



E-NEWS

Keeping PGA of BC members informed

February 17, 2010

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[TRAINWEST MANAGEMENT & CONSULTING INC.](#)

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).

FOR SALE

Morgan Creek Golf Course currently has a CLUB CAR FLEET FOR SALE.

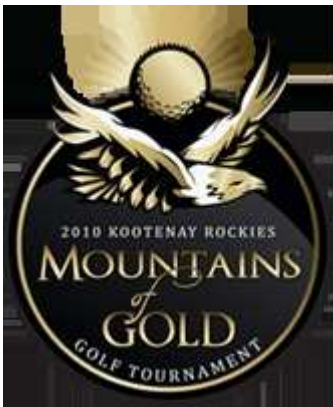
Call 604-531-4653 or email

admin@morgancreekgolf.com for more information.

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MOUNTAINS OF GOLD ENDORSED BY PGA OF BC



The **PGA of BC** is officially endorsing the summer-long **Mountains of Gold golf event** and its season-ending **Gold Rush tournament** that will pay the winner a top prize of up to \$1 million.

"We at the PGA of BC have a responsibility to help grow the game of golf and support our members in Western Canada," said **Brian Butters, Executive Director of the PGA of BC**. "This event is not only unusual in its structure, it also sums up a lot of what golf should be about: golfers having fun, being challenged on outstanding courses, and enjoying the hospitality of a PGA-endorsed event."

The concept of the event is to have golfers travel to the Kootenay-Rockies region of

B.C., play some of the outstanding courses there and stay in first-class accommodation.

Packages for three days of golf and deluxe accommodation are selling for \$549 to \$579 per person. The featured courses are the newly opened **Shadow Mountain GC** and **St. Eugene Resort**.

PGA of BC golf professionals who register participants into the event can qualify to play for the big- money Gold Rush prize over four rounds in mid-September.

The 100 professionals with the most registrations under their name by June 14th will qualify to play. Professionals will also earn commissions for all registrations.

Amateurs qualify for the Gold Rush finals by shooting the lowest net score of the day during the 124-day qualifying season based on a Callaway scoring system or by having their name drawn in a daily draw of all golfers playing at Shadow Mountain.

The Mountains of Gold golf event is a joint initiative between golf courses, accommodators and other service providers in the Kootenay Rockies region of British Columbia, and is being managed by **Wildhorse Event Management**. A charitable legacy is being established to support youth in the region and in addition Mountains of Gold is pleased to support the Canadian Breast Cancer Foundation, BC Children's Hospital Foundation, Canadian Cancer Society, and Alberta Cancer Foundation.

Anyone interested in participating is invited to contact the Mountains of Gold Office toll free at 1 (877) 427- 7847 or log onto www.mountainsofgold.com for more information.

[CLICK HERE TO VISIT THE MOUNTAINS OF GOLD WEBSITE](#)

CRUNCHING THE NUMBERS

By Janice Ferguson
GPA Writer

(The following is a report from the Golf Press Association.)

Since 1995, **Golf Datatech** has become the golf industry's standard for accurate and timely information on the retail sales, inventory, pricing and distribution of golf products through on and off course channels.

But it wasn't until last year that golf apparel market research reports were conducted, and the first findings were in January. The reports capture retail sales data from U.S. green grass shops and off- course retailers, and breaks down the top selling men's and women's apparel brands by price range, clothing type and inventory.

Among the key general findings in this first apparel report were the following:

Men's On Course Apparel

□ The average retail price shirt sold, including short and long sleeve, was \$49.79, and the price range of \$0-\$49.99 accounted for 56.5 percent of the total market. The \$50-\$74.99 price range made up 30.6 percent; the \$75-\$99.99 price range made up 9.2

percent.

□ Tops, including sweaters, vests and fleeces, had an average retail price of \$71.78. The \$50-\$74.99 range accounted for 31.7 percent of the total market, just slightly below the \$0-\$49.99 range (36.1 percent). That was followed by \$75-\$99.99 price tags (13 percent).

□ Pants and shorts sold for an average of \$48.28 and was part of the cheapest price range that made up for 61.9 percent of the market. The \$50-\$74.99 range (28.1 percent) and the \$75-\$99.99 range (6.4 percent) followed.

