JGAA: Changing of the guard

AZ golf courses are setting the pace

Class of ’13 joins AZ Golf Hall of Fame

The wowie factor: Teeing it up in Maui
WHAT WOULD HAPPEN IF WE IGNORED CONVENTION?

**XTD DRIVER**
- **$399.99**

**XTD FAIRWAY**
- **$299.99**

**XTD HYBRID**
- **$299.99**

**XTD IRONS**
- **$1,099.99**

**IDEA HYBRID**
- **$169.99**

**IDEA HYBRID IRONS**
- **BPC. STEEL $699.99**
- **BPC. GRAPHITE $799.99**

**IDEA HYBRID IRONS**
- **WOMEN’S COMPLETE SET**
  - **DRIVER / 3 WOOD / 5 WOOD**
  - **5 - 6 HYBRID / 7 WOOD**
  - **7 - PW / PUTTER**
  - **$999.99**

**IDEA HYBRID IRONS**
- **RASBERRY / BLACKBERRY MELON / ALMOND**

**JETSPEED DRIVER**
- **$299.99**
  - **AVAILABLE 12/13**

**JETSPEED FAIRWAY**
- **$229.99**
  - **AVAILABLE 12/13**

**JETSPEED RESCUE**
- **$199.99**
  - **AVAILABLE 12/20**

**CHECK OUT OUR NEW LOCATION IN GILBERT AT SANTAN VILLAGE PARKWAY!**

Frank Lloyd Wright in Scottsdale: 480.483.1800 | Santan Village in Gilbert: 480.963.9441 | Camelback in Phoenix: 602.957.0001

**IDEA DRIVER**
- **$399.99**

**IDEA HYBRID**
- **$169.99**

**IDEA IRONS**
- **$699.99**
  - **BPC. STEEL**
- **$799.99**
  - **BPC. GRAPHITE**

**IDEA DRIVER / 3 WOOD / 5 WOOD / 7 WOOD / PUTTER**
- **$999.99**
  - **RASBERRY / BLACKBERRY MELON / ALMOND**
Van’s Golf Shops

CHECK OUT OUR NEW LOCATION IN GILBERT AT SANTAN VILLAGE PARKWAY!

Frank Lloyd Wright in Scottsdale: 480.483.1800 | Santan Village in Gilbert: 480.963.9441 | Camelback in Phoenix: 602.957.0001

PING

S55 IRONS

STEEL (5pc set) $999.99

PING

G25 DRIVER $349.99
FAIRWAY $229.99
HYBRID $199.99
IRON (5pc set) STEEL $614.99 GRAPHITE $789.99

Titleist

AP1 7 PC STEEL $699.99
7 PC GRAPHITE $874.99

AP2 8 PC STEEL $1,099.99

CB FORGED 8 PC STEEL $999.99

MB FORGED 8 PC STEEL $999.99

Cleveland

588 ALTITUDE

GIVE THE GIFT OF SPIN
FREE Q-STAR DOZEN WITH THE PURCHASE OF ANY 588 RTX WEDGE
OFFER VALID NOVEMBER 15 - DECEMBER 31, 2013

SenitaB $199.99
Anser T $149.99
Craz-E $179.99

PING

DRIVER $299.99
IRONS
8 PC. STEEL $699.99
8 PC. GRAPHITE $799.99

GIVE THE GIFT OF SPIN
FREE Q-STAR DOZEN WITH THE PURCHASE OF ANY 588 RTX WEDGE
OFFER VALID NOVEMBER 15 - DECEMBER 31, 2013

Silver: Pantone Premium Metallic 10390c
Red: 187c

Silver: Pantone Premium Metallic 10390c
Red: 187c

Silver: Pantone Premium Metallic 10390c
Red: 187c
Van’s GOLF SHOPS

CHECK OUT OUR NEW LOCATION IN GILBERT AT SANTAN VILLAGE PARKWAY!

Cobra
Baffler XL

- DRIVER
  $249.99

- FAIRWAY
  $179.99

- HYBRID
  $159.99

COMBO IRONS

- STEEL (8pc set)
  $599.99

- GRAPHITE (8pc set)
  $699.99

Cobra
MOD

- DRIVER
  $299.99

- FAIRWAY
  $179.99

- HYBRID
  $159.99

METHOD MOD

- DRIVER
  $249.99

- FAIRWAY
  $179.99

- HYBRID
  $159.99

METHOD CORE

- DRIVER
  $249.99

- FAIRWAY
  $179.99

- HYBRID
  $159.99

VR PRO COMBO IRONS

- DRIVER
  $299.99

- FAIRWAY
  $179.99

- HYBRID
  $159.99

VR PRO

- DRIVER
  $299.99

- FAIRWAY
  $179.99

- HYBRID
  $159.99

$199.99

$399.99

$299.99

$100 MAIL IN REBATE!

CLOSEOUT SHOES
WHILE SUPPLIES LAST

FootJoy

- M-Project
  WAS: $129.99
  NOW: $89.99

- Sport Spikeless
  WAS: $129.99
  NOW: $79.99

- Contour Series
  WAS: $129.99
  NOW: $69.99

Bushnell

TOUR Z6

- LEGAL FOR TOURNAMENT PLAY
- 2 YEAR WARRANTY

- $100 MAIL IN REBATE!
- $399.99
- $299.99

OFFER VALID THRU DEC. 31, 2013

Bushnell

neoX

- LEGAL FOR TOURNAMENT PLAY
- 1 YEAR WARRANTY

- $50 INSTANT SAVINGS!
- $199.99
- $149.99

OFFER VALID NOV. 27 THRU DEC. 31, 2013

Frank Lloyd Wright in Scottsdale: 480.483.1800 | Santan Village in Gilbert: 480.963.9441 | Camelback in Phoenix: 602.957.0001
ANNUAL 2013 | AZ GOLF Insider

#1 GIFT IN GOLF

SPECIAL HOLIDAY OFFER FROM TITLEIST

FATSO 5.0
FREE INSTALLATION!

SLIM 3.0
FREE INSTALLATION!

MID SLIM 2.0
FREE INSTALLATION!

ULTRA SLIM
FREE INSTALLATION!

SRIXON SOFT FEEL

2 DOZEN ONLY $34.99
OFFER VALID THRU DEC. 31, 2013

Titleist #1 GIFT IN GOLF

Pro V1x $41.99 DZN
OFFER VALID THRU DEC. 31, 2013

Pro V1 $41.99 DZN
OFFER VALID THRU DEC. 31, 2013

7 LOCATIONS

- Frank Lloyd Wright in Scottsdale: 480.483.1800
- Santan Village in Gilbert: 480.963.9441
- Camelback in Phoenix: 602.957.0001
- Apache in East Mesa: 480.985.0601
- Crossroads in Tucson: 520.721.2111
- Oracle in Tucson: 520.293.1381
- Sun City: 623.972.0171

CHECK OUT OUR NEW LOCATION IN GILBERT AT SANTAN VILLAGE PARKWAY!

THE BEST GUARANTEE IN GOLF

WWW.VANSGOLF.COM

1.20” Dia / 50 g $24.99 ea.
1.70” Dia / 90 g $24.99 ea.
1.30” Dia / 60 g $24.99 ea.
1.20” Dia / 50 g $24.99 ea.
1” Dia / 65 g $11.99 ea.

THE BEST GUARANTEE IN GOLF

7 LOCATIONS

WWW.VANSGOLF.COM

SANTAN VILLAGE in Gilbert

480.963.9441

1.20” Dia / 50 g $24.99 ea.
1.70” Dia / 90 g $24.99 ea.
1.30” Dia / 60 g $24.99 ea.
1.20” Dia / 50 g $24.99 ea.
1” Dia / 65 g $11.99 ea.
COULD A TOUR BALL ACTUALLY HURT YOUR GAME?

A: ABSOLUTELY.

Here’s the problem. If you’re above a 10 handicap, a lot of the spin you put on the ball is sidespin. The spin that tour players use to work the ball is the very same spin that exaggerates hooks and slices for the rest of us. The new Q-STAR from Srixon is the answer. It’s engineered with the newly reengineered, patented Gradient Swirl Core™ for less spin off the tee while generating maximum spin with a wedge. Bottom line: you’ll be driving it longer and straighter down the fairway and stopping it on the green by the hole. Q-STAR. Finally a ball for the rest of us.

SRIXON PLAY A BETTER BALL

Q-STAR is engineered to reduce sidespin for longer, straighter drives.

Experience the Troon Golf® difference in Arizona: representing the best the game has to offer—from course conditions to clubhouse amenities to unparalleled service, at premier destinations throughout the world. Experience Troon Golf in Arizona for yourself.

Ak-Chin Southern Dunes Golf Club • The Boulders • Copper Canyon Golf Club • The Gallery Golf Club • Golf Club of Estrella • Lookout Mountain Golf Club • Ocotillo Golf Resort • The Phoenician • Poston Butte Golf Club • Sewailo Golf Club • Talking Stick Golf Club • Troon North Golf Club • Westin Kierland Golf Club • Whirlwind Golf Club at Wild Horse Pass

Download FREE Troon GPS Golf Apps in iTunes and Google Play!

FOR ADDITIONAL INFORMATION, VISIT US ONLINE AT TROONGOLFAZ.COM
It has often been said that life imitates art. At Desert Highlands, there is no imitation. Desert Highlands has always been a beautiful place to live. And a world class country club. The centerpiece of this private residential community is its Jack Nicklaus Signature Golf Course. The 18-hole putting course, designed by Gary Panks and inspired by the putting courses in Scotland, was the first of its kind in America. But recreation at Desert Highlands isn’t just about golf. There are 13 tennis courts with grass, Har-Tru or hard surfaces, a 7,000 square foot state-of-the-art fitness center, a beautifully landscaped lake for fishing and miles of walking paths that wind through the community.

Desert Highlands isn’t just about where you live, it’s about how you live.

Welcome to Desert Highlands. Let the celebration begin.

EXECUTIVE DIRECTOR Tom Cunningham hands over the reins of the JGAA to his right-hand man, Scott McNevin, after serving as it’s leader for the past two decades. Photo by Jane Zarzynski

To read AZ GOLF Insider online, visit azgolf.org

TALK TO US! Send a letter to the editorial staff of AZ GOLF Insider and we may publish it in the next edition. E-mail letters to AZGolfInsider@cox.net.

Arizona’s golf courses get a jump on the USGA’s “While We’re Young” campaign.

From iconic Kapalua in the north to Wailea’s sunny coastline in the south, it’s always a good time to tee off in Maui.
Goldwater Cup, pace of play and much more

It has been an eventful fall season for Arizona golf. The Goldwater Cup returned to Phoenix Country Club, the home of Bob Goldwater for so many years, beginning with his win in the Arizona Amateur 80 some years ago. The club leadership and membership have joined with the AGA and Southwest PGA to ensure the Goldwater legacy will continue. We are indebted to all, and especially PGA member Mike Franko, for guiding the process with the club. Both the Open and Senior divisions were very competitive, with the SWPGA winning both on the last day of singles matches.

Pace of play was the theme for the AGA’s fall meeting at Moon Valley Country Club in early November, while the USGA was simultaneously conducting a national symposium on the same subject. We hope your club delegate attended. If not, you can view the results of pace and other discussions at azgolf.org.

