



## E-NEWS

Keeping PGA of BC members informed

March 31, 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 (only 23 left) - **PRICE REDUCED - Fleet Discounts Available.***

*Call 604-531-4653 or email*

*[admin@morgancreekgolf.com](mailto:admin@morgancreekgolf.com) for more information.*

## ***THE MAJORS GOLF SERIES to launch an exciting program to increase rounds at PGA of BC golf courses***

The **PGA of BC** is pleased to announce the formation of a partnership with **The Majors Golf Series** to introduce the company's revolutionary new software program to BC golf courses for the upcoming season.

The Majors Golf Series is a web-based program that gives golfers the opportunity to combine their own real scores from actual rounds played at a participating course with the scores of "fantasy" PGA Tour selections they make prior to each Major Championship event, such as the Masters, US Open, British Open and PGA Championship. The program takes the combination and generates a Leaderboard specific to each facility on a custom micro site.

"We are always looking for innovative ways to promote the game and help our member courses," said **Brian Butters, Executive Director of the PGA of BC**. "We believe this unique format of a real plus fantasy league is something that golfers of all abilities can enjoy, and is an exciting marketing tool for the operator."

The program engages customers throughout the season by having to play and record

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the  
MAJORS GOLF SERIES

at least one round before each event, generating new ways to capture revenue and creating loyalty. The program will also increase traffic to the host course's website as customers come back to check their Leaderboard status throughout the season.

"With the return of Tiger Woods to the tour this year we know there is going to be a tremendous amount of attention on these major events, and we see this program as an excellent way to get golfers and facilities involved and to capitalize on the opportunity," added Butters.

***All aspects of the program are handled by The Majors Golf Series. All the operators have to do is promote registration at their courses.*** The cost is a simple flat licence fee so the program can be easily profitable by charging a nominal entry fee, selling sponsorships, or both. It is also a good tool to create packages of rounds by including participation as part of the round bundle. The program can also drive F & B business by holding designated "Pre Tournament Selection Nights".

The Majors Golf Series was conceived by a team of golf industry professionals with over 50 years in the industry. Don Adamson, the company founder, intimately understands the demands on the operators so The Majors Golf Series program has been designed to deliver an innovative marketing solution without requiring ongoing maintenance from course staff.

The application has been pressure tested for over 18 months with extensive feedback from both consumers and operators and is now available for the 2010 season.

"We are thrilled to be partnering with the PGA of BC to introduce The Majors Golf Series to the British Columbia market," said **Don Adamson, founder and CEO**. "They instantly understood the marketing value for golf operators to help them increase both rounds and revenue, and we look forward to working with the PGA of BC to help operators get full value from the program."

***The Majors Golf Series is available immediately so courses can begin promoting the program for the first upcoming Major, the Masters.***

***The program is completely flexible, allowing participants to sign up on a major-by-major basis or any combination of events throughout the series.***

For more information, contact Don Adamson at 604.868.5696 or [info@themajorsgolf.com](mailto:info@themajorsgolf.com) or visit The Majors Golf Series website at [www.themajorsgolf.com](http://www.themajorsgolf.com)

[Click here to view the entire news release](#)

## ***Open Election To Fill Vacancy on Board of Directors***

***The PGA of BC invites Class A members who are interested in serving on the Board of Directors to put their names forward to fill a vacancy on the board.***



One Director position, a two-year term, is available to be filled through a special byelection which will be conducted by online voting only.

A member must be a Class A Professional in order to serve on the Board as a Director

or to vote in this byelection.

***To get your name onto the byelection ballot, send an email by 12 noon Friday, April 9th, to Executive Director Brian Butters at [brian@pgabc.org](mailto:brian@pgabc.org)***

All eligible candidates who wish their names to stand will be listed on the ballot.

Candidates will be asked to submit biographical information and to answer the following two questions:

1. Why do you want to run for this position?
2. What do you hope to accomplish as a member of the PGA of BC Board of Directors?

Candidates' data and answers to these questions will be made available to voting members to view online.

*An online election will be conducted until April 23rd and the candidate with the most votes will be declared elected.*

For any further information about this byelection, please contact Brian Butters at (604) 303-6766 or toll-free at 1-800-667-4653 or by email at [brian@pgabc.org](mailto:brian@pgabc.org)

## ***Canadian PGA Radio Show Returns for the 2010 Season***

***-Gary Bernard & Lorne Rubenstein to kick off show as first guests of 2010 on April 3rd -***

The **Canadian PGA** has announced that the very successful **Canadian PGA Radio Show** will return to the airwaves of **TALK 820** on April 3, 2010 and it will kick off the second season with the newly appointed Executive Director of the Canadian PGA, Gary Bernard, and Canadian Golf Hall of Famer Lorne Rubenstein as the show's first guests.



The Canadian PGA Radio Show will air every Saturday morning from 10 am - 11 am EST throughout the golf season on TALK 820 AM in Southern Ontario and live streaming around the world on [www.cpga.com](http://www.cpga.com) and [www.talk820.com](http://www.talk820.com)

"Canadian PGA Members are experts in the game and business of golf and have a fascinating story to tell," said **Bernard**. "The Canadian PGA Radio Show represents a fantastic opportunity and platform to showcase the many success stories created by Canadian PGA Members, programs and partners from across the country."

