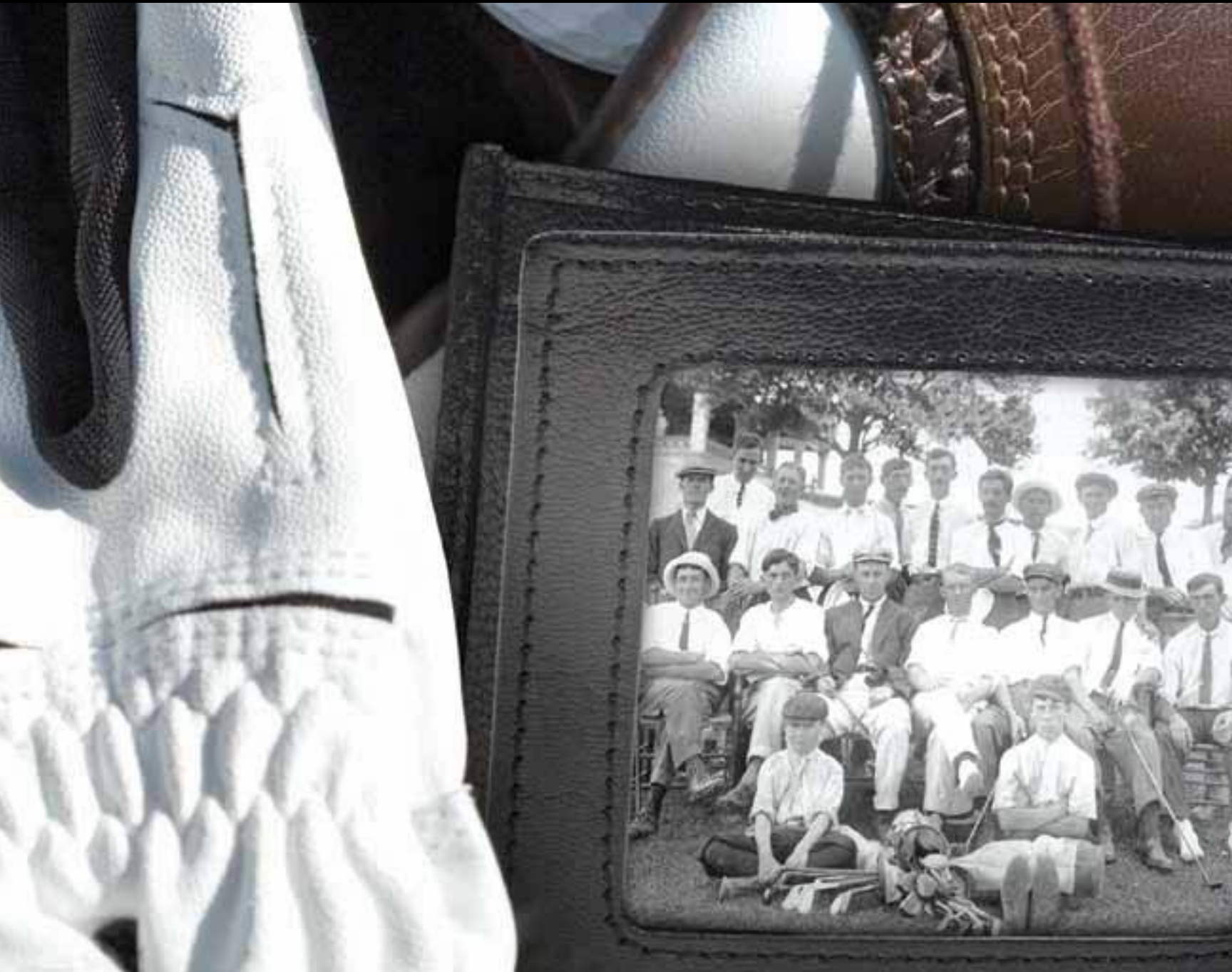




CANADIAN PGA

A Century of Golf in Canada





YEARS

One Hundred Years of Excellence

Canadian PGA Professionals dedicate themselves to the game with passion, honour and integrity. The Canadian PGA has embodied itself with these qualities since it was founded in 1911. Congratulations to the Canadian PGA and its many members on one hundred years of excellence. Titleist is proud to be a partner of the Canadian PGA and its members.



Titleist
#1 ball in golf.



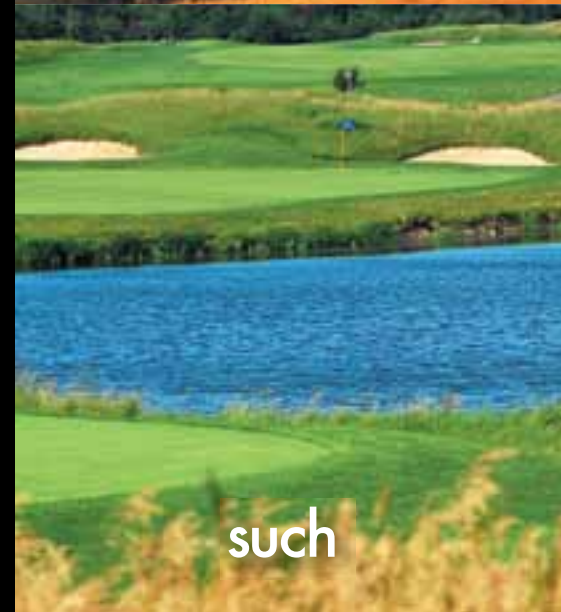
Because



there's



no



such



thing



as



too



much



golf.

CLUBLINK
ONE MEMBERSHIP
more golf

1-800-661-1818 clublink.ca

ClubLink is a proud sponsor of the CPGA's Centennial celebration. We congratulate the association and its members on 100 years of progress.



Canadian PGA

A Century of Golf in Canada

Publisher
Paul Smith, Tryad Publishing

Project Manager
Jeff Dykeman, Director of Business Development & Brand

Editor
Robert Thompson

Copy Editor
Jennifer Hale

Contributors
Garry McKay, Rick Young, Lorne Rubenstein, Kelly Dixon, James McCarten & Glenn Cundari

Publications Manager
Lora Zuccato-Melo

Production Manager
Jim Medley

Graphic Design / Creative
Natalie Bernstein, Tracey Fleming & Frank Suarez-Milan

Photography
Gary Beechey

Contributors for Imagery
Golf Canada Archives
Pages: Cover, 6, 7, 8, 9, 10, 28, 29, 34, 38, 39, 40, 41, 45, 46, and 47

Special thanks to Canadian Golf Hall of Fame

**Canadian PGA:
A Century of Golf**
was published by Tryad Publishing Inc., PM Design + Marketing & G4G Media Inc.
Toll free: 1-877-319-4599
Web: tryadpublishing.com

Copyright © 2011 Tryad Publishing Inc. and G4G Media Inc.

