



# PGA

Philadelphia Section

Volume I - April 1, 2016

# PPGA Newsletter

## Philadelphia PGA to Revamp Member Communications

**W**ith the new golf season set to begin it is the perfect time to announce the changes in the Philadelphia PGA communication policies for 2016. These changes are all aimed at improving our messaging to our various memberships. Over the course of the next several weeks and months you will see the work done in the off-season to improve our brand and better represent you, our PGA Professionals.

The biggest communication change you notice is the unveiling of a new Philadelphia PGA website. Although the site name, [www.phillypga.com](http://www.phillypga.com), will remain the same, the functionality and ease of use will improve. It is our hope that with this new website we will be better equipped to showcase our members, facilities and programs. The website will go live in the coming days.



The second area in which you will see a change is the Section's digital newsletter. We have reformatted the newsletter to include more relevant information. In addition to sharing the PPGA's top stories, the newsletter will be a vehicle for the Section to showcase employment changes and opportunities. There will also be a Community Bulletin board in which you the members will be able to share information to your fellow PGA Professionals. Bulletin board posts will last for a one month period (2 newsletters) and may be submitted directly to Joe Monforto - [jmonforto@pgahq.com](mailto:jmonforto@pgahq.com). Newsletters will be sent out every other week.

A third communication change for the 2016 season will be the implementation of a digital monthly extra. This piece will be based largely in photography and will be used to showcase the various PGA Professionals and events throughout the Philadelphia PGA. The newly formed membership/communication committee is working on story ideas but if you would like to submit a story of your own please contact Joe Monforto - [jmonforto@pgahq.com](mailto:jmonforto@pgahq.com).

The Philadelphia PGA is also working to streamline our email communications for the 2016 season. We will be creating bundled emails that will go out weekly in various categories. The emails will be focused on *Tournaments, Membership/Employment, Education, Player Development, and Junior Golf*. The hope for these streamlined emails is to free-up space in your inbox without eliminating important information.



*Employment*

Philadelphia PGA Employment Consultant  
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**Corey McAlarney** from Elkview CC has accepted an assistant position at Sunnybrook GC. We would like to welcome **Kevin Rossi** who came from Woodfield CC in Boca Raton, FL to join the staff at Lookaway GC. We would also like to welcome **Kyle Tasselmyer** from Seawane CC in Hewlett, NY who is joining the staff at Lehigh CC. **Filindo Colace** has taken the Director of Instruction position at Ramblewood CC. Moving on from the Philadelphia Cricket Club, **Matt Episcopo** is a new Assistant Professional at Pine Valley Golf Club. **John Shapcott** has joined the professional staff at Yardley Country Club. **John Lynch** has joined the staff at Cripple Creek Golf & CC as a Teaching Professional and moving on from GolfTEC – Mainline **Scott Yurgalevicz** is now an Assistant Professional at The DuPont Country Club

For more information on employment opportunities visit [PGA.org/Employment](http://PGA.org/Employment)  
You will need to login with your [PGA.org](http://PGA.org) user id / password

*Tournament Information*

Hole-in-One Club membership is open for Registration. [Register Now](#)

Upcoming Event Registration Deadlines

Callaway TPD Championship (must be a TPD member) April 18 - [Register Now](#)

PAO SPRING MEETING & SCRAMBLE (must be a PAO member) April 25 - [Register Now](#)

Connelly Cup-Head Professional Championship May 2 - [Register Now](#)

Please visit [phillypga.com/schedulereg](http://phillypga.com/schedulereg) for complete tournament information. Any questions please contact Ellen Berlinger - [eberlinger@pgahq.com](mailto:eberlinger@pgahq.com)

*Player Development*

If you are interested a PGA Junior League team or would like information please reach out to our Section's League Managers, Leila Mackie - [lmackie@pgahq.com](mailto:lmackie@pgahq.com) or Mitchell Smith - [m.smith@leaguegolf.com](mailto:m.smith@leaguegolf.com). PGA Junior League information can found on [pga.org/PGAJLG](http://pga.org/PGAJLG)

In our continuing effort to grow the game and provide resources to our members and facilities, the PPGA is proud to offer the player development equipment Rental Program. These items can be used at your facility and are great additions to events such as junior camps, member guest tournaments, family golf days, etc. The money collected through the rental program is donated to The Philadelphia PGA Foundation. [Rental Program](#)

## Philadelphia Junior Tour

The Philadelphia Junior Tour will also be launching a new website for the 2016 season. As with the PPGA site, the new Junior Tour site will help with delivering information to their membership with ease. As a note the Philadelphia Junior Tour's *College Series* site has been absorbed into the new Philadelphia Junior Tour website. [phillyjuniortour.com](http://phillyjuniortour.com)

The Philadelphia Junior Tour's Spring season is now underway. For all upcoming Spring tournaments or for a complete 2016 schedule visit [phillyjuniortour.com/schedule](http://phillyjuniortour.com/schedule)

## PPGA Community Bulletin Board

This community space will be used to help our members share events, programs or items for sale with their fellow PGA Professionals. If you would like to share on the community bulletin board please submit complete event or item information to Joe Monforto - [jmonforto@pgahq.com](mailto:jmonforto@pgahq.com). All posts will last for 1 month (2 newsletters) after which a submission must be made again. If you have any questions please contact Joe Monforto.

### EXAMPLES

- ◆ ABC Country Club has 200 dozen range balls for sale asking \$500. Please contact Geoff Surrette at 215.886.7742 for information.
- ◆ ABC Country Club is selling Golf Shop merchandising fixtures. All items must be picked up from ABC Country Club. Price available upon request. Please contact Geoff Surrette for more information
- ◆ The Philly Junior Tour is looking for volunteers to help with live scoring. Please contact Bobby Howie at the Philadelphia Junior Tour for more information

## Photo of the Week



Stu Ingraham of M Golf Range & Learning Center hits a shot out of the greenside bunker on the par-3 10th hole of the Wissahickon Course at the Philadelphia Cricket Club. The 48th PGA Professional National Championship held on both the Wisshickon and Militia Hill courses in late June 2015.