



PGA

Carolinas Section



HONOR THE GAME.

NEWS

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CAROLINAS PGA SECTION ANNOUNCES SPECIAL AWARDS AND HONORS WINNERS

Ten of the Carolinas top PGA Professionals will be awarded for their contributions to the game of golf

MYRTLE BEACH, S.C. (December 4, 2009) – The Carolinas PGA Section Awards and Honors are distributed each year to the ten Carolinas PGA professionals who not only excel in their fields of expertise but also contribute to the growth of the game in the Carolinas, dedicate themselves to maintaining the integrity of the golf industry in the Carolinas and, day in and day out, exemplify what it means to be a PGA Professional. Special Awards and Honors committee chair and last year’s Golf Professional of the Year Mike Harmon, PGA, of Seccession Golf Club, is proud to announce the ten professionals, nominated by their peers, who have risen to the top in 2009. These ten professionals will be recognized on February 21, 2010, at the 17th Annual Special Awards and Honors Ceremony presented by Club Car, held at the Myrtle Beach Convention Center in Myrtle Beach, S.C.

GOLF PROFESSIONAL OF THE YEAR

The Golf Professional of the Year award is the highest honor that can be bestowed upon a Carolinas PGA Professional. The award is given to a PGA Professional who throughout their career has shown a deep commitment to the game of golf, a high level of service to the Section, overall success as a Golf Professional and dedication to inspiring the next generation of golf professionals. To be eligible for this award, the Awards and Honors Committee takes into consideration not only the past year of a Professional’s career, but his or her life-long contributions to the game of golf. This year’s Carolinas PGA Golf Professional of the Year is **Ben Hynson of MacGregor Downs Country Club** (Cary, N.C.).

In 1987, Ben Hynson became part of the Carolinas PGA Section where he began his now 22-year career at MacGregor Downs Country Club in Cary, N.C. Having already been named the Assistant PGA Professional of the Year in the Middle Atlantic Section in 1986, Hynson set out to build on his success by providing his fellow PGA Professionals in the Carolinas the opportunity to learn from his leadership, excel in educational programs and grow the game of golf one beginner at a time. It is fair to say that three awards later, Hynson has accomplished some of the most difficult tasks a PGA Professional faces, and has done-so with an eye to inspiring his fellow PGA Professionals to do the same, leaving the game in a better state than it was when he began his career as a PGA Professional 27 years ago.

Throughout his career in the Carolinas PGA Section, Hynson has made a continued effort to be an active and exemplary member of the Association and the Section. After earning his PGA Master Professional status in 1996, Hynson volunteered his time to the Carolinas PGA Education Committee, after-which he was elected to serve as the North Carolina Director-at-large on the Carolinas PGA Board of Directors. He was later appointed to the position of Chairman of the Education Committee in 2003. While serving as the Education Committee Chair, Hynson helped organize and shape the numerous teaching seminars and educational opportunities provided to PGA Professionals, always with the goal of providing tools for success to his fellow Carolinas PGA Professionals.

At MacGregor Downs Country Club, Hynson’s leadership and forward-thinking have helped increase rounds, expand the junior golf program to include three and four-year-olds, enhance Play Golf America Programs and their impact, and provide his 420 members the opportunity to donate to local charities. He and his wife started the Hospice of Wake County Golf Classic five years ago and have since raised more than \$300,000 for to benefit those who need indigent care.

Carolinas PGA Section President Kelly Childs, PGA, was honored to give Hynson the good news. "There is always a good handful of PGA Professionals that have accomplished a number of things in their careers. Rarely is there a PGA Professional who has accomplished as much as Ben Hynson, PGA, doing so with the utmost respect and regard for the traditions of the game of golf and the people who play it."

Hynson has previously won the afore-mentioned Assistant PGA Professional of the Year Award in the Middle Atlantic PGA Section, the 2001 Carolinas PGA Horton Smith Trophy for excellence in providing educational opportunities to PGA Professionals and apprentices, and the 2003 Carolinas PGA Bill Strausbaugh Award for his excellence as a mentor and leader within the Section.

BILL STRAUSBAUGH AWARD

The Bill Strausbaugh Award is given to the PGA member who by his or her day-to-day efforts has made significant contributions to the game and business of golf through the mentoring of PGA professionals and the furtherance of their careers. While the award centers on the qualities of a PGA professional that allows him or her to prepare tomorrow's leaders in the golf industry, considerations such as the character and integrity of the member, service to the Section and involvement in community and charitable activities are also part of the selection process. This year's Bill Strausbaugh Award winner is **Tim Tilma, PGA, of Sandpiper Bay Golf and Country Club** (Sunset Beach, N.C.).

