach Junior Golf, growing the organization to record levels of play. He has run more than 250 junior golf tournaments on the Monterey Peninsula. His Justin Russo Golf Academy, PGA Jr Golf League and Summer Sports Academy have all contributed to growing the game. He partners with Santa Catalina School, providing unique programs to develop students' skills and passion for the game. Russo feels that a player who enjoys the learning process while getting positive results is bound to play more golf and do their part to grow the game. His philosophy leads to self-discovery, picture-perfect mechanics and self-confidence. As Head Golf Professional for Monterey Peninsula College, he has mentored more than 25 players who have become PGA Class A Professionals. Hearty congratulations to Justin Russo, our Youth Development Award winner.



**Teacher of the Year
Ross Kroeker, PGA**

Pebble Beach Golf Academy

The NCPGA is pleased to recognize Ross Kroeker of the Pebble Beach Golf Academy as this year's Teacher of the Year. Kroeker has 30 plus years of experience teaching golf and has been mentored by some of the top instructors in the world including Jim Flick, Martin Hall, Ben Doyle and Laird Small. Using a straightforward approach, time-proven technique and the benefit of advanced technology, Kroeker creates an enjoyable and memorable lesson experience for his students. Teaching and coaching juniors is one of his greatest joys. As the varsity golf coach at Carmel High School for the past 10 years, he has developed specific junior programs focused on developing high school golfers and competitive junior golfers. Many of his students have received college golf scholarships. He understands the importance of a welcoming environment for new women golfers, seniors and players with disabilities. He believes in paying it back not only by sharing what he knows, but also by being a good role model for younger professionals, as his mentors did for him. Congratulations Ross Kroeker, the 2019 NCPGA Teacher of the Year.

2019 NCPGA Special Awards (cont'd.)



Club Fitter of the Year
Tom Rezendes, PGA

NorCal Golf Academy

The NCPGA is pleased to honor Tom Rezendes of the NorCal Golf Academy with the Club Fitter of the Year Award. Rezendes believes that club fitting and instruction should complement each other and go hand in hand. In the past year, he has fit almost 200 students with drivers to putters to full sets. He uses high-speed Foresight Sports GC Quad

Launch Monitors for precise tracking of club path, face angle, attack angle, impact location, lie angle, spin and much more. He also utilizes one of only two GEARS systems in California, capturing 360 frames per second. He feels that customers are confident with the results of fittings using such high-end technology. He even checks that the new clubs have accurate specs before being shipped to clients. He was selected by *Golf Magazine* as one of the 25 elite club fitters in the country for 2019. He has been selected as a California Top-50 Instructor by *Golf Digest* and has made numerous appearances on Golf Channel's Morning Drive. He has spoken at the PGA Show at the GEARS booth on the value of club fitting and instruction going hand in hand. Congratulations to the 2019 Club Fitter of the Year, Tom Rezendes.



Patriot Award
Robert Smith, PGA

Granite Bay Golf Club

The NCPGA presents its 2019 Patriot Award to Robert Lee Smith II from Granite Bay Golf Club. Smith has made an impact with veterans and their golf activities since 1992, when he helped disabled veterans to learn the game of golf. In 1999, he took a more formal role by specializing in psychology skills and obtaining certifications in

neurolinguistic programming and time-life therapy. Transferring to Mather Golf Course in 2000 to be near the veteran's hospital, he began working with veteran groups and contributing complimentary golf lessons. After time in Florida, he returned to California and Granite Bay where he began as an instructor for PGA HOPE Northern California in 2016. He has spoken at the VA, offering solutions to post-traumatic stress on how mental performance can be enhanced and how golf can be a positive catalyst toward rehabilitation. When he mentors young PGA Professionals, he involves them in programs for veterans telling them about the reward of changing lives. His daily motto is to strive to be a better version of your very best self each day not only for yourself ... but for others to benefit. Congratulations to Robert Lee Smith II, the NCPGA Patriot Award winner.



