



# IOWA

## Professional Golfers' Association of America



### N E W S L E T T E R

President

JOCK OLSON

Vice-President

JOE HAWKINS

Secretary

DICK LANE

KIRK STANZEL, Executive Director

# JUNE

1989

#### KIRK'S KORNER

"Iowa, the land between two rivers". That is what someone told me was the meaning of the word Iowa when I first moved here.

After being in this state for the last five months I really feel that that definition should be changed to "Iowa, where golf is played between two rivers". I've learned that within the section boundary lines have 346 golf courses, about 256 of these facilities are 9 hole tracks. It seems like you can stand in any direction, hit a driver and land in somebody's fairway. It is really unbelievable the amount of golf that is played in the State of Iowa. In 1988 more than 400,000 golfers teed it up in our section and in 1989 an increase is expected. So what's the point of this article? My point is part of my job is to promote golf in the section. Because of the great job the PGA Professionals do at their courses in promoting their programs really makes that part of my job alot easier and for that I thank each and everyone of you for doing an outstanding job. Because of you Iowa is like one big golf course.

#### THE TOP 100 CLUB UPDATE

Our first application has been returned to the Section Office. We have made a major step in the right direction. The program has moved from just a plan to a reality.

I'm happy to announce that the first member of the Top 100 Club is none other than our own J.D. Turner, Head Professional at Des Moines G. & C.C. J.D. was the recipient of the Herman Sani Scholarship and a product of junior golf in Iowa.

J.D. we salute you for your prompt reply to the call for support. To the rest of our professionals we only ask that you don't hesitate to sell this program. This could turn into something real big with your help.

#### BUSINESS SCHOOL III REMINDER

Don't wait until next year to attend Business School III, do it this year if possible, contact the Education Department at PGA of America Headquarters.

The schedule is as follows:

November 13-17, 1989	Richmond, VA
December 4-8, 1989	Albuquerque, NM
January 15-19, 1990	Oklahoma City, OK
February 5-9, 1990	San Francisco, CA
March 12-16, 1990	Indianapolis, IN
March 26-30, 1990	Uniondale, NY (Long Island)

*Next to excellence is  
the appreciation of it.*

--Thackeray

#### PRESIDENT'S REPORT

Dear Fellow Professionals:

It is hard to believe that this is June already and summer is upon us. Hopefully, your year is going well after a relatively slow start.

I have stayed in close touch with Kirk and the Section office and everything seems to be progressing very well. Many of you may have heard the EXPO '90 will not be a reality, so the Board of Directors is focusing on other important projects.

Perhaps one of the most exciting new programs is the introduction of the Top 100 Club. This program has tremendous potential as long as the professionals get involved. If successful, we will no longer have to worry about funds to promote a strong junior golf program in the Iowa Section. I think we can make it work with a strong effort from you, the Iowa Section Professionals.

Please take the time to read these monthly newsletters thoroughly. It will keep you informed as to what is going on both in our Section and Nationally.

Let me know at anytime if you have a problem, complaint, or suggestion on how we can do things better for you, the PGA member.

Good Golfing!

Jock Olson

*Law of Selective Advancement:  
The person who knows "how" will  
always have a job. The person who  
knows "why" will always be his  
boss.*

—John Peers, 1,001 LOGICAL LAWS, etc.

#### UPCOMING EVENTS AND TOURNAMENTS

##### JUNE

- 4 Keokuk Pro-Member, Keokuk C.C.
- 5 Senior-Junior, Gates Park G.C.
- 9 2nd Apprentice Qualifying, Jester Park G.C.
- 10-11 Albia Pro-Am, Albia C.C.
- 12 Pro-Sponsors, Clinton C.C.
- 16 Iowa Section Junior Qual., Various Sites
- 17-18 Alzheimers Benefit Pro-Am, Lake Panorama National G.C.
- 19 Miller Lite Pro-Am, Finkbine G.C.
- 25 Midland Pro-Member, Midland C.C.
- 25-29 IPGA Junior Golf Academy, Pheasant Ridge G.C.
- 26 Amana VIP, Finkbine G.C.
- 30 1st Annual Ankeny Inv. Pro-Am Scramble, Otter Creek G.C.

