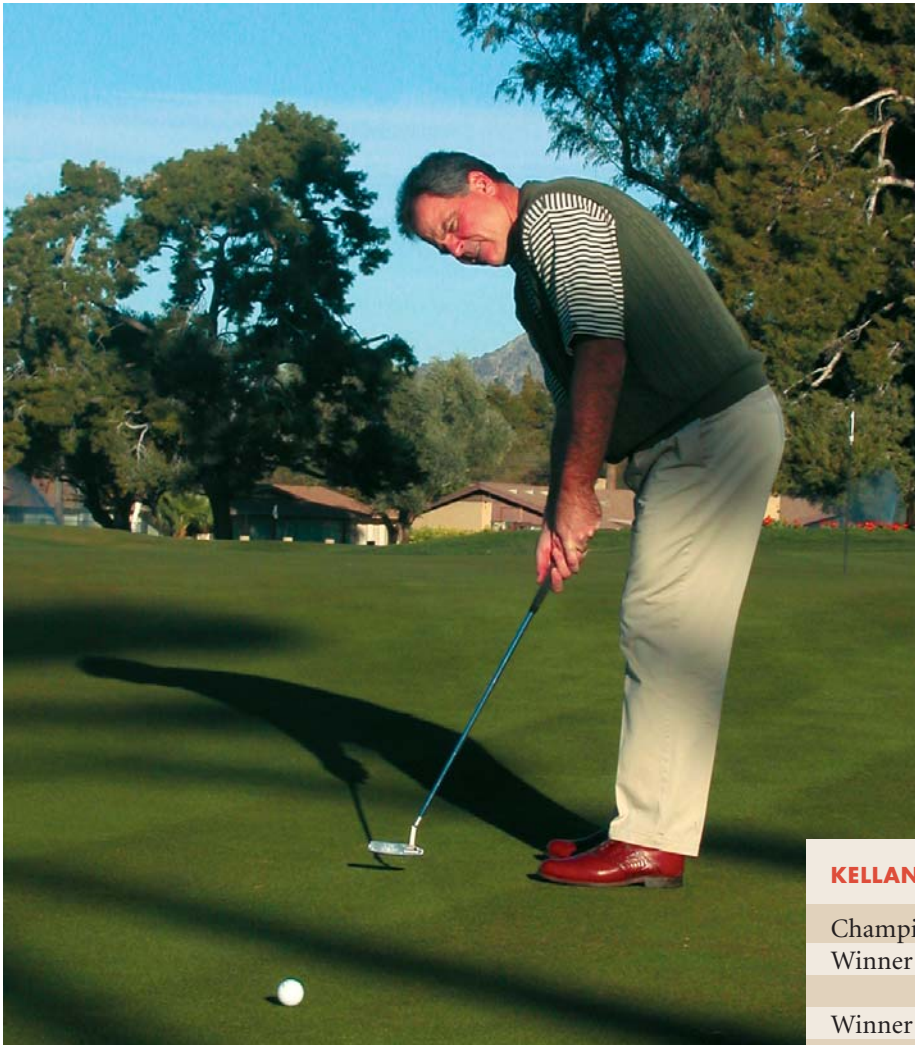




AGA NEWS

2004 AGA Players of the Year



Ken Kellaney—Player of the Year

No amateur golfer in recent times has dominated the game the way Ken Kellaney (above) has, picking up his fourth consecutive Player of the Year award and ninth overall. His accomplishments and victories have clearly established a benchmark that may never be repeated.

“I am very honored to have been selected as the AGA’s Player of the Year,” Kellaney said. “This award means that the hard work that I put in on my golf

game over the past year was worth it. At the beginning of the year my main goals are to win major tournaments, Player of the Year and the Mayfair Stroke Average award. I have been very fortunate to have won this award, now for the 9th time.”

The old adage of “every game counts and every shot matters” certainly rings true for this 48-year-old banker. Last

year, his stroke average, a mere .01 percent better than ASU standout Jesse Mueller, turned out to be the difference in Kellaney clinching the Mayfair Award for lowest stroke average, and ultimately ensured another Kachina. This year the pressure for his ninth was on again.

“Having to win the last major, the Stroke Play Championship, to win the Player of the Year award made this year different for me,” Kellaney said. “It was rewarding to set a goal and achieve it against some very strong competition. In recent years, the level of competition has certainly increased in the AGA tournaments, which has made me work harder on my game, just to keep up.”