In this Issue

Publisher Paul Smith, Tryad Publishing	04
Project Manager Jeff Dykeman, Director of Business Development & Brand	06
Editor Robert Thompson	12
Copy Editor Jennifer Hale	14
Contributors Garry McKay, Rick Young, Lorne Rubenstein, Kelly Dixon, James McCarten & Glenn Cundari	16
Publications Manager Lora Zuccato-Melo	20
Production Manager Jim Medley	24
Graphic Design / Creative Natalie Bernstein, Tracey Fleming & Frank Suarez-Milan	28
Photography Gary Beechey	33
Contributors for Imagery Golf Canada Archives Pages: Cover, 6, 7, 8, 9, 10, 28, 29, 34, 38, 39, 40, 41, 45, 46, and 47	38
Special thanks to Canadian Golf Hall of Fame	44
Canadian PGA: A Century of Golf was published by Tryad Publishing Inc., PM Design + Marketing & G4G Media Inc. Toll free: 1-877-319-4599 Web: tryadpublishing.com	47
Copyright © 2011 Tryad Publishing Inc. and G4G Media Inc.	55
	56

Welcome Letters <i>From Gary Bernard, Sandy Jones and Joseph P. Steranka</i>
One Hundred Years <i>From its humble origins, the Canadian PGA has elevated golf</i>
Canadian PGA All The Way <i>Top employers turn to association members for guidance</i>
Well Travelled <i>Singapore. China. Mexico. Canadian PGA members take the message abroad</i>
Gear Connection <i>Canadian PGA's link to equipment makers runs deep</i>
Elevating The Profession <i>There are only a handful of Master Pros, but there's a rich history behind the designation</i>
Breaking Barriers <i>Pioneering female Canadian PGA members have made significant inroads over the last four decades</i>
Timeline: The Canadian PGA <i>100 Years of Excellence</i>
Evolution Of Instruction <i>The fundamentals may be the same, but golf teaching has dramatically changed in recent years</i>
Northern Lights <i>The Canadian PGA has a long history of developing great players</i>
Opinion: Major Championship <i>The Canadian PGA's top tournament helped pave the way for future Golf Hall of Fame writer</i>
Senior Circuit <i>Canadian PGA's title tournament for game's veterans mounts a comeback with a new sponsor, Mr. Lube</i>
A Lifetime In Golf <i>The Canadian PGA's oldest member talks hickory shafts and watching Hogan and Hagen over more than 60 years as a pro</i>
The Canadian Way <i>Countries from around the world are watching the Canadian PGA</i>

Welcome Letter **04**

One Hundred Years **06**

Gear Connection **16**

Evolution Of Instruction **33**





Dear Members and Guests,

It is with great pride, both as a member and as the Executive Director of the Canadian PGA, that I write a few words on the 100th Anniversary of our great association.

As we join together on this momentous occasion to celebrate the past, present and future of our association, I am confident that our founding members would be proud of the contributions our members have made to the game and the progress the association has achieved.

In the early days, our founding members laid the foundation and values of what a golf professional should aspire to in the service of the game. These humble beginnings remain the bedrock by which our association still abides today.

The Canadian PGA now has over 3,700 members working around the world, offering their knowledge, ability and experience to all who play and love this marvellous game.

Our association has made tremendous gains in the past 100 years as dedicated members, Board of Directors and staff have worked tirelessly on behalf of every member for the continued betterment and success of our association. We endeavor to continue this important work so that every program and service becomes a building block for improvement in the future.

Today, the future of Canadian PGA members is bright and with our respected position within the PGA World Alliance our members are now part of a global brand that will continue to support our members in "Living a Better Life and Earning a Better Living."

Gary Bernard
Executive Director
Canadian PGA



>> **JOSEPH P. STERANKA**



>> **SANDY JONES**

To Our Canadian Brothers and Sisters in Golf,

We send our heartfelt congratulations to you and join in your celebration of The Canadian Professional Golfers' Association Centennial, a journey that now encompasses more than 3,700 professionals who work daily to make golf the best game.

We value your friendship and partnership through the years in a mutual quest to advance the public's appreciation of golf; in educating member professionals to better promote the game's inherent life values; and in initiatives in domestic player development. Your members' dedication to golf has also positively affected international tourism to your homeland.

The Canadian PGA's commitment to the advancement of golf emanates from a nationalistic pride in all endeavors that has burned brightly for generations. In 1941, while embroiled in a World War, Sir Winston Churchill praised Canada's value to the United States and Great Britain, calling your country "the linchpin of the English-speaking world." He went on to say that Canada remains "the link which joins together these great branches of the human family."

We believe that in this year of celebrating 100 years of leadership in the game and the business of golf, you have continued Canada's proud legacy in service to the world. Your partnership in the PGA World Alliance, a body that represents more than 56,000 PGA Professionals worldwide is vital towards efforts to achieve a better tomorrow for the many that have yet to pick up a golf club and learn the game.

Congratulations on a marvellous 100 years.

Sandy Jones
Chief Executive
The Professional Golfers' Association
Founded 1901

Joseph P. Steranka
Chief Executive Officer
The PGA of America
Founded 1916

ONE Hundred Years

From its humble origins,
the Canadian PGA has elevated golf

By Robert Thompson

The eighth playing of the Canadian Open had just ended when a group of golfers sat down for a meeting. The group had just contested the event at Royal Ottawa Golf Club, a tournament won by Charles Murray, the head professional at Royal Montreal, who bettered diminutive Davie Black, the popular Scottish-born pro from nearby Rivermead Golf Club, to take the title by two strokes. Only 24 golfers entered the two-day tournament, which was one of the issues facing the pros when they sat down. Golf was relatively new to the country – Canada's oldest clubs were then only decades old – and the sport had not yet caught the attention of the public. The discussion in some ways wasn't that different from the one that is still central to the game in this country: how to better promote the sport so more become involved, and what role professionals should take in moving the game to the next level.

What they didn't realize at the time was that this meeting would one day be regarded as the very first gathering of the Canadian Professional Golf Association.

There has long been the need for a PGA in Canada - Toronto newspaper

As they settled in, some of the game's biggest names weighed in on the issues at hand. George Cumming, the so-called "dean of Canadian pros" who came to Toronto Golf Club 11 years earlier, spoke about promoting the mutual interests of those running the country's clubs. It isn't surprising that Cumming would take a central role in the meeting – to many he's considered the father of professional golf in Canada, given that many of the country's leading professionals over the first half of the 20th century worked in his shop at one point or another. "[Cumming] is fast making himself a place like unto that occupied by the late Tom Morris in the old country," wrote Canadian Open winner Karl Keffer about his former boss. "That is to say the daddy of them all."

Lambton's Percy Barrett, an Englishman by birth and protégé of the famed Harry Vardon, also offered his take on the key issues facing golf pros, and it was only natural Canadian Open winner, Charles Murray, and his brother Albert also offered their perspectives.

"There has long been the need for a [Canadian PGA] in Canada," wrote a Toronto newspaper at the time, adding that the organization would work in "advancing the game of golf in Canada."

While much of the initial meeting is shrouded in mystery – the exact number of founding members is unclear, and no minutes from the Royal Ottawa gathering exist – there is no doubting the effect the Canadian PGA would have on the following 100 years. Today the organization stands as the second-oldest PGA. Not surprisingly, given that many Canadian pros had links to England and Scotland, they mirrored that country's professional golf organization. Though the Canadian Professional Golfer's Association (early references often make it possessive) followed its British counterpart by a decade, it is a full five years senior to the American PGA.