Tim Tilma recognized early on in his career that it is the primary duty of PGA Professionals to be role models for the assistants who work with them. As a standout assistant, he emulated the sincerity and respect his superiors had for the game, the members and the staff that each day contributes to the success of a facility. Those qualities have helped him become the mentor that he has been throughout his 20-year career as a PGA Professional.

As an assistant to former Carolinas PGA Section President and 2006 Golf Professional of the year, Robert Harper, Tilma acquired a deeper meaning for the word "apprenticeship," which for him has a meaning that goes beyond the traditional teacher / student roles. He described it as a relationship that must exist for each to be successful. While at Wild Wing Plantation, Tilma exercised that philosophy, helping his then cart attendants and assistants catapult to wildly successful careers as PGA Head Professionals and Directors of Golf at facilities throughout the Carolinas. Those lucky students of Tilma include Mike Buccerone, PGA, the 2008 National Resort Merchandiser of the Year, and Chris Card, PGA, who is now Director of Golf at Troon in Scotland. They, among many others, learned the very valuable lessons required to become truly successful PGA Professionals, and for Tilma, that has made all the difference in his career.

Tilma also takes his role in the community very seriously volunteering as tennis coach for the Conway Christian School and serving as a member of the Conway Christian School Booster Club. His extensive service to his church, and promotion of the game and community health through the "Ray of Hope" Golf Event Committee honoring Darryl Ray, the longtime hosting of the Kingston Golf Classic at Wild Wing, the Mark Sloan Golf Tournament, and more recently, the hosting of the Susan G. Komen fundraising golf events at Sandpiper Golf & Country Club, proves his commitment to building better lives applies to more than just the game of golf.

JUNIOR GOLF LEADER

The Junior Golf Leader award is given to the PGA Professional who has proven that his or her commitment to Junior programs and initiatives has truly made an impact on the lives of junior golfers at their facility and in their community. The PGA professional selected for this award readily contributes to Section junior events and PGA Junior Golf programs, is accepted by junior golfers as a person of outstanding character and provides opportunities and experiences for juniors to learn and play golf. This year's Junior Golf Leader is **Chris Miller, PGA, of the South Carolina Junior Golf Association** (Irmo, S.C.).

Chris Miller, PGA, mans the helm of an organization that has earned national acclaim from Golf Digest in recent years as the number one program for junior development in the country. While that's quite an accomplishment when one considers the countless junior golf programs that exist throughout the United States, Miller is not letting his guard drop when it comes to upholding the integrity of the game and instilling that in junior golfers throughout South Carolina.

As a competitive Junior Golf Association, the SCJGA oversees programs that serve over 1,700 junior golfers in all areas of South Carolina. With much ground to cover, Miller makes sure that the programs used at the SCJGA suit all levels of play in ways that are affordable to the average junior golfer.

Because the SCJGA is a contributing arm of the USGA, Miller, as a PGA Professional, sees it as his duty to bring the two associations together to provide influence over the integrity of the game. He cites his position as one that does not allow him to be flexible when it comes to the rules of golf, etiquette issues and other largely technical aspects inherent to the game. As he strives for fairness, patience and service, he knows that teaching the traditions of the game and guiding junior golfers through their early competitive careers is a job that can never be taken lightly.

TaylorMade – adidas Golf Carolinas PGA ASSISTANT PROFESSIONAL OF THE YEAR

The PGA of America and its over 20,000 PGA Head Professionals have always been committed to mentoring and developing the golf industry leaders of tomorrow. The Assistant Professional of the Year is awarded to the Class A-8 Assistant PGA Professional who exhibits the promise and dedication that will lead us into the coming years. A candidate for this award continually demonstrates a high level of excellence at his or her facility and service to the section while promoting the game of golf and projecting the image of a golf professional. This year's Assistant Professional of the Year is **Mike Abraham, PGA, of the Members Club at Grande Dunes.**

Another product of "Grande Dunes University", Abraham knows that the greatest lessons an assistant professional can learn are taught by the people above him. Last year's Assistant Professional of the Year, Jameson Wallace, left big shoes for Abraham to fill and in working directly with last year's Bill Strausbaugh Award winner, Frank Coughlin, he has made it his goal to learn all aspects of the golf business by watching, following and implementing. He holds a great respect for the letters that follow his name, and puts forth his best efforts each day knowing that ultimately he is a servant to the game, and one of the many young faces of the PGA of America.

