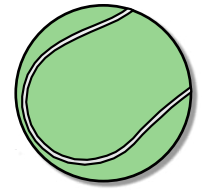




PGA WEST™

THE MEMBERS



PGA WEST™

June 2007

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A PRIVATE NEWSLETTER PUBLISHED BY THE PGA WEST MEMBERS ASSOCIATION

SPECIAL THANKS

By: *Jim Breeden*

The middle of the month of May and PGA WEST is unusually quiet. Seasonal members have returned to their homes and travel plans are coming up for the year round residents. The pace of PGA WEST living has definitely changed and the calmness which accompanies this change provides us an opportunity to reflect on the activities of your Member Association over the course of the past season.

During the 2006-2007 season, your PGA WEST Member Association addressed a number of concerns and initiated projects that will hopefully improve the level of satisfaction that members desire. To be specific, a tremendous amount of time and energy has gone into an analysis of the current Premier Membership Plan which has produced proposed amendments that will, at a minimum, retain current membership privileges and at best, clarify and improve our membership's voice in working with the management team. This effort was led by Tom Headrick, Kent Cornell, John Richart and Dick Peacock, along with input from most of the Board. The Premier Membership Plan has not been revised since 2000 and the many proposed amendments will provide a current and updated structure in which we conduct our business.

Speaking of member satisfaction, John Pollis, with help from Mary Walker have taken the lead in the revision and implementation of an annual survey to measure your satisfaction with services and amenities provided by the Club. Relevant questions that record your opinions about golf course conditions, food and beverage services, management's attentiveness and satisfaction with your life at PGA WEST will now be available on an annual basis. This survey is so very valuable as it defines areas that can be prioritized and addressed by the Board and its committee structure. Moreover, management has pledged to work with the Board to demonstrate improvement in areas that are not rated as high as they should. This survey will be available in early June and you are encouraged to provide your feedback.

Carl Brooks, along with support from John Richart and Tom Headrick, has led and spent time creating and striving to maintain our website... pgawma.org. Our efforts to improve communication with the membership are constantly under review and a website was thought to be an effective way to meet this goal. The jury is still out as we close this 2006-2007 season and we will assess the number of inquiries as an indication of improved communication. As we discover ways

to best communicate with the membership we will change or implement those improvements for you.

One area of chronic concern has been the inconsistent and differing prices experienced by the membership at each of our three clubhouses. Through the persistent and persuasive arguments provided by Robert Aase and the House Committee, management has agreed and implemented a consistent member pricing program. Prices should be the same or very close to being the same for like food and beverage products at each site. One might ask about soft goods sold in the three pro shops and I am happy to report that management has agreed to consider consistent member pricing for these products as well.

A primary reason for establishing residence at PGA WEST is to have access to well maintained and conditioned golf courses. Tom Headrick has worked closely with Dean Miller, the Club's Director of Agronomy, to ensure the provision of adequate staffing and equipment needed to demonstrate real improvement to our courses. The consensus of opinion from most members is one of noticeable improvement over previous periods...and more improvement is on the way. It will be a busy summer for our maintenance staff as management has made a commitment to rework and repair all bunkers on the private courses, as well as repairing cart paths on these courses. The lakes on holes 8, 13 and 14 on the Nicklaus Private will be drained and repaired. If improvements similar to those provided at the Norman course are in the future, then we will be in for a great golfing season in 2007-2008.

I have attempted to recognize a number of accomplishments and individual board member contributions. I am sure that I have failed to mention every accomplishment and every contribution made by so many great people...and I apologize for this oversight. I do wish, however, to thank these volunteers who have taken a very serious approach to representing the collective best interest of the membership. Four very talented and capable members are leaving the Board...Kent Cornell, John Richart, Robert Aase and Dick Peacock and on the membership's behalf, I thank them for their many contributions and years of service. New board members have recently been elected....Jack Conroy, Don Shoffstall, and George Harmina will join Jim Sorenson, the President of the Men's Golf Association and carry on in attempting to improve the quality of life at PGA WEST.

Have a great summer and we will look forward to seeing you in the fall.