Golf Course Superintendent of the Year
Doug Heinrichs

Montreux Golf & Country Club

This year's Golf Course Superintendent of the Year Award goes to Doug Heinrichs of Montreux Golf Club in Reno, Nevada. Heinrichs has been in the golf business for 38 years with the last 21 at Montreux. He has hosted the Barracuda Championship, several Nevada State Amateurs, US Amateur

Qualifiers and more. He has been very active in recruiting and training interns at Montreux, saying there is no better way to use his skills than to share them with others. Heinrichs is proud to have trained eight assistants who have gone on to become local superintendents. In 2007, he began the lengthy process to certify Montreux under the Audubon Cooperative Sanctuary Program. They are certified in environmental planning, water conservation and quality management, chemical use reduction and more. His key to success starts with his passion and "do whatever it takes" attitude. He is a perfectionist, an environmentalist and a teacher. He recognizes the importance of teamwork, knowing that a vision cannot be created without a well-trained crew who have a bit of passion themselves. Congratulations to Doug Heinrichs, the NCPGA Golf Course Superintendent of the Year.

Assistant Associate Player of the Year
John O'Leary, PGA

La Rinconada Country Club

It is our pleasure to announce PGA Associate John O'Leary of La Rinconada Country Club as the Assistant Associate Division Player of the Year. An active competitor, O'Leary competed in eight events throughout the season. He won top honors in the Titleist-Footjoy Pro-Scratch & AA MP5, tied for first place in the AA Division Medal Play 4 and tied for second in the AA Match Play Championship. Congratulations to John O'Leary the 2019 Assistant Associate Player of the Year.



Senior Player of the Year
Rodney Wilson, PGA

Sunnyvale Golf Course

We are pleased to honor Sunnyvale Golf Course PGA general manager Rodney Wilson with the Senior Player of the Year Award. Wilson competed in an impressive 10 senior events this year, capturing second place in the Senior Match Play Championship and tying for third in the Senior-Super Senior Pro-Pro 8.

Wilson has been a steady competitor on the NCPGA Cup Team and past winner of the Section's Senior Professional Championship. Congratulations to Rodney Wilson, our 2019 Senior Player of the Year.



Super Senior Player of the Year
Scott Hoyt, PGA

Pasatiempo Golf Club

We are pleased to name PGA Professional Scott Hoyt, general manager of Pasatiempo Golf Club, as our Super Senior Player of the Year. Hoyt was the points leader after competing in 10 events, winning titles in five events including Super Senior Stroke Play Championship and the Super Senior Match Play Championship, along with

winning the Super Senior Pro-Pro 1, Super Senior Pro-Pro 2 and Super Senior Pro-Pro 6. Congratulations Scott Hoyt, our 2019 Super Senior Player of the Year.



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2019 NCPGA Special Awards (cont'd.)



**Sports Media Person of the Year
David Marzetti**

The Shagbag Show

This year's Sports Media Person of the Year Award goes to Dave Marzetti of the Shagbag Show in Monterey. Marzetti has been broadcasting live Saturday mornings for the past 17 years from Del Monte Golf Course. The show is dedicated to spotlighting and promoting the game of golf and the people who work in it. Local NCPGA

Professionals are often guests on the show to talk not only about their home courses, but also to offer playing tips making the game more fun for family and junior golf. The show is also a weekly vehicle for listeners to know about golf events in the area by featuring the local professional to talk about the event. Marzetti has also broadcast live from the AT&T Pro Am for the past 25 years. Additionally, he has broadcast from US Opens at Pebble Beach, First Tee Opens, US Amateur and more. The Shagbag Show has been on the air longer than any show in the market and Marzetti has no plans to quit! He will continue to offer airtime to the professionals who make golf a successful business. Congratulations to Dave Marzetti, our 2019 Sports Media Person of the Year.



**Sales Representative of the Year
Mark Attebery**

Cobra / Puma Golf

The Northern California PGA is proud to honor Mark Attebery with the Sales Representative of the Year Award. Representing multiple lines, Attebery has always been quick to support the Section and others. He sponsored the NCPGA North State Chapter Pro/Pro, the San Joaquin Valley Chapter Match Play, along with staff caps and shirts for

the First Tee of Greater Sacramento. He is most proud of his efforts to help families affected by the Camp Fire in Paradise, California. Twenty-two young men on the Paradise High School Golf Team were provided new Cobra golf bags and clubs and Puma apparel and footwear. This joint effort was supported financially by Morton Golf Foundation and Cobra Puma Golf. He has grown his Cobra Puma account by more than double to 1.7 million. Attebery operates about 70 demo days a year and conducts as many as 30 trunk shows. He feels there are many reasons for success like being honest ... transparent ... positive ... and following through on agreements. He will bend over backwards in support of local PGA Professionals. Attebery says people in the golf business create smiles every day of the year. He takes that seriously. Congratulations Mark Attebery, our Sales Representative of the Year.



