

FSU PGA GOLF MANAGEMENT

The newsletter of the PGA Golf Management Program at the FSU Dedman School of Hospitality

Summer 2013

Letter from the Director

As I watched our students leaving campus for their summer internships, it made me proud to see how motivated they were in successfully securing the best possible work experiences to improve their skills as they become future PGA golf professionals. Once again, they have secured internships at world-class and Top 100 ranked facilities. In this newsletter, you'll see a list of their internships, and it will truly amaze you!

Speaking of great experiences, this past semester was one for the records. It began with an exciting trip to the PGA Merchandise Show that included an FSU PGM seminar on working internationally. There were trips to the Capitol for Florida Golf Day and to San Diego for the World Conference of the Club Managers Association of America. There was also a spring major tournament at TPC Sawgrass among the many activities and unforgettable experiences our students enjoyed.

For five of our students, the highlight of the semester came during Masters Week. They were selected to work in the August National Golf Club's merchandising department! internship director **Cynthia Johnson** and I were invited by Augusta merchandise director **Mark Perrotta** to see our students in action and to get a look behind the scenes at operations. Our students shined as they assisted members and VIPs in the golf shops and Berckman's Place.

As the Masters Tournament proved again this year, golf is a truly global sport—one that continues to grow worldwide. Our program will continue to promote the game as a global business and to provide our students with excellent international experiences. This summer, we will be in Europe developing more internship and learning opportunities for our students while we (myself, Cynthia Johnson and PGM instructor **Dr. Ernie Lanford**) are teaching PGA golf management and hospitality students in Switzerland.

When you're traveling and playing on your favorite courses this summer, stop and say, "hi," to our interns. You can find their names and the listing of the golf courses and resorts where they are interning at the end of this newsletter.

Wishing a safe and fun summer to one and all! Go Noles!

Don Farr

Director, PGA Golf Management
Dedman School of Hospitality
Florida State University



Club Management

- ~ Law
- ~ Procedures
- ~ Policies
- ~ Standards



FSU PGA GOLF MANAGEMENT

Students network with industry execs at 60th PGA Merchandise Show

More than 40 FSU PGM students attended the PGA Merchandise Show in Orlando in January, meeting with prospective employers to make critical connections for their future careers. We had a full itinerary that included sponsoring a global golf industry seminar, attending a merchandising presentation held by the St. Andrews Links Trust and hosting the annual FSU PGA Golf Management reception for our alumni and students.

At the global golf seminar, we offered our students the extraordinary opportunity to learn from golf industry leaders from around the world. A panel of executives answered questions about working internationally in the golf industry. Moderated by **Scott Tolley**, vice president of corporate communications for the Nicklaus Companies, the panel included:

- **Chris Card** (group general manager, the Abu Dhabi Golf Club and the Saadiyat Beach Golf Club, United Arab Emirates)
- **David Armitage** (director of golf, The Renaissance Club, Edinburgh, Scotland)
- **Jon Buddenhagen** (former head golf professional, Cape Kidnappers, New Zealand; now at the Country Club of Brookline, Brookline, Mass.)

- **Greg Bryan** (former head golf professional, Kauri Cliffs, New Zealand; now at Roaring Forks Club, Aspen, Colo.)

Adding the student intern experience to the panel were **Lauren Franson** (former FSU PGM intern at Turnberry Golf Resort, Scotland; now at Sebonack Golf Club, Southampton, N.Y.) and **Tyler Reedy** (former FSU PGM intern at Turnberry Golf Resort, Scotland, and Cape Kidnappers, New Zealand; now at Myopia Hunt Club, South Hamilton, Mass.)

At a presentation by **Danny Campbell**, commercial director of St. Andrews Links Trust, our students got an exclusive look inside the merchandising practices of one of the world's most renowned golf courses. Campbell provided a rare insight into the company's retail operations and fielded numerous questions from our highly inquisitive group.

Lastly, while our students were busy networking and learning at the industry's biggest annual event, they took time out to celebrate their Seminole spirit at our annual alumni and student reception. The PGA Merchandise Show provides the perfect opportunity for PGM students and graduates to interact.



FSU hosts USGA rules seminar

Our program hosted a visit from the USGA's **Jeff Hall** and **John Brooks** to Florida State's campus in February. The visit provided our PGM students with an insightful look

at the rules of golf. The experts demonstrated some tricky situations that can occur on a course and how the USGA rules apply.



PGM students work the Masters

Five FSU PGA Golf Management students stood on their feet for 13 hours a day for seven exhausting days, but you didn't hear them complain. That's because **Katy Gradle**, **Josh Harkness**, **Jackie Kanzler**, **Justin Lawle** and **Chelsea Mokary** were participating in one of the most coveted golf tournaments at one of the most exclusive golf clubs in the world. There aren't many students who are fortunate enough to say they worked the Masters at Augusta National Golf Club!