The founders of the Canadian PGA were specifically interested in how they could create more tournament golf for Canadian professionals at a time when the Canadian Open might only be contested by a small group, often numbering less than two dozen. Conducting championships was a challenge when, for example, only 19 Canadian pros would participate in the 1912 Canadian Open. However, those professionals with Scottish and English heritage knew firsthand that a vibrant list of tournaments would keep their games sharp and draw interest to the sport.



>> CHARLES MURRAY; WILLIE LOCK; WILLIAM FREEMAN; KARL KEFFER; ALBERT MURRAY; FRANK FREEMAN; GEORGE CUMMING;
AT ROSEDALE GOLF CLUB PLAYING IN THE 1912 CANADIAN OPEN

>> KARL KEFFER (OPPOSITE PAGE)



>> CHARLES MURRAY PLAYS IN WARTIME FUNDRAISER

Despite that, the basis for the organization beyond a few limited accounts by Black and Keffer is vague and elusive. Minutes of the initial meeting – if they ever existed – have long since been lost, and with the exception of a handful of letters from founding members explaining the purpose of the organization and some written accounts in *Canadian Golfer* magazine, there is little documentation on the CPGA's earliest days. Royal Ottawa's club history, for example, makes no reference to the fact the second-oldest PGA was formed on its property.



>> DAVIE BLACK

"I don't think those golfers had any idea they were creating an organization that would last for one hundred years," says Jim Barclay, noted golf historian and member of the Canadian Golf Hall of Fame. "It wasn't as if they decided the organization would get involved in a lot of various activities. It was just a few pros . . . getting together and trying to think of ways to have more tournaments."

This remark is backed up by comments Charles Murray made while playing the 1913 U.S. Open at Brookline, an event made famous by Francis Ouimet's unexpected win. "My own opinion is that we Canadian golfers do not have enough tournaments," he wrote in a newspaper account of his play at the tournament. "We only have two real tourneys a year in Canada, that of our own association and the Canadian Open."

Despite the lack of opportunities for tournament golf, the golfers who formed the Canadian Professional Golfer's Association did have specific goals in mind. In a letter in 1915 to the then newly-launched *Canadian Golfer* magazine, Keffer cited the organization's ambitions, including "promoting interest in the game of golf," as well as assisting other professionals in obtaining employment wherever possible. He added there was also a desire to "protect the mutual interests of our members." At that initial meeting, P.D. Ross, a past president of Royal Ottawa, offered the money to create a trophy for the CPGA Championship.

"[P.D. Ross]... right away wrote out a cheque for \$100 to buy a trophy for competition each year," Black wrote in a 1967 letter to the writer of a book about the first century of sport in Canada. According to Black, a silversmith then offered to create the trophy and added another \$100 of silver.

"We had a trophy we were very proud of," Black added. Truthfully, Black is suggesting Ross took an honorary role in the organization. Cumming was made the Canadian PGA's first captain, or the modern-day equivalent of president, though that term wouldn't be used for another two decades.

Interestingly, after winning the CPGA Championship in three out of four years in the post-war period, Ross presented Black with a replica of the original trophy. At some point the original disappeared.

"When in Toronto for the 50th anniversary [of the CPGA] I made enquiries regarding the original cup, but no one seemed to know anything of it," Black wrote. "I thought perhaps it might be cleaned up and put up for some junior competition."

The Canadian PGA began to flourish after the end of the war, with its members returning from overseas and the CPGA Championship once again being held annually. *Canadian Golfer* commented that by 1924 the organization was on solid footing. "The affairs of the association have been most ably conducted both from a playing and financial standpoint," the magazine's editor Ralph Reville noted. "The result is the CPGA is now in a most flourishing condition, with an enviable past and a future bright with promise."

Perhaps the only struggle the organization faced in its growth was geographic; *Canadian Golfer* notes that some pros, especially from Western Canada, could not make the lengthy journey to play the CPGA Championship or the Canadian Open, a challenge the organization was investigating.

From 35 [members] in 1911 to the present over 500 – the CPGA has come a long way

- Davie Black

Looking back on the formation of the CPGA, Black wrote of his astonishment about how far the organization had come from its humble origins. In the post-script to his letter, Black says, "From 35 in 1911 to the present over 500 – the CPGA has come a long way."

Indeed – and it still had a long way to go.



>> ROYAL OTTAWA GOLF CLUB CIRCA 1911

CONGRATULATIONS ON
YOUR 100TH ANNIVERSARY!



HILTON HOTEL
RESTAURANTS
THEATRE

OPEN 24 HOURS, SEVEN DAYS A WEEK
CASINOLACLEAMY.CA



1911 Canadian Open
Royal Ottawa Golf Club
from the Golf Canada archives



The Fairmont Chateau Whistler Golf Club



Fairmont Le Château Montebello Club de Golf



Club de Golf Fairmont Le Manoir Richelieu



The Fairmont Jasper Park Lodge Golf Club



The Fairmont Banff Springs Golf Course



Algonquin Golf Course and Academy

Here's to a century of passion for the game.

Golf Canada and our provincial partners wish to congratulate the Canadian PGA on this historic achievement. The Canadian PGA has been, and continues to be, an active partner in programs designed to grow the game of golf in Canada, including **National Golf in Schools** and **CN Future Links**. We thank you for your support and hope the next 100 years will be every bit as productive and successful as the last.

TELL US YOUR STORY!

Share your favourite golf memory or tell us about someone that has inspired you throughout your golf career. If you've got a story, we want to hear it! Visit golfcanada.ca/yourstory to learn more.



Love the Game. Grow the Game.

golfcanada.ca



Congratulations to the CPGA for 100 years of significantly advancing golf within Canada.

Naturally, every great game deserves a great setting. Fairmont's Canadian golf destinations — Alberta, British Columbia, New Brunswick and Québec — bring ideal surroundings, from gorgeous seascides to breathtaking mountains, and challenging, world-class courses. And, in 2010, our six Fairmont Golf properties in Canada proudly employed a total of 27 CPGA members. For a truly unforgettable experience, call 1 866 840 8209 or visit www.fairmontgolf.com

ACAPULCO • ALBERTA • BERMUDA • BRITISH COLUMBIA • HAWAII • MIAMI • NEW BRUNSWICK • QUÉBEC • RIVIERA MAYA • SCOTTSDALE • ST ANDREWS

Canadian PGA All The Way

Top employers turn to association members for guidance

By James McCarten

Stop me if you've heard this one before: A guy visits his local driving range for a cut-rate lesson with a teacher he discovered on the Internet. Soon, he's being told all kinds of things about the golf swing he's never heard before. A lot of this doesn't make sense, he thinks to himself. Before too long, he's completely baffled about how to hit the ball.

Later, he sees his teacher hitting balls on the range and realizes, to his dismay, that this so-called "pro" is no better at the game than he is.

Not very funny, is it?

Major golf enterprises like Golf Town, Fairmont Hotels and Resorts and ClubLink don't think so either, which is why it's their standard procedure to hire only those professionals who carry the gold standard of top-shelf golf in Canada: certification by the Canadian Professional Golf Association.