This year, entering the Arizona Stoke Play Championship, Kellaney had not yet won an AGA major championship, but was leading in the Mayfair points. (In order to be considered for Player of the Year, a player must have won one of four AGA individual major championships or

KELLANEY’S RECORD IN AGA EVENTS FOR 2004

Champion	AZ Stroke Play Championship
Winner	East Valley Divisional Four-Ball – Masters Division
Winner	Arizona Short Course Tournament
Winner	East Valley Short Course Tournament
1st	Low Amateur Arizona Open
2nd	Arizona Public Links Championship
2nd	Falcon Amateur
3rd	AZ Mid-Amateur Championship
4th	San Tan Amateur
5th	Northern Amateur

the Mayfair Award.) Enter 54-year-old Robin McCool, who defeated Kellaney in extra holes to win the Arizona Public Links Championship and was in contention to end Kellaney’s reign with a victory in this cold and rain-soaked event.

One other obstacle stood in the way. Kellaney needed the victory, but Chris Kessler, who was tied with him going into the final round, presented a problem—as did McCool, lurking just one shot back. Like any true champion, when it mattered most, Kellaney seized on an error from Kessler late in the day, took the lead and never looked back. He won the tournament by one shot with McCool finishing three strokes back. An ending that many can only dream of, but one that Kellaney lives.

**Richard Marten—
Masters Player of the Year**

Marten, 45, of Glendale, a long-time golf fan, didn't start playing until the age of 30 when his wife gave him a set of clubs. A job as a marshal at a California golf course (that came with free range balls and four lessons from the pro) was all this customer service specialist needed to get him pointed in the right direction.

"The pro said it would take 20 years to become a good tournament player, so I'm pretty close," Marten said. "Winning this award is huge, and I'm loving it.

"It is very encouraging and will boost my confidence immensely. I'm already having a good year and this will make it all the better."

Marten, picked up his first AGA victory at the Arizona Divisional Stroke Play Championship held at Arrowhead CC besting the field by three strokes. "In my head, I figured I needed to birdie the last three holes to win. I birdied 16 and 17 and hit into the water on 18, but managed to get up and down for par. When I found out I won by three strokes, I was just amazed." He also reached the round of 16 at the Arizona Divisional Match Play Championship held at Quintero G&CC.

For Marten, the true test of whether he will be a good tournament player in 20 years will come just in time for his 50th birthday and the dream of qualifying for the Champions Tour. Only time will tell. Either way, he has already proven himself a champion.



**Steve Dallas—
Senior Player of the Year**

For 56-year-old Steve Dallas (above) of Chandler, golf is not just something he does—it is something he lives. This former golf professional, who relocated to Arizona over 20 years ago, has found the perfect balance as a golf course owner of Las Colinas Golf Club and as a tournament player. This year he picks up his second Senior Player of the Year award.

"This means a lot to me, being able to play with some of the better players in the state and even on the West Coast who are here in Phoenix," he said. "It pleases me the most that I'm still able to compete with those on the younger side.

This year was very special to Dallas, who won the both the East Valley Divisional Four-ball and Arizona Four-ball with the legendary Ed Smith, who helped him capture the two divisional victories that led to this honor.

"It was a treat to play with him," Dallas said. "He is one of the best senior players I've ever played with, and it was really fun."

With his competitive juices flowing and his game strong, he is counting his blessings and looks forward to teeing it up against all challengers regardless of age.

"I take a lot of pride in being able to compete against some of the younger players," he said. "I'm not sure how much longer I can do that. I'm not saying that I'm better, it's just fun to be competitive against them."

If by fun he means winning, he certainly started 2005 off in strong fashion winning the Short Course tournament against a very strong field. While every tournament will not have that same result, you can bet if Dallas is on the course he is having fun, and isn't that what truly matters in this great game?

**Mike Perrault—
Legends Player of the Year**

At 66 years of age, Perrault, a retired consumer electronics sales manager is living his passion that began more than 55 years ago. Growing up in the Pacific Northwest he played collegiate golf at Oregon State but found his career kept him away from being on the links on a regular basis.

Upon relocating to Arizona eight years ago, he was able to reconnect with a game he loved. Concentrating on tournament play has given him the opportunity to experience a variety of courses rather than being anchored to a select few within the neighborhood.

His victories at the Arizona Divisional Match Play Championship and Northern Divisional Four-Ball earned him this honor that he says is, "very exciting." In fact, it is the match play format that he truly enjoys the most with its challenge of playing both the course and the opponent. As any good champion knows, Perrault points out you can't throw away a tournament on just one bad hole.