In just one short year, Abraham has elevated the standards of merchandising to reflect his education in retail merchandising, and has made a commitment to growing the game through ladies clinics, organizing member demo days and teaching at the annual Play Golf America Day at the Resort Club at Grande Dunes. Those activities coupled with his strong sense of individual responsibility and work ethic has given apprentices at the Members Club someone who they can truly look up to and some his superiors can really depend on. All of these things, and the work that he has been able to do at the Members Club makes him more than deserving of this year's Assistant Professional of the Year honors.

The TaylorMade – adidas Golf Assistant Professional of the Year award will be given on behalf of TaylorMade – adidas Golf to all Assistant Professionals of the Year in each of the 41 Sections. The company's sponsorship of the award is in its second year, and those who earn the award receive \$1,500 from TaylorMade – adidas Golf for educational and career advancement purposes as well and a one-year full staff line contract. More than playing ability, the TaylorMade – adidas Golf Assistant Professional of the Year award is given based on a number of criteria that include leadership ability, Section participation, and overall performance, among many others. A representative from TaylorMade – adidas Golf will present the award to Abraham in February.

PRESIDENT'S PLAQUE

The President's Plaque is awarded to the PGA Professional who has become a leader in the area of Player Development. Player Development covers all manner of golf activities relating to Growth of the Game. The recipient of this award is so honored for their exemplary and extraordinary contributions to Player Development with consideration for the professional's growth of the game leadership commitment at Section and National levels as well as the impact made at his or her own facility. **John Farrell, PGA, of Harbour Town Golf Links at Sea Pines Resort** (Hilton Head Island, S.C.) is this year's President's Plaque recipient.

When John Farrell, PGA, first began his career in 1988, he vowed that if given the opportunity, he would give assistants working under him the tools and empowerment to create positive learning environments, helping them realize their full potential as PGA Professionals. Since his first years as a PGA Professional he has become a proponent for growing the game, through active participation from everyone who works with him at Harbour Town Golf Links and Sea Pines Resort.

With growth of the game programs at Harbour Town Golf Links, the Heron Point by Pete Dye Golf Course, and the Ocean Course at Sea Pines Resort, annually drawing thousands, Farrell has done his job well in promoting the game of golf. Many of the students that learn golf during PGA Free Lesson Month - a staple at Sea Pines Resort - get hooked on the game, translating to more rounds and more revenue which are both important to the life of the game. By encouraging his students to try new things, and his assistant professionals and apprentices to get out there as advocates for the game, Farrell and the Sea Pines professional staff continually prove themselves as ambassadors of the very best golf has to offer in the low country.

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Farrell was previously honored with the 1999 and 2003 CPGA Resort Merchandiser of the Year awards.

PALMER MAPLES TEACHER OF THE YEAR

The Palmer Maples Teacher of the Year award goes to the teaching professional who has performed outstanding service as a golf instructor. Emphasizing the past five years of the professional's career, the professional must demonstrate an impact on teaching and golf instruction in the Section, involvement in junior golf activities at his or her facility and the community, innovative contributions to golf instruction and any articles written for publication. This year's Palmer Maples Teacher of the Year is **Rick Murphy, PGA, of the Carolina Golf Learning & Practice Center** (Greensboro, N.C.).

Rick Murphy joined the Carolinas PGA Section in 1981 and throughout the past 27 years, his most evident passion has been teaching the game of golf. A nationally recognized instructor, Murphy has a teaching philosophy that is deeply seeded in his passion for the game. Previously honored with the Teacher of the Year award in 2001, Murphy believes that to lead by example is imperative when it comes to providing instruction. Over the years he has made it his goal to continue his own education in swing mechanics while motivating his fellow PGA Professional instructors to do the same. Therein lays his success as an instructor of the game.

As an ever-enthusiastic promoter of the game, Murphy has continually offered the Carolina Golf Practice and Learning Center as a host for numerous educational programs, Play Golf America Days and various other programs, Special Olympics Golf Team practices, and has also offered his expertise at two Carolinas PGA Teaching and Coaching Summits. He has been a steady supporter of American Express Women's Golf Month for the last two years, focusing on providing free learning sessions for women which has, in turn, created new business for his learning facility and those surrounding. His contributions to various golf publications on a national and local level ensures that his reach as an instructor is maximized to its fullest potential giving a wide audience access to the latest in golf instruction techniques and tips. Most recently he has begun a project to bring the PGA of America's new Get Golf Ready Program to 13 of the Carolinas' traditionally black colleges and universities as part of their wellness program. By enlisting PGA Professional from all over the Carolinas near Universities and centers of learning, Murphy is not only helping to bring the game to a new audience, but also giving Carolinas PGA Professionals the opportunity to take part in something that is truly ground-breaking.