"We have one in every store," says Stephen Bebis, the president, chief executive and founder of Golf Town, Canada's largest golf retailer and one of the country's largest employers of Canadian PGA pros.

There needs to be a passion, there needs to be a talent to be able to teach, to be able to play. - Edge Caravaggio, ClubLink

Making professional help available to his customers has always been a priority for Bebis, whose goal with Golf Town remains making every trip to one of his stores an immersive and exciting experience for golf enthusiasts of every size and shape. "Golf is a hobby, it's a pastime, it's a sport," Bebis says. "If you're a golfer, you understand - it's something that's part of your life; it is part of who you are. To go to a golf store and hang out, and see all the newest and greatest equipment, and be able to take lessons and try the equipment in our simulators - that's the experience we like giving our customers."

Having the Canadian PGA designation attached to the men and women who help to provide that experience is vitally important, he adds. "You have to know the game and understand the game, and where we employ Class A professionals, you have to take tests, you have to be able to teach the amateur the game, so the Canadian PGA designation is very important to us."

Edge Caravaggio, ClubLink's vice-president of golf operations, has more than 30 years of experience in golf, including stints on both the national and Ontario boards of the Canadian PGA. "What the golf pro side of the business brings (to ClubLink) is the knowledge, particularly for the true golf professionals that are interested in understanding the game and why the game is kind of inbred in our customer base," Caravaggio says.

"The golf professional has a unique perspective in that he or she should know the game - the history of the game, the knowledge of the golf swing and the playing of the game, from management of your game around a golf course and those particular aspects



>> GOLF TOWN'S NICK ROUSSOS TEACHES A STUDENT IN THE COMPANY'S SCARBOROUGH STORE

of understanding what the game is all about. It's not just swinging a golf club."

While it's true that ClubLink pros need to have a grounding in the finer points of running a business, most of those skills are easily learned. What can't be taught is the deep, abiding love of the game, the respect for the rules, the understanding of the intricacies of the golf swing and its peculiar, often precarious, balance.

"There needs to be a passion, there needs to be a talent to be able to teach, to be able to play," Caravaggio says. "We need people that understand the game, respect the game and can manage a group of members into an enjoyment of the game. The more they enjoy the game, the more they'll enjoy their experiences at our golf courses and the more they will attract their fellow golfers to joining our golf courses, and growing the game. That's what it's really all about. Our guys are atmosphere creators who make it a personal relationship with the golfer, and make it attractive to them to be a member at any golf course. That's great for all of us." Bebis says Canadian PGA certification provides a certain cachet to the Golf Town experience.

"It validates our brand to the consumer that we have a CPGA professional in our store that works there every day. It validates who we are, that we're serious about the game." Fairmont Hotels & Resorts usually has between 16 and 20 Canadian PGA professionals on its payroll in any given year, says Justin Wood, the company's executive director of golf and retail.

In the old days, a pro's principal responsibility was running the pro shop and giving a few lessons, Wood says. "The image of the stereotypical golf pro - it can be a bit staid," he says. These days, Canadian PGA professionals come from all walks of life and backgrounds, and they provide a rich tapestry of experience that broadens their perspective on the service industry. "We had a guy who used to be a lawyer at one of the clubs I was at," Wood says. "Most people, when they see a golf pro at 60, they assume he's been a professional his whole life, when that might not be the case."

These days the Canadian PGA provides the sort of centralized, golf-specific training that makes its professionals custom-made for the demands of a modern resort operator, Wood says. ClubLink is rivalled only by Golf Town for the most Canadian PGA professionals on the payroll. There are about five or six per club, says Caravaggio, and about 41 ClubLink sites across Canada.

A ClubLink patron will likely encounter a Canadian PGA pro "from the moment they take the clubs out of the trunk, depending on what club you're at and what the demographics of that employee base is," then again at several more junctions over the course of a round.

They'll be behind the counter at the pro shop, giving lessons on the practice range, and sometimes even working as player assistants on the golf course. "We like to have them cross-trained everywhere," Caravaggio says. "I think it's great training ground for these young people to understand every aspect of our business. People are our business, so they have to interact; the more they interact with these people, the better off they're going to be to run their own facilities at some point in their careers."

Indeed, Canadian PGA professionals know how to cater to their customers, and are skilled at forging that relationship. They understand that as committed golfers, satisfying their fellow golfers has to extend beyond being there to collect their green fees. "No one goes to the golf course because they don't want to," Wood says. "If someone goes to Banff Springs and spends \$200 on a round of golf, chances are they've done it before.

"It's an event for them - they are looking forward to it, they want to be there, and we have to deliver."

James McCarten is a Toronto-based freelance golf writer.



>> JEAN-PHILIPPE MOFFET - DIRECTOR OF GOLF, FAIRMONT LE MANOIR RICHELIEU

Well Travelled Singapore. China. Mexico.

Canadian PGA members take the message abroad

By Robert Thompson

Canadian golf professionals work in a wide variety of jurisdictions, where their status as Canadian PGA members is a big factor in securing their positions. They also work in non-traditional areas of the business, representing club manufacturers, working in real estate, running golf tours and other industry segments.

"I think having the Canadian PGA designation shows you have golf organizational skills, skills that can be translated to other areas," says Fraser Mulholland. "As a teaching pro you are always selling and that's one of the skill sets I've used a lot."

Mulholland knows how to sell. A teaching pro by trade, Mulholland set up the Vancouver Golf Tour in 2006 in an attempt to generate more competitive tournament opportunities for top players in British Columbia. In doing so, Mulholland, who once had aspirations of playing himself, says he utilized all of the skills he learned while working as a club pro. "You learn how to run events, how to manage them and how to manage people," he says, adding his tour now offers 26 tournaments each year and continues to grow.

Business skills developed while working in the Canadian industry are keys to success abroad, says James Quilley. And Quilley knows, having returned to Canada – he's taken over as general manager of Osoyoos Golf & Country Club – after working at more than 30 different golf projects in 17 different countries, including a stint with golf marketing powerhouse IMG Sports. Quilley, who spent a great deal of time in Asia, found his Canadian PGA designation worked well in an area of the world that is not structured when it comes to golf operations.

"They all have inconsistent standards or have not formed associations yet," he explains. "So there is a need for certified and experienced personnel when it comes to golf in many countries in Asia. The Canadian PGA designation not only gave me credibility, but made me very employable and led to me being consulted on matters pertaining to golf operations."

Quilley says one hurdle was the belief that as a golf pro he should also be an exceptional player – able to break par every time out. "Often the perception was that a golf pro was just very good at playing golf, so they'd have me help with caddies, golf shop services, teaching, but not much else," he says. "It was an enlightening process for many clients to discover how much business knowledge I had, and they were often surprised that I did not shoot 68 every time I played."

Taking the Canadian PGA to China

If anyone knows how well a Canadian PGA designation travels, it is Jeff Palmer. The former head pro at The Raven in Lora Bay, Ont., Palmer is currently running the golf operation at China's Sheshan International Golf Club, following a previous stint as director of golf at Shanghai Links Golf and Country Club. He's also worked in Hawaii. Palmer took some time to discuss his career abroad, and the perception of the Canadian PGA in his jobs around the world.