**Merchandiser of the Year – Public
Derek Zachman, PGA**

Timber Creek & Sierra Pines

The NCPGA is proud to honor Derek Zachman of Timber Creek and Sierra Pines Golf Courses with the Public Merchandiser of the Year Award. His merchandising philosophy is to provide quality products at a fair price. He goes for high turnover at a slightly lower margin. Zachman wants customers to feel they are getting the best deals

available when they shop at his course. This will create a sense of customer loyalty along with a personal relationship with each sale. Small orders with new products allow clients to see new items in the golf shop with every visit. He changes his displays every month and rotates inventory, so the shop has a fresh look along with new products. When Zachman recognized that Adidas turnover wasn't up to par, before the new season's shipment, he created a sale for members to purchase 3 Adidas shirts for \$99. Members were satisfied and two-year-old inventory was cleared and the course made more than \$7,000 on the sale. Zachman spends about a quarter of his time merchandising the 27-hole facilities. Congratulations to Derek Zachman, the Public Merchandiser of the Year.



**Merchandiser of the Year – Private
Mike Dowd, PGA**

Oakdale Golf & Country Club

Mike Dowd of Oakdale Golf and Country Club takes this year's honor as Private Merchandiser of the Year. With primarily the same customers in the shop, Dowd wants them to feel they're walking into a new shop every month. He does this with new merchandise, displays that are rotated in and out, and seasonal décor. He will even completely

switch or move physical displays to other parts of the shop so that people are forced to move around and see with a fresh set of eyes. Dowd holds the Big Shoe Sale in February, when all the shoe vendors are on hand for a one-day trunk show. Members can compare shoes and register for a free pair donated by vendors. The Valley Golf Expo, Demo Day, and Tent Sale bring local Stockton-Modesto clubs together to sell merchandise and introduce their clubs to visitors. Dowd feels that introducing new promotions and sales every year keep members looking for the latest event while keeping interest at a high level. When previous promotions are brought back, the members are apt to mark calendars for these as well because they know what to expect. Congratulations to Mike Dowd, the NCPGA Private Merchandiser of the Year.



PGA female members and friends celebrate the completion of a great year and prospects for an exciting 2020!



**Merchandiser of the Year – Resort
Travis Alley, PGA**

Tahoe Mountain Club

This year's Resort Merchandiser of the Year Award goes to Travis Alley of Tahoe Mountain Club in Truckee. With a season that lasts only 150 days from mid-May to mid-October, there is much to be done in a short amount of time. Alley spends almost half of his time in the merchandising area of the facility changing displays every two

weeks in season with a minimum of 10 shuffles per year. With almost 50 manufacturers represented in his shop, his philosophy is to buy what sells. Running sales reports daily, weekly, monthly and yearly allows him to know his clientele. He keeps it simple by buying what sells. He keeps an eye on industry trends and what tour players are wearing, finding that these are often the most desired items. Alley monitors demographics and their buying tendencies to determine brands to purchase as well as quantities. Overall, he recognizes the importance of knowing the customer. He says buy for them ... and do a thorough job of monitoring the results. Congratulations Travis Alley, our 2019 Resort Merchandiser of the Year.



**Player of the Year
Scott de Borba, PGA**

Valley Hi Country Club

The NCPGA is pleased to honor Scott de Borba, PGA Assistant Professional from Valley Hi Country Club with the Player of the Year Award for his exceptional tournament performance this year. Highlighted by a win in Pro Series 4 & MPQ, de Borba's strong performance across seven events led to being top point leader in the Section.

Congratulations to Scott de Borba, our 2019 Player of the Year.



**Women's Division Player of the Year
Katherine Marren, PGA**

Quail Lodge & Golf Club

The Women's Division Player of the Year Award for 2019 goes to Katherine Marren of Quail Lodge & Golf Club. In the race for this award, just one-half point separated the competitors in second and third place, but Marren wrapped it up with her two tournament wins. She took first place with a 75 in the first event held at Quail Lodge &

Golf Club, and won the Stroke Play Championship held at Half Moon Bay Golf Links Old Course with a 73. This was a transitional year for the Women's Division with the re-introduction of the Women's Stroke Play Championship and regular division events for the first time in many years. All players look forward to building on this momentum in 2020. Congratulations to Katherine Marren, the Women's Division Player of the Year.

**2020 NCPGA Section Special Awards
New Process with OpenWater**

PGA of America has integrated a new system for Special Award nominations and submissions through a platform called OpenWater and has offered use of the system at no cost to all Sections. The NCPGA Section will begin using OpenWater for its 2020 Special Awards process.