## TOURNAMENT RESULTS

May 8: Pro-Pro Select, St. Andrews G.C.  
Host Professional - Mike Hall

### 32 Professionals

Individual	Score	Team	Score
1. Mike Evans	67	1. Larry Castagnoli	64
2. Jerry Johnson	69	Shane Marvelli	
3. Curt Schnell	70	2. Kurt Kretchman	64
3. Jeff Deets	70	Gary Lockie	
3. Bill Wood	70	3. Jeff Deets	65
3. Larry Castagnoli	70	Bill Wood	

May 22: Pro-Director, Beaver Hills C.C.  
Host Professional - Kevin Dorrington

### 52 Professionals

Individual	Score	Team	Score
1. Steve Reilly	70	1. Mark Kerr, Pro	65
2. Perry Busse	71	Max Sowers, Am	
3. Jake Smith	72	2. Mike Hall, Pro	66
3. John Bernel	72	Larry Phillips, Am	
		3. Kurt Kretchman, Pro	66
		Joe Santarelli, Am	
		4. Joe August, Pro	66
		Leo Matt, Am	
		4. Jake Smith, Pro	66
		Jack Cole	
		4. Shane Marvelli, Pro	66
		Jim Calvert, Am	

\*NOTE: Kurt Kretchman and Joe Santarelli battled Shane Marvelli and Jim Calvert 8 extra holes before darkness caused a chip off which Kurt's team won.

## PERSONAL OBSERVATIONS

\* Jock Olson of Cedar Rapids C.C. and Jerry Johnson of Elmwood C.C. in Marshalltown were observed playing golf together in the Pro-Director at Beaver Hills C.C. It was noticed that together they have a combined shoe size of 26. So if you ever see these guys coming up behind you - let them through!

Note: One of them slips into a size 12!

\* At the Muscular Dystrophy Association Pro-Am Golf Tournament at Short Hills C.C. in East Moline, IL. Jeff Deets, Head Professional at Davenport C.C. in Pleasant Valley shot a fine round of 69 to win low pro honors. At the dinner following the event, Jeff was presented a check for his first place finish which he in turn donated to MDA to help fight this crippling disease. It goes without say - it was a class thing to do and the 150 to 200 people in attendance recognized the fact.

\* Oldsmobile has given your Executive Director a brand new white Tornado to drive this summer. This is mentioned in case you see him driving the car and think that he can buy a car like that on his salary. Remember - it is a loner.

\* The Junior Golf Academy is sold out and we have a waiting list. This should give you a pretty good indication of how much the juniors want to spend some time with our PGA Professionals. Call Kevin Dorrington (319)266-9172 to sign up to teach. We really need your help!!

## WHAT IS A WAHATY?

You mean you don't know what it is? Don't feel lonely - until about a month ago there probably wasn't a word Wahaty.

Wahaty is combination of the first letters of WILSON, ACUSNET, HOGAN, ARMOUR, TAYLOR MADE, AND YAMAHA.

The sales representatives: Mike Long, Wilson; Al Bailey, Acusnet; Kelly Ellis, Hogan; Ed Schumann, Tommy Armour; Gary Lockie, Taylor Made; and Terry Harris, Yamaha; got together and sponsored the first Wahaty at Wahnonsa Golf Tournament. Twenty four (24) teams battled their way through a putting tournament, gin (cards not drinks) and golf event with the over all winners being Bob Moreland, Ottumwa C.C. and Gus Moreland, Foot Joy Sales Rep. Special thanks to the sales representatives for making sure everyone had a great time.