Q You've worked in several non-Canadian jurisdictions. How does the Canadian PGA designation travel?

A The Canadian PGA designation travels as well as any other major PGA body, such as PGA in the United Kingdom and the PGA of America, and certainly better than many of the other smaller PGA affiliated associations. I have been fortunate to have been able to travel to different countries to represent our association. My experience has been that a Canadian PGA Class A designation will get you an interview for almost any job in any country in the world depending on your experience.

Q What do people know about the Canadian PGA?

A Most people that work in the golf business understand the relevance of our association to the industry and that the Canadian PGA develops golf business leaders. I do my best to promote the association as one of the world's best organizations at educating, supporting and promoting its members as leaders in the golf and recreation industry.

Q How did your training as a Canadian PGA pro prepare you for your travels?

A From an operational standpoint it helped immensely. I have had the good fortune of working for and with some great golf professionals that have taught me a great deal about operations. Since then I have built on each experience and always kept the fundamentals that I learned as a young professional at the forefront of my operating and coaching philosophies. The Canadian PGA training that I have received has also instilled in me a passion for continuous education and a zest for becoming a great leader in all aspects of life.

Q I assume you maintain your Canadian PGA designation – why?

A I wouldn't give up my Canadian PGA membership for anything. It keeps me connected to a vast fraternity and also provides me access to a rich resource of information, industry updates and educational opportunities. My ultimate goal is to return to Canada and share my experiences and knowledge with other members and help lead the industry. My Canadian PGA membership and designation is key to that goal.



>> JEFF PALMER AT TAYLORMADE EVENT IN CHINA IN 2011

Dan Dodman was a former Class A professional before he left the course business and entered the club industry. These days Dodman is president of Cleveland/Srixon Golf Canada, and though he had left the Canadian PGA, it didn't take much to coax him back. As part of the new bylaws in the PACE program that were approved in 2010, an opportunity to reinstate their membership was given to those that had jobs within the golf business that weren't previously recognized. When Dodman found out he could be reinstated, he didn't hesitate.

He says many of the skills he learned while running courses in Vancouver are used in his current position at Cleveland/Srixon. "I came out of a generation where a pro was entrepreneurial, was the PR director for the course, and membership director," he

says. "It is a business, especially when you are running your own shop. Whether it is a nine-hole course or a multi-million dollar company, you have to run all of the operations of the business."

One thing is certain – his golf game has struggled as he's moved up the corporate ladder. "Typically when you became a head pro, your golf game suffered because you didn't have that much time to play," he jokes. "Now that I'm here, it has really suffered."

As for members like Mulholland, who envisions a day when he is running the Vancouver Golf Tour full-time, the entrepreneur says he'll never let go of his Canadian PGA status. "I would never let my designation lapse," he says. "It is a strong body that represents the best in the industry."



A ROAR 100 YEARS IN THE MAKING

As the Canadian Tour celebrates its own 25th anniversary, we acknowledge our debt to the members of the Canadian PGA and PGA Professionals everywhere. From helping to ensure that the courses we play are truly world class, to your ongoing commitment to developing Canada's next generation of golf talent, there is a PGA Professional behind every putt sunk, every cheer heard, and every trophy raised on the Canadian Tour. So thank you – this roar is for you.



Gear Connection

The Canadian PGA's link to equipment makers runs deep

By Rick Young

There are few more direct or important connections than between golf professionals and equipment. The founders of the Canadian PGA – notable names like Nicol Thompson, Albert Murray and George Cumming – all made part of their living crafting and selling clubs to enthusiastic members. Providing advice and offering members access to golf equipment has long been a core value of Canadian PGA members across Canada. As the game's implements have evolved, pros have continued to be the conduit between equipment makers, their products and the consumer.

"PING has had a wonderful relationship with the Canadian PGA that dates back to the late 1960s with our original distributor Sportlines International," says PING chairman and chief executive John Solheim. "Since we established PING Canada in 1996, we have continued to work closely with CPGA members who have embraced PING's club fitting programs. As we look back at the accomplishments of the association we congratulate the CPGA on this milestone. We look forward to developing and growing our relationship for many years to come."

Our partnership with the golf professional is deeply rooted in the history and culture of our company - Ted Manning, President, Acushnet Canada

Similar sentiments are echoed by Cindy Davis, president of Nike Golf. "As a company we believe Canada will be the market we will become number one in first," Davis says. "One of the big reasons for that is the relationship we've built with the Canadian PGA. They have been strong advocates of Nike Golf and tremendous partners for our business."

Under the umbrella of the Canadian Golf Industry Association, golf's major manufacturers – Acushnet, Callaway Golf, Cleveland Golf, Nike Golf, PING, TaylorMade-adidas Golf and Fletcher Leisure Group – has connected with the Canadian PGA on initiatives at both the national and zone level.

Canadian PGA President Glenn Cundari maintains it's a mutually admirable "two-way street." "The manufacturers have always been a cornerstone when it comes to partnerships in the golf industry and the relationship the Canadian PGA has with these companies is no different," he says. "The effort the CGIA has made in supporting the National Golf in Schools Program is outstanding. They have been, by far, the biggest contributor to this crucial program, pledging more than \$42,000 since its inception. As the Canadian PGA continues to grow and develop we are confident our relationship with leading golf manufacturers will continue to be fruitful for both sides."

A perfect example of this partnership is the Tournament of Champions events across the provincial zones. They continue to be sponsored by TaylorMade-adidas Golf, a company with an unwavering commitment to the Canadian PGA platform. "Since entering the Canadian marketplace some 30 years ago TaylorMade has been a keen supporter of the CPGA and its membership," says TaylorMade-adidas Canada vice president and general manager Dave Bradley. "We're also proud to employ a number of Canadian PGA members. From trade shows to this year's PGA Championship of Canada to all of our business in between, we cherish our relationship with the CPGA."

So does Cleveland Golf/Srixon. Along with Mr. Lube, the equipment brand is partnering with the association on the Canadian PGA Seniors Championship, an event with a tradition dating back to 1938 when it was first played as a division of the Canadian PGA Championship.

Ping's 40-year history with the association is highlighted in its sponsorship of the Head Pro/Head Pro Championship in some of the zones and its involvement with the various zone team events. One of the first companies to prioritize custom-fitting symposiums for club pros at its Phoenix-based headquarters, Ping continues that initiative with Canadian PGA members today.

Despite its relatively short history, Nike Golf has formed a strong bond with the association. The Swoosh brand has secured a big piece of the Canadian PGA Education Program by providing standardized club fitting training for all new PGA Professionals in addition to its presenting sponsor role for the Canadian PGA Women's Championship.

Other manufacturers have taken a different approach. The Callaway Golf Lesson Program, a promotion the Canadian PGA jointly ran with Callaway Golf and swing coach David Leadbetter in 2009, is evidence of the forward thinking the two sides use to promote instruction. "We work to strengthen our relationship with the CPGA every day," says Scott Reid, managing director for Callaway Golf Canada. "We continue to look for ways to complement each other. Callaway provides great products, the CPGA provides great fitting and selling skills. We also work together to promote the game of golf to players of all levels."