MEN'S GOLF ASSOCIATION

By Chair: Dick Peacock

Committee Members: Robert Aase, Dave Balducci, Jim Breeden, Bruce Hoesman, Ron Junkin, Larry McNabb, Glenn Miller, Ron Nelson, Ken Roberts, Jim Sorenson, Harald Vogl

Cole Porter's song "Another Opening, Another Show" is apropos, as the 2006/2007 Men's Golf Association "show" comes to a close. It has been a very successful season as we played twenty-five tournaments and had twenty-eight play days, with something for everyone – committee draws, pick your own team events, stroke play, scrambles, shambles, member/guests, match play and even the "dreaded orange ball" (actually it was "pink"). Membership peaked at 615 this year and we averaged almost 220 players per tournament. The signature tournaments, "The Test at the West", our two day member/guest and the "Desert Classic", our three day member/member, were better than ever. Both events had several days of great golf, along with wonderful cocktail parties with spouses, and delicious breakfasts and lunches.

One of our special tournaments this year was our "Member/Guest" on April 14th with 92 Marines and Sailors (this is up from 32 two years ago and 76 last year) from Twenty-nine Palms, Yuma Air Station, Miramar and Camp Pendleton. Many of them have had two or three tours in Iraq and Afghanistan and a number of them are about to deploy for their fourth tour.

As a way of saying thanks, the Yuma contingent presented to the Men's Club an encased American Flag that was flown on top of Mount Sarabachi on the island of Iwo Jima (hallowed ground to the Marines). Stop by and see it in the trophy case in the Private Clubhouse. Another Marine wrote a thank-you note: "I can't begin to tell you how appreciative we all are for the generosity and kindness shown by your members. Personally, it was the best golf experience I have ever had". For those members, who sponsored and played with a Marine or Sailor, it was an emotional highlight of the season. Members - thanks for your generosity.

The Men's Golf Association is a non-profit organization and the Board is voluntary. Our goal is to "promote the game of golf, good sportsmanship, and camaraderie amongst the membership, while abiding by the rules of golf as provided by the United States Golf Association". Your annual dues,

buy-in money, and entry fees are all returned to the members in the form of prize money, cocktail parties, breakfasts and lunches, tee prizes, golf balls, trophies, hats, etc. Our goal is to break even, which we have done once again this season. And, over 60% of the members have won some prize money this season.

Thanks to you, the members, for your participation, support, and understanding through the season. Secondly, thanks to the volunteer Board, who work hard to provide interesting tournaments that are fair and hopefully, exceed the member's expectations. Five Board members are retiring, (Robert Aase, Jim Breeden, Glenn Miller, Ron Nelson and Ken Roberts) with a total of 27 years of service. Thanks, gentlemen, for your dedication and hard work over the years. As for the future, Jim Sorenson was elected Chairman and will do an excellent job. And welcome, Bud Carroll, Joe Hall, Mike Herman, and Keith Willerton, who were recently elected to the Board. A special thanks to Bob Beebe and Carl Brooks, who were our liaison with the Marines and Sailors. And, thirdly, thanks to the Pro Staff who have helped throughout the season, especially Scott Kirkpatrick and Dale Butler, who week after week prepare the format sheets, score cards, score boards and make last minute changes – all done under pressure, but always with a smile on their faces.



Next season will be here before you know it. The Board has already set the schedule of events – once again we will have twenty-five tournaments with twenty-eight play days, played on all six of the PGA WEST courses, and will be very similar to this season. It

will kickoff with the traditional Opening Day Scramble on November 7th. The Schedule of Events, Procedures/Rules, Handicap System and Registration Forms will be mailed out to the members in late June or early July.

Membership applications are available at the Pro Shop, the concierge desk and the PGA WEST and Members Association websites. Membership fees for the 2007/2008 season remain at \$110 if paid before June 1st, and \$125 if received after June 1st. Come join the fun. There is no better way to get "connected" with PGA WEST, and what it has to offer, than to play golf with the friendly professional people that live here.

In the meantime, the Board wishes you an enjoyable summer of great golf wherever you are, and we look forward to seeing you back at PGA WEST in November.

PGA WEST LADIES' GOLF ASSOCIATION

By President: Val Haslam

Executive Committee: Diana Ward, Lynne Dozer, Edie Hraban, Roxann Hunley, Kathy Foord, Pat Asay, Charlene Korn, Pam Doyle, Carol Eves and Doris Pipkin

Our 2006-2007 golf season was a great success due in large part to the efforts of our Tournament Chair Lynne Dozer, and, her assistant, Edie Hraban who put together a fun-packed schedule of events while overseeing our 5 Guest Days. The Guest Days were very well received and we would like to thank once again the Chairs and their Committees.

