



PGA
Wisconsin Section



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Courtney Buchach
Director of Operations

Junior Golfers and Parents,

As we are all hoping for an early spring and golfing weather, I can't help but to think about the economic climate we are all living in today. With the stock market where it is and more and more people losing their jobs every day, everyone is looking at the way they spend money and where to cut back.

What is the Wisconsin PGA Junior Foundation doing to help?

The WPGA Junior Foundation and The First Tee of Milwaukee County have always prided itself on providing quality and affordable junior golf lesson programs. This year will be no different. All of the lesson rates will stay the same as '08 and we will continue to offer scholarships to any junior wanting to enroll in summer golf lessons at Noyes Park that may not be able to afford the lesson fee.

The lessons at Noyes Park not only teach your child the skills needed to play the game, but also the life skills that are inherent to the game of golf and everyday life. Lesson series start at \$15 and continue to \$40. There is a program built for everyone. Also, the Futures Tour and the Junior Tour will not have an increase in rates this year.

Equipment and necessities for the game:

Along with affordable golf lessons The First Tee of Milwaukee County also provides equipment and other services at a discounted rate.

Re-gripping starting at \$3 a club. Winn, Lampkin, Golf Pride, and many more to choose from. Do you lose a lot of golf balls? Here's the solution: used golf balls starting at 5 cents.

New and used junior golf clubs. We are now an authorized dealer of Nike junior golf clubs.

Used adult clubs starting at \$2 per club. Many other services and goods are available at our location at Noyes Park.

Noyes Park is located on 82nd and Good Hope Rd. Please call the WPGA @ (414) 443-3570 for more information.

Courtney A. Buchach
Director of Operations, The First Tee of Milwaukee County

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PGA
Wisconsin PGA Junior Foundation

Upcoming Events

WPGA Nike Golf
Las Vegas Pro-Am
March 2nd-6th

Milwaukee Golf Show
March 13th-15th

LaCrosse Golf Show
March 13th—15th

WPGA Membership
Meeting
March 16th

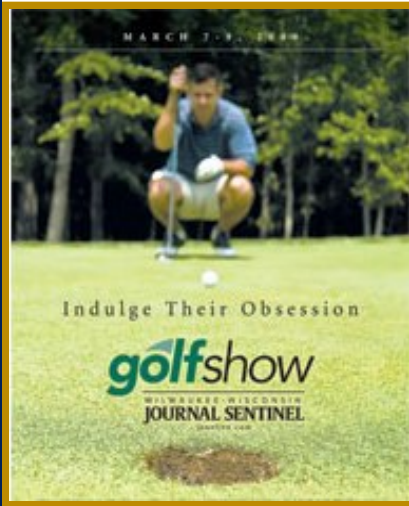
Green Bay Golf Show
March 27th—29th



PGA
Wisconsin Section

Section News

Milwaukee Golf Show March 13th-15th



The Golf Show will be held at the State Fair Park in the Wisconsin Exposition Center.

Preparations for the Milwaukee Golf show, entering its 10th year in 2009—are almost complete with the goal of making it the biggest and best Golf Show to date. The Golf Show will feature exhibits, retailers, manufacturers, seminars and interactive clinics from many of the golf industry's biggest names. It's no wonder that the Milwaukee Journal Sentinel's Golf Show remains the largest golf show in the state and, some say, the best in the Midwest.

Who Should Attend the Golf Show?

Anyone interested in the game of golf. The Golf Show is a great opportunity to meet representatives from the golf industry's leading brands.

What to do at the Golf Show?

Many of the top golf companies will be at this year's golf show. Seminars and contests will be ongoing throughout the weekend including: Hole-in-one challenge, PGA putting challenge, and the Golf Show Getaway Contest.

Where does money from the Golf Show go?

The Milwaukee Journal Sentinel is donating a portion of all proceeds back to the Wisconsin PGA Junior Foundation.

When and where is the Golf Show?