## EMPLOYMENT

Position Open: Head Professional

Omaha Country Club  
Omaha, Nebraska

18-hole, private club  
525 golfing members

Deadline: July 15, 1989

Contact office for more information

## ANKENY PRO-AM

Dear Fellow Professionals:

I would like to invite you to our 1st Annual Ankeny Pro-Am at Otter Creek Golf Course, Friday June 30, 1989. Please note some important changes in the format:

1. \$4,000 ADDED PRO PURSE  
\$1,350 Lein Construction  
1,350 Ankeny State Bank  
800 Yamaha - LeMars, Iowa  
500 Pepsi Cola Bottlers, Urbandale

2. SCHEDULE  
10:30 - 11:30 Registration/Lunch  
11:30 - 11:45 Final Instruction  
NOON Shotgun Start  
5:30 - 6:00 Winners Announced  
Homeward Bound!!!

3. LIMITED FIELD - 30 PROFESSIONALS

4. AMATEURS - NO LONGER CLOSED

A portion of the Amateur field will be by invitation of Lein Construction and Ankeny State Bank, however, the professionals may bring a team of 4 players, but only 1 player may have a handicap of 7 or less. The entry fee is \$50 per Amateur and that covers green fee, cart, lunch, tee gifts and over \$3,000 in prizes if we attract 100 amateurs.

Please forward the names and handicaps plus \$50 for each of the amateurs to:

OTTER CREEK G.C.  
C/O LARRY CASTAGNOLI  
2388 NE 110th AVENUE  
ANKENY, IA 50021

We look forward to hearing from you!

JUST A REMINDER....

Entry deadline for PGA Section events is the Monday afternoon (4 PM) before the event. We will take telephone calls up until that time. Please don't call after and expect to get into an event. Thank you for your cooperation.

#### UNIVERSITY OF IOWA FINISHES 3RD IN BIG TEN

Chuck Zweiners (A-1), golf coach for the men's golf team at the University of Iowa, lead his golf team to third place in the Big Ten Golf Tournament.

This was the highest finish Iowa linksters has had in a number of years. Congratulations Chuck, keep up the good work.

#### TAYLOR MADE SCORES BIG!!

The Section office recently received 4 sets of Taylor Made irons and woods along with a check for \$1,000.

We salute Taylor Made Company and Gary Lockie our Section's representative for their continued support of golf in Iowa.

#### THE OLDSMOBILE SCRAMBLE

Time is ticking away! The Sectional Championship, August 14, will be here before you know it! As you know, this year we have two (2) sites, Porky's Red Carpet in Waterloo and Oakwood C.C. in Coal Valley. Each site will send two (2) teams to National. So PROMOTE, PROMOTE, PROMOTE. This is the one tournament that everyone wins - the players, the professionals and the Section.

#### TOP 100 CLUB

You should have all received the information and applications for membership into this program. Please read it over and support it in what ever way you see fit. We have been asked if Golf Professionals can join? By all means yes!

The success of this program depends directly on the support that the PGA Professionals give to it. This will only become a reality if you want it to.

Remember, if you feel that Kirk or Larry could help you in making a presentation to a group of players, just give us a call and we will be glad to come to your facility.

#### SCHALL ADVANCES IN U.S. OPEN

Ken Schall (A-8) of A.H. Blank G.C. in Des Moines tied for medalist honors among a field of 39 in the U.S. Open local golf qualifying at Wakonda Club in Des Moines. Ken's fine round of 3 under par 69 ties Amateur Bruce Westemeier of Waterloo. Mike Ketcham of Ottumwa was third with a 70 and Greg Ladehoff of Clinton and the PGA Tour got the final qualifying spot with 71.

Schall birdied 3 of his last four holes to earn him a ticket to the Sectional June 5 at Milburn C.C. in Kansas City, Mo.

*The best chance for gain  
comes through cooperation.*

—Chinese fortune cookie

"AND THE WINNER IS...."

The 1989 section award winners must be determined and their names submitted to National by September 1st. That seems like along way off but it is closer that you think.

This year we are asking all PGA Members to give some serious thought to these awards and to nominate either themselves of a fellow member for one or more of our annual awards.