The most significant new event for tournament players was in late November at Desert Mountain’s Outlaw Course, and it defended its name quite well. This was the inaugural Players Cup competition, modeled after the PGA Champions Tour’s Schwab Cup, with players accumulating extra performance points to add to their year’s total.

This resulted in a prize distribution based for the first time on an entire year’s successes. Point leaders in four age divisions (Open, Masters 45-54, Seniors 55-64, Legends 65-up) earned prize money and membership have joined with the AGA’s fall meeting at Moon Valley Country Club in early November, while the USGA was simultaneously conducting a national symposium on the same subject. We hope your club delegate attended. If not, you can view the results of pace and other discussions at azgolf.org.

The most significant new event for tournament players was in late November at Desert Mountain’s Outlaw Course, and it defended its name quite well. This was the inaugural Players Cup competition, modeled after the PGA Champions Tour’s Schwab Cup, with players accumulating extra performance points to add to their year’s total.

This resulted in a prize distribution based for the first time on an entire year’s successes. Point leaders in four age divisions (Open, Masters 45-54, Seniors 55-64, Legends 65-up) earned prize money and membership have joined with the AGA’s fall meeting at Moon Valley Country Club in early November, while the USGA was simultaneously conducting a national symposium on the same subject. We hope your club delegate attended. If not, you can view the results of pace and other discussions at azgolf.org.

The most significant new event for tournament players was in late November at Desert Mountain’s Outlaw Course, and it defended its name quite well. This was the inaugural Players Cup competition, modeled after the PGA Champions Tour’s Schwab Cup, with players accumulating extra performance points to add to their year’s total.

This resulted in a prize distribution based for the first time on an entire year’s successes. Point leaders in four age divisions (Open, Masters 45-54, Seniors 55-64, Legends 65-up) earned prize money and membership have joined with the AGA’s fall meeting at Moon Valley Country Club in early November, while the USGA was simultaneously conducting a national symposium on the same subject. We hope your club delegate attended. If not, you can view the results of pace and other discussions at azgolf.org.

The most significant new event for tournament players was in late November at Desert Mountain’s Outlaw Course, and it defended its name quite well. This was the inaugural Players Cup competition, modeled after the PGA Champions Tour’s Schwab Cup, with players accumulating extra performance points to add to their year’s total.

This resulted in a prize distribution based for the first time on an entire year’s successes. Point leaders in four age divisions (Open, Masters 45-54, Seniors 55-64, Legends 65-up) earned prize money and membership have joined with the AGA’s fall meeting at Moon Valley Country Club in early November, while the USGA was simultaneously conducting a national symposium on the same subject. We hope your club delegate attended. If not, you can view the results of pace and other discussions at azgolf.org.

The most significant new event for tournament players was in late November at Desert Mountain’s Outlaw Course, and it defended its name quite well. This was the inaugural Players Cup competition, modeled after the PGA Champions Tour’s Schwab Cup, with players accumulating extra performance points to add to their year’s total.

This resulted in a prize distribution based for the first time on an entire year’s successes. Point leaders in four age divisions (Open, Masters 45-54, Seniors 55-64, Legends 65-up) earned prize money and membership have joined with the AGA’s fall meeting at Moon Valley Country Club in early November, while the USGA was simultaneously conducting a national symposium on the same subject. We hope your club delegate attended. If not, you can view the results of pace and other discussions at azgolf.org.

The most significant new event for tournament players was in late November at Desert Mountain’s Outlaw Course, and it defended its name quite well. This was the inaugural Players Cup competition, modeled after the PGA Champions Tour’s Schwab Cup, with players accumulating extra performance points to add to their year’s total.

This resulted in a prize distribution based for the first time on an entire year’s successes. Point leaders in four age divisions (Open, Masters 45-54, Seniors 55-64, Legends 65-up) earned prize money and membership have joined with the AGA’s fall meeting at Moon Valley Country Club in early November, while the USGA was simultaneously conducting a national symposium on the same subject. We hope your club delegate attended. If not, you can view the results of pace and other discussions at azgolf.org.

The most significant new event for tournament players was in late November at Desert Mountain’s Outlaw Course, and it defended its name quite well. This was the inaugural Players Cup competition, modeled after the PGA Champions Tour’s Schwab Cup, with players accumulating extra performance points to add to their year’s total.

This resulted in a prize distribution based for the first time on an entire year’s successes. Point leaders in four age divisions (Open, Masters 45-54, Seniors 55-64, Legends 65-up) earned prize money and membership have joined with the AGA’s fall meeting at Moon Valley Country Club in early November, while the USGA was simultaneously conducting a national symposium on the same subject. We hope your club delegate attended. If not, you can view the results of pace and other discussions at azgolf.org.
Ultimate gift
For golfers who have everything, here is a present they won’t hate: the Full Swing Golf Simulator, the ultimate entertainment experience at home. That might be because the FSGS comes with a rather, uhmm, hefty price tag. There are three models to choose from, and FSGS’s patented tracking is regarded as the best in the industry, with 80 premium courses available, including St. Andrews, Pebble Beach, Bandon Dunes, Pinehurst, Royal Melbourne, Kiahuna Island, Beth Page Black and many more, including a foursome from Arizona – Stone Canyon, The Gallery, Superstition Mountain and the Raven Phoenix. When you’re not golfing it doubles as a home theater, game system and even has Netflix integration.
$65,000 • www.fullswinggolf.com

Fit meets fashion
The overall fit of ECCO’s stylish new Biom Golf Hybrid for women is based on more than 2,500 individual foot samples to ensure the correct levels of support and comfort, which keeps her happy throughout all 18 holes and beyond. The colored midsole delivers visual appeal and outstanding grip. ECCO Yak leather uppers are lightweight and flexible, yet durable, and feature Hydromax technology for superior water resistance. Put these under the tree because . . . she deserves it.
$130 • www.ecco.com

Stocking stuffer
With Greg Norman’s iconic shark taking center stage, the Hall of Famer launches redesigned labels for his wine line and invites fans to sample the inaugural 2011 vintage Shark Red, a bold blend of Syrah, Petite Syrah, Mourvedre, Grenache, Merlot and Malbec. The ferociously tasty red from California’s Central Coast dazzles the foursome after a round, especially when paired with a steak. The launch of Shark Red also marks a partnership with WildAid, a global non-profit dedicated to ending illegal and unsustainable wildlife trade with particular focus on shark preservation. Greg Norman Estates is donating $1 for every bottle sold.
$15 • www.gregnormanesestateswine.com

Ring it in with PING!
The PING L8 carry bag makes a triumphant return to the lineup as it updates its profile for today’s golfer. The original L8 from the late 1980s was PING’s first model with retractable legs. The modern version has an abundance of updates, most notable a wider, 24-inch leg span. The L8 also is lighter at 4 pounds, made of 600-denier polyester for a sleek and shiny new look and features a dual carry strap with sliding shoulder pads to keep the load comfortable. The four-way divider top is matched by three pockets with an additional interior mesh slip pocket for your cell phone or wallet. If you carry your clubs, you’ve got to have it!
$119.99 to $139.99
www.ping.com/bags

Don’t you wish!
The new book by best-selling author Dr. Joseph Parent – “How to Make Every Putt: The Secret to Winning Golf’s Game Within the Game” – is atop every golfer’s wish list. Parent, who also wrote ZEN Golf and ZEN Putting, makes his case with a series of suggestions that starts with the definition of “making a putt.” He also reveals the secret to a consistent stroke and the “best routine ever,” as well as tips on visualization and getting better while you play. Published by Gotham Books, it also includes QR codes linking the reader to instructional video clips.
$25 • www.zengolf.com

Home for the holidays
Add some seasonal cheer to your golf game with a staycation at the stately Arizona Biltmore Resort in Phoenix through its spirited “Holiday Cheer Package.” Now through Jan. 6, 2014, this special offer includes a $25 daily credit and a gift in the way of the Biltmore’s annual holiday ornament, as well as retail and spa discounts. You’ll also want to make a tee time at the adjacent Arizona Biltmore Country Club, which boasts 36 holes in the Adobe (shown here) and Links courses. Built in 1928 and restored in 2004, both layouts are groomed with rye grass for the winter.
$189 per night • www.arizonabiltmore.com
THE LATEST: Victory at Verrado on its way to West Valley

Call it a small “Victory” for golf in Arizona. After seven long, lean years, we are finally going to see another high-end golf course being built in the Valley.

Believe it or not, it was 2008 when the last two courses—We-Ko-Pa Golf Club and We-Ko-Pa Saguaro opened their doors. Ever since, all we’ve seen is small golf courses being razed. It was starting to get a little un-nerving.

But Scottsdale-based DMB Associates is about to change all that with its new Victory at Verrado project in the West Valley. Victory, which will be DMB’s first retirement community, or as they spin it, “active-adult,” will include a Tom Lehman-designed 18 holes as its centerpiece.

Jay Critcher, who spent the last 23 years as the head pro/general manager/COO of Rio Verde Country Club, is the new GM at the sister Raven at Verrado property. Critcher was brought in specifically to oversee Victory after working with Lehman not long ago on the renovation of Rio Verde CC.

“The West Valley has been idle since they built the Cardinals’ stadium, what with the downturn in the economy and all,” Critcher pointed out. “But with the Super Bowl coming in 2015 and the turnaround in the housing market, Victory is positioned well for an explosion.”

Coincidentally, University of Phoenix Stadium, the home of the Cardinals, also was built in 2006. And the times have been pretty tough out Verrado Way, although an influx of Canadians have seemingly gobbled up all the foreclosure homes, as well as the tee sheet these days at the Raven at Verrado.

As for the new golf course, which has yet to be named, construction will begin on it in early January with the opening date set for early 2015. The first phase of DMB’s 3,500 planned homes on the 8,800-acre property will be offered beginning in late 2014.

Both the community and the new course are located north of the Raven at Verrado, with the property tucked into the base of the White Tank Mountains.

According to Critcher, the new course, which is “not named the Raven at Victory,” will be similar to the one that Lehman and Jon Fought built at Verrado in 2004. That’s good news, because Raven at Verrado, the upscale, golfer-friendly course also located on the edge of the White Tanks with expansive views of the entire Phoenix skyline.

That’s why I say Victory at Verrado is exciting as well as significant as it comes into view. We don’t really need another golf course, what with 380-some built already. But “new” is always good because it replaces “old,” and it’s nice to see we’re breathing some new life into the AZ golf scene again.

MEMBERSHIP UPDATE

Members at Desert Highlands Golf Club, Scottsdale, are “living the dream” after a $4 million renovation of its clubhouse was completed in October.

Working with the design firm Studio B, the members at Desert Highlands made numerous upgrades to their 30,000-square-foot, Southwest-inspired palace that placed more emphasis on casual dining and socializing.

This is particularly noteworthy for AGA members, because Desert Highlands will host the 90th Arizona Amateur Championship next summer. The new design features native materials, such as a 25-foot-long, hand-carved mosquito bar, an elegant terrace bar and a sliding glass wall that provides indoor-outdoor settings. The golf shop also was enlarged, meaning we can’t wait for next summer.