Wisconsin Exposition Center @ State Fair
8200 W. Greenfield Ave.
West Allis, WI 53214

Friday, March 13th, 1pm - 8pm
Saturday, March 14th, 10am - 5pm
Sunday, March 15th, 10am - 4pm

\$7.00 at Gate / \$5.50 in Advance
Kids 12 and under are FREE

How To Hit a Ball Below Your Feet By: Courtney Buchach Director of Instruction The First Tee of Milwaukee County

Almost all players encounter an uneven lie at least once during a round of golf. There are a few things you must know to execute this shot.

The first thing you will want to do is make sure to use the full length of the club you have selected. When the ball is below your feet, it is further away from you than it would be on a level hitting surface.

The common mistake made while trying to hit this shot is posture. Many players have the tendency to bend more at the knees, taking more of a seated position. Good posture

while hitting this shot requires bending more from the hips.

You will also have to adapt your swing to hit this shot effectively. Instead of your swing being more rounded, or to the inside, you must swing the club more vertical to insure good contact with the ball.

Last but not least is aiming to your target. Hitting a ball below your feet for a right handed player, the ball will want to curve to the right. Make sure to compensate for this and aim a little to your left at address.

I hope these tips will come in handy during your next round of golf.—Courtney A. Buchach

Courtney's 1st Annual Dash In The Desert

I want to take the time to thank all of you who donated money to my 1st Annual Dash in the Desert fundraiser. Along with your contributions, the Wisconsin PGA Junior Foundation agreed to match up to the first \$5,000 dollars raised. In the inaugural year of this run **we raised over \$8,000 dollars**. Below, I have shared some of my thoughts on the race as well as pictures taken after the race.

Battling a severely strained hamstring since the 105th Harley Davidson Festival at the end of the summer and a bum knee and ankle, I wasn't sure if I was even going to run the Rock & Roll 1/2 Marathon in Arizona.

However, I committed to doing a fundraiser for The First Tee of Milwaukee County that was outside the ropes of the golf course and it had a lot of meaning to me. As a result, I pushed through. I grew up running and navigating the terrain of cross-country courses, not golf courses. I have always had a passion for going out and running.

I enjoy the fact that it's just the road,

my thoughts, and me. Training through the wonderful Wisconsin winter running in the cold, through the snow and slush, I now know why Advil and Icy Hot were invented.

I could have easily not run the 1/2 Marathon do to losing five weeks of training because of a sinus infection and injury, but the commitment I had made to raise funds far exceeded any of the pain or sickness from the training.

The weather in Scottsdale was sunny and eighty degrees for the few days I was there, a far cry from the freezing temperatures I had left in Wisconsin.

Race day morning was a little chilly; about 40 degrees when we left the house. By race time though, the temperature had warmed to about 55 degrees. And then we were off and running, along with about 45,000 other people.

I felt pretty good through the first eight miles, and then it hit me. My hamstring felt like it was going to snap, and my knee and ankle had increasing pain with every stride. Slowing down to try to stretch and relieve some of the pain seemed to be the smart choice, but when that didn't help too much I relied upon my running partner.

Jay and I had run the same race together last year and also play a lot of golf together. He knows how to help me. He continued to say he would keep stride with me and finish next to me no matter how slow I had to make him run.

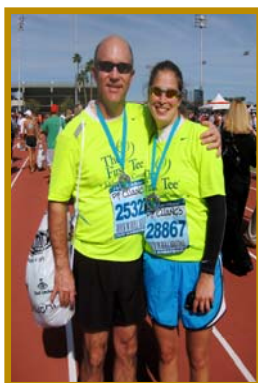
We didn't finish the race in the time we wanted, but we completed our ultimate goal and did it together.

As I look back on the last few months of running and everything else I have been doing with work I have seen just how much of The First Tee of Milwaukee County runs through my veins.