While he teaches people of all ages at his own Carolina Golf Practice and Learning Center, he is widely recognized for his work in junior golf instruction. He was responsible for the development of the Section's first Clubs for Kids program, manned the helm of a nationally recognized junior golf program and hosted two National PGA of America Junior Golf Schools. He was the Carolinas PGA Junior Golf Promoter for five consecutive years from 1984 - 1987 and in 1988 he was recognized on the Section and National level as the Junior Golf Leader. He is currently serving on the PGA of America Junior Golf Committee.

Along with the awards mentioned previously, Murphy is currently ranked by Golf Digest as one of the Top 7 Teachers in North Carolina for 2009-2010. He was ranked as a Golf Magazine Top Teacher in the Southeast (Top 10) from 2003 to 2007, and was nominated to Golf Magazine's Top 100 Teachers in America. In 1992 he was selected by Golf Digest as having the Best Junior Golf Program at a Private Club in America and was named the Spalding National Teacher of the Year in 1993. Throughout his career, Murphy has taught everyone from beginners to PGA Tour Professionals.

HORTON SMITH TROPHY

The Horton Smith Trophy is awarded to the PGA professional who continually exhibits a commitment to the development and improvement of golf education for the PGA Golf Professional. This includes contributions to the Section's education program including meetings and seminars held within the Carolinas Section, development of articles and materials which benefit and relate to education, building the image of both the PGA golf professional and the Association. **Dean Allgeyer, PGA, of Beacon Ridge Golf & Country Club** (West End, N.C.) is this year's Horton Smith Trophy winner.

Honored in 2006 as the Bill Strausbaugh Award recipient and last year as recipient of the President's Plaque, Dean Allgeyer proves that a few awards don't mean you can relax your efforts as a PGA Professional. The early and continuing education of a PGA Professional can provide a lifetime of success, and for Allgeyer, making persistent contributions to learning programs and growth of the game efforts are just a few ways he has found to maintain an active and motivational presence in the Carolinas PGA Section.

Beginning with his service on a voluntary basis with the CPGA Education Committee, he made it a point to look at the changing roles of PGA Professionals when organizing education seminars. In that way he organized 12 separate learning

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opportunities for Carolinas PGA Professionals that included seminars on OSHA maintenance, memory skills, and instruction. He was also an instructor for Pre-Business School seminars which taught Level 1 and 2 apprentices the ins and outs of preparing to become a PGA Professional, a task that can be daunting to those just starting out. Finally, his service on the CPGA Employment and Ethics committee provided him the opportunity to examine and elevate the standards of integrity and honor in Carolinas PGA Professionals.

His Growth of the Game efforts are equally as impressive. Allgeyer was part of the first corps of PGA Professionals to institute Link Up 2 Golf in the Carolinas, a program which later morphed into what we now know as PGA Play Golf America Days. By providing his insight along with others as to how to best market and grow the program, the PGA of America has experienced its most successful growth of the game initiative to date. He was also instrumental in creating informational tools for PGA Professionals to use while implementing tournaments and Growth of the Game programs at their own facilities. Allgeyer has aided Wounded Warrior Project, Back Pack Pals, Sandhills Community College and the Susan G. Komen Foundation in fundraising efforts and has volunteered at non-profit and educational institutions throughout his career.

MERCHANDISERS OF THE YEAR

Divided into three separate categories that represent the very different facets and markets of golf merchandising, each of the Golf Merchandisers of the Year have proven themselves to be successful in their respective niche, supplying quality merchandise to their patrons, presenting their staff with effective marketing ideas and tools, and superior merchandising techniques, performance and shop operations.

Public: Shannon Archer, PGA, of Hilton Head National Golf Club is this year's Public Merchandiser of the Year. With only 882 sq. ft. of merchandising space at Hilton Head National Golf Club, making the most out of the customers' buying experience is what matters most. Knowing that the golf shop will likely be the first impression golfers get of the club, Archer builds on a philosophy that focuses on creating a warm, inviting environment, with a friendly staff that encourages consumers to notice the details of the work that is done there.

