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## E-NEWS

Keeping PGA of BC members informed

December 16, 2009

**ARE YOU A "MY"?  
GETTING THE PERSONAL OWNERSHIP IN  
BUSINESS**

**THE CALLAWAY GOLF/PGA OF BC SPRING  
EDUCATION SEMINAR IS TAKING SHAPE**

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BEST NEW CANADIAN COURSE**

**PULLCARTS FOR SALE**

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**2010 EMPLOYMENT VERIFICATION FORMS  
NOW AVAILABLE ONLINE**

**\*\*\*IMPORTANT REMINDER - ALL  
MEMBERS\*\*\***

**ARE YOU A "MY"?  
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OWNERSHIP IN BUSINESS**



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Want something posted in E-News? Please send job postings (including compensation range), items for sale and other news of interest to Communications & Member Services Coordinator Stacy Reykdal at the PGA of BC office ([stacy@pgabc.org](mailto:stacy@pgabc.org)).

• **THE CALLAWAY GOLF/PGA OF  
BC SPRING EDUCATION  
SEMINAR IS TAKING SHAPE**

In addition to renowned golf instructor **David Leadbetter** being the keynote presenter at the seminar **March 16-17, 2010**, a full program of solid content is being arranged for PGA of BC professionals.



• **Clarity Success** coaching specialists **Kevin MacDonald** (pictured above) and **Shelley MacDougall** will offer a powerful presentation on "**Living the Life as a Golf Pro**" - how to enhance the happiness, health and wealth of golf professionals and all of their staff.

• Everybody's heard of Facebook and

### By Tom Shay

*(Tom Shay is a retail management expert who can help you grow your pro shop business. Tom will be a guest speaker at the PGA of BC Spring Education Seminar on March 16, 2010. Check E-News every week for details of his appearance along with other presenters such as legendary golf instructor David Leadbetter.)*

Think about the conversation between two individuals. If we talk about health, you will likely hear someone mention, "My doctor", or "My dentist". A person is also likely to use, "My mechanic", or "My butcher". Of course what you first see as a common point between our four examples is the use of the word "my".

Examine the statements a bit further, and what you will find is that the person is actually making a much stronger statement than what first appears. For you see, what the statements indicate is the existence of a relationship between a customer and where they are doing business.

Something has happened to cause the customer to take a piece of "personal ownership" in the person or company selling the goods and services. Does anyone call you mine? Too often the customer does not take ownership in where they do business. And that is a problem too many businesses face.

In the book, "The Experience Economy", the authors, Pine and Gilmore talk about the various levels a customer can experience when they do business. Looking at our industry for examples, the business transaction can occur on a very low level. The authors refer to this as a 'commodity purchase'.

The purchase could be for any of the products or services you sell. The transaction is referred to as a commodity purchase because the customer is often heard to ask, "What is the price of ...?" And the salesperson recites the price of the item. In this transaction, the customer sees no additional value with this store; no service, information, or special help. The store is just a place to go and exchange money for a product or service.

Slowly but surely, everything the store sells is reduced to a commodity. When this happens,

Twitter, but do you really understand them? **Jeff Ciecko of CK Golf Solutions** will present on "**Social Media**"- what is it and how you can use it for your business - a preview of the critical social media sites you should be using.

• **Tom Shay of Profits Plus** will present on ways to successfully do business in a nervous economy by countering the doom and gloom of media reporting and focusing on what works for your own business. (See Tom's latest article at left in this week's E-News.)

• And **Fitcorps Fitness** specialists **Dave Longmore** and **Chris Baxter** will provide advice on the general differences between golf fitness and regular fitness along with the keys to having clients understand the message a golf instructor wants to convey.

Book those dates today - March 16th and 17th - for a once-in-a-lifetime opportunity to learn firsthand about teaching the golf swing from teaching guru David Leadbetter as well as the other great presenters arranged.

Specific details on enrolment, pricing and timetable will be available through E-News and on the PGA of BC website in January.

The seminar will take place at **Marine Drive Golf Club** in Vancouver.

### • **GOLF DIGEST NAMES SAGEBRUSH 2009 BEST NEW CANADIAN COURSE**



The **Sagebrush Golf & Sporting Club**, in

there is little need to have quality sales help, advertising, or any number of other assets you traditionally find with a great, or even good store.

The authors go on to talk about businesses that work to move the transaction to a higher level. An example of this second level is the customer who again asks for a certain product. Instead of the scenario we first described, the sales person asks the customer what they are doing with the product. And upon hearing the answer, the salesperson determines that the requested product is incorrect and takes the opportunity of directing the customer to the correct product.

Perhaps the sales person asks the customer if they have all of the necessary accessories for their purchase. How many times have you made a sale, only to have a customer return an hour or two later looking for something they forgot or ran out of? While the customer may be unhappy with themselves for what they forgot, they may also be saying, "I sure wish you had reminded me about getting some ...." In providing the service, this scenario is reduced if not eliminated.