Our most popular events again this year were the Pick Your Own Foursomes, closely followed by our two day holiday member-member. The President's Cup had a full field of 160 players with Yolanda Mills and Judith Young emerging as the Match Play Champions. The Club Championships did not have as many participants as in previous years nonetheless they were exciting with Colette Rosenberg winning the Club Championship on the first extra hole of sudden death. Lynne Dozer, our Senior Club Champion and Margie Buhler our Super Senior Club Champion won their respective Championships.

Both of our Spring teams took home the trophies for their divisions while the Fall team came in second. A warm thank you to the three team captains for a job well done. We are fortunate to be able to field an additional Fall Home & Home team next year which will afford another 30 ladies the opportunity to participate in team match play.

One of the Board's goals this year was to review the assignment of handicap holes for each course. This turned out not only to be very informative but, a long and arduous task. I am happy to report that 5 of our 6 courses have been completed with the new handicap stroke holes to take effect as soon as new cards are printed. We hope to complete the review of the remaining course, the Nicklaus Tournament, in the very near future.

A second goal the executive hoped to achieve this past season was to make extensive use of our website as a means of delivering all necessary information to our members, i.e. Schedule of Events, Guest Day Entry Forms, By-Laws, Standing Rules, resort course draws, etc. We continue to use the internet as a means of communication and have begun to post copies of our e-mails on the webpage. Though we have some wrinkles to work out, we have made progress in this area. We continue to work on this goal which hopefully will

reduce, if not eliminate, the number of phone calls received by the pro shop and made by our phoning committees.

Most importantly we could not have enjoyed such a tremendous season or achieved any of our goals without so much help and support. Thank you to our Head Pro Ben Dobbs and all of his pro shop staff; to Cary Massey and Carlos Hernandez and their food beverage staff; and, to Karli Harding for assisting us with the webpage and e-mails. Thanks to our historian Susan Frost, Sunshine-Lady Diane Tressen, and, to Cathy Condon who looked after our awards.

Finally, thank you to a wonderful Executive Committee who worked so hard throughout the entire year and to all of the volunteers who worked with them.

We look forward to our traditional Opening Day Scramble on Tuesday, November 6. In the meantime, the Board wishes you an enjoyable summer and we look forward to seeing everyone next season.

GOLF OPERATIONS AND SERVICES COMMITTEE

By Chair: John Richart

Committee Members: Carl Brooks, John Dykstra, Tom Haly, Val Haslam, Tom Headrick, Phil Kaplan, Doris Pipkin, Doug Velig, Mary Walker and John Richart

Club Representatives: Brian Bonesteel, Ben Dobbs and Chris Hanns

Over the past two years I have tried to continue the fine work of Tom Headrick, previous chairman, in promoting a quality golf experience on all six of our courses for our members.

Our head golf professionals – Ben Dobbs, Chris Hanns and Brian Bonesteel – are to be highly commended for running excellent operations at the Private, Stadium and Norman clubhouses, respectively.

Progress has been made by our Committee on a number of fronts, and work remains to be accomplished. Let's recap some of the important issues:

Cart path repair – as a result of excellent work by Mary Walker documenting needed repairs on all of our cart paths, PGA WEST has a plan to return our paths to excellent condition. Repairs to the Stadium were made last summer

continued on page 5

GREEN COMMITTEE

By Chair: Tom Headrick

Committee Members: Bruce Richards, Bob Helgeson, Mike Jacobsen, Phil Kaplan, Dick Logan, Dick Moore, Frank Morey, Gary Petersen.

PGA WEST Members:

Dean Miller, Director of Agronomy, Scot Sandels, Superintendent of the Stadium and Nicklaus Tournament Courses, Jim Schmid, Superintendent of the Norman Golf Course, Robert Durkee, Superintendent of the Nicklaus Private and Weiskopf Golf Courses, Greg Hrycyk, Superintendent of the Palmer Course, Maria Magaña, Secretary

In the opinion of the Green Committee and on the basis of widespread feedback from our members, the courses this year were in the best condition that we have experienced in a number of years. Hats off to Dean Miller and his fine group of Superintendents for their exceptional work. They were aided by budget and staff increases that enabled them to put more effort into caring for, repairing and ensuring the consistency of the greens and into maintaining target heights for the fairways and rough. They were also able to devote more man/womanpower to detail work that upgraded the overall appearance of the courses; and the addition of new capital equipment supported all of these efforts. At the same time we must give great credit their skill and expertise because, as detailed in the last Newsletter, the

weather this year was particularly challenging—extended cold weather and frosts followed by bursts of unseasonably warm weather. Reaching and maintaining the high levels of condition and appearance were not easy. It has been a very fine year for our golf members, and we thank Dean and his whole crew for making it so.