Not living the dream are the residents surrounding the now-defunct Ahwatukee Lakes Golf Course. The Lakes has been closed since May, when owner Wilson Gee couldn’t work out a developmental deal with homeowners, represented by a group called Save The Lakes.

Now comes word from the local newspapers that the property is in escrow to Pulte Homes, and that Pulte may develop the Lakes’ fairways and greens any way if they can get the Phoenix City Council to go along with a zoning change. I’m not sure which is worse, but the recently erected chain-link fence with barbed wire across the top is extremely depressing for this once-proud, executive 18 holes done by Gary Banks.

The grand opening of Ambiente at Camelback Golf Club took place Nov. 19, marking the completion of the $10 million renovation of the old Indian Bend layout. The new “environmentally friendly course” on McKeebrd Lane in Scottsdale culminates a seven-year, $70 million renewal project for the JW Marriott Camelback Inn Resort & Spa that is designed “to blend reverence for the past with relevance for he future.” At least that’s the marketing spin. We’ll let you know soon about the changes.

MOVERS

Dale Moseke is the new sales and marketing guru for OB Sports, which is a big job on several fronts.

First of all, Scottsdale-based OB Sports has almost doubled in the past couple of years, and now has 45 premiere golf courses and country clubs throughout the U.S. Second, Moseke must fill the shoes of his popular predecessor, Kris Strauss, who now does the same job for Troon Golf.

Moseke is a former revenue/strategic manager for several years, including Classic Hotels and Resorts (Arizona Grand Resort). He’ll be just fine in his new role with OB. How do we know? He’s good buds with Strauss.

Speaking of OB, it recently took over Vista Verde Golf Club near Rio Verde and put Brett Trenter as the man in charge (translated: general manager). Trenter made the jump from another OB property, Tatum Ranch Golf Club, and spent almost 10 years prior at We-Ko-Pa Golf Club in several capacities, including GM.

Trenter’s big challenge will be building a clubhouse at Vista Verde, as the private club has struggled since opening seven years ago. Seriously, despite a great layout by Tucson architect Ken Kavanaugh and stunning views of the Tonto National Forest, it hasn’t gotten off the ground. Maybe Trenter will be “da man.”

And, finally, Jeff Leiss has been a mover and shaker around the AZ golf scene for over two decades at both We-Ko-Pa and SunRidge Canyon Golf Club. Now the Ohio native has made the jump back into private golf as the club manager at Mesa Country Club, meaning he’s handling the newly renovated clubhouse and other activities while head pro Scott Wright takes care of the golf.
THE 19TH HOLE
By Carey Sweet

After DARK

VERRADO GRILLE
TRANSFORMS INTO FUN, FOOD, NIGHT LIFE WHEN COURSE CLOSES FOR THE DAY

Before the Verrado development and its Raven Golf Club at Verrado (above) and its Raven Grille also open to the public, with hundreds of new homes under way. Indeed, the luxury-tract property captures one of the finest views of Sonoran Desert sunsets sprawling across the Skyline Regional Park and into the White Tank Mountains. It’s open to the public, offering a great happy hour with food and drink bargains.

The Raven Clubhouse on Main Street. It’s open to the public, offering a great happy hour with food and drink bargains.

There are reasons for even non-residents to visit Verrado, with one of the best being Verrado Grille, set in the Raven clubhouse on Main Street. It’s open to the public, offering a great happy hour with food and drink bargains.

One waitress paused mid-stride to ask if I was taking care of a private party of about a dozen, but paused mid-stride to ask if I would like a to-go box for my oversize portion of chicken pomodoro (yes, please). Such energy goes a long way into making an otherwise mainstream restaurant stand out. There is no complicated cooking here — nut-crusted sea bass is about as exotic as it gets, but it’s all so satisfying that it spills to the patio. If I didn’t eat before leaving metro-Phoenix proper, my next convenient option, besides truck-stop grub, was Gila Bend, a dozen servers attended to my table one evening, delivering menus, explaining dishes, bringing water, wine and food, and keeping everything topped off. One waitress was taking care of a private party of a dozen, but paused mid-stride to ask if I would like a to-go box for my oversize portion of chicken pomodoro (yes, please).

Not only does Verrado Grille offer outdoor patio dining for $6, but it offers indoor dining for just $5. For a full light meal, slather a good deal for a trio of thin chicken, black beans and gooey cheeses tucked between slabs of flatbread for $8. There are ravenatverrado.com/verradogrille

The Raven Golf Club at Verrado (above) and its Raven Grille are the epicenter for the small West Side community of the same name. One of Verrado Grille’s specialties is the salmon fresco (left).

During a recent dinner, I was certain I— ANNUAL 2013 www.azgolf.org

www.azgolf.org
ESCAPE TO THE SUNNY SIDE OF CARMEL
AT QUAIL LODGE & GOLF CLUB

QUAIL LODGE & GOLF CLUB IS OFFERING SPECIAL RATES STARTING AT $150.00* PER NIGHT AND STAY & PLAY PACKAGES STARTING AT $220.00* PER NIGHT. FOR RESERVATIONS, VISIT WWW.QUAILLODGE.COM OR CALL 866.675.7071.

* Based on availability. Stay & Play Package includes a night's stay, a round of golf and a shared cart for two.

SEVEN DECADES OF HERITAGE.
NOW WELCOMING THE NEXT GENERATION.

Attractive incentives available to new Equity, Seasonal, or Junior Members.

Mesa Country Club sits among the Valley’s classic clubs, and with its Fall 2013 membership drive, being a part of history has never been more attainable.

Visit MesaCountryClub.com or call (480) 964-1797 to learn more.

Perfectly located near the new Cubs Stadium where Scottsdale, Tempe and Mesa all meet.
In 1963, a lot happened to shape our world. Alfred Hitchcock introduced us to “The Birds”; the Beatles came to America with “I Want to Hold Your Hand”; Jack Nicklaus won the first of six green jackets at the Masters; and the 35th president of the United States, John F. Kennedy, was assassinated.

That also was the year that Van Bocchini, a grocer from Fresno, Calif., who was “bored” with retirement, saw an abandoned driving range along McDowell Road on the Salt River Pima-Maricopa reservation and turned it into what would become the largest golf retail operation in Arizona, as well as the longest running. Even though the Bocchini family no longer owns Van’s Golf Shops, the name lives on under the Worldwide Golf Shops umbrella of retail stores.

Rick Levy, the vice president of operations for five Van’s Golf Shop stores in the Phoenix area and two in Tucson, said the company is proud to celebrate its 50th anniversary, as well as the connection that dates to Bocchini.

“We’re very similar to what Van’s has always stood for — a family business that offers friendly service with a large variety of products,” said Levy, who has been in charge of the Arizona territory since Worldwide Golf Shops purchased Van’s in 1997.

“We still empower our employees to make customer-friendly decisions and to take care of them on the spot. Like our 90-day satisfaction guarantee is just what it says it is: We want you to play the products that are right for your game. If you’ve got a problem with something you’ve purchased at Van’s, we’re going to fix it.”

Oh, if only Van Bocchini had been so accommodating. But despite a sometimes-grumpy disposition, and despite turning a green-grass operation into one of the game’s first retail operations (green grass meaning you could sell golf products only at golf courses), Bocchini’s business boomed in the 1960s, ’70s and ’80s, said his son, Frank, who also took his turn at the helm of Van’s Golf Shops.

“It was a golf store, but he merchandised it just like he did a grocery store,” recalled Frank, who bought out his dad in 1992 before selling to Worldwide Golf Shops.

“We sold Titleists (golf balls) for $9.99 a dozen, which made every other person selling Titleists mad, and we kept getting bigger and bigger. He didn’t know golf or golf retail; he just knew groceries. His motto was, ‘If we don’t have it, you don’t need it.’”

Bochinni laughs when he tells a story of how his dad bought 5,000 Izod shirts — “a very hot item at the time” — and told him the mark-up would be just $1 per shirt. Bocchini said he thought his dad was crazy.

“But we sold them in 30 days, and everybody from the people at Izod to our competition was Van’s has come a long way in 50 years

By Bill Huffman

The Van’s Golf Shop “originals” (from left): Rick Amsberry, Dave Sutton, VP Rick Levy, Mija Young and Jack Ingram.
“It’s pretty cool that we’ve been here for 50 years. Seriously, how many businesses in Arizona have come and gone in the past 50 years?” – Rick Levy, Van’s Golf Shops VP

(ticked off) at us,” Bocchini recalled. “Then again, our customers loved it and that made him happy.

“He wasn’t an easy guy to work for, either – he fired me six times in six years, and I also quit six other times — but that’s how he did it. And in those days, we owned the market. We were the only game in town.”

Levy said that was one of the main reasons Worldwide Golf Shops kept the name Van’s Golf Shops when it took over 16 years ago.

“We’ve always been a company that builds on relationships with our customers and our vendors, and Van’s had a lot of them already established when we took over,” said Levy, pointing out that Worldwide Golf Shops also owns 13 Roger Dunn Golf Shops in Hawaii and Southern California, 10 Golf Marts in California, and five Golfers Warehouses in New England, with more than 500 employees, including 60 to 70 at Van’s Golf Shops.

“Today, Van’s is the complete golf shop with club fitting, the latest technology and the largest selection of products. We also think our 90-day satisfaction guarantee is the best in the business. And it’s pretty cool that we’ve been in business here for 50 years. Seriously, how many businesses in Arizona have come and gone in the past 50 years?”

Jack Ingram, who was one of the original Van’s employees along with Rick Amsherry, Dave Sutton and Mija Young, said everything has continued to get better at Van’s Golf Shops over the years.

“When I think of the days with Van Bocchini, those were the best of times and the worst of times,” Ingram said with a chuckle. “Van had a heart of gold, but he was tough as nails, too. And you never knew which guy was going to show up.

“But when Worldwide decided to keep the name Van’s, that was smart. We were a very well-established name back in the early days, and it helped us go forward and get bigger, kind of like the transition from persimmon to metal.”

Frank Bocchini, who retired to the quiet confines of Pine, Ariz., where he attends his garden full time and occasionally hits the local links, concurred.

“My dad had the audacity to mess with the green-grass principle and eventually build off-course retail,” he said. “He was a bit of a pioneer who understood what his customers wanted.

“I give him a lot of credit, and I give Worldwide a lot of credit for making it even better for its customers today. Nobody else is doing that 90-day satisfaction guarantee, which is a beautiful thing.

“I know my dad would be proud.”

See for yourself why golf here defines golf everywhere.

www.ravenatverrado.com

4242 North Golf Drive, Buckeye, AZ 85396 | 623.388.3000

But wait, there’s more!

If you join online by December 31, 2013, you will receive a voucher for 2 bonus rounds - one at the Wigwam in Litchfield Park and one at Vista Verde in Rio Verde.

Get ACCESS AZgolf for only $49.95!

This year’s ACCESS AZgolf membership includes both the basic ACCESS Global AND the Avid Golfer Passbook!

Avid Golfer Passbook - 250 rounds, 35 courses!

This year we have more courses, more deals and more reasons to get the AG Passbook!

Basic guest membership to ACCESS Global which comes with $100 in savings credits!

If you plan to play golf, stay in a hotel, rent a car, take a cruise or fly somewhere, ACCESS Global is the membership for you. Sign up and instantly receive $100 in Savings Credits.