The next level of shopping is the experience. Think of a parent coming into your business to buy a birthday gift for a child. And as you interact with them, they stop at a display and mention how they remember their interests as a youth.

With the store that provides an experience, within minutes the interaction between customer and sales person becomes a lively exchange of conversation. At the conclusion, the customer is thanking the sales person for the great time they had, and for the help in renewing their interest in something from their past.

Before we end, there is another level of the transaction that can occur. It is a transformation. After their purchase, we call the customer to find that their purchase is still sitting in the bag on a shelf in their home. The experience with your business may have been great, but the customer has not moved any further.

Is it the fault of the business that the customer has failed to do anything with their purchase?

British Columbia's Nicola Valley, has been named the **Best New Canadian Course for 2009 by Golf Digest Magazine.**

"It is a great honor to be recognized by one of the most authoritative publications in golf and by one of the game's most knowledgeable and prestigious panels of course rankers," said **Richard Zokol**, CPGA member and former PGA Tour player. "This very prestigious award is a tribute to Sagebrush investors, cofounder Terry Donald, my co-designers Rod Whitman and Armen Suny, Superintendent Norley Calder, and everyone who has worked so hard to make this dream a reality."

Earlier this year, **SCOREGolf Magazine named Sagebrush Best New Course in Canada.**

The Golf Digest panel of 950 male and female golfers evaluated courses using five criteria: Shot Values, Design Variety, Resistance to Scoring, Memorability, and Aesthetics.

"All four of our winners [Canadian, U.S. Private, Public and Remodel] were designed by senior golfers with decades of grit, experience, and wisdom under their fingernails, working the old fashioned way: by hand, in the field, not a blueprint among the four winners," wrote **Golf Digest Architecture Editor Ron Whitten** announcing the awards in the January 2010 issue. "The three amigos [Zokol, Whitman and Suny] have a distaste for conventional architecture that forces features upon the land."

Faithful to the spirit and origins of the game, while incorporating modern-era minimalist design philosophies and state-of-the-art agronomy, Sagebrush embodies traditional values that golf at its best and most exhilarating represents.

"It is tremendously rewarding that the two most respected and influential golf magazines in North America recognize and appreciate our vision of how golf courses can, and should, be designed," said

Directly, it is not. But there is little chance the customer would ever return to make another purchase.

However, there is an opportunity to do something about it. For what if that customer did something with their purchase? What if they had a great time and then decided they wanted another? Perhaps within a year they would see the customer making additional purchases. Yes, it is an opportunity and the responsibility of the business, if the business wants to have great customers, to help them enjoy their purchase.

Now we have the kind of customer everyone wants to have! And how can we create that customer?

It can begin with a phone call a week after the purchase to see how they are enjoying their purchase. There could be a monthly newsletter, print or electronic, sent to the customer from the shop. Instead of thinking we have done a great job with a sale, we now look at the job as being complete when we have created an engaged customer. Can you do this with every customer?

Absolutely not! But then again, do you want the customer talking about the shop? Or, MY shop?

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*Tom Shay, CSP is a fourth generation merchant providing proven management and promotional business building ideas through his Profits+Plus Seminars, Profits+Plus Solutions consulting and his best selling books. Tom can be reached at 727-464- 2182 or through his web site: [www.profitsplus.org](http://www.profitsplus.org)*

**[CLICK HERE TO VISIT TOM SHAY'S WEBSITE - "PROFITS PLUS"](#)**

Sagebrush co-founder **Terry Donald**. " It has been an intense and challenging labor of love to bring our shared vision to reality, and it is doubly satisfying to have our minimalist approach acknowledged and appreciated."

Another PGA of BC facility included in the Golf Digest rankings was **The Club at Tower Ranch**, a **Thomas McBroom** design located in the hills above Kelowna. It was named #3 on the list of best new Canadian courses in 2009.

Last year, **Tobiano Golf Course** achieved the same double honors from SCOREGolf and Golf Digest in being named best new Canadian course of 2008.

## • PULLCARTS FOR SALE



**Butch Kelly of Storey Creek Golf Club is selling 25 pullcarts from his shop.**

The carts are Bagboy 3 wheelers with umbrella holders and baskets. The carts are 2 years old.

The asking price is \$25.00 per cart.

If interested, please give Butch a call at 250.923.3673.

## • PLEASE FILL OUT TRADE SHOW SURVEY

**WE NEED YOUR OPINION!**



**The PGA of BC Trade Show is the single largest revenue generator that our Association has in any given year.**

The success of the show is critical to our ability to offer members affordable dues and valuable services.

Now more than ever, there is scrutiny on our trade show from exhibitors and industry associations who want to ensure that their investment in our show pays dividends in the form of solid attendance by PGA of BC members as well as orders written.