I teach because I have a passion to see our students succeed while having fun doing it, but sometimes it's not as easy as you would like it to be. A bad shot, a bad lie, the weather doesn't cooperate, or they are just not feeling well are all struggles we endure during every lesson as well as in life.

But the perseverance and hard work that our students show through that adversity is what means the most to our teaching staff and me. I felt like one of our students with Jay as my coach encouraging me to fight through it. I think I like being the coach versus the student, but I now know exactly how our students can feel at times.

Honesty - Integrity - Sportsmanship - Respect - Confidence - Responsibility - Perseverance - Courtesy - Judgment
The First Tee's Nine Core Values are at the center of everything we do.



The First Tee of Milwaukee County

Volunteer Spotlight: Jim Dallet



Since retiring from the pharmacy business in 2000 Jim Dallet has had plenty of time to hone his golf game. However, Jim was playing golf long before retirement. "I have had a golf club in my hand since I was a young boy because my father loved to play," says Dallet.

Dallet, 67, is a member at North Shore Country Club in Mequon where he and his wife Deborah spend their summers golfing. The couple also belongs to The Strand Country Club in Naples, Florida during the winter months. When we spoke with Jim he was heading out the door on his way to Vail, Colorado for a week of skiing. His active lifestyle makes him an ideal volunteer. He lives the fit and healthy lifestyle that the The First Tee of Milwaukee County encourages all of their students to strive for.

"Having a volunteer like Jim who directly reflects what we teach the kids every day means so much to our program," says Courtney Buchach, Director of Instruction for the The First Tee of Milwaukee County.

When asked how he became a volunteer for the The First Tee of Milwaukee County Dallet said it was pretty simple. "I saw a First Tee advertisement about four years ago and immediately contacted The First Tee in Milwaukee to become a volunteer instructor. I was immediately impressed with The First Tee's goals and how they foster strong character and meaningful relationships through their Core Values."

"Courtney has a wonderful connection with kids," states Dallet. When he found out that this program gives kids an opportunity to learn the game of golf as well as valuable life lessons, Dallet knew he wanted to be a part of it. "From the first time I volunteered everyone at The First Tee of Milwaukee County made me feel right at home. It has just been a wonderful experience."

"I have volunteered for four years and it amazes me how well the kids participate during lessons and how drastically their golf games improve. It is very gratifying to see many of them return year after year and to see their growth not only as golfers but as individuals as well."

There are great benefits that accompany the game of golf. It is a game for both males and females, and a game that you can play pretty much your entire life. It is also a game where you foster friendships and a game where you do not need a team in order to play. More importantly perhaps, you don't need anyone to play against. Some of the greatest competition in golf can come against yourself as you always strive to improve your game.

Dallet's handicap is currently a 5 but he is always working to get better. "When I work with a young kid and his or her swing I always try to keep it simple and that is something that I have been trying to carry over into my game. I guess I need to take some of my own advice," joked Dallet.

"Golf is the same for all of us who love the game," remarks Dallet, "working with children and seeing them hit a great shot is exciting. Just like us, they now spend the rest of their life trying to duplicate that great shot on every swing."

The First Tee of Milwaukee County has also branched out into Milwaukee Public High Schools. Jim Dallet attended two full day sessions at Riverside High in November and had a chance to work with students in their physical education classes. As he was leaving on the second day he was presented with a large golf themed poster signed by each student in each class to thank him for his help. As Dallet put it: "That says it all!"

If you are interested in volunteering with The First Tee of Milwaukee County or know someone who would be a perfect candidate feel free to call us at 414-443-3570 or e-mail cbuchach@pgahq.com



**The 2008 WPGA Junior Foundation - Player's of the Year Awards
 Congratulations to Sam Frank and Allyssa Ferrell**



**Girls Player of the Year:
Allyssa Ferrell**

The WPGA Junior Foundation is pleased to announce Allyssa Ferrell as the Junior Girls Player of the Year for 2008. Allyssa is a 17-year-old junior from Edgerton. She recorded a record 1,525 player points during her dominating summer golf season. In the WPGA events she played in her scoring average was 75.9, which helped her earn medalist honors 10 times. She set a new women's course record (70) at Brown Deer Park GC on her way to an exciting three-stroke victory at the Badger Mutual Insurance event. This is Allyssa's first player of the year award.