Kindly refrain from oohing and aahing at the scenery while your opponent is putting.

With breathtaking views and a thrilling design crafted by Tom Lehman and John Fought, The Raven Golf Club at Verrado combines the finest elements of Arizona golf with the legendary Raven standards for service.
ARIZONA’S GOLF COURSES ARE GETTING BIG JUMP ON ‘WHILE WE’RE YOUNG’ CAMPAIGN

By John Davis

“While courses have modestly addressed pace of play over the years, such as cart reminders to play ‘ready golf,’ the USGA hopes that TV ads featuring the likes of Arnold Palmer, Tiger Woods and Clint Eastwood will resonate more effectively.”

“We’re making a change in how we communicate with our customers,” said Ryan Walls, who is the point man on Troon’s project. “It’s a long-term commitment and it goes beyond the longtime practice of adding another ranger.

“Any program that the industry collectively can do to bring pace of play to the surface is important, but it has to be done in a way that has meat to it. It can’t be just a promotional thing that fades away in six months.”

Troon started by calculating a time par for each of its courses and communicates it to customers when they book a tee time via phone or the Internet. It is repeated in their confirmation e-mail and with creative logos in the golf shop, on staff uniforms, scorecards, yardage books and signs throughout the property.

Troon’s stable of nearly 200 courses worldwide includes the likes of Troon North, Quintero, Talking Stick, Pine Canyon Club, The Gallery, Phoenixian, Westin La Paloma and Whirlwind. At those and its other courses, staffers wear shirts that prominently display the time par inside a clock face. Golfers also get a printout that shows the starting time and expected finish time.

Rand Jerris, senior managing director of public services for the USGA, said that in order for any program to succeed, it is essential that courses take responsibility and find ways that work for them. USGA research shows that only 5 percent of public courses have established a pace-of-play plan.

“Any program that the industry collectively can do to bring pace of play to the surface is important, but it has to be done in a way that has meat to it. It can’t be just a promotional thing that fades away in six months.”

Troon started by calculating a time par for each of its courses and communicates it to customers when they book a tee time via phone or the Internet. It is repeated in their confirmation e-mail and with creative logos in the golf shop, on staff uniforms, scorecards, yardage books and signs throughout the property.

Troon’s stable of nearly 200 courses worldwide includes the likes of Troon North, Quintero, Talking Stick, Pine Canyon Club, The Gallery, Phoenixian, Westin La Paloma and Whirlwind. At those and its other courses, staffers wear shirts that prominently display the time par inside a clock face. Golfers also get a printout that shows the starting time and expected finish time.

Rand Jerris, senior managing director of public services for the USGA, said that in order for any program to succeed, it is essential that courses take responsibility and find ways that work for them. USGA research shows that only 5 percent of public courses have established a pace-of-play plan.

“Any program that the industry collectively can do to bring pace of play to the surface is important, but it has to be done in a way that has meat to it. It can’t be just a promotional thing that fades away in six months.”

Troon started by calculating a time par for each of its courses and communicates it to customers when they book a tee time via phone or the Internet. It is repeated in their confirmation e-mail and with creative logos in the golf shop, on staff uniforms, scorecards, yardage books and signs throughout the property.

Troon’s stable of nearly 200 courses worldwide includes the likes of Troon North, Quintero, Talking Stick, Pine Canyon Club, The Gallery, Phoenixian, Westin La Paloma and Whirlwind. At those and its other courses, staffers wear shirts that prominently display the time par inside a clock face. Golfers also get a printout that shows the starting time and expected finish time.

Rand Jerris, senior managing director of public services for the USGA, said that in order for any program to succeed, it is essential that courses take responsibility and find ways that work for them. USGA research shows that only 5 percent of public courses have established a pace-of-play plan.

“Any program that the industry collectively can do to bring pace of play to the surface is important, but it has to be done in a way that has meat to it. It can’t be just a promotional thing that fades away in six months.”
Troon Golf employs several strategies to help its golf courses improve the pace of play. At Entrada at Snow Canyon Golf Club in St. George, Utah, golfers can check an online clock to see if they’re on pace, while at Ak-Chin Southern Dunes Golf Club near Maricopa they wear the course’s average time to play 18 holes – 4 hours and 29 minutes – on their golf shirt sleeve.

Intimidated they feel, the more they hold up play and the more they worry about holding up play."

Ocotillo and Ak-Chin Southern Dunes, in particular, have embraced another Troon initiative called “pacesetter times,” early tee times reserved for golfers who commit to playing at least 20 minutes under time par. That option rewards players who like playing faster and also sets a steady pace for the course through the rest of the day.

Troon’s program has made such an impression that Walls was the only person from private industry invited to speak at the USGA’s pace-of-play symposium in November. "They understand that this is a problem that requires an integrated solution from their first interaction with a player all the way through the golf experience, including the way they set up and manage their courses," Ferris said. "Plus, it’s a system that rewards faster players. That sort of commitment is where everybody needs to start."

"Pace of play is an issue that we need to address collectively in order to develop a road map. This is about a way to start an industrywide collaboration to find a solution to a problem that everybody realizes golf is up against right now."

The AGA was the first state association to establish a checkpoint pace-of-play policy, in 1999. Gowan said at the meeting that the policy is being updated for 2014 under Rule 6-7 of the Rules of Golf regarding pace violations versus undue delays. In AGA events, a group that is over the time par will be required to stay within 14 minutes of the group it is following.

Davis noted that the “While We’re Young” campaign is focused on the recreational golfer, but the USGA and the golf industry as a whole agree that the issue must be addressed without being offensive.

"Each of our courses will monitor pace of play over the next year to get an idea of how their programs are working," Walls said of Troon. "But we will continue to emphasize that our programs can’t be implemented in a way that offends golfers and takes the fun out of playing because, if it isn’t fun, there’s really no point in playing."

— Mike Davis,
USGA executive director

Private clubs have fewer problems, largely because of built-in peer pressure, but also are using the USGA campaign to re-emphasize their pace-of-play message. D.C. Ranch golf director Dick Hyland said it is vitally important for the USGA to set the tone.

"It’s an absolute must if they are going to be the governing body of our sport," Hyland said. "If they don’t take the lead, who will? They are trying to set an example and they must. The PGA Tour also must. Those two organizations need to set the pace, not pun intended."

Executive Director Ed Gowan said the AGA is stepping up its efforts to address the issue with the premise that people throughout the golf industry can learn from one another.

“We’re going to have a section on our website very soon devoted to pace-of-play ideas for clubs, for events and for individuals,” Gowan said at the AGA’s annual meeting in November at Moon Valley Country Club. "It will have an open blog where people can ask questions, and eventually maybe we can educate each other on ways to improve. We’re all in this together."

The website also will include a formula that can be used to determine time par on any course, taking slope and other factors into account.

USGA Executive Director Mike Davis echoed Gowan’s comments at its symposium the same day as the AGA meeting.

“We don’t see this simply as a USGA initiative," Davis said. "Pace of play is an issue that we need to address collectively in order to develop a road map. This is about a way to start an industrywide collaboration to find a solution to a problem that everybody realizes golf is up against right now."

The AGA was the first state association to establish a checkpoint pace-of-play policy, and the PGA Tour also must. Those two governing bodies of our sport," Hyland said. "If they don’t take the lead, who will? They will continue to emphasize that our programs are working," Walls said of Troon. "But we will continue to emphasize that our programs can’t be implemented in a way that offends golfers and takes the fun out of playing because, if it isn’t fun, there’s really no point in playing."

— Mike Davis,
USGA executive director

Golfers can find more information and take a “pace pledge” at usga.org/whilewereyoung

Troon Golf employs several strategies to help its golf courses improve the pace of play. At Entrada at Snow Canyon Golf Club in St. George, Utah, golfers can check an online clock to see if they’re on pace, while at Ak-Chin Southern Dunes Golf Club near Maricopa they wear the course’s average time to play 18 holes – 4 hours and 29 minutes – on their golf shirt sleeve.

Intimidated they feel, the more they hold up play and the more they worry about holding up play."

Ocotillo and Ak-Chin Southern Dunes, in particular, have embraced another Troon initiative called “pacesetter times,” early tee times reserved for golfers who commit to playing at least 20 minutes under time par. That option rewards players who like playing faster and also sets a steady pace for the course through the rest of the day.

Troon’s program has made such an impression that Walls was the only person from private industry invited to speak at the USGA’s pace-of-play symposium in November. "They understand that this is a problem that requires an integrated solution from their first interaction with a player all the way through the golf experience, including the way they set up and manage their courses," Ferris said. "Plus, it’s a system that rewards faster players. That sort of commitment is where everybody needs to start."

"Pace of play is an issue that we need to address collectively in order to develop a road map. This is about a way to start an industrywide collaboration to find a solution to a problem that everybody realizes golf is up against right now."

The AGA was the first state association to establish a checkpoint pace-of-play policy, in 1999. Gowan said at the meeting that the policy is being updated for 2014 under Rule 6-7 of the Rules of Golf regarding pace violations versus undue delays. In AGA events, a group that is over the time par will be required to stay within 14 minutes of the group it is following.

Davis noted that the “While We’re Young” campaign is focused on the recreational golfer, but the USGA and the golf industry as a whole agree that the issue must be addressed without being offensive.

"Each of our courses will monitor pace of play over the next year to get an idea of how their programs are working," Walls said of Troon. "But we will continue to emphasize that our programs can’t be implemented in a way that offends golfers and takes the fun out of playing because, if it isn’t fun, there’s really no point in playing."

— Mike Davis,
USGA executive director

Golfers can find more information and take a “pace pledge” at usga.org/whilewereyoung
“I’ll never forget what he told me at the time,” McNevin said. “He said, ‘I don’t consider myself a boss; I’m a co-worker.’ He emphasized that we are all in this together, even though it was clear that he was our leader.”

Cunningham, the team player who took over as executive director of the JGAA when it was struggling to survive, is stepping down at the end of 2013 after 20 years and will pass the torch to McNevin, who has been his right-hand man since 2000.

“It has been a great experience learning from Tom,” McNevin said. “He has so much knowledge of junior golf and is one of the most respected people in the industry, not just here but nationally.”

Cunningham leaves an organization that he revived through hard work, dedication and a big heart for junior golfers, but one that faces challenges in its quest to expand membership.

“Where the JGAA wants stronger footing is participation,” said Jeff Reich, who is in his final year as JGAA executive director. “That’s the missing piece we need to be focused on in the state,” said Reich.

The JGAA receives the vast majority of its funding through its annual 100 Hole Marathon, in which participants collect pledges from supporters. In the 12 years since it began, the program has raised more than $1 million.

Juniors pay an annual fee of $70, plus varying entry fees for each event. The JGAA runs about 35 tournaments and stages 40 clinics and developmental events per year.

“We feel like the JGAA takes the best interests of the children at heart and creates a positive environment not only to develop golf skills but also character,” said Valerie Hauptman, whose daughter plays regularly. “Tom has run a great program. Scott has always been right there with him and I’m sure will bring in some new energy and ideas.”

An initiative called “These Boys Are Good,” which introduces kids to golf through schools, The First Tee and Boy Scouts, and another called “These Girls Rock” in partnership with the LPGA-USGA Girls Golf program.