Women's On Course Apparel

□ Long and short sleeve tops sold at an average price of \$43.28. The \$0-\$49.99 price range accounted for 67.5 percent of the total market; \$50-\$74.99 for 26.1 percent and \$75-\$99.99 for 4.9 percent.

□ Sweaters, vests and fleeces sold for an average of \$60.45. The \$50-\$74.99 price range was 29.9 percent of the total market; \$0-\$49.99 (46.1 percent) and \$75-\$99.99 (11.3 percent).

The Apparel Wire asked Tom Stine, Golf Datatech co-founder, about the report via e-mail.

Apparel Wire: Why did Golf Datatech start apparel market reports?

Tom Stine: The golf apparel market has gone untracked for years and no true benchmark exists for evaluating price trends, sales growth or marketplace positioning for the key brands in the game. This sector of golf retail sales is so important to all golf retailers, and therefore critical to their profitability. The manufacturers and the retailers need to have accurate, timely data on what is going on at the retail level. They need to be able to know, not just guess at, which brands are selling, which price points are most popular, which categories have the most sales, inventory levels, etc. There are more apparel companies than there are hard goods companies. It's a critical category for the entire industry.

AW: How should the reports be used and who benefits from them?

Stine: There are many applications for both manufacturers and retailers. The apparel manufacturers can use the reports to judge the size of the market, its robustness, the popularity of the brands and price points. They can monitor their own brand and its place in the market, as well as see other brands rising or falling. A brand's place in the market isn't just a matter of if it ranks first, or even in the top three. Different brands have different goals. Not all brands compete in all the price points by design. One brand may compete in all the price points, while another only sells apparel in one price point.

Retailers can use the reports to monitor how the brands they carry are doing nationally. It may not matter to an individual pro shop if a brand they do well with isn't so popular nationally, but it's nice to know that information. It may be useful if the brand starts to slow down in that shop. The reports could also be useful if the pro shop wants to take in a new brand and isn't sure which to choose.

Golf shops interested in getting the free monthly reports should contact Suzie Phillips at

sphillips@golfdatatech.com or 407.944.4116.

Apparel manufacturers wanting a sample report should contact Tom Stine at info@golfdatatech.com or 407.944.4116.

COAST HOTELS - SPECIAL ROOM RATES FOR PGA OF BC MEMBERS AT SPRING SEMINAR



Coast Hotels & Resorts has provided the following room rates and booking information for PGA of BC members attending the Spring Education Seminar.

There are three choices of hotels available at the Coast Corporate Rate for PGA of BC members:

-The Coast Coal Harbour Hotel - Comfort room at \$139 / Superior room \$159 per night

-The Coast Plaza Hotel & Suites at Stanley Park - Comfort room \$130 / Superior room \$150 per night

-The Coast Vancouver Airport Hotel (Marine Drive) - Comfort room \$95 / Superior room \$105 per night

When booking online or via phone, use the following codes:

Online Booking Code - GOLF3540

IATA - BCPGA535

[CLICK HERE TO BOOK ROOMS ONLINE](#)

1st ANNUAL FURRY CREEK 2-PERSON SCRAMBLE



Furry Creek Golf & Country Club is holding their 1st Annual 2-Person Scramble on Monday, March 22, 2010.

Date: March 22, 2010

Time: 10am Shotgun Start

Competition:

- Two Person teams playing 18 holes Scramble format
- Tournament is open to both Professionals and Amateurs
- No Handicaps will be used - all prizes awarded based on gross scores

Entry Fee:

- \$200 per team - includes cart and a light lunch
- \$140 of the entry goes to the purse
- Pros paid in cash. Amateurs receive Golf Shop gift certificate.
- Optional \$40/team skins game (cash upon arrival)

To Register:

Call Dean Jackson at 604.896.2224 ext.246 or email at djackson@golfbc.com

Fax entry form to 604.896.2327

Paid entries only - Visa, M/C or AMEX accepted

****Field Limited to the first 50 paid teams****

Proposed Payout - Based on a full Field:

- 1st - \$2100
- 2nd - \$1750
- 3rd - \$1400
- 4th - \$1050
- 5th - \$700

[CLICK HERE TO DOWNLOAD A REGISTRATION FORM](#)