**Boys Player of the Year:
Sam Frank**

The WPGA Junior Foundation is pleased to announce Sam Frank as the Junior Boys Player of the Year for 2008. He played in five WPGA junior events with a stroke average of 73.37. Sam only played in a handful of events but he made them count. He won the Junior Masters, tied for third at WSGA State Junior and finished sixth at the AJGA event at The Legend at Brandybrook. Sam beat out Michael Hesselman by 34 player points to win his first player of the year award. With a letter of intent already signed, he will attend the University of Wisconsin and be a badger in the fall of 2009.

2009 Lesson Information

Adult Group Lessons

- \$15 per adult per class
- Groups of 4-6 adults
- You choose times and dates
- Range Balls Included

No clubs? No worries, we'll provide them!

Adult Private Lessons

- ½ Hour: \$40
- 1 Hour: \$70
- Series of 3 ½ Hour Lessons: \$100

Junior Private Lessons

- ½ Hour: \$25
- Series of 3 ½ Hour Lessons: \$60

Junior Group Lessons

- \$10 per child per class
- Groups of 4-8 kids
- You choose times and dates
- Range Balls Included

To sign up for lessons contact:
 Courtney Buchach
 (414) 443-3575
 cbuchach@pgahq.com

Congratulations Mark Wilson



Mark's Bio

Status: Tour Professional, 7th year

Birthdate: October 31st, 1974

Hometown: Menomonee Falls, WI

Education: University of North Carolina - Mathematics

Turned Pro: 1997

Residence: Chicago, IL - Plays out of Cog Hill

Special Interests: Running, watching Comedy Central

Mark Wilson, a Menomonee Falls native, claimed his second PGA Tour victory this past weekend at the Mayakoba Golf Classic in Quintana Roo Mexico. Mark's first PGA Tour win came at the 2007 Honda Classic in Palm Beach Gardens, Florida.

Amongst his two victories Mark is also well known for penalizing himself during the second round of the 2007 Honda Classic. Mark's caddie, Chris Jones, told Camilo Villegas what club Mark had hit during play on the fifth hole during the second round of competition. Rule 8-1 prohibits giving other players advice during competition, so Wilson had to take responsibility for his caddie's mistake.

Wilson called a rules official on the sixth tee and penalized himself two strokes. Even though this put Mark in a position to possibly miss the cut, there was no other option in his mind. Showing honesty and integrity during intense competition puts Mark in a class all his own.

Mark exemplifies the mission and initiatives of the WPGA Junior Foundation and The First Tee of Milwaukee County and we are excited about his involvement with the WPGA Junior Foundation. Mark has not only continued to make monetary donations to the Junior Foundation, but has also donated his time. Mark Wilson is one of those guys that seems to want to help, and that is why he is an Honorary Campaign Chair for the WPGA Junior Foundation. "The Campaign for Wisconsin Junior Golf can help more Wisconsin children learn valuable life lessons through golf," says Wilson.

Mark is scheduled to play in the 2009 U.S. Bank Championship here in Milwaukee July 13-19 at Brown Deer Golf Course. "We are thrilled to have Mark return for his eleventh year in a row," says Dan Croak, Tournament Director for the U.S. Bank Championship. Croak continues, "Mark has been a tremendous supporter of the tournament, and has always helped raise awareness and dollars for local charities. We look forward to seeing him play again this year, and many years in the future."

Whether you see Mark Wilson playing golf on TV, or at this year's U.S. Bank Championship, make sure to cheer him on nice and loud. If you ever have the opportunity to meet Mark in person tell him thank you.

