

## AGA PROFILE: Jerry Graham

During his long career in the sports business, when AGA past president Jerry Graham was given the opportunity to choose, he chose bowling. (Several comedians have suggested such a choice to Bob Hope or Jack Lemmon after watching them swing at a golf ball.)

Jerry's choice worked out for the best, though, as he became a senior executive for Brunswick Corporation. In his forty years with them, the concept of "sports business" led to financial prosperity and an insightful perspective on the mix of sport and business – where they mesh and where they don't.

The game of golf is changing, and the AGA has been adapting to those changes because of Jerry's vast experience overseeing and contributing to similar cultural divergences in tennis and bowling. The parallels and challenges are strikingly apparent today. As bowling scores rose thanks to technical improvements in equipment, millions more people were lured into the game, much like what happened in tennis. Profits soared, and corporate visions dominated the games. Prices, too, soared, and growth collapsed. People left those games in droves as skill was overmatched by power and pricey equipment. The concept of being able to "buy improvement" eventually diluted interest.

Jerry has long warned of these dangers that others are now sensing happening in golf (see Out of Bounds on page 47).

Clearly golf cannot afford the additional land, water and money necessary to fight a cold war against improvement. When the perception exists that one must buy new equipment to achieve a certain level of ability, golf may succumb to the pestilence of greed that led tennis and bowling backwards. As Jerry moves to the position of Arizona Golf Foundation President this year, we look forward to further benefits from his unique vision to help Arizona Golf continue to prosper, and benefit all levels of golfers statewide . . . (aside to Jerry: Please spare us from any more 200 games!).



## You Make the Call

Are you interested in learning more about the Rules of Golf or becoming a Rules official? Then consider attending the PGA/USGA Workshop on the Rules of Golf, scheduled Feb. 13-16 in Tucson (hotel site TBD). The cost is \$250 for the four days, and the entry deadline is Feb. 3 – a maximum of 110 people are allowed to attend the workshop. For additional information, contact the AGA office (602-944-3035) or Southwest PGA (480-443-9002).

## Sweet Home Arizona

Arizona's reputation as being the place where pros live is thriving, as the following 13 men recently participated in the 2005 season PGA Tour Qualifying Tournament held at the Stadium Course and Nicklaus Tournament Course at PGA West in La Quinta, Calif. Those who made the 108-hole cut earn fulltime privileges on the 2005 PGA Tour. Those who miss the cut earn status on the PGA Tour's Nationwide-sponsored circuit. The top 35 finishers earned PGA Tour cards.

### (PGA Tour Exemption)

- 2 Rob Rashell, Scottsdale 68-68-70-67-74-69- 416
- 3 Danny Briggs, Cave Creek 74-73-69-66-69-68- 419
- T13 Jason Allred, Scottsdale 71-69-73-71-70-69- 423
- T13 Jim Carter, Scottsdale 70-72-71-67-70-73- 423
- T13 Joey Snyder III, Phoenix 70-72-69-73-65-74- 423

### (Nationwide status)

- T48 Joel Kribel, Phoenix 70-74-72-72-69-71- 428
- T67 Jeremy Anderson, Scottsdale 71-72-68-76-72-71- 430
- T67 Jerry Smith, Scottsdale 74-69-71-69-72-75- 430
- T87 Dave Cunningham, Scottsdale 72-72-76-71-72-69- 432
- T96 Chris Kamin, Phoenix 75-70-75-72-73-68- 433
- T138 Chris Nallen, Scottsdale



74-77-81-70-72-67- 441  
 T143 Warren Schutte, Anthem  
 72-78-71-73-79-69- 442  
 WD Mathew Goggin, Scottsdale  
 73-72-74-74-74-wd

## Champions Tour

For those men 50-years of age and older, the Champion's Tour Qualifying Tournament featured five Arizona-based tour players. Of those five, only R.W. Eaks earned full exempt status for the 28-event 2005 schedule. Jim Ahern tied for the final conditional exemption, but lost in a playoff. Listed are the results, held last November at The King and The Bear golf courses in St. Augustine, Fla.

T-5 R.W. Eaks, Scottsdale  
 67-66-73-67-69-70-412  
 T-15 Jim Ahern, Phoenix  
 70-71-68-68-72-69-418  
 T-18 Mike Malaska, Scottsdale  
 68-67-70-70-70-74-419

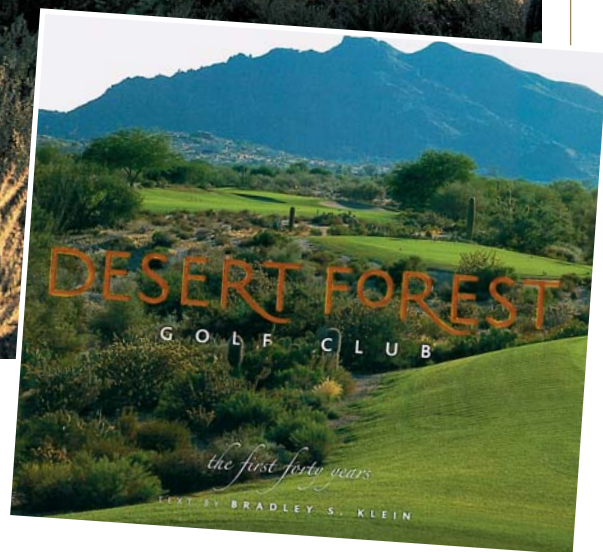
T-68 Howard Twitty, Scottsdale  
 74-71-74-73-292  
 T-73 Bill Dodd, Scottsdale  
 74-73-75-75-297