AGA Tournament Results

Steve Dallas, the owner of Las Colinas Golf Club, captured the first AGA event of the season. He sank a 12-foot putt to defeat John Quarty on the first playoff hole and claimed the Arizona Short Course, hosted by Ahwatukee Lakes Golf Course, January 9.

Dallas, of Chandler, shot a tournament-low four-under 56 on the first day of competition on the 4,019 yard, par 60 course to lead the field by three strokes. On Sunday, Dallas struggled with one-over 61, while Quarty, of Glendale, went low for the day with two-under 58 to force the playoff with a combined two-day score of three-under 117.

Arizona Short Course Top 20

Hosted by the Lakes at Ahwatukee GC

Dallas, Steve	56-61=117
Quarty, John	59-58=117
Eckerman, Chuck	59-60=119
Montplaiser, Larry	60-60=120
Whitney, Cyrus	60-60=120
Kellaney, Ken	61-59=120
Peterson, Jeff	61-59=120
Parker, Tom	61-60=121
Gedeon, Guy	61-60=121
Montgomery, Morgan	61-61=122
Webster, Allen	59-63=122
Mccool, Robin	61-62=123
Meyers, Dan	61-63=124
Baker, Jonathan	62-62=124
Cichewicz, Andy	63-61=124
Smith, Edward	63-62=125
Gardner, Don	63-63=126
Cable, Ken	63-63=126
Kern, Ben	61-65=126
Schwartz, Ryan	60-66=126
Morrison, Rich	65-61=126
Ellenburg, Frank	66-60=126

East Valley Short Course

Hosted by Augusta Ranch GC

Bryan Hoops (right) of Chandler bested Cyrus Whitney of Oro Valley, by one point to win the East Valley Short Course hosted by Augusta Ranch Golf Club in Mesa. This was his first official AGA title.

The 35-year-old sales executive with telecommunications company Netversant, out-paced the field posting seven points on Sunday, in the modified Stableford scoring format to claim the title with a total of 12 points.



HOOPS, BRYAN, Chandler, Ariz.,	5-7—12
WHITNEY, CYRUS, Oro Valley, Ariz.,	9-2—11
BENNETT, JIM, Chandler, Ariz.,	8-2—10
SHANO, JASON, Scottsdale, Ariz.,	6-3—9
APPS, MARC, Payson, Ariz.,	4-5—9
MILLETT, JACK JR, Scottsdale, Ariz.,	8-0—8
BLAIR, JACK JR, Sierra Vista, Ariz.,	5-3—8
RANDALL, CANNON, Mesa, Ariz.,	3-4—7
GARDNER, DON, Maricopa, Ariz.,	3-4—7
RYAN, DAVE, Scottsdale, Ariz.,	9-3—6
PETERSON, PAIGE, Chandler, Ariz.,	3-3—6
PLUNGIS, TOM, Scottsdale, Ariz.,	7-1—6
BANEK, REG, Marana, Ariz.,	2-4—6
BOWEN, GREG, Mesa, Ariz.,	3-3—6
MORRISON, RICH, Marana, Ariz.,	4-1—5
O'BRYAN, MARK, Phoenix, Ariz.,	5-0—5
QUARTY, JOHN, Chandler, Ariz.,	-1-5—4
EDENS, CAMERON, Phoenix, Ariz.,	-1-5—4
KELLANEY, KEN, Phoenix, Ariz.,	1-3—4
MONTPLAISIR, LARRY, Gilbert, Ariz.,	0-3—3
BEGLEY, MIKE, Gilbert, Ariz.,	0-2—2
ZIEKY, JEFF, Scottsdale, Ariz.,	3-1—2

USGA to Require a License to Issue USGA Handicaps

The United States Golf Association (USGA) began a new program in 2005 requiring that all clubs in the United States wishing to utilize the USGA Handicap System be licensed to do so. Clubs that are members of the AGA will be covered under the association's blanket license with the USGA. During the second quarter of 2005, the AGA will be sending a checklist to all current clubs outlining the compliance requirements for issuing USGA Handicap Indexes. Clubs will be asked to review these requirements and sign a statement of compliance.

Any independent golf club that is not part of an authorized golf association and wishes to utilize any aspect of the USGA Handicap System method must apply for a license to issue USGA Handicaps. This application will be made to the USGA through the golf association. It is the AGA's responsibility to confirm that these golf clubs are complying with the requirements of the system before forwarding the application to the USGA (similar to amateur status reinstatement applications).