Hired by Director of Marketing **Mark Perrotta**, our students worked in several locations during the tournament. Chelsea and Jackie worked in the members' golf shop overlooking the first fairway. Katie and Justin worked in the new VIP hospitality venue, Berkman's Place, tucked in the trees along the fifth fairway, while Josh worked at the main golf shop. Not surprisingly, our students received glowing reports from the management team at Augusta National.



PEAK EXPERIENCE: Left to right, **Chelsea Mokary**, **Jackie Kanzler** and **Katy Gradle** were among the five FSU PGA Golf Management students who worked the Masters at Augusta National.

FSU PGA GOLF MANAGEMENT

Students join state leaders for Florida Golf Day 2013

On Feb. 21, our students joined fellow golf industry stakeholders at the nearby state Capitol building in Tallahassee to generate awareness about the economic impact of golf on Florida's economy. A resolution by the Florida House and Senate proclaimed the day as "Florida Golf Day 2013." The golf industry contributes \$7.2 billion dollars to the state's economy annually according to a 2009 World Golf Foundation study.

Florida Golf Day 2013 activities included:

- One-on-one meetings between legislators — including the Lt. Governor, Senate President and House Speaker — and

representatives of golf organizations and businesses

- Golf exhibitions throughout the Capitol building
- A charity putting competition between Senate and House leaders in the Capitol courtyard

Stakeholders in attendance included PGA of America, LPGA, Golf Channel, World Golf Hall of Fame, First Tee, Florida Club Managers Association of America, Florida Golf Course Superintendents Association, Florida Chapters of the PGA, Florida State Golf Association and, of course, our FSU PGM students.



TOP PLAYERS: FSU professional golf management students and faculty standing with state industry leaders behind the LPGA Championship trophy. Front row at right, FSU PGM program director **Don Farr**; front row, fourth from right, FSU PGM internship director **Cynthia Johnson**.



TALLY LEADERS: On Florida Golf Day 2013, a government member participates in the putting competition. In back, left to right, PGM students **Moe Gola** and **Chelsea Mokary** assisted **Peggy Norton** of the World Golf Foundation with the competition.

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Year-end meeting of the FSU Professional Golf Management Club

In April, PGM students held their last PGM Club meeting of the semester to elect a new executive board and to prepare for their summer internships. The club is an integral part of our program; it provides students with opportunities to socialize and to meet new people, to compete in tournaments and to become involved in the community.

The PGM Club board plans and organizes club-sponsored events and activities that benefit PGM students and the PGA Golf Management Program. During the board elections, students were nominated for board positions and gave short stump speeches about how they would contribute to the board if they were elected. Newly elected members of the board are **Zach Bailey** (secretary), **Spencer Smith** (tournament co-director), **Chris Zumpano** (tournament co-director), **Welsey Burch** (treasurer), **Steven Schultz** (vice president) and **Patrick Barnes** (president).

Toward the end of the meeting, outstanding students were honored with awards. The recipients will be immortalized on the PGM Wall of Fame. This year's award recipients included **Spencer Smith** (Male Player of the Year), **Lauren Himebaugh** (Female Player of the Year), **Moe Gola** (Freshman of the Year), **Anthony King** (Leadership Award), **Dan Mahoney** (Service Award) and **Chelsea Mokary** (Masters Award).

Following the close of the meeting, PGM director **Don Farr** challenged the students to a bowling match at Crenshaw Lanes on campus. After a few practice frames, seniors **Addison Craig**, **Justin Lawler** and **Eric Steinberg** took up the challenge. Sophomore **Anthony King** joined them to take Don down! A great time was had by all.



LEADER BOARD: Newly elected members of the board of the FSU Professional Golf Management Club are, left to right, **Zach Bailey**, **Spencer Smith**, **Welsey Burch**, **Steven Schultz** and **Patrick Barnes**; not shown, **Chris Zumpano**.



BOWLING BREAK: PGM peeps relaxing at Crenshaw Lanes. Left to right, **David Steele**, **Spencer Smith**, **Don Farr**, **Chelsea Mokary** and **Josh Hammer**.

Our spring tournaments



PGMers played the spring majors this year at Hammock Beach Resort in Palm Coast, Fla., and at TPC Sawgrass. Other spring tournaments included the Lanford Cup (our Florida students vs. our out-of-state students) in Tallahassee; the annual Florida Cup (FSU PGM vs. Florida Gulf Coast University PGM) at Black Diamond in Lecanto, Fla.; and a local spring match play.