JUNIOR GOLF 2010 & BEYOND!***Separate your Junior Golf Program from the Competition***

Attend this interactive and fast paced junior golf session to learn what is available to you to enhance & support your junior golf program:

- Learn how your facility can become part of an internationally recognized framework for junior golf development
- Be exposed to the latest research on Long Term Player Development
- Find out how the Canadian PGA and RCGA can support you and your programs
- Seminar hours count as credit towards Class A apprenticeship
- Access resources for your junior members and parents
- Conducted by Canadian PGA Master Facilitator Glen Cundari in conjunction with the RCGA

To be part of this exciting movement in Canada REGISTER NOW!

To register, email tlogan@rcga.org with "Seminar Registration - Tuesday, March 2nd (2010)" in the subject line.

DATE: Tuesday, March 2, 2010

TIME: 9 AM - 12 PM

LOCATION: University Golf Club (Vancouver, BC)

FEE: No Charge!

**** Please note space is limited and reserved on a first- come first-served basis****

CENTENNIAL SURVEY

Please take five minutes to complete the 8 question Centennial Survey and help the committee plan for the events. A paper copy of the survey will also be included in the Annual General Meeting mailing in February.

[CLICK HERE FOR THE SURVEY](#)



SPRING EDUCATION SEMINAR REGISTRATION

Be sure to sign up today for the Spring Education Seminar, featuring renowned golf instructor David Leadbetter, who will be on hand to give members of the public and PGA members a full day's worth of anecdotes, tips and instruction.

Cost for the entire seminar is only \$49.00 + GST for PGA of BC Members.

The cost for the **PUBLIC** to attend the David Leadbetter session is \$65.00 + GST.

*This year's seminar features presenting sponsors **Golf Trends, Cambie Surgery Centre, Tofino RV Rentals and Uniglobe Geo Travel.***

Space in the seminar will be held for PGA of BC members only until the registration deadline of March 5th.

After that, spots will be allocated to members of the public on a first-come-first-served basis.

This year's seminar will take place March 16-17 at Marine Drive Golf Club in Vancouver.

Online registration is available through the Tournaments & Events section of the PGA of BC website at www.pgabc.org or by clicking on the link below.

[PLEASE CLICK HERE FOR SPRING EDUCATION SEMINAR - MEMBER REGISTRATION](#)

Members on the Move

As of February 17, 2010

Ryan Street, Neil Ferreira and **Lee Alarie** are no longer Apprentice Professionals at Osoyoos Golf & Country Club

Jason Jurimae has transferred to the BC Zone from Alberta and is now an Apprentice Professional at Gallagher's Canyon Golf & Country Club

Troy Gibbons is now an Apprentice Professional at Gallagher's Canyon Golf & Country Club

Matt Hardman is the new Head Professional at The Redwoods Golf Course

Garth Baulkham's Reinstatement application is approved and he returns to the CPGA as an Apprentice Professional at Creston Golf Club

Eric Thorsteinson's Executive Professional application has been approved and he is now the Executive Professional at Black Mountain Golf Club with **Brice MacDermott** as the Head Professional

Shayne Dysart's Executive Professional application has been approved and he is now the Executive Professional at Bear Mountain Golf & Country Club with **Tony Harris** as the Head Professional

Ashlee Claydon is no longer a Teaching Professional at Bear Mountain Golf & Country Club and moves into the Unattached category

Jeremy Johnson is the new Head Professional of the recently approved CPGA Golf Facility the **Fairmont Hot Springs Mountainside Golf Course**

Andy Girling is the new Head Professional at Kings Links by the Sea

As of February 10, 2010

Russ Darbyshire is now an Apprentice Professional at Pitt Meadows Golf Club

Kevin Maxwell is now an Apprentice Professional at Salmon Arm Golf Club

CAREER OPPORTUNITIES

NEW

Assistant Professional
Vernon Golf & Country Club

Golf Operations Manager
Predator Ridge Resort

Assistant Professional
Storey Creek Golf Club

Assistant Professional

Prince George Golf & Country Club

Custom Fit Technician (CFT)/Sport Rep
TaylorMade adidas Golf Canada

Head Professional
Eaglecrest Golf Club

Assistant Professional
Point Roberts 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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