There still remain a number of projects for course improvements that require capital as opposed to operating expenditures. Four major projects will be done this coming summer: repairing the lake banks and liners on the Nicklaus Private holes 8, 13, and 14; re-doing the drainage and replacing the sand in the greenside (and possibly some fairway) bunkers on all three private courses; putting in a new pump station on the Nicklaus Tournament; and repairing the cart paths on the Palmer and Nicklaus Private. The budget commitment for these projects is \$1,350,000. Because of the extensive work to be done on the course, the Nicklaus Private will be closed from July 5th through the overseed period.

Some sodding and sprigging work will be done on the Stadium, but major renovations will await the results of a new Master Plan now being prepared by Pete Dye and his design group. A proposal from the Green Committee to build a short game practice facility at the back (west) end of the Private Range has been submitted and is under consideration as a future capital project.

Finally the Committee thanks the membership for their advice, suggestions and support

GOLF ACCESS COMMITTEE

By Chair: Kent Cornell

Committee Members: Carl Brooks, Wendy Kozuh, Jack Chamberlain, Dick Moore, Dick Peacock, Peter Tuohy and Val Haslam

The 2006/07 season has been an extremely difficult one for trying to get tee times. The unreliability of the EZ-Links web site has led to an understandable, but disastrous tee time acquisition situation.

In the past, the abuse of overbooking was held to a minimum due largely to the cooperation and discipline of those regularly getting tee times. However, this year the floodgates of abuse opened up with widespread overbooking practices. A foursome would obtain four times, and sort things out later. Social groups of 4 to 5 foursomes would regularly try for 16 to 20 times. In the past we were able to pinpoint those abusing the system and get their cooperation to be better disciplined. However, this year these practices were too many to police.

Toward the end of the season it seems that the EZ-Links unreliability has been corrected—time will tell. But

unfortunately the practice of overbooking has become ingrained in too many members. The club is looking at how to change the system to prevent this abuse. So far no suggestions have withstood close scrutiny to avoid making things worse.

The best thing to happen is for the members to stop requesting so many more times than needed. If this is not done, look for changes in the tee time system—changes that, I am afraid, will not be user friendly.

With massive overbooking, the already impossible telephone route has been made even more frustrating to those not using a computer. There is even less chance of solving this problem than solving the computer overbooking problem.

At our present membership level there is enough course availability to satisfy almost all requests so with a reliable tee time system, this overbooking should not and need not be practiced.

The Committee and Club will be addressing these issues through the summer and will continue to work the problem. Your cooperation is also needed.

Have a good summer!

GOLF OPERATIONS AND SERVICES COMMITTEE

continued from page 3

and repairs to cart paths on the private courses are slated for this summer.

Coots – PGA WEST obtained much needed permits last year and had a sustained elimination program for these pesky birds. The population was greatly diminished on the Nicklaus Private, and some progress was made on the Weiskopf as well. The 2007-2008 season should see a continuation of this program to discourage coots from habitating at PGA WEST.

Cart stickers – A plan to have all private carts registered has evolved to a very successful program. About 1750 stickers have been issued which allows starters and player assistants to identify members and, more importantly, deter nonmembers from using our facilities.

Signage – The “no trespassing” signs around the course originated with our Committee, allowing PGA WEST to prosecute nonmembers if necessary to deter unauthorized play. Caution signs have been installed in a number of places where members may encounter unseen traffic.

Bathroom locks – This chairman believes that on-course restrooms are for members and guests only, and assurances have been repeatedly made that all such bathrooms will have combination locks in place. The Palmer Course has such locks, and the bathrooms between #11 and #12 of the Nicklaus Tournament, but nothing yet on the Nicklaus Private #7, Weiskopf #7, the Stadium #6 and #13, the Norman #7 and the Nicklaus Tournament #6. Alas, this has not happened to date, and next year’s committee may wish to make this item a priority.