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.
- NEW! 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 2020 NCPGA Special Awards portal will be open for nominations May 1 through June 15, and submissions June 16 through July 31, 2020. Any questions please contact Suzy Schneider (sschneider@pgahq.com) at the NCPGA Section office.

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PRO-SERIES 1

November 5, 2018 (part of 2019 wrap-around season)
Supported by: Oakley, PGA Tour
Location: Richmond CC
Winner: Pat Steffes (Burlingame CC) 49 points

PRO SERIES 2 WITH NET PRO-AM

January 28
Supported by: PGA Tour
Location: Ruby Hill GC
Winner: David Solomon (Napa Valley CC) 68 (-4)

PRO-SERIES 3/PRO-SCRATCH

February 11
Supported by: PGA Tour
Location: Castlewood CC
Winner: Steve Watanabe (The Bridges GC) 66 (-6)

PRO-SCOTCH

March 4
Presented by: Yamaha
Location: Diablo CC
Winner: John Crater (Corral De Tierra) / Brian Keck (The Preserve GC) 67 (-4)

CLUB TEAM CHAMPIONSHIP

March 18-19
Presented by: Club Car, Cobra Puma Golf, AMA Golf, Golf ScoreCards
Location: Bayonet & Black Horse
Winner: Wolf Run GC (Steve Hummel / Tyler Ramsey) 68-72 (-4)

PRO-SERIES 4/MATCH PLAY QUALIFIER

April 1
Presented by: PGA Tour
Supported by: Cutter & Buck, GT Golf Supplies
Location: Yolo Fliers Club
Winner: Scott de Borba (Valley Hi CC) 67 (-5)

NCPGA MATCH PLAY CHAMPIONSHIP

April 8-10
Presented by: Omega
Supported by: Sterling Cut Glass
Location: Pasatiempo GC, Coyote Creek GC, Cypress Point GC, Spyglass Hill GC
Winner: Stuart Smith (Somerset G&CC) wins 3-2 over Pat Steffes (Burlingame CC)

MOVERS, SHAKERS, AND MONEymAKERS

May 13
Presented by: CIG (Capital Insurance Group), E-Z-Go
Supported by: Ahead USA, GP Golf Insurance Solutions
Location: Contra Costa Country Club
Winner: Swenson Park GC (-28)
Joseph Smith (p), Cesar Enriquez (a), Kyle Nelson (a), Robert Soria (a)

SENIOR-JUNIOR CHAMPIONSHIP

May 20
Contributions by: Evolve Golf
Location: Napa Valley CC
Winner: a tie for 1st
Hae Lee (Sunken Gardens GC) / Rodney Wilson (Sunnyvale GC) 66-61 (-17)
Don Winter (Castlewood CC) / David Solomon (Napa Valley CC) 63-64 (-17)

CAL STATE CLUB CHAMPIONSHIP

June 3-4
Presented by: The Row, IIT Golf Vacations
Supported by: NFP Hole-in-One USA
Location: Old Greenwood, GC at Grays Crossing
Winner: Menlo CC
Robert Poole / Scott Altick 64-64 (-16)



Congratulations to Menlo Country Club's Robert Poole and Scott Altick, 2019 Cal State Club Champions!

4-PRO SCRAMBLE

June 24
Presented by: The Row, Club Car
Supported by: Callaway, Tagmarshal
Contributions by: Evolve Golf, Homestretch Golf
Location: Somerset G&CC
Winner: Somerset G&CC staff,
Stuart Smith, Corey Hobbs, Robert Dugan, Dave Carr
(-17) score of 55

NORTHERN CALIFORNIA OPEN

September 9-11
Location: Coyote Creek GC
Winner: Don Leafstrand 69-72-67 (-8)

PRO-PRESIDENT CHAMPIONSHIP

October 28
Presented by: Club Car, CBD Care by Design
Supported by: Antigua, Rapsodo
Location: Lake Merced Golf Club
Winner: Somerset G&CC team
Stuart Smith / Marty Rasmussen (-11) 61



Congratulations to our Pro-President Champions! Stuart Smith, PGA and Marty Rasmussen of Somerset Golf & Country Club fired a score of 61 (-11) to win the title. Thank you to Lake Merced Golf Club for hosting and to our sponsors Club Car, Antigua, Rapsodo & Care By Design CBD.



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Committee and Chapter Annual Reports

Please visit www.ncpgalinks.com to review Committee and Chapter Annual Reports.

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