>> AN ORIGINAL PING SCOTTSDALE PUTTER



>> A TITLEIST BALL FACTORY IN THE 1950s

Reid points to the "free lesson program," Callaway ran in the past as an indicator of the organization's grassroots appeal offered by working in conjunction with the Canadian PGA. "CPGA pros gave up their time to teach free lessons to those that supported our Callaway products," he says. "This was a win for all involved. We have supported the provincial zones' professional tours for many years now. We feel this type of support does not go unnoticed. We support CPGA pros and they in turn support us."

No one has enjoyed a longer, more productive relationship with the Canadian PGA than Acushnet Canada (Titleist/FootJoy), a company that continues to position Canadian club professionals at the top of its trusted "pyramid of influence" strategy. Founders Phil Young and Fred Bommer played a significant role in the relationship. When they introduced the Titleist golf ball in 1935, the business partners diverted from a retail-based strategy, instead adopting a policy of using golf pros as the connection to the customer. As the Acushnet Company developed new products it became standard practice to validate them with PGA professionals before taking them to market. Today, developing products for stronger golfers and validating them through connections to key Canadian PGA members remains integral to the Titleist blueprint.

"The CPGA member plays a vital role in the pyramid of influence and represents our most important link to the golfers we both exist to serve," says Ted Manning, president of Acushnet Canada. "Our partnership with the golf professional is deeply rooted in the history and culture of our company both in Canada and the U.S. From a Canadian perspective, our relationship with the CPGA and its members has existed for more than 50 years on many fronts. Their role in validating the performance of our products, expertise in fitting and instruction and the recommendations they provide to members and students are key drivers of our success in the market."

Acushnet is title sponsor of the Titleist and FootJoy Canadian PGA Club Professional Championship, the Canadian PGA Assistants Championship, many PGA Zone Championships across the country and Titleist Cup Matches in Ontario, Quebec, Manitoba and Saskatchewan. This centenary celebration represents a milestone the Canadian PGA is pleased to share with CGIA members.

Rick Young is the business correspondent for SCOREGolf.

25 YEARS OF WEDGE SUCCESS LED US HERE

CG15™ - THE ULTIMATE WEDGE

25 MAJOR WINS

CLEVELAND WEDGES

THERE HAVE ONLY BEEN TWELVE #1 RANKED PLAYERS IN THE WORLD. ELEVEN OF THEM PLAYED A CLEVELAND WEDGE

OVER 7 MILLION WEDGES SOLD

OVER 300 PGA TOUR VICTORIES

2010 HOT Golf Digest LIST WEDGE [EDITOR'S CHOICE] GOLD MEDAL WINNER

CPGA CONGRATULATIONS ON 100 YEARS

Cleveland GOLF WHERE SCORING MATTERS.

CLEVELANDGOLF.COM

For over 20 years Miller Thomson has had the pleasure of representing the Canadian PGA. We congratulate you on your Centennial and look forward to our ongoing Partnership.

Added experience. Added clarity. Added value.

Miller Thomson LLP
millerthomson.com

Miller Thomson
lawyers | avocats

VANCOUVER CALGARY EDMONTON SASKATOON REGINA LONDON KITCHENER-WATERLOO GUELPH TORONTO MARKHAM MONTRÉAL

100 YEARS OF DEDICATED LEADERSHIP...

Congratulations and best wishes from the Canadian Golf Superintendents Association – Your Partner in Making the Game Better!

www.golfsupers.com

TELEPHONE: 905-602-8873
Toll Free: 800-387-1056
Email: cgsa@golfsupers.com
5520 Explorer Drive, Suite 205
Mississauga, ON L4W 5L1

Congratulations to the CANADIAN PROFESSIONAL GOLFERS' ASSOCIATION on its 100th birthday.

We are very honored to have looked after the Association's and members' insurance needs for almost half of their existence.

480 University Avenue, Suite 1100
Toronto, Ontario
M5G 1V2
Tel.: 416.865.1881 | Toll Free: 1.800.218.9331 | Fax: 416.865.0834

Simmlands
INSURANCE SERVICES LTD
www.simmlands.com

Elevating The Profession

There are only a handful of Master Pros, but there's a rich history behind the designation

By Robert Thompson



>> MASTER PRO BRUCE MCCARROL

It was all Bruce Murray's fault. Well, maybe not entirely his doing, but Toronto teaching professional Bruce McCarrol remembers first thinking about the notion of becoming a Canadian PGA Master Pro after witnessing Murray, former head pro at Royal Montreal, gain the designation in 1981.

Today McCarrol is part of a small but elite group within the Canadian PGA that have taken their knowledge, experience and research and created a thesis on an element within the profession. "I'd been thinking about it for a while before I actually did it," says McCarrol, who teaches out of the Club at Bond

Head north of Toronto. "It is the highest distinction you can receive as a Canadian PGA member, and in that regard I really felt compelled to do it. It was a task that required me to put my thoughts together, and create a written thesis. It was a challenge to put years of experience in a written form."

There have been thousands of Canadian PGA members over the organization's history, but there have only been 23 Master Professionals, starting with Murray Tucker and Arnold McLean Sr. in 1974. Tucker's topic was instruction, the basis for all initial research reports written by those becoming Master Professionals, and stemmed from his difficult experiences with training in the military. "I was exposed to many poor flying instructors in the Royal Canadian Air Force," wrote Tucker. "And when I had the opportunity to teach golf I was determined to be one of the best."

For me personally I gained a lot of knowledge and it helped me

- Henry Brunton

Tucker, whose contributions to the Canadian PGA as a player and administrator were numerous (he helped develop the Canadian PGA Pension Plan, for example), would call his thesis, "Some Thoughts on Teaching," a title that sounds casual in comparison to many that would follow. Long time Summit G&CC pro Ronald Rayner says the initial concept for the Master Pro category of the Canadian PGA was to have two established professionals from each province become honorary "masters" and judge incoming candidates. But that was scrapped, Rayner says, over concerns about the process, and a formal program was established by Tucker and John Davis.

"The idea was to give higher qualifications that would help CPGA pros apply for better jobs," says Rayner, who obtained his status as a Master Professional in 1978. While thesis topics have explored everything from the economics of pro shops to the effect of fitness on recreational golfers, teaching has been central to most. Bill McDougall, who teaches in Edmonton and became a Master Pro in 2003, used his thesis to pursue issues facing coaches who instruct older golfers. "There was no way to teach them the same way as younger golfers," he says. "You had to identify the range of motion and things the body could do. You were always inventing ways for them to get the most out of the golf swing."

Some, like Tony Evershed, who now sells golf-related real estate in the Niagara region of Ontario, used their thesis as a means of self-improvement. Evershed, who played in two Canadian Opens, felt the need to refine his approach to instruction, and used his paper to gain a better understanding of the best teaching methods. Evershed said the process, which he completed in 1995, was difficult, and those pros evaluating his thesis even asked for practical proof of its conclusions. Evershed put a former assistant pro through his program as a means of evaluating his approach. Evershed's thesis was handed back to him three times before it was eventually accepted.

"I wanted to be a little more technical and thought why not research all of the top-shelf teachers," he says.