-Courtney A. Buchach
Director of Operations, The First Tee Milwaukee County

Member PROfile: Tom Gerke

Tom Gerke has been a PGA member since December of 1997. Since then he has held multiple positions and is currently living and working in Guadalajara, Mexico. We spoke with Tom about his experiences in the golf business and how he got to be where he is today:

My start in the golf business has two parts. Not having much money, I started to caddy at the age of 12 at Tripoli Country Club in Milwaukee. I started to play golf a few years later, and when I was 15 years old I happened to caddy for the president of Wisconsin Electric and we talked during the round and had an enjoyable time. A few weeks later, Steve Bull mentioned he would like to know if I would be interested in working in the bag room. I of course, eagerly accepted. What had happened was this: the Wisconsin Electric president sent a letter to my mom and dad saying how I was a very pleasant young man and he enjoyed having me as a caddy. Unknown to me, my mom sent a copy of the letter to Steve Bull at Tripoli CC. And there it was. I worked in all areas of the club, as many of us have. I distinctly remember seeing Steve Bull, Bill Eldridge, and Paul Becker really enjoying their jobs and I began to love golf. It was then that I realized I could turn golf into a career.

I had taken a part time job at a golf store in Brookfield. Rob Elliott was the teaching pro, and Paul Schiebring (who now works in the custom club department for Titleist) and I did all club repairs in the back. This re-energized me, and I felt I needed to get back into the golf business. Rob was interviewing for two jobs at the time. One job was at Oakwood for Mark Krause, and the other was at Watertown CC. He ended up taking the job at Watertown, and Rob suggested that I talk to Mark Krause at Oakwood. I did, and took the job immediately. It was the first year of the PGA Services deal with Milwaukee County, so there were some obvious "growing pains". Of course, the year was much more enjoyable because of my fellow assistant pro and roommate, Mr. Joe Stadler!

My current position is the Academy Director for Ochoa Golf Academy. My duties include overseeing the operations of all academy locations nationwide, as well as working at our home base in Guadalajara at Atlas Country Club as the Director of Instruction. Rafael Alarcon, Lorena, and I have written teaching manuals for training the instructors at all of our locations.

In Mexico, there is no system of training for the golf business like the PGA of America. There was not a program in Mexico for learning to teach until now! We have created a Teaching Manual, Student Manuals, and Manuals for the teachers to track student progress. All instructors at our facilities will have consistent teaching philosophies with the idea that all students will receive consistent information from any of our pros at any location. At the PGA Merchandise Show, Lorena and her brother/agent Alejandro were approached by Joe Stranka about Ochoa Golf Academy partnering with the PGA of America for a program to promote the growth of the game in Latin American communities as well as working with us to grow the game in Mexico. We are also working with the First Tee to discuss any possibilities of working with us as well. Lorena's dedication to making a difference in the game is making many of these opportunities possible. As you can see, many, many things are in the works here, and golf is growing rapidly in Mexico. With Lorena being like Michael Jordan here, we can and will get things done.

The part of the academy that I am most proud of is the giving back area of all academy locations. All academies must be open to the public, even if the Club is private or resort. 10% of all junior programming must be offered free of charge to those who, under normal circumstances, could not afford to participate. We offer a minimum of one "Community Clinic" that is completely free of charge and open to all, designed to target people who live in the area of the academy location. This will in the future be called "Dia de Golf Mexico" or "Golf Mexico Day" with Lorena as the spokesperson. Our goal is to get all golf facilities involved nationwide whether there is an Ochoa Golf Academy there or not. Obviously similar to the Play Golf America program, it is being well received by all course owners.

Some nice things about living here include the freshness of the food especially the fruits and vegetables. All food in restaurants have amazing fresh flavor, and the breads used for sandwiches and "Tortas" are outstanding.

Obviously, the weather here in Guadalajara is amazingly consistent. Temperatures average 75-85 year round. People are very friendly and I am now considered a local since I have been here over a year now. I miss Wisconsin but I love what I do and could not be happier.