“The first of those, in October, which was headed by club pro Scott Watkins, drew 86 kids to the ASU Karsten Course.”

Developmental events in Tucson, Yuma, Kingman, Flagstaff and other Arizona locales. The JGAA plans to send volunteers to those areas so that it can hold more events without sending its entire staff to run them, in hopes of expanding statewide reach.

Among the challenges are competing with other activities for kids’ time, access to facilities and keeping costs affordable as the economy slowly recovers.

“We’re not a good barometer of junior golf participation in the state,” said Jeff Reich, who is in his final year as JGAA president. “There obviously are far more than 1,000 juniors playing golf in Arizona. We just need to find the best way to get them to join the JGAA.”

“In 2009, we added a golf program for kids six to 10 years old. Up until then, we were just a junior program. That program has grown to about 150 kids playing regularly.”

Not only from learning how to play the game, but the discipline is also there,” Bone said. “The JGAA is a great steppingstone for young golfers, and Scott and Tom are both great mentors. They run a first-rate organization.”

Cunningham is committed to devoting his full energy to running the JGAA through the end of the year and making a smooth leadership transition, and then will decide what direction his career will take.

His name will remain prominent within the JGAA because it is on the coveted Player of the Year trophy.

“Not only from learning how to play the game, but the discipline is also there,” Bone said. “The JGAA is a great steppingstone for young golfers, and Scott and Tom are both great mentors. They run a first-rate organization.”

Cunningham is committed to devoting his full energy to running the JGAA through the end of the year and making a smooth leadership transition, and then will decide what direction his career will take.

His name will remain prominent within the JGAA because it is on the coveted Player of the Year trophy.

“I really can’t say enough good things about Tom,” Reich said. “What he brought to the organization was stability at a time when it was ready to close its doors. He provided the foundation for who we are today and he deserves all the credit for that.”

“Not only from learning how to play the game, but the discipline is also there,” Bone said. “The JGAA is a great steppingstone for young golfers, and Scott and Tom are both great mentors. They run a first-rate organization.”

Cunningham is committed to devoting his full energy to running the JGAA through the end of the year and making a smooth leadership transition, and then will decide what direction his career will take.

His name will remain prominent within the JGAA because it is on the coveted Player of the Year trophy.

“I really can’t say enough good things about Tom,” Reich said. “What he brought to the organization was stability at a time when it was ready to close its doors. He provided the foundation for who we are today and he deserves all the credit for that.”

“Not only from learning how to play the game, but the discipline is also there,” Bone said. “The JGAA is a great steppingstone for young golfers, and Scott and Tom are both great mentors. They run a first-rate organization.”

Cunningham is committed to devoting his full energy to running the JGAA through the end of the year and making a smooth leadership transition, and then will decide what direction his career will take.

His name will remain prominent within the JGAA because it is on the coveted Player of the Year trophy.

“I really can’t say enough good things about Tom,” Reich said. “What he brought to the organization was stability at a time when it was ready to close its doors. He provided the foundation for who we are today and he deserves all the credit for that.”

“Not only from learning how to play the game, but the discipline is also there,” Bone said. “The JGAA is a great steppingstone for young golfers, and Scott and Tom are both great mentors. They run a first-rate organization.”

Cunningham is committed to devoting his full energy to running the JGAA through the end of the year and making a smooth leadership transition, and then will decide what direction his career will take.

His name will remain prominent within the JGAA because it is on the coveted Player of the Year trophy.

“I really can’t say enough good things about Tom,” Reich said. “What he brought to the organization was stability at a time when it was ready to close its doors. He provided the foundation for who we are today and he deserves all the credit for that.”

“Not only from learning how to play the game, but the discipline is also there,” Bone said. “The JGAA is a great steppingstone for young golfers, and Scott and Tom are both great mentors. They run a first-rate organization.”

Cunningham is committed to devoting his full energy to running the JGAA through the end of the year and making a smooth leadership transition, and then will decide what direction his career will take.

His name will remain prominent within the JGAA because it is on the coveted Player of the Year trophy.

“I really can’t say enough good things about Tom,” Reich said. “What he brought to the organization was stability at a time when it was ready to close its doors. He provided the foundation for who we are today and he deserves all the credit for that.”

“Not only from learning how to play the game, but the discipline is also there,” Bone said. “The JGAA is a great steppingstone for young golfers, and Scott and Tom are both great mentors. They run a first-rate organization.”

Cunningham is committed to devoting his full energy to running the JGAA through the end of the year and making a smooth leadership transition, and then will decide what direction his career will take.

His name will remain prominent within the JGAA because it is on the coveted Player of the Year trophy.

“I really can’t say enough good things about Tom,” Reich said. “What he brought to the organization was stability at a time when it was ready to close its doors. He provided the foundation for who we are today and he deserves all the credit for that.”

“Not only from learning how to play the game, but the discipline is also there,” Bone said. “The JGAA is a great steppingstone for young golfers, and Scott and Tom are both great mentors. They run a first-rate organization.”

Cunningham is committed to devoting his full energy to running the JGAA through the end of the year and making a smooth leadership transition, and then will decide what direction his career will take.

His name will remain prominent within the JGAA because it is on the coveted Player of the Year trophy.

“I really can’t say enough good things about Tom,” Reich said. “What he brought to the organization was stability at a time when it was ready to close its doors. He provided the foundation for who we are today and he deserves all the credit for that.”

“Not only from learning how to play the game, but the discipline is also there,” Bone said. “The JGAA is a great steppingstone for young golfers, and Scott and Tom are both great mentors. They run a first-rate organization.”

Cunningham is committed to devoting his full energy to running the JGAA through the end of the year and making a smooth leadership transition, and then will decide what direction his career will take.

His name will remain prominent within the JGAA because it is on the coveted Player of the Year trophy.
Solheim heads Hall of Fame foursome for ’13
Huffman, Futch and Simmons also feted

Each year, the Arizona Golf Hall of Fame inducts people who have left distinctive marks on the game in the state, and that certainty is true for 2013. The new Hall of Fame class includes two men who helped turn humble beginnings into virtual empires, a woman who raised the bar for volunteerism and a journalist who set a standard for chronicling golf’s rise to prominence in Arizona.

John A. Solheim
From its earliest days, PING has been a family enterprise, so it is only fitting that John A. Solheim has joined his parents in the Arizona Golf Hall of Fame.

Solheim, who is president, chairman and CEO of Karsten Manufacturing, which makes PING clubs, was among the four inductees in November. His father, Karsten, and mother, Louise, also are Hall members, making them the only such family trio to achieve the honor.

“It’s really pretty special to be put in there with my mom and dad, plus a lot of other great people,” Solheim said. “It’s not something I ever thought about. I have just followed a tradition that my dad set.”

Solheim said his brothers, Alan and Louis, and sister, Sandy, also are active in the business and their children are taking on more prominent roles, which will keep the family DNA running through PING’s veins.

Further, he said, being located in Arizona “has benefitted us a great deal.”

The company gives back through support of golf programs and events in the state and charitable works around the world, such as the Wounded Warrior Project.

Solheim helped his father make some of the first putters produced in his garage in Redwood, Calif., and later helped PING become one of the world’s premier equipment brands. From its original 2,500-square-foot factory, it has grown to a 30-building, 50-acre campus.

“My dad gave me a good example of how to do things the right way and I enjoy it and I love it,” he said. “It’s pretty special that people recognize what is basically a way of life.”

Bill Huffman
Has written about golf in AZ for 25 years

“Going in with this group of people and being a media guy, I’m probably in a little over my head, but it’s truly an honor,” Huffman said.

“I’m completely humbled, and will remember it the rest of my life.”

“Huff,” who wrote the book “Arizona’s Greatest Golf Courses,” covered golf for the Arizona Republic and East Valley Tribune for 25 years, a period that saw Arizona’s golf course population grow from about 75 to 385.

That boom, the massive growth of the Phoenix Open and covering 48 major championships rank as highlights, but even more special are stories about personalities such as Bob Goldwater, Karsten Solheim, Heather Farr, Phil Mickelson, Johnny Bulla and Ed Updegraff, to name a few.

“The other stuff was important,” he said, “but covering the people involved in Arizona golf has been the most rewarding. Nothing tops that.”

Since 1999, Huffman has been a talk radio co-host of Backspin The Golf Show. He currently is editor-in-chief of AZ Golf Insider and founded the annual Media Golf Classic that draws journalists from around the world. He is a former president of the Associated Press Sports Editors and also in its Hall of Fame.

“One thing I take pride in is that I always wrote for the readers,” Huffman said. “There was always outside pressure to write articles a certain way, but I resisted. I always tried to write in a compelling way that was accurate.”

Barbara Simmons
AGA’s volunteer also was a great player

“Week when you hear that you are going to be inducted, you start thinking about all the people who have been part of it and that list is pretty long. But I owe my biggest thank you to my father and that golf game.” – SHELBY FUTCH

Barbara Simmons
Virtually every golf organization will tell you that its backbone is the one formed by its volunteers. If you need to put a face on top of such a backbone, look no further than Barbara Simmons.

In addition to being an accomplished amateur player, she has been the ultimate volunteer, “the go-to person” in golf in Arizona for nearly 30 years, which earned her induction to its Hall of Fame.

“I’m thrilled and humbled,” Simmons said. “To think about the people I’m going in with and the people already honored, it’s really an impressive group.”

Simmons moved from Colorado to Arizona in 1984 and, within a few weeks, immersed herself in learning a new course rating system adopted by the USGA. As course development demands increased, requiring as many as 60 courses per year to be rated.

Her name has become synonymous with the Arizona Women’s Golf Association over the past decade, serving in every executive role, including president. She also has served on the USGA’s Regional Affairs Committee and U.S. Senior Women’s Amateur Committee.

In between those duties, Simmons captured club championships at Papago three times, Forest Highlands four times and Arizona Country Club an astounding 12 times.

Like the other 2013 inductees, she said the most rewarding aspect of it all has been the women and men she has met along the way.

“Just about all the people I have met through golf are good people who give back, not only to the game but to others in need. You make friends for life and it’s a game you can play all your life. That is what makes it exceptional.” – BARBARA SIMMONS

“Going in with this group of people and being a media guy, I’m probably in a little over my head, but it’s truly an honor,” Huffman said. “There was always outside pressure to write articles a certain way, but I resisted. I always tried to write in a compelling way that was accurate.”

“My dad gave me a good example of how to do things the right way and I enjoy it and I love it,” he said. “It’s pretty special that people recognize what is basically a way of life.”

“If anyone has a finger on the pulse of Arizona golf, it is Bill Huffman, who already knows the inside details of just about any scoop you might offer up. But being named to the 2013 Arizona Golf Hall of Fame class came as news.”

“Going in with this group of people and being a media guy, I’m probably in a little over my head, but it’s truly an honor,” Huffman said. “There was always outside pressure to write articles a certain way, but I resisted. I always tried to write in a compelling way that was accurate.”

“I am really humbled by it,” Futch said. “When you hear that you are going to be inducted, you start thinking about all the people who have been part of it and that list is pretty long. But I owe my biggest thank you to my father and that golf game.”