Archer encourages his staff to "make things happen" each day. That strategy empowers his staff to do what they can to provide customers with a positive buying mindset, and in turn, helps to fuel the bottom line. Recognizing that rates change six times each year, Archer adheres to a buying philosophy that allows for flexible retail lines at flexible price points for each of those changes. This has helped to eliminate over-buying in down times, while increasing the selection of items available. In short, smart buying is what's made all the difference.

Private: Daniel Seawell, PGA, of Sage Valley Golf Club is this year's Private Merchandiser of the Year. Merchandising in the private club retail market can be a challenge, and Daniel Seawell, PGA director of golf at Sage Valley Golf Club continually rises and exceeds expectations when it comes to moving goods. His philosophy when it comes to managing the 3,800 sq. ft. merchandising space is to provide members and guests with the best there is in the realm of golf equipment and clothing, while demonstrating the highest levels of customer service.

Seawell also recognizes that outside of exceptional customer service, it is important to accommodate the needs of the customers in the way of quality hard and soft goods. Customers at Sage Valley have a number of choices when it comes to gift items, such as logo balls, and options in clothing packages which include pants, shirts and hats. All of these things coupled with the professionalism exuded by Seawell and his staff translates to a greater respect for the customer, and for the experience that is Sage Valley Golf Club.

Resort: Stephen Youngner, PGA, of The Ocean Course at Kiawah Island Golf Resort is this year's Resort Merchandiser of the Year. Kiawah Island's Ocean Course is one of the most recognized and spectacular golf courses anywhere in the world so for Stephen Youngner, PGA, merchandising the 1,500 sq. ft. golf shop can be a challenge unlike those faced by other resort facilities.

A three-fold philosophy of merchandising guides Youngner as he sets out each season to purchase the goods and equipment for The Ocean Course. The first part of that philosophy focuses on financial goals and performance, which ensures that every decision made, is made for the absolute profitability of the shop. The second part focuses on merchandise assortment, which continually gives consumers the quality merchandise that they look for in remembering their experience at The Ocean Course. The third part of that philosophy focuses on the brass tacks that make

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merchandise appeal to the consumer on an aesthetic level, enhancing the character of the club while complimenting the quality goods that are sold.

The ten Special Awards and Honors recipients, the 2009 Players of the Year, Johnny Palmer Trophy winner, and our 2009 Hall of Fame Inductee, Jim Westbrook will be honored at the Carolinas PGA Section's annual Big Week Special Awards and Honors Ceremony presented by Club Car on February 21, 2010 in Myrtle Beach, S.C at the Myrtle Beach Convention Center. They will be the focal point of a celebration of their accomplishments and contributions to our Section and The PGA of America.

About Carolinas PGA Section Awards and Honors

The Carolinas PGA Section Awards and Honors are distributed each year to the ten Carolinas PGA professionals who not only excel in their fields of expertise but also contribute to the growth of the game in the Carolinas, dedicate themselves to maintaining the integrity of the golf industry in the Carolinas and, day in and day out, exemplify what it means to be a PGA Professional. Besides the Golf Professional of the Year award, other honors include the Bill Strausbaugh award which honors an exceptional mentor, the Horton Smith Trophy honoring those committed to continuing education for PGA professionals, the Assistant Golf Professional of the Year, honoring an assistant's extraordinary performance, the Junior Golf Leader award, given to a PGA professional dedicated to growth of the game through junior golf, the President's Plaque, awarded to a PGA professional who has contributed greatly to player development programs and the Teacher of the Year award, given to an exceptional PGA professional who excels in golf instruction. There are also three separate awards given for Merchandiser of the Year in the Resort, Public and Private Club categories.

About Carolinas PGA Section

Established in 1923, and recognized in 1940, the Carolinas PGA Section of the Professional Golfers' Association has grown to be the largest of the PGA forty-one sections with almost 2,000 professional members. The Carolinas PGA Section embraces North and South Carolina as well as a small portion of southern Virginia, representing more than 800 golf facilities. The Carolinas PGA is dedicated to nurturing and improving the quality of the game for the thousands of golfers using its member facilities. PGA professionals are responsible for conducting a variety of golf-related functions which include human resource management, golf shop merchandising, golf instruction, tournament operations, junior golf programs, growth of the game initiatives, golf club repair, administering the rules, public relations and much more. For additional information, contact Kate Anderson, Media and Promotions Manager, at (843) 913-2742.