>> HENRY BRUNTON WATCHES FORMER CANADIAN NATIONAL TEAM MEMBER MATT HILL

Working in Sudbury at the time, Evershed says members at his club recognized his accomplishment. "Club members loved it when I got the honour," he says.

Henry Brunton, who leads Golf Canada's Men's National Team and operates his own teaching facility in Vaughan, used his thesis as research for his interest in the impact high-performance golf has on those who participate in the amateur game at the highest levels. He is Canada's most recent Master Professional, having completed his thesis in 2008.

"I was really worried that maybe I was leading kids off a cliff," he explains. "But it turns out that the pursuit of high-performance golf is good for the kids whether they make it as a professional or not." Brunton used some of his research to write a book, *The Journey to Excellence*, which deals with the pitfalls facing young golfers making the move through the college ranks and to the professional circuit. "For me personally I gained a lot of knowledge and it helped me when dealing with kids coming through the program," he said. "In that regard I really hope it helps some parents and kids who are dealing with this."

For McCarrol, becoming a Master Professional is one of the highlights of a career already filled with prestigious club and teaching pro positions.

"I'm really proud of being a Master Pro," he says. "There are very few in the U.S. or Canada and I hope that it is always held to a high standard."

Looking Good,
for a **100!**

Congratulations from
your friends at the

1-800-268-7934

GOLF

SUPPLY HOUSE

"CADDIE TO THE GOLF INDUSTRY"



my world. my watch.
my fairway. my game.



ESQ
BY MOVADO

 WWW.ESQBYMOVADO.COM

ESQ
BY MOVADO

**OFFICIAL WATCH OF THE CANADIAN PGA
100 YEAR ANNIVERSARY**




Cottonwood
Golf & Country Club

*Congratulations on behalf of all of us at
Cottonwood Golf & Country Club.
Proud members of the Canadian PGA
& honored to be host of the
PGA Championship of Canada in 2011.*



Visit our website: www.golf-management.org

Bringing the business of golf to you.
Online. Anytime.

Specialized educational programs designed for
the golf industry.

Graduates Receive:


- i) Graduate Studies Diploma from the GMIC
- ii) Certificate of Completion in Golf Operations from Wilfrid Laurier University

For More Information:
Contact: Grant Fraser, President, Golf Management Institute of Canada
Tel: (905) 844-7666 / Email: gfraser@golf-management.org



Members of these organizations receive 10% off course fees

1333 Dorval Drive | Oakville, Ontario | Canada | L6J 4Z3 | (905) 844-7666




HUMBER
Professional
Golf Management

**CONGRATULATIONS
TO THE CPGA**

*from the faculty, students
and graduates of the
Humber Professional
Golf Management program.*



business.humber.ca

**HAPPY
BIRTHDAY
CPGA
100 YEARS**



Lakeview
GOLF COURSE

Proud Members of

MISSISSAUGA
Leading today for tomorrow

Breaking Barriers

Pioneering female Canadian PGA members have made significant inroads over the last four decades

By Robert Thompson and Kelly Dixon

Mary-Jane Hall never felt she was hurdling over obstacles when she became the first woman to join the Canadian PGA in 1974. Not that everyone thought she'd made the right career choice when she joined the professional ranks at Montreal's Hillsdale Golf and Country Club. "I think the only one that thought it odd was my mother," says Hall, laughing. "She had me destined for a career in nursing."

But a career in the health care industry wasn't Hall's ambition. Instead, when Ron Bolus, Hillsdale's head professional at the time, suggested she join the Canadian PGA, Hall didn't think twice. She felt it would help her both on the course, where she had aspirations of playing more competitive golf, as well as assisting her in earning a living while she chased her dream. These days Hall isn't alone, though only five percent of the Canadian PGA's membership is female. Despite that total, Hall says women can participate and excel in the industry.

"Then and now, I do not believe there is a glass ceiling in the golf industry," she says. "Where one wants to excel, my mantra has always been the same -- aspire, develop and achieve."

I think all of those firsts were significant along my road. They were all stepping stones to where I am now. - Mary-Jane Hall

And Hall would achieve, becoming the first female golf pro in Quebec and Atlantic Canada, while her playing ability led her to become the first woman to play in the Canadian PGA Championship, and an eventual induction into the Ontario Golf Hall of Fame in 2005.

"I think all of those firsts were significant along my road," she explains. "They were all stepping stones to where I am now. I have been very fortunate with the help of others to find my niche."

Hall was one of several pioneering women who led the way for those that have followed. Patty Howard, now head professional at Sunningdale Golf and Country Club in London, Ont., also remembers the days when female golf pros were exceedingly rare. Howard, who grew up learning the game under Jim Windsor at Sunningdale, joined Lookout Point Country Club in Font Hill, Ont. as a professional in 1975 after graduating from the University of Western Ontario. There she worked with head pro Gord McInnes Sr., the notable instructor for Marlene Stewart



>> SUNNINGDALE'S HEAD PROFESSIONAL PATTY HOWARD: "I ALWAYS FELT GENDER WASN'T SIGNIFICANT."

Streit, Canada's most famous amateur golfer who would go on to become a member of the World Golf Hall of Fame. Though bitten by the desire to play competitive golf, a goal that led her to leave Lookout, Howard eventually returned to London, starting her own successful golf school. She says gender wasn't a limitation when she started her career.

"I have always felt that gender wasn't significant, and that the most important factor is the quality of the professional," says Howard.

Howard would eventually follow Hall and become a head professional, the first woman to hold the position at a mixed club, eventually becoming the first female member of the Ontario PGA's board of directors. Howard says female pros do have specific strengths that benefit a golf operation.

"I think women tend to be more welcoming and diverse, an important factor as our memberships evolve," she adds.

"I think female pros are often very detail-oriented, good communicators, have compassion and therefore make great managers, trainers and motivators. Multi-tasking is a normal part of their lifestyle. Rather than making all the decisions, I think they encourage team work, allowing all staff to learn in a non-threatening environment."

Tiffany-Ann Gordon grew up in a golf environment, working at Highwood Golf and Country Club in High River, Alta., where her father was general manager. Gordon found herself doing myriad jobs at the club, from food and beverage work to helping on the grounds crew. It provided a valuable education in all aspects of the business.

Gordon joined Cottonwood, a club located outside of Calgary, as an assistant pro in 1991, eventually moving onto the role of head pro at the club. Her ambitions didn't stop there. Gordon took on the role of general manager in 2000 and became executive professional in 2004. While Gordon has been active in creating



>> A NEW GENERATION OF FEMALE PRO: MARIE-JOSEE ROULEAU, WINNER OF THE 2006 CANADIAN PGA WOMEN'S CHAMPIONSHIP

I think women tend to be more welcoming and diverse, an important factor as our memberships evolve - Patty Howard, head pro, Sunningdale G&CC

junior golf programs and helping expand the game, she's also made an administrative contribution. She joined the board of the Alberta PGA in 1999, becoming president in 2009, the first woman to hold such a position in Canada. Along with Howard, she is one of two women to have been awarded the Canadian PGA Club Professional of the Year.

"I would love to see more women get involved on boards across the country," she says. "I hope the passion and commitment that I have put forth can pave the way for more women to step forward and get more involved."