Futch, a former Army Ranger and coach, teacher and golf course operator

“My dad gave me a good example of how to do things the right way and I enjoy it and I love it,” he said. “It’s pretty special that people recognize what is basically a way of life.”

“He said, “but covering the people involved in Arizona golf has been the most rewarding. Nothing tops that.”

Since 1999, Huffman has been a talk radio co-host of Backspin The Golf Show. He currently is editor-in-chief of AZ Golf Insider and founded the annual Media Golf Classic that draws journalists from around the world. He is a former president of the Associated Press Sports Editors and also in its Hall of Fame.

“One thing I take pride in is that I always wrote for the readers,” Huffman said. “There was always outside pressure to write articles a certain way, but I resisted. I always tried to write in a compelling way that was accurate.”

“I am really humbled by it,” Futch said. “When you hear that you are going to be inducted, you start thinking about all the people who have been part of it and that list is pretty long. But I owe my biggest thank you to my father and that golf game.”

Futch, a former Army Ranger and Green Beret, has been involved in just about every facet of the game as a touring and club pro, course owner and manager, instructor and college coach. That last job came at Scottsdale Community College.

He also has written numerous golf articles on the game but is best known as the founder and CEO of Scottsdale Golf Group and creator of John Jacobs Golf Schools.

What makes this induction so distinct is that it comes in a state he fell in love with the first time he visited as a teenager to play in a Tucson tournament.

“I loved everything about it and knew I wanted to live here,” Futch said. “I’ve never gone anywhere that I didn’t come back and say, ‘I’m lucky to be living in Arizona.’ To have so much passion for the game and so much passion for this state really makes this very special.”
Defending champ Cappelen to lead collegians at Patriot All-America

Sebastian Cappelen, a senior at the University of Arizona who is ranked as the No. 5 amateur in the world, will return to the Valley later this month to defend his title in the third annual Patriot All-America Invitational at The Wigwam Resort. Cappelen, who is one of 84 collegiate All-Americans who have committed to the event Dec. 29-31, captured the 2013 tournament with a 4-under-par 206 total on the Wigwam’s Gold Course. Cappelen rallied from three shots back in the final round to edge UNLV’s Sander Linner by one stroke.

Other notables include Pace Johnson from California-Berkeley, Steve Smotherman from the University of Iowa, and Arizona State’s Nico Galliotti. Invitations to the Patriot All-America are primarily based on individuals earning PING All-American honors in the previous season in PGAAP Division I, II, and III, as well as the NAIA and NJCAA Division I and II. Other players are from the service academies, Palmer Cup teams, AGA All-Americans and Toyota Junior Golf World Cup participants.

This year’s event will be held on a Sunday through Tuesday, with tournament organizers expecting that the move to a weekend/holiday period will allow for larger galleries to see golf’s next generation. There is no cost to attend the tournament.

Tim Blau, Mitch Chilton, Mark Coward, Lee Ducey, John Delbecro, Frank Ellenburg, Patrick Geare, Murphy Mitchell, Jeff New, David Rasley and Allen Wood have accepted invitations to compete. The AGA held its own in the Open division the first day, which consisted of four Under-21 matches, won by the AGA in both flights. The AGA has half the matches, Blau, Chilton, Ducey, Mitchell, Rasley and Wood proving victorious.

Representing the Southwest Section of the PGA were Ashlie Rollins, Dr. Zack Hanes, Kevin Eberly, Scott Fisch, Kyle McWilliams, and two-time Open champion Dan Dreesen. The AGA’s 33rd annual awards banquet, an incredible event that honors our kids, who are champions in golf and life. Awards were bestowed upon each age division for the following honorees: player of the year, sportsmanship, most improved player and hole-in-one recipients. Player of the year honors for the Girls Championship division went to Alisa Snyder and to Hayden Webb in the Boys Championship division.

The AGA announces new board, bylaws change

The annual fall Meeting of the Arizona Golf Association was held Nov. 7 at Moon Valley Country Club in Phoenix. This is the last fall Meeting the association will conduct. The delegates voted in a bylaws change that returned the process to having just one annual meeting during the first quarter of each year.

The 2014 executive committee was approved at the meeting. They include Dick Hausgold of Moon Valley Country Club, who was appointed to a second one-year term as president. The other officers include Bill Lich, first vice president, from Saddlebrooke Country Club near Tucson; Paige Peterson, second vice president, from Dobson Ranch Golf Course in Mesa; Jeff Zieky, secretary, from Desert Mountain Golf Club in Scottsdale, and Mike McWilliams, treasurer, from Phoenix Country Club.

The remaining members of the executive committee include John Anderson of the Antigua Group, Tim Brown of Phoenix Country Club (tee), the Desert Dunes of Lone Tree Golf Course, Dree Dreesen of The Gallery Club; Bob McNichols of Longopac Golf Club; Mike Langston of the Country Club at DC Ranch; Mike Saldez of Sal des Canyon Golf Course; Rick Ranick of Tucson Country Club; and Bill Burgener of Superstition Mountain Golf and Country Club (tee).

AGA rules official Ford passes away

The Arizona Golf Association lost one of its longtime rules officials last month when Bob Ford died at the age of 78. A resident of Rio Verde who shared time between Rio Verde Country Club and Toreen Golf Club in the White Mountains, Ford led a full life that included careers in the Navy, NFL, rocket science and education.

“Bob was a brilliant man and a very nice guy,” said his AGA rules colleague Doc Graves. “He also was a very good rules official, always had a smile on his face and everyone enjoyed him.”

Ford, who passed away Nov. 2, grew up in Weymouth, Mass., and served in the Navy during the Korean War on the USS Lake Champlain as an electronics technician. He returned to Boston following the war and earned his master’s and doctorate degrees in electrical engineering at Northeastern University.

While he excelled in ice hockey and football, playing one season for the Baltimore Colts as a linebacker, his career began at Sylvania, where he joined its mainframe computer team in 1969.

In his later years, Ford turned his attention to downhill skiing and golf, becoming a member at Las Campanas Golf Club in Santa Fe. After moving to Arizona approximately 10 years ago, he became a rules official for the AGA, working many of its tournaments as well as USGA and NCAA events. He also served as a volunteer at the Mayo Clinic in Scottsdale.

Ford is survived by his wife of 32 years, Denise, and his brother, George Ford of Hingham, Mass., as well as his many nieces and nephews. Ford dearly loved his wife and family, his brother, George Ford of Hingham, Mass., as well as his many nieces and nephews. Ford dearly loved his wife and family, his brother, George Ford of Hingham, Mass., as well as his many nieces and nephews.

JGAA’s 30th anniversary culminates with awards

The Junior Golf Association of Arizona held its annual awards banquet recently to honor its members, as well as friends and families, for their contributions and support.

The ceremony, which was held at Moon Valley Country Club, marked the end of the 2013 campaign that celebrated the JGAA’s 30th anniversary. Among the award winners, the JGAA gave a farewell tribute in its long-time executive director, Tom Cunningham, who is retiring at the end of the year. Cunningham, who led the association for 20 years, will hand over the JGAA reins at the end of the 2013 to his assistant director, Scott McNevin.

“The JGAA will be around for decades to come, but 30 years is an important milestone that we couldn’t have achieved without the support of the community, parents, kids, sponsors and our board members,” Cunningham said. “The annual awards banquet is an incredible event that honors our kids, who are champions in golf and life.”

Awarded were bestowed upon each age division for the following honorees: player of the year, sportsmanship, most improved player and hole-in-one recipients. Player of the year honors for the Girls Championship division went to Alisa Snyder and to Hayden Webb in the Boys Championship division.

JGAA award winners, Page 38

The 53rd Bob Goldwater Cup Matches returned to its roots at Phoenix Country Club. The club and The Thunderbirds have committed to honor Bob Goldwater’s memory by annually hosting the event. The matches, which pit the amateurs from the Arizona Golf Association against the pros from the Southwest Section of the PGA, were played Sept. 24-25. The matches in the Open and Senior divisions were very competitive, with the SWPGA defeating the AGA in the Open division, 13 ½ -10 ½, and the SWPGA prevailing in the Senior division, 8½ -5 ½.

The matches in the Open division were won by the pros from the SWPGA, with Blau, Chilton, Ducey, Howell, Martin, Peterson and Tanigawa posting wins for the SWPGA. Defending champ Cappelen to lead collegians at Patriot All-America

The AGA has held its own in the Open division the first day, which consisted of four Ball and Foursome matches. The SWPGA led after Day One, 6 ½ -5 ½, and the AGA in the second day, 10 ½ -9 ½.

PING at the event’s opening ceremony with the name and branch of service of the fallen military member who they shall represent. At the conclusion of the tournament, the golf bags will be auctioned with all the proceeds benefitting the Folds of Honor Foundation. That organization provides post-secondary educational scholarships for children and spouses of military men and women killed or disabled while in service.

The AGA held its own in the Open division the first day, which consisted of four Ball and Foursome matches. The SWPGA led after Day One, 6 ½ -5 ½, and the AGA in the second day, 10 ½ -9 ½.

The AGA announces new board, bylaws change

The annual fall Meeting of the Arizona Golf Association was held Nov. 7 at Moon Valley Country Club in Phoenix. This is the last fall Meeting the association will conduct. The delegates voted in a bylaws change that returned the process to having just one annual meeting during the first quarter of each year.

The 2014 executive committee was approved at the meeting. They include Dick Hausgold of Moon Valley Country Club, who was appointed to a second one-year term as president. The other officers include Bill Lich, first vice president, from Saddlebrooke Country Club near Tucson; Paige Peterson, second vice president, from Dobson Ranch Golf Course in Mesa; Jeff Zieky, secretary, from Desert Mountain Golf Club in Scottsdale, and Mike McWilliams, treasurer, from Phoenix Country Club.

The remaining members of the executive committee include John Anderson of the Antigua Group, Tim Brown of Phoenix Country Club (tee), the Desert Dunes of Lone Tree Golf Course, Dree Dreesen of The Gallery Club; Bob McNichols of Longopac Golf Club; Mike Langston of the Country Club at DC Ranch; Mike Saldez of Sal des Canyon Golf Course; Rick Ranick of Tucson Country Club; and Bill Burgener of Superstition Mountain Golf and Country Club (tee).
**AGA NEWS**

**CHARITY RISING STAR**

**NEWS**

**AGA**

---

**Big win for local charities**

Members of the Thunderbirds and officials from Waste Management proudly present a check for $6,214,711, which will be divided up and distributed among local charities. The big check — and a check for local charities — comes from the proceeds generated from the 2013 Waste Management Phoenix Open. The Thunderbirds, who are the longtime hosts of the PGA Tour event that dates back to 1932, have raised more than $66.3 million through the tournament. The 2014 Waste Management Phoenix Open takes place Jan. 27- Feb. 2 at the TPC Scottsdale.

---

**Thunderbirds introduce Going for the Green**

First Tee fundraiser gets winner Shot at Glory

_Leave it to the Thunderbirds to add yet another new event to the 2014 Waste Management Phoenix Open, with all the proceeds benefitting the First Tee of Phoenix. According to WMPO tournament chairman Tom King, the inaugural Going for the Green contest will feature qualifying rounds at six different locations Dec. 13-15 before the semifinals are contested two days prior to the tournament on Jan. 25 at the TPC Scottsdale’s famed par-3 16th hole. The finals are set for Wednesday, Jan. 29 of tournament week, at the winner having the potential to earn $500,000, as well as $500,000 for his or her favorite charity.