Hosted once again by Jeff Dykeman, Director of Business Development & Brand for the Canadian PGA, and well known golf journalist Garry McKay of the Hamilton Spectator, the inaugural season on the Canadian PGA Radio Show featured nearly 70 guests from all over the globe, covering every angle and aspect of the golf industry.

"The feedback last year was phenomenal and it was clear that the Canadian Golf Industry and the average golfer thoroughly enjoyed the program," said Dykeman. "With all the guests we had and all stories that we covered I still believe we only scratched the surface of possible storylines and we hope to continue telling more of

them in our second season."

Archived shows will be housed on the Canadian PGA website at -  
<http://cpga.com/membership/index.aspx?l=0,1,46,975>

Join Jeff and Garry starting April 3rd, 2010 as they dive into debates and discussions with a variety of industry insiders, sponsor partners and interviewing key Canadian PGA Members and high profile guests on a variety of subjects.

## ***PGA of BC Tournament Registration Now Open Online***

***Registration is open and on-line entry forms are now available for a number of 2010 PGA of BC Championships.***

Please visit the tournament page at [www.pgabc.org](http://www.pgabc.org) to enter the:

- TaylorMade/adidas Golf PGA of BC Tournament of Champions*** (May 31st at Crown Isle)
- PGA of BC Assistants' Championship presented by FIRSTAR Sports Apparel and Cleveland Golf Srixon Canada*** (June 7 & 8 at Chilliwack GC)
- Peregrine Plastics PGA of BC Seniors' Championship presented by Paragon and ParSports***(June 7 & 8 at Chilliwack GC)
- PGA of BC Women's Championship*** (June 7 & 8 at Chilliwack GC)
- PGA of BC Pro-Lady Championship presented by Yonex and Cracked Wheat*** (June 15 at Seymour G & CC).

On-line registration will be available soon for the remaining 2010 PGA of BC Championships.

***Please note the new dates for the PGA of BC Seniors' Championship.***

Instead of being contested as part of the PGA of BC Championship in August, the Seniors' Championship is now being staged in June concurrently with the Women's and Assistants' Championships. This will give those seniors who wish to do so the chance to compete in two major championships separately this year.

[Click here to visit the Tournament page on the PGA of BC website](#)

## ***2010 Canada Cup July 26-August 1 in Quebec***

***The Quebec PGA, a zone of the CPGA, has revitalized a major Canadian golf championship to which it invites PGA of BC professionals in all membership categories to compete in 2010.***

The Canada Cup will feature a minimum purse of \$100,000 and will be contested over 72 holes (cut to low 60 and ties after 36 holes). It will be hosted by the prestigious Vallée du Richelieu Golf Club.

The dates run from July 26 to August 1, 2010:

- July 26: practice round
- July 27: practice round
- July 28 a.m.: VIP Pro-Am
- July 28 p.m.: Executive Pro-Am

- July 29: First round
- July 30: Second round (cut)
- July 31: Third round
- August 1: Final round

PGA of BC pros are being allocated a total of 18 spots in the field of 156. The spots will be filled on a first- come-first-served basis. So **any PGA of BC members interested in entering should contact Executive Director Brian Butters to get their names on the list.** Reach Brian at (604) 303-6766 or [brian@pgabc.org](mailto:brian@pgabc.org).

More information is available from the link below.

[Canadian Zones 2010 Canada Cup](#)

[Images from 2009 Quebec PGA Tournaments](#)

### ***Follow the PGA of BC on TWITTER***

Following Jeff Ciecko's informative session on the power of social media at the Spring Education Seminar, the PGA of BC has created a Twitter account to keep members and the public informed of the latest association news and event details.



***Please follow us at [twitter.com/pgaoofbc](https://twitter.com/pgaoofbc)***

### ***Members on the Move***

#### **As of March 31, 2010**

**David Bekkering's** reinstatement application has been approved and he returns to the CPGA as an Apprentice Professional at Tobiano

**Owen McCarthy** goes to Lakepoint Golf & Country Club as an Apprentice Professional

**Sean Shuttleworth** has resigned from the Canadian PGA

**Michael Grabowski** is now an Apprentice Professional at Pitt Meadows Golf Club

**Aaron Laursen** has gone to Olympic View Golf Club as an Apprentice Professional

#### **As of March 24, 2010**

**Scott Lejeunesse** has transferred to Ontario and is now at Cedar Brae Golf & Country Club as an Apprentice Professional

**Justin Manderson** has transferred to Ontario and goes to Diamond in the Ruff Golf Course in Muskoka as an Apprentice Professional

### ***CAREER OPPORTUNITIES***

**NEW**

First or Second Year Apprentice  
Nanaimo Golf Club

**NEW**

Class A or Apprentice Golf Professional  
Nanaimo Golf Club

**NEW**

Pro Shop Assistant or CPGA Candidate/Apprentice  
Morningstar Golf Club

Assistant/Associate Professional  
Marine Drive Golf Club

Pro Shop/Retail Assistant  
Royal Colwood Golf Club

Head Professional  
Myrtle Point Golf Club

Apprentice/Assistant Professional  
Revelstoke Golf Club

Pro Shop Assistant Professional  
The Golf Centre - Kelowna

Associate Professional  
Storey Creek Golf Club

2 Seasonal Customer Service Reps  
Eaglequest Coquitlam

2 Proshop Customer Service Reps  
Eaglequest - Coyote Creek

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

*Quick Links...*

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