Howard says golf has benefitted from having women involved in the administration and operation of the sport in Canada. It is golfers who are better off for having both genders working at clubs, she says.

"I have always believed that a golf shop should include both men and women of many ages, as I think they complement each other," she says. "It makes it a more enjoyable environment for the entire membership."

Hall still works at Toronto Ladies as the club's head professional, but her days in the business are numbered; she's set to retire this year. Looking back at her lengthy career, Hall hopes she helped create a path that other women could follow.

"In the male-dominated industry of the 1970s, I employed other females who have gone on to rewarding careers, some becoming head professionals," she says. "I hope many others will look at my career as inspirational and judging by the number of female Canadian PGA members, I'd say we are on the right track."



>> MARY-JANE HALL

GLENMUIR
1891

GOLF MEANS EVERYTHING TO US

Glenmuir - Proud Partner of the Canadian PGA

GLENMUIR · LANARK · SCOTLAND
www.glenmuir.com

IHG
InterContinental Hotels Group

IHG is pleased to be the Official Hotel Partner for the Canadian PGA

Visit your personalized webpage at www.ihg.com/cpga to benefit from preferred rates.

© 2011 InterContinental Hotels Group. All rights reserved. Most hotels are individually owned and/or operated.

FlightScope
Master your passion

416-356-4795
www.flightscope.com

Xperience the next level...

No PC required

- Direct iPad/iPhone®/Android™ operation
- Wi-Fi Connectivity
- Auto leveling
- 10 Hours battery life
- Camera alignment

Additional Features

- HD Golf course simulation & Skills Test

Android is a trademark of Google Inc. Use of the trademark is subject to Google Permissions. Apple, the Apple logo, iPod and iPod touch are trademarks of Apple Inc., registered in the U.S. and other countries. iPhone is a trademark of Apple Inc.

A CENTURY OF ACHIEVEMENTS

We are pleased to extend our best wishes and congratulations to the Canadian Professional Golfers' Association, on the celebration of the Association's 100th Anniversary.

To the board members, staff and the 3,700 golfing professionals of the Canadian PGA, we wish you continued success in your development, promotion and support of the experts in the business of the game.

Collins Barrow (Vaughan) LLP, 3800 Highway 7 West, Suite 600, Vaughan ON L4K 4M3
T: 416-213-2600 / F: 905-669-8705 / E: info@cbvllp.com / www.collinsbarrow.com

an independent member of **BAKER TILLY INTERNATIONAL**

Timeline: The Canadian PGA

100 Years of Excellence



1911 George Cumming, a popular pro and teacher from Toronto Golf Club, is elected the first captain.



1940 Stan Leonard wins his first of eight Canadian PGA Championships.



1999 Henry Brunton creates the Teaching and Coaching Certification Program (TCCP.)



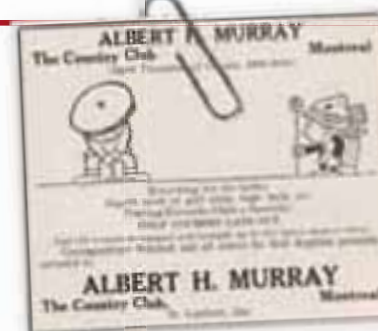
2005 Jon Mills wins the Canadian PGA Championship, a Nationwide Tour event.



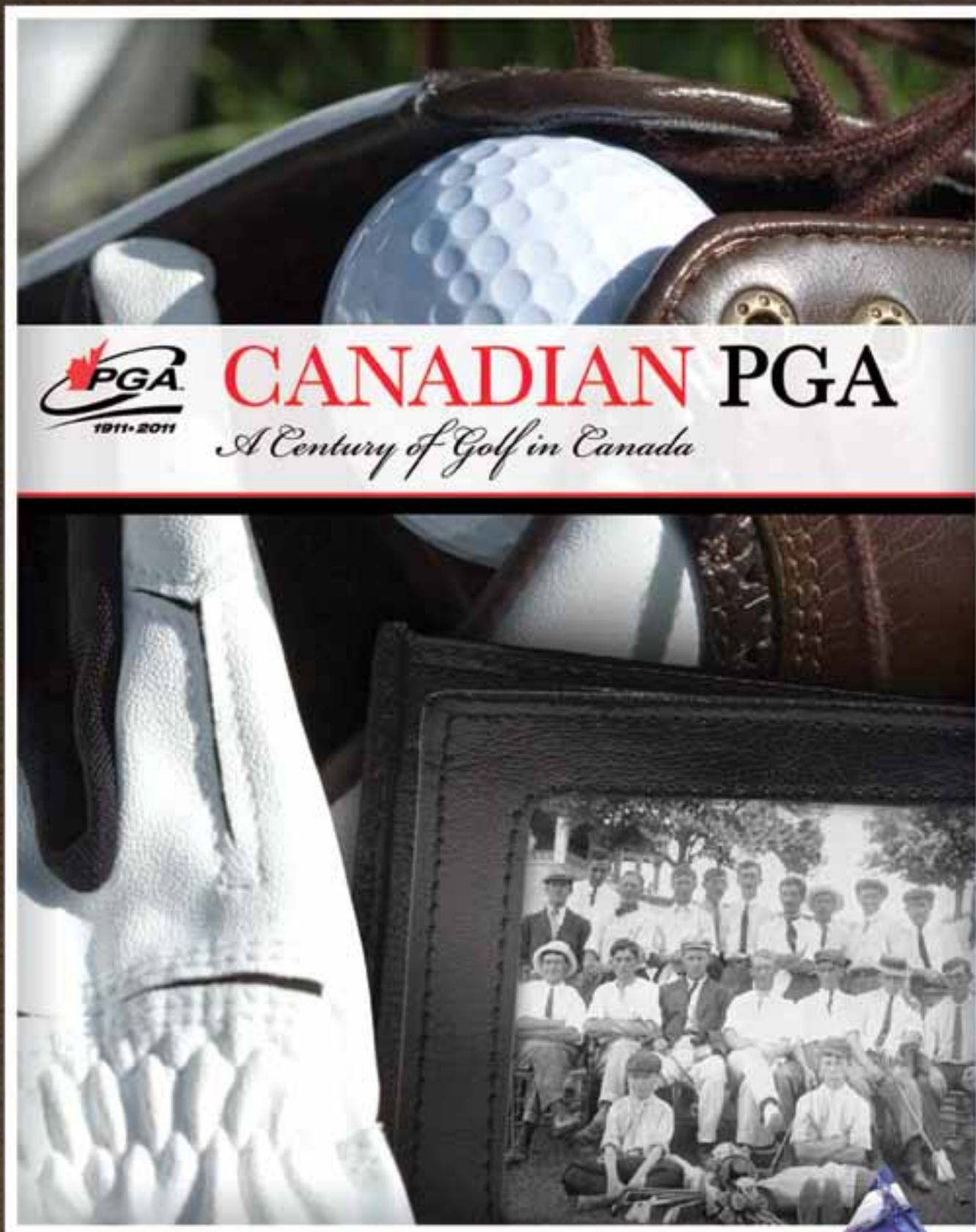
1961 The first Canadian PGA office opens and a full-time secretary is employed.



2011 Introduction of the Canadian PGA Players' Rankings