The Section Awards are:

Professional of the Year  
Teacher of the Year  
Mechandiser of the Year (Private, Public, and Resort)  
Horton Smith (Education)  
Bill Strausbaugh (Employment)  
Junior Golf Leader  
Assistant of the Year

All nominations should be sent to Larry Castagnoli, Special Awards Committee Chairman, along with a brief written explanation as to why you feel your nominee should receive the award by July 1.

Larry's committee will review the nominations and make their recommendations to the Board by August 1. All section winners are automatically nominated for the same award for National. This time frame will allow for the proper documentation to be completed by September 1. The section awards should be held in high regards by not only the recipients but by the entire membership. Please submit nominations with this thought in mind. The Iowa Section has an abundance of outstanding golf professionals and because of this fact the selection committee has a very hard job ahead, give them all the help that you can.

#### "OUR SECTION'S ASSISTANTS COME THROUGH FOR NATIONAL GOLF DAY"

The Assistant's held their Pro/Sponsor Golf Tournament May 5 at Elmcrest C.C. in Cedar Rapids. Kevin DeNike, Crow Valley C.C., shot 73 to take Low Pro honors on a cold and windy day. Host Professional Larry Gladson and his two outstanding assistants Steve Lawrence and Brad Zeitner did a great job putting on a first class event.

At the conclusion of the event, Kirk Stanzel, Executive Director, was presented \$160 by the Assistant Association as their contribution to National Golf Day.

#### ALZHEIMERS BENEFIT PRO-AM

Jim Kirwan, head professional at Lake Panorama National G.C. announced that ALL professionals that tee it up in this event are assured of collecting at least \$75. So sign up now!

#### HOLE-IN-ONE

Perry Busse, assistant at Pheasant Ridge G.C. in Cedar Falls scored a hole-in-one on his last hole of the Pro-Director Tournament at Beaver Hills G.C.

Perry used a 7 iron on the 145 yd. 8th hole. His playing partner was Dennis Shilling. Also in the group was Joe Ward and Mark Harman of Carroll C.C. Unfortunately, Perry was not in the Sections hole-in-one club.

Nice going anyway.

#### PGA MAGAZINE

Did you know that the PGA of America will pay you to promote the PGA Magazine? As you know the magazine is published in two editions. One for the members and one for non-members. You can sell the PGA Magazine in your shop for \$3.00 and keep \$1.50 per issue sold. To take advantage of this program call Diane Cattaneo at the PGA Magazine (313)362-0044 for more information.

#### HOLE-IN-ONE RECOGNITION

Apparently not too many of our Iowa PGA members have read about sending in the names of all players who score a hole in one at your courses. The PGA MAGAZINE publishes the names of the newest hole-in-one club members as submitted by PGA Professionals.

Your members like to be recognized for this achievement, and you would be performing a fine service for your members and players. Now that we have two editions of our PGA MAGAZINE (member and public) you know your members/players will like having their names published. Get your supply of reporting forms for the PGA Headquarters (407)626-3600.

#### GOLF GROWTH FACTS

Golf is on the verge of becoming a national mania. Golf's remarkable growth is running at 5%-7% annually. Golf is over a \$20 Billion industry. Some sources of revenue are:

Over \$2 Billion is spent on golf apparel and equipment each year.

Golf related real estate, new golf courses, second homes with views of a fairway costing \$500,000 or more, generated \$4 Billion in yearly sales.

Golf course fees and memberships run \$3.9 annually.

The first golf boom was in the 1950's. Added fuel for the second golf boom comes from 75 million baby boomers. More women are playing golf also. Their start up numbers have doubled since 1983 now comprising more than 25% of the total.

\* The above data was excerpted from the February 20, 1989 issue of RESEARCH RECOMMENDATIONS.

**MAKING YOUR GOLF GAME BETTER  
MAKING GOLF A BETTER GAME**

IOWA SECTION - PGA 3800 WILSON AVENUE SW, CEDAR RAPIDS, IA 52404