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Internship News

When you're out and about this summer, stop in to say, "hi," to our interns, Their summer internship locations are listed below:

- Zach Bailey—Sunriver Resort, Sunriver, Ore.
- Patrick Barnes, Atticus Bellen, Spencer Horowitz, Mike Mahoney, Dakota Smith, Andrew Schroeder—Medinah Country Club, Chicago, Ill.
- James Boyd—Fiddlers Elbow CC, Bedminster Township, N.J.
- Derek Buckley, Steven Schultz—Congressional CC, Washington, D.C.
- Michael Cappabianca—Whistling Straits, Sheboygan, Wis.
- Patrick Carter—Country Club of N.C., Pinehurst, N.C.
- Matt Close—The Breakers Resort, West Palm Beach, Fla.
- Michael Congdon, Aaron Greenberg—The Broadmoor Resort, Colorado Springs, Colo.
- Keegan Conway—Shoal Creek Golf Club, Birmingham, Ala.
- Craig Copack—Crystal Tree Golf & CC, Chicago, Ill.
- John Ernst—Brad Brewer Golf Academy at Shingle Creek, Orlando, Fla.
- Matt Fenske—Mountain Top Country Club, Cashiers, N.C.
- Jay Ford, Spencer Smith—Sebonack Golf Club, Southampton, N.Y.
- Nick Freeman, Lincoln Winslow—Omni, Amelia Island, Fla.
- Katy Gradle—Ralph Lauren - Polo Golf, New York City, N.Y.
- Moe Gola—Muirfield Village Golf Club, Dublin, Ohio
- Ryan Hall—Saucon Valley Golf Club, Bethlehem, Pa.
- Lauren Himebaugh—Fishers Island Club, Fishers Island, N.Y.
- Ted Huffingham, Reid Howey, Hank Post, Jarod Dubosar, Joe Tribou—Capital City Country Club, Tallahassee, Fla.
- Chad Hunter—Maine Golf & Tennis Academy, North Belgrade, Maine
- Kyle Jordan—Shinnecock Hills GC, Southampton, N.Y.
- Jackie Kanzler—Westchester Country Club, Rye, N.Y.
- Anthony King, Dan Mahoney—Oakmont Country Club, Pittsburgh, Pa.
- Justin Lawler, Dan Trink—Ridgewood Country Club, Paramus, N.J.
- Michael Littlejohn—Nantucket Country Club, Nantucket, Mass.
- Randall Looney, Chris Rogers—Sawgrass Country Club, Ponte Vedra Beach, Fla.
- Sean Manning, David Steele, Bryan Robinson, Chris Zumpano—Pinehurst Resort, N.C.
- Kyle Martinez—Grande Oaks GC, Davie, Fla.
- Andrew Morawski, Chris Stone—Grandfather CC, Boone, N.C.
- Brian McGuinness—Orinda Country Club, Orinda, Calif.
- Turner Meek—TPC River Highlands, Cromwell, Conn.
- Ian Miller—Denver Country Club, Denver, Colo.
- Matt Miller—Piedmont Driving Club, Atlanta, Ga.
- Chelsea Mokary—Kiawah Island Golf Resort, Kiawah Island, S.C.
- Ryan Muzzinegro—South Fork CC, Southampton, N.Y.
- Corey Seigel—Skytop Resort, Skytop, Pa.
- Tyler Simpson—Cherry Creek CC, Denver, Colo.
- Parker Soule—Olympia Fields CC, Chicago, Ill.
- Austin Spickard—Marietta Country Club, Atlanta, Ga.
- Eric Steinberg—Via Mizner GC, Boca Raton, Fla.
- Steve Strano—Southwood GC, Tallahassee, Fla.
- Mike Taylor—Cullasaja Country Club, Cashiers, N.C.
- Wayne Voss—Greystone Country Club, Birmingham, Ala.
- Sean Weiss—Oak Park Country Club, Chicago, Ill.
- Brian McGuinness—Orinda Country Club, Orinda, Calif.
- Turner Meek—TPC River Highlands, Cromwell, Conn.
- Ian Miller—Denver Country Club, Denver, Colo.
- Matt Miller—Piedmont Driving Club, Atlanta, Ga.
- Chelsea Mokary—Kiawah Island Golf Resort, Kiawah Island, S.C.
- Ryan Muzzinegro—South Fork CC, Southampton, N.Y.
- Corey Seigel—Skytop Resort, Skytop, Pa.
- Tyler Simpson—Cherry Creek CC, Denver, Colo.
- Parker Soule—Olympia Fields CC, Chicago, Ill.
- Austin Spickard—Marietta Country Club, Atlanta, Ga.
- Eric Steinberg—Via Mizner GC, Boca Raton, Fla.
- Steve Strano—Southwood GC, Tallahassee, Fla.
- Mike Taylor—Cullasaja Country Club, Cashiers, N.C.
- Wayne Voss—Greystone Country Club, Birmingham, Ala.
- Sean Weiss—Oak Park Country Club, Chicago, Ill.

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