“We’re excited to launch this new closest-to-the-pin contest,” King said. “We think this is another great way for the community to get involved with the Waste Management Phoenix Open with all proceeds benefitting the First Tee of Phoenix.”

“A big thanks goes out to our sponsors that help to make this a successful event.”

All the details and official contest rules and regulations can be found at www.wmpoexp.com. Essentially, the Going for the Green contest is open to golfers of all skill levels, and contestants can purchase raffle tickets for $10 that will enter them in a daily drawing for prizes as well as give them 10 balls that they can aim at a 140-yard hole at any of six qualifying sites. The top five finishers at each site move on to the semifinals, with the winner gaining a spot in the WMPO’s celebrity-filled Shot at Glory during tournament week.

If a Shot at Glory participant makes an ace, he or she will win $1 million, or $500,000 to the competitor and $500,000 for the charity of choice. Regardless of whether a hole in one is made during the Shot of Glory or not, the closest-to-the-pin winner will get $40,000 for his/her charity, second place will get $25,000 and third place gets $15,000, with each remaining participant’s charity getting $1,000 each. Raffle tickets can be purchased and shots taken at these six qualifying locations, including the TPC Scottsdale Champions Course’s practice range in Scottsdale; Longbow Golf Club’s practice range in Mesa; Lonetree Golf Club’s practice range in Chandler; Palm Valley Golf Club’s practice range in Goodyear; and the Raven Golf Club’s practice range in Phoenix.

Again, for more details and contest rules and regulations, visit www.wmpoexp.com.

Participants should be aware of the possible NCAA violations for students and loss of amateur status under USGA Rules before participating.

---

**Budding star O’Sullivan propels AWGA, Xavier girls**

_Remember her name, Hannah O’Sullivan, a young woman who is carving out quite a legacy in Arizona women’s golf. As the junior player on the Arizona Women’s Golf Association team, O’Sullivan had a phenomenal performance at NCR Country Club in Kettering, Ohio, finishing third as an individual in the 156-player field of the USGA Women’s State Team Championship. O’Sullivan’s strong showing helped the AWGA team finish fourth among the 52 teams entered in the national championship held in mid-September. In late October, O’Sullivan accomplished another goal by defending her title at the Arizona Girls High School Championship. I really wanted to win state again,” said the 15-year-old sophomore. “I didn’t play my best the first day. But after a strong pep-talk from Sister Lynn (Winsor), who helped our team to refocus, I played my own game and did what I do best.”

Sister Lynn has led Xavier’s golf team for four seasons, while Selvaratnam has been with the Gators for eight seasons, or for seven of Sister Lynn’s 31 wins. “Coach Tui,” as her team calls her, knows that student athletes come to Xavier because they want to become AJGA Junior Rolex Scholar Cup team. I’d also like to play on the AWGA Junior Rolex All-American team. I’m on the second team now. Next year I hope to be on the first team. “My final goal is to become AJGA Junior Rolex Girls Player of the Year in my senior year.”

Hannah plans to major in business or play college golf. But her ultimate goal is to play on the LPGA Tour, she said. Selvaratnam, a member of the AWGA board of directors, praised the AWGA for getting involved in high school golf with the Build-a-Team program. “This program is helping high school teams statewide to compete at a higher level,” she said. “It’s giving the coaches and schools hope.”

Now if only the other schools can just catch up to Hannah O’Sullivan and the Xavier Gators!_
## Arizona Scoreboard

<table>
<thead>
<tr>
<th>Score</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 &amp; 5</td>
<td>15</td>
</tr>
<tr>
<td>5 &amp; 6</td>
<td>14</td>
</tr>
<tr>
<td>4 &amp; 3</td>
<td>13</td>
</tr>
<tr>
<td>3 &amp; 2</td>
<td>12</td>
</tr>
<tr>
<td>2 &amp; 1</td>
<td>11</td>
</tr>
<tr>
<td>1 Up</td>
<td>10</td>
</tr>
<tr>
<td>1/2</td>
<td>9</td>
</tr>
<tr>
<td>1</td>
<td>8</td>
</tr>
<tr>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

**OPEN DIVISION**

<table>
<thead>
<tr>
<th>Team</th>
<th>2013 Score/Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allen W. Wright / Brett Upper</td>
<td>72</td>
</tr>
<tr>
<td>Bobby Pancratz / Pat Geare</td>
<td>77</td>
</tr>
<tr>
<td>Michael Hopper / Adam Walicki</td>
<td>79</td>
</tr>
<tr>
<td>Mark McDowell / Jeff New</td>
<td>81</td>
</tr>
<tr>
<td>Jake Byrnes / Abe Candelaria III</td>
<td>84</td>
</tr>
</tbody>
</table>

**SENIOR DIVISION**

<table>
<thead>
<tr>
<th>Team</th>
<th>2013 Score/Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ken T. Coward / Mark Bellhorn</td>
<td>75</td>
</tr>
<tr>
<td>Jeff New / Camron Howell</td>
<td>77</td>
</tr>
<tr>
<td>Chris Senna / Phoenix Young</td>
<td>80</td>
</tr>
<tr>
<td>Charles Shaffer / C. Prange</td>
<td>83</td>
</tr>
</tbody>
</table>

---

**Honorable Mention**

- Allen W. Wright / Brett Upper
- Bobby Pancratz / Pat Geare
- Michael Hopper / Adam Walicki
- Mark McDowell / Jeff New
- Jake Byrnes / Abe Candelaria III

---

**Special Awards**

- Vincent, J.:
  - Low Gross: 72
  - Low Net: 71
- Evans, D.:
  - Low Gross: 72
  - Low Net: 71
- Whisman, J.:
  - Low Gross: 71
  - Low Net: 71
- Van Alst, J.:
  - Low Gross: 71
  - Low Net: 71
- Blau, T.:
  - Low Gross: 70
  - Low Net: 70
- Wirth, J.:
  - Low Gross: 70
  - Low Net: 70
- Bailey, J.P.:
  - Low Gross: 70
  - Low Net: 70
- Blau, T.:
  - Low Gross: 70
  - Low Net: 70
- Wirth, J.:
  - Low Gross: 70
  - Low Net: 70

---

**Programs**

- **Arizona Golf Foundation**
  - Low Gross: 72
  - Low Net: 71
- **Arizona Golf Association**
  - Low Gross: 71
  - Low Net: 71

---

**Partnership**

- **Arizona Golf Foundation**
  - Low Gross: 72
  - Low Net: 71
- **Arizona Golf Association**
  - Low Gross: 71
  - Low Net: 71

---

**Finals**

- **Upper Division**
  - Low Gross: 72
  - Low Net: 71
- **Lower Division**
  - Low Gross: 71
  - Low Net: 71

---

**Highlights**

- **Upper Division**
  - Low Gross: 72
  - Low Net: 71
- **Lower Division**
  - Low Gross: 71
  - Low Net: 71

---

**NEW**

- **Upper Division**
  - Low Gross: 72
  - Low Net: 71
- **Lower Division**
  - Low Gross: 71
  - Low Net: 71
There are ‘Rooles’ and then there are Rules

S

o many—from Tour bards crying over unfair penalties to the average Joe saying, “I just play golf”—don’t understand that the game of golf is simple and straightforward, where the rules actually help the player on the course. I’ll bet not one in 20 self-proclaimed “golfers” have read a rules book. For their benefit and all of you who really love golf, let me explain Six Easy Pieces (with apologies to Richard Feynman).

First, taking a quote from Richard Tufts, who wrote a book on the philosophy of golf, as an explanation to the “why” of the rules: “Play the ball as it lies; play the course as you find it.” Do this and nothing else matters.

What happens when you can’t do that? That’s where the rules come in, giving player many cases for options continuing on, fairly, so his opponents are not at a disadvantage either.

I call my simplifying rules, because they are not quite right, but you’ll get the gist.

Roole 1: If any part of a ball is “in” something, all of the ball is considered “in.” A ball that touches a hazard is considered “in a hazard.” A ball that touches the course is considered “in bounds.” A ball that touches an obstruction, ground under repair, the putting green... I think you get the picture. To be out, all of the ball must be out.

Roole 2: One stroke penalties are procedural goofs or options within a particular rule—relief from a water hazard, accidentally moving a ball in play, relief for an unplayable lie.

Roole 3: Two stroke penalties (stroke play) or loss of (match play) are any of the rules itself — grounding a club in a hazard, failing to replace a ball that has been accidentally moved, improving the lie of the ball, and changing balls during play of a hole without reason.

Roole 4: Free relief is one club length from the nearest point of relief, and complete relief, (including stance and swing, but may be taken). Penalty relief is two club lengths from the center point (position of the ball, with an unplayable, just point the ball crossed a water hazard margin).

plus other options when those don’t quite get it done for the player.

Roole 5: In stroke play, the scoreboard governs what is considered a stroke, it must be correct when returned at the end of play. In match play, each player has the right to enforce the rules, but can accept the violations if he chooses, as long as there is no agreement with his opponent to so do.

Roole 6: Play fast and you’ll make friends with everyone. Shovel the ball if you’re a turtle. The fresh air will do you a lot of good. Remember the USGA campaign slogan, “While We’re Young”?

And, if you’re tempted now to take a gander at the rules, but don’t want to jump into deep water quite yet, just start by reading the definitions at the beginning of the book. Enlightenment is only 30 minutes away.

Golden opportunity to learn the ‘Rules of Golf’

Learning the rules of golf is (use it once) interesting, 2) boring, 3) challenging, 4) makes my head hurt, 5) good for my game; 6) impossible, 7) not worth my time.

If you answered any or all of the above, except for No. 7, think about joining the AGA for a rules seminar on Tuesday, Dec. 19 from 6 to 8, at the AGA offices in Scottsdale, 7500 E. Redfield Road, Suite 130.

If you choose No. 7, I have a small wager that you’ve never played “real” golf, but rather “cart” golf. Some years ago, USGA icon Sandy畔 joined the private to differentiate between golfers and pretenders.

In general, pretenders don’t have handicaps (or wouldn’t know how to get one), play with the same small groups while having little interaction with others on the course, play the same four or five courses exclusively, and like to think they’ve got a picture. To be out, all of the ball must be out.

By Ed Gowan

For complete Arizona Golf Association results and event schedules, visit www.azgolf.org

For Arizona news, rules & handicapping, visit www.agf.org

AZGOLF INSIDER | ANNUAL 2011

AZGOLF INSIDER | ANNUAL 2011
We started our trip of a lifetime with a US Airways non-stop flight from Phoenix into Kona International Airport. (That was OK but the overnight flight home was extremely uncomfortable, as US Airways’ rows of seats resemble a sardine can.) Hawaiian Airlines also flies from Phoenix to Maui but with a stopover in Honolulu, which means about one more hour each way. The big difference is food and drinks — and lei! — are free on Hawaiian. The rows are also roomier, which makes for a more relaxed flight. Kapalua on Maui’s upper west coast was our first stop, and we spent three days there near the fun-filled town of Lahaina, which proved to be pure bliss. (No wonder pirates once hung out there.) The Ritz-Carlton Kapalua might be the best resort on the island, but we spent our visit at the Residences at Kapalua, where a lot of the players stay when they come to compete in Maui’s only PGA Tour event, the Hyundai Tournament of Champions. The Ritz is special, no doubt, but you would be hard-pressed to surpass the location, luxury and relaxed atmosphere of the Residences at Kapalua even if the suites do start at $750 per night.