Handicap flags – PGA WEST has implemented a plan to allow handicap flags for members who have a State issued DMV Handicap Permit. A doctor’s letter is no longer sufficient to obtain a flag. Flags have the member’s name on them and are non-transferable, even to a spouse. Doug Velig has agreed to assist Ben Dobbs in reviewing special exceptional cases to this policy during this coming fall.

Tournaments – this Committee provides input on Men’s Club sanctioned tournaments such as the Club Championship, Match Play Championship, and the Senior Club Championship. For example, the current format for the Match Play event calls for qualifying on Thursday for championship flight, then matches on Friday and Saturday, followed by two matches on Sunday. Participants enjoy the camaraderie of the event and the schedule is favorable to weekenders.

Next seasons input in advance for the Mixed Member-Guest and the Men’s Invitational has been requested from members organized by this committee.

Course conditions – although the purview of the Green Committee, early in the season our committee members review conditions on an assigned course and report on issues in need of maintenance or repair. We pass these suggestions along to Green Committee members who also serve on this committee. This mild overlap has served our members well to date.

That’s all for me. I have enjoyed working on behalf of our members.

Have a great summer.

HOUSE COMMITTEE

By Chair: Robert Aase

Committee Members: Ralph Cicurel, Mike Clark, Sue Dalbey, Dick Moore, Dorothy Morey, Judy Peecook, Gail Richards, Kathy Roeder, Paula Turner, Mary Walker

The 2006-2007 season is just about over with the Memorial Day picnic and July 4th picnic just ahead. Once again Lori English and the Social Committee have done an outstanding job putting together our social events for this season. All events were well attended and the overall satisfaction was very high.

Pasta Tuesday and Friday’s Member Dinning have been very well attended and will be back next season. Sunday’s Social Hour and limited menu started in February and it will be back next season with a bigger limited menu.

All three clubhouses have flat-screen HD TV’s. We think this will make watching sports at the clubhouse more enjoyable.

The committee has been working with management all season to get discount pricing the same on food and beverage at all three clubhouses. At our last meeting, May 9, 2007, management assured us that the prices would be the same at all three clubhouses. We have also been working with management to get the members 20% discount at all three Pro Shops and this has been done.

I think the House Committee working with management has gotten a lot accomplished this season. It should make the member’s experience a better one. A lot more needs to be done but this is a step in the right direction. Hope everyone has a great summer and fall. See you next season.

TENNIS AND HEALTH AND FITNESS

By Chair: Judy Hirsch

The PGAWEST Tennis Association held its election of officers for the 2007-2008 season at the annual meeting and dinner/dance April 15.

The following have been elected officers:

Judy Hirsch, chairperson
Betty Minkler, vice chairperson
Donna Plescia, secretary
Bill Elliott, treasurer

The following have been elected as board of directors:
Leo Dorociak, Jack Morris, Char Dimond, Betti Calvert, Jim Blackburn, and Larry Hansen.

The final tennis event of the season, May 5, was well attended and a wonderful brunch was enjoyed by all.

Anyone interested in joining the Tennis Association can get more information by calling membership chairperson, Larry Hansen.

The Health and Fitness Center has quieted down with so many members leaving for the season so now is the time to renew your commitment to that bike or treadmill and while you are in there be sure to introduce yourselves to Tina, one of the newest employees at the front desk.



WEBSITE COMMITTEE

By Chair: Carl Brooks

Committee Members: Tom Headrick, Bob Heller & John Richart

This new Members Association communication vehicle has proven to be a valuable tool for keeping dues paying members up to date on all of the proposed and enacted changes at PGA WEST since the fall of 2006. Committee Minutes, Board Minutes, and other important news are posted to the website as soon as they are adopted by the Board.

An enhancement that has been added this season is the capability we now have to send email blasts to all of our

paid up members. We can send to your email address an announcement to call to your attention a recent news update on your www.pgawma.org website or directly call to your attention an important news item about the Club.

One issue that is currently being addressed is the problem that some McIntosh users are experiencing in reading PDF files on the site. We have recently posted on the website instructions for those members that may solve that problem. If there is still a problem after attempting that action, please let the Members Association Board know about it so that we can work further toward a resolution.

Have a great summer and keep current on activities at PGA WEST until you return for next season by visiting your website at www.pgawma.org often while you are away.

Your PGA WEST Members Association Board/Advisory Board of Governors invite your questions and comments.

Please contact us by e-mail or phone as listed below:

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