Clubs that are members of the AGA or AWGA or those independent clubs that have successfully completed the application process and have been approved will be listed on the USGA's Website beginning in January 2006.

"The goal of this program is to ensure the integrity of the USGA Handicap System and that those golfers who desire a USGA Handicap Index obtain one that is legitimate," said Lorraine Thies, assistant executive director of the AGA and a member of the USGA handicap procedures committee. "A core

component of a handicap system has always been the element of peer review—the ability of club members to review the scoring records of their peers. The closer the relationship of the members within a club, the more reliable the peer review process becomes. With the introduction of Internet-based, for-profit organizations that solicit members by non-traditional, mass-marketing techniques, a real threat to the integrity of the system

has been created. These new procedures will have a limited impact on the traditional clubs located at the golf course or clubs without real estate that currently are members of the association and already comply with the rules of the USGA Handicap System."

In conjunction with the licensing requirement, the

USGA has introduced a new definition of a club. The less the affiliation of the club member prior to forming or joining the club, the stronger the compliance requirements are to ensure that members don't just "buy" their handicap—they earn it legitimately.

USGA'S New Definition of a Golf Club

A golf club is an organization of at least ten individual members that operates under bylaws with committees (including a Handicap Committee) to supervise golf activities, provide peer review and maintain the integrity of the USGA Handicap System. A golf club must be licensed by the USGA to issue a Handicap Index to its members. A club can obtain a license agreement directly from the USGA or through its membership in an authorized golf association that is already licensed by the USGA and that

has jurisdiction in the geographic area that includes the principal location of the golf club.

Members of a golf club must have a reasonable and regular opportunity to play golf with each other. They must be able to return scores personally. These scores must be readily available for inspection by others, including, but not limited to, fellow members and the club's Handicap Committee.

Each golf club must determine its category. A golf club fits into one of the following three (3) categories:

1. It is located at a single specific golf course with a valid USGA Course and Slope Rating where a majority of the club's events are played and where the club's scoring records reside; or
2. Its members are affiliated or known to one another via a business, fraternal, ethnic or social organization. The majority of the club members had an affiliation prior to organizing the club; or
3. The members had no prior affiliation and a majority of the recruiting and sign-up of the membership is done by solicitation to the general public (e.g., Internet, newspaper).

Visit the AGA's website, azgolf.org and click on Handicapping for more information about compliance requirements of each of the three categories of golf clubs.

What's Happening

The AGA has launched a new section on the website called "What's Happening." The goal is to provide more information on charity events, non-AGA tournaments/events, clinics and other golf-related happenings that we think would be of interest to you. In addition, we encourage you to tell us about events that should be included in this section. Simply email us the information at aga@azgolf.org and we will do the rest.



AGA Special Offers— What's New?

Are you taking advantage of the savings and discounts offered to AGA members in the "Special Offers" section of the website? If not, we encourage you to click on over to our website at azgolf.org and check out some of the latest offers that are now available.



Restaurants/Dining: A wide variety of restaurants in Arizona and around the country are offering printable discount certificates. Best of all you can purchase individually at your discretion. You can even purchase certificates as a gift and have them emailed directly to the recipient.

Golf Photography & Memorabilia:

Looking for a specific photo of Arnie, Jack, Phil or Tiger capturing memorable moments in their golf careers? Or some of the legends of the game? Chances are we now have access to it, and as a member you receive special savings off the retail price.

Concierge Service:

Through a new partnership with Home National Bank in Scottsdale, AGA members can take advantage of special savings on their Concierge program, which offers more than 1,000 personal services geared to saving you time, money and especially stress.

Gear-To-Go: If you are looking to test drive the latest golf equipment before you buy or have guests coming to town who don't want to travel with their clubs, Gear-to-Go is your answer. Now, AGA members save 10 percent on each order.

Fresh Flowers: A wide array of fresh cut flowers for any occasion shipped directly from the growers.

Each purchase supports the AGA.



A Bandon Inn: Your gateway to golf at America's most celebrated new resort destination. Designed with the golfer in mind, the Inn is just seven minutes from the ocean shore and Bandon Dunes Golf Resort. AGA members receive special pricing.

Ticketmaster: Before you purchase your ticket, check first with our members-only area to see if discounts or special offers are available for your event in Arizona or elsewhere around the country.

Nationwide Insurance:

Proud sponsor of the Nationwide Tour, your AGA membership entitles you to special group rates for your auto or home insurance policy. ■



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