Here’s an AZ Golf Insider tip: Don’t waste your time playing other area courses, as the Troon-managed Kapalua Plantation and Bay courses will fulfill any dreams. The Plantation, an incredible tract by Ben Crenshaw and Bill Coore that we see every year in January when it hosts the Tour C's, is huge and sweeping and loaded with ocean views. The Bay Course, done by Arnold Palmer and Francis Duane, makes for a perfect one-two punch.

If you need a tune-up or just want to amp up your game, the 23-acre Kapalua Golf Academy is located conveniently between the two courses. Our suggestion is to play the Bay first, as we did, so you’re not disappointed. Even though a lot of holes are inland, the ocean never is really out of sight or mind. And plenty of holes expose it, like the picturesque, par-4 No. 4 that plays along the beach. My favorite on the Bay, however, was slightly away from the blue stuff, as the 16th features a split fairway and Swilken-like bridge, a la Arnie. There is another thing you’ll like about the Bay Course: The green fee is less than half of the Plantation.

Speaking of the Plantation, how Crenshaw and Coore, a Scottsdale resident, built a golf course on such seaside slopes is amazing. But they did it, and it is totally unique: a course you must play at least once in your lifetime. And, yes, the signature 17th (par 4, 508 yards) and 18th holes (par 5, 683 yards) live up to their downhill, wind-blown reputations. As does the clubhouse and its locker room, which features pineapple-print carpeting and photos of all the past champions in Maui, including the last year under Scottsdale-based Troon Golf, said play is divided fairly evenly between the courses, although everybody “has to play” the Plantation. “The Plantation is like your TPC Scottsdale in that it’s where the pros play, and that makes it quite popular and in demand. It’s amazing,” Jones pointed out. “Yes, it’s expensive ($229 to $278), but you can play the Bay for considerably less. We’ve even got some packages out there that make both courses more affordable.”

Jones said that for $600, you get unlimited golf for any three days in a weeklong period. That means $200 a day for both courses if you get morning and afternoon tee times, and depending on the time of year.
Chances are you’ll need all the breaks you can get, price-wise, as the Lahaina-Kapalua area is mega-expensive. Well-respected eateries like the Ritz’s Terrace Chef-Crafted, Merriman’s, Lahaina Grill and Lahaina Fish Co. offer local fish from $30 to — yikes! — $60 per entrée. But if you look around, there are some real gems off the beaten path, like the Pineapple Grill at the Bay Course (rated No. 1 by the locals probably on its pineapple-upside-down cake alone), and low-key local fare like Ahihi Mixed Plate, which was featured on “Diners, Drive-ins and Dives.” The ahi poke at the Fish Market Maui also is to die for. For our suggestion is to switch locales after three or four days, as Wailea and Makena are calling your name. About a 30- to 45-minute journey south from Kapalua along the sea, you’ll discover Maui’s other major area that is quite happening. That’s also the home to some pretty impressive hotels, including the Fairmont Kea Lani, the Gold and the Grand Wailea Resort.

For opulence, try the Four Seasons. For views and value and a great beach, we suggest the Fairmont, where rooms start in the $400 a night range. Sure, that’s still a little stiff, but with certain packages offered on its website, you can work the price down. Certainly you’ll pay much more, if that’s possible, at the Four Seasons. Say this about Wailea-Makena, they don’t take the backseat in terms of amenities to their rivals to the north (Lahaina-Kapalua). The golf is equally stunning and spectacular and old school at Wailea Golf Club, with 54 holes by Robert Trent Jones Jr. in the Gold, Emerald and Old Blue courses. The Emerald Course (top) opens with a bang, as the very first hole heads dramatically downhill toward the Pacific Ocean. The 15th hole on the Gold Course (right) also proves equally awe-inspiring as it runs its way along the sea. The Gold is the former site of the Senior Skins Game.

Our suggestion is to try the Four Seasons. For views and value and a great beach, we suggest the Fairmont, where rooms start in the $400 a night range. Sure, that’s still a little stiff, but with certain packages offered on its website, you can work the price down. Certainly you’ll pay much more, if that’s possible, at the Four Seasons.

Say this about Wailea-Makena, they don’t take the backseat in terms of amenities to their rivals to the north (Lahaina-Kapalua). The golf is equally stunning and spectacular and old school at Wailea Golf Club, with 54 holes by Robert Trent Jones Jr. in the Gold, Emerald and Old Blue courses. We’re not even EEU Jr. fans, but this terrific trio is some of his best work ever, and the ocean views are non-stop. With wide-open fairways and greens lined with big palms and native monkeypod trees — all sloped towards the ocean — the Emerald can be a walk in the park even if the Gold, the former site of the Senior Skins Game, has a couple of stretches where making pars is like a birdie.

As for the nearby village of Makena and its award-winning Makena Beach & Golf Resort, we are sorry to report that it is no more. The owners have torn up both courses and are renovating one while turning the other into a condo complex. Makena will soon be completely private, with staggering reports that to be a member and own property at the “new Makena” will cost you $15,000 a month — for life. Like we said, Maui can also be “ou-in” when it comes to the steep costs.

The good news is there is so much to do in the Wailea-Makena area, like snorkeling in the daytime on exotic coral reefs, trekking up the mountain toward the dormant volcano Haleakala, or dining at night at some very impressive restaurants. Charles Head, the general manager at the Fairmont Kea Lani and a pretty fair golfer, said he loves Maui’s south shore.

“The food is fresh and local because its grown in rich volcanic soil, plus Hawaiian fare is a blend of so many cultures that it’s something you can’t get anywhere else in the world,” said Head, who left the Fairmont St. Andrews in Scotland for his Hawaii gig. “Our golf is world class and just right down the street, five minutes away from the resort, so you can pack a lot of activities into your day. It’s true, we don’t have as much golf as you have in Arizona, but what we have in Maui really is special.”

No wonder Maui was chosen by Golf Digest as the No. 2 couples vacation destination in the world. Even though we love to tee it up, snorkeling became our passion during the week, as well as spa treatments and just hitting the beach. We also fell in love with the Fairmont’s fabulous Ko restaurant, which was everything Head promised, including such native dishes as nishi sushi, Zarzuela (seafood pot) and market-fresh Ginger Steamed. Like we mentioned earlier, entrees are about double the price that you would pay in Arizona, and some more well-known restaurants like Mama’s Fish House and Nick’s Fish Market Maui were huge disappointments. Seriously, a 4-inch piece of mahi-mahi for $59? Hey, I don’t care on what fisherman’s line it was caught!

Then again, live, learn and be happy, and know that we’ll certainly return to Maui the next chance we get. That’s also why we didn’t have a hard time saying goodbye after thanks to our cheerful server at Ko.

“You never say goodbye to Maui,” she informed us. “Just say what people who live here say when they leave the island — ‘A hui hou!’ ”

Sure. She’s right. Even though we never did get a grip on the 13-letter Hawaiian alphabet (five vowels, eight consonants), we did pick up the meaning of that local saying: “Until we meet again, Maui.”

Golf Digest chose by as

Visit or call these courses to learn about special savings and complements you can receive when you pay a frequent players’ card from any of these spectacular courses. Each course has a unique card member program that helps you save the most at your home course and much, much more.

480.816.1324 eaglemtn.com/insider
480.921.8070 mcdowellmountaingc.com/insider
623.935.2500 palmvalley.com/insider
928.284.9355 sedonagolfresort.com/insider
480.807.5400 longbowgolf.com/insider
602.243.3938 ravenshjx.com/insider
480.502.8200 medowellmountain.com/insider
480.921.8070 asukarsten.com/insider
480.521.8070 askwright.com/insider
43
Golf: It’s not just a game

No doubt I love the game of golf, but running a golf course can be a labor of love. A golf course is so many businesses in one, e.g. restaurant, clothing store, academy, landscaping, farming and theme park. I have held many board positions in the past 10 years – Fountain Hills Tourism, Arizona Lodging and Tourism Association, and currently as president of the Southwest Section PGA – all in an effort to make sure golf is part of the conversation of our state. I figured if I could provide for my family was going to be based on the success of golf, I might as well be a part of how golf is viewed, legislated and conducted in Arizona.

Only 10 to 12 percent of the population plays golf in the United States, a little more in Arizona because of our climate, age demographics and tourism. So, when perception becomes reality, it is crucial that golfers defend this great game to non-golfers so that the sport we love isn’t affected by budgets and lawmakers.

Arizona has always been known for the 5 C’s. Arizona is the primary destination in the world, a primary economic driver of our state. If you live in a golf-course community, your property values are based on the success of your golf course. As golfers, we need to defend the game because it is not just a game. Next time you are talking to someone about golf, tell him or her a little about how important golf is to Arizona. To keep it easy, remember more than 3 ($3.4 billion economic impact), less than 3 (percent of the water used in the state) and sixth C (courses are good for the state).

You have all that? Can I give you one more example that is easy to remember that will help explain golf’s impact? Four days, four months and forever. Golfers come to our great state for a four-day golf trip, spending money and falling in love with all we have to offer. Upon retiring, they become four-month winter visitors who drive our economy during our perfect weather months. Finally, they become "forever" residents, ensuring that our state grows and stays economically healthy.

Golf is a great game. It is a great business. I wouldn’t provide for my family in any other way. We all just need to make sure that the perception to the 90 percent who don’t play is accurate. Rule #1 in golf is to leave the course better than you found it. Let’s switch out “course” with “game” and do our best to spread the message.

Editor’s Note: Don Rea is owner/ator of Augusta Ranch Golf Club in Mesa and the president of the Southwest Section of the PGA.

It is crucial that golfers defend this great game to non-golfers so that the sport we love isn’t affected by budgets and lawmakers.

That means that through a local weather station on-site, the humidity, wind, temperature and a couple of other factors are calculated together to determine exactly how much water was used by the soil. After figuring that out, the irrigation computer determines how many minutes to water. No more, no less. I know that I don’t water that way at home, and I am sure you don’t either. Not many people turn off their water before a rainstorm or change their timer every day based on the weather conditions. We simply add a couple of minutes when it looks dry and take some off when it looks wet, not very scientific. Actually, at courses throughout the Valley, it is common to avoid watering at all for several days after a rainstorm.

So, why am I telling you all of this? Well, you live in one of the best golf destinations in the world, a primary economic driver of our state. If you believe it? And remember, most of golf's use is effluent. Effluent water, you believe it? And remember, most of golf's use is effluent. Effluent water, whether effluent, or potable, golf courses do a great job of replenishing water back into the ground for future generations to use.

There is no doubt that golf-course superintendents are very good stewards of Arizona’s water. Did you know that most golf courses irrigate by what is called the evapo-transpiration rate?
RESPECT

IT COMES IN ALL SHAPES AND SIZES.