Please take a few moments to link to the survey below and fill it out. Information from members will be very valuable as the Board of Directors plans ways to make our Trade Show as meaningful as it can be for members and exhibitors alike.

**Thanks in advance for your assistance on this important issue.**

**[CLICK HERE TO GO TO THE TRADE SHOW SURVEY](#)**

- **2010 EMPLOYMENT VERIFICATION FORMS NOW AVAILABLE ONLINE**

**2010  
Employment  
Verification  
Forms are  
now  
available**



**online on the PGA of BC website -  
[www.pgabc.org](http://www.pgabc.org) - in the Members'  
Only Section.**

CPGA membership cards for 2010 are currently being mailed out to members who have submitted their 2010 Employment Verification Forms and PGA of BC Members' Contract.

**\*\*\*Please note: PGA of BC Members' Contracts only need to be submitted ONCE. So if you submitted a Members' Contract last year, you do NOT need to submit one again\*\*\***

**[stacy@pgabc.org](mailto:stacy@pgabc.org) [info@pgabc.org](mailto:info@pgabc.org)  
<http://www.pgabc.org>**

**604.303.6766 1.800.667.4653**

Both the 2010 Employment Verification Form and the PGA of BC Members'

Contract may be downloaded from the PGA of BC website Members' Only Section.

Both forms may be submitted via fax to the office at (604) 303-6765 or you may email a scanned version to stacy@pgabc.org

**Any changes to your contact details such as address, phone number or email changes should also be reported to the office by email to stacy@pgabc.org or call the office at (604) 303-6766.**

The Employment Verification Form and Member's Contract can be downloaded by clicking on the link in green below, or by going to the website at [www.pgabc.org](http://www.pgabc.org), click on the Members Only icon, click on Forms, and then click on "2009 Employment Verification Form" or "PGA of BC Member's Contract".

If you're planning a trip to somewhere warm and sunny and need your card in a hurry, contact the office.

Thank you to all members for your cooperation!

**[CLICK HERE TO DOWNLOAD THE 2010 EMPLOYMENT VERIFICATION FORM](#)**

• **\*\*\*IMPORTANT REMINDER - ALL MEMBERS\*\*\***

**ALL MEMBERS MUST UPDATE ANY CHANGES TO THEIR CONTACT DETAILS WITH THE PGA OF BC OFFICE.**

It is very important for the PGA of BC office to have your most up-to-date contact information so we may effectively communicate with you. This includes your preferred email address, your home mailing address, and your contact phone number(s).

As well, please inform us of your preferred mailing address, for example, do you prefer to receive mail at your residence or at your place of work?

A number of member cards went missing in the mail last year due to incorrect mailing addresses. Please prevent this from happening to you by ensuring we have your correct mailing address.

**\*\*\*Please note - The PGA of BC office is NOT notified of any updates you make to your contact details on the National website. So if you make any changes on the national website, please notify the PGA of BC office as well.**

Any changes to your contact details may be reported to the office by email to [stacy@pgabc.org](mailto:stacy@pgabc.org) or call the office at (604) 303-6766.

Thank you to all members for your cooperation!

## • **MEMBERS ON THE MOVE**

### **As of December 16, 2009**

**Kristy Finlayson** has resigned from the Canadian PGA

**Gerry Kelly** is no longer the Head Professional at Williams Lake Golf & Tennis Club

**Rick Lalonde** is no longer an Apprentice Professional at Copper Point Golf Club

### **As of December 9, 2009**

**Graham Frey** is no longer at The Harvest Golf Club and moves to Mountain View Golf Club as an Apprentice Professional for the 2010 season

**Mark Forrest** leaves Fraserglen Golf Course to become the new Head Professional at Peace Portal Golf Course

**Kyle Mejaki** is no longer at Morningstar GC as he has transferred to the Ontario Zone to become an Apprentice Professional at Idylwyld Golf & Country Club

**Brent Macduff** is no longer the Head

Professional at Guildford Golf Club

**Tyler Desantis** has resigned from the Canadian PGA

**Ashlee Claydon** has passed the Class A exam and becomes a Teaching Professional at Bear Mountain Golf & Country Club

- **CAREER OPPORTUNITIES AVAILABLE AT [www.pgabc.org](http://www.pgabc.org)**

**NEW**

Assistant or Associate Professional  
Glacier Greens Golf Club

**NEW**

CPGA Assistant Professional  
Copper Point Golf Club

Assistant Golf Professional  
Cranbrook Golf Club

Assistant Golf Professional  
Shuswap Lake Estates Golf & Country Club

Pro-Manager  
Kananaskis Ranch Golf Course

Associate/Assistant Professional  
Castlegar Golf Club

Associate or Assistant Professional  
Golden Golf Club

Assistant Golf Professional  
Lakepoint Golf & Country Club

**[Click here to view careers listed in the Members Only section at \[www.pgabc.org\]\(http://www.pgabc.org\)](#)**

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