## LPGA Tour

The lone Arizona-based professional competing in the LPGA Qualifying Tournament was Dina Ammaccapane, of Phoenix, an 11-year veteran of the LPGA, as she won the final exemption for 2005 in a playoff.

Three Arizona-based ladies made the 90-hole LPGA Qualifying Tournament held at LPGA International in Daytona Beach, Fla.

T-12 Maria Hjorth, Scottsdale  
 73-68-7075-73-359  
 T-25 Joellyn Erdmann-Crooks, Phoenix  
 73-74-72-71-72-362  
 T-25 Dina Ammaccapane,  
 Phoenix  
 73-70-72-70-77-362



## Desert Forest Commemorated

What looks like a trophy bound, coffee-table book on the history of Desert Forest Golf Club is in reality a more encompassing and captivating collection of essays, thoughts and photography documenting how this private club shaped the community in Carefree.

Written by *Golfweek* magazine architecture editor Brad Klein, the 160-page book *Desert Forest Golf Club: The First Forty Years* recognizes the efforts of Desert Forest's major contributors, everyone from real estate masterminds Tom Darlington and K.T. Palmer to design consultant Tom Weiskopf and Jay

Woodward, the club's founding superintendent.

Captivating panoramic photographs by Phoenix-based Tony Roberts offers a unique perspective. In addition, photos of members and aerial shots that illustrate how Carefree was built around Desert Forest are included.

"The book is not just about the golf course. It's about the growth of golf in the Phoenix area," said Klein, whose recently released hardbound book can be purchased through Desert Forest's golf shop and at The Celebration of Golf retail stores.

Klein's book contains a chapter about Arizona's development, chronicling the years that preceded Desert Forest's 1962 opening. There also is a chapter about Arizona Golf Hall of Fame inductee Red Lawrence, the architect of Desert Forest, and 20 other golf courses in Arizona and New Mexico.

## Bryon Carney Becomes 2005 FBR Open Tournament Chairman

On Nov. 16, 2004, The Thunderbirds announced that they have named Bryon Carney as the 2005 FBR Open Tournament Chairman. And Carney has already begun his duties, which are to lead the planning and execution of the 2005 FBR Open to be held January 31-February 6, 2005 at the TPC of Scottsdale.

Carney, 44, is the Executive Vice President and Co-Managing Principal of Grubb & Ellis|BRE Commercial, LLC, a full-service commercial real estate brokerage firm specializing in all property type sectors including office, industrial, retail, land, apartments and investment properties.

Carney and his wife Judy (who he met at the Phoenix Open Bird's Nest in 1990) live in Scottsdale with their two daughters. He has been an active Thunderbird



BRYON CARNEY



## Hall of Fame Inductees

2004 Hall of Fame Inductees (left to right) Mark Kizziar, Robert "Doc" Graves, Louise Solheim and Paul McGinnis.

since 2000, when he was named the Thunderbird "Rookie of the Year." Last year Carney was recognized by the Thunderbirds for selling more than a million dollars of sponsorships and ticket packages for the FBR/Phoenix Open over the previous three years.

The FBR Open is the best-attended golf tournament on the PGA Tour and in recent years has raised more than \$28 million, which the Thunderbirds donate to hundreds of local charities. Carney plans for that benevolence to continue.

In the Nov. 26 issue of *Golf-World* magazine, Carney was quoted regarding his decision to move the Bird's Nest back to the TPC of Scottsdale site after a four-year offsite location: "We believe by making it easier and more convenient for tournament goers to get to the Bird's Nest, attendance will increase, revenues will rise and more proceeds will be able to be

donated by the Thunderbirds to Arizona Charities."

In 2004, The Thunderbirds and the FBR Open donated a tournament-record \$4.54 million to Arizona charities through tournament proceeds. For more information on the Thunderbirds or the FBR Open, call 602-870-0163.

## Hall of Fame Induction

The 2004 Arizona Golf Hall of Fame Pro-Am Tournament and Induction Ceremony took place Nov. 22 at Camelback Golf Course. The day started with a torrential downpour that threatened to cancel the pro-am prior to the event. However, by the time 11:30 rolled around, although the temperature hovered in the mid-50s, the game was on (for 17 holes – the 18th was under water). Sister Lynn Winsor, a 2002 inductee, entertained the 150 in attendance at the induction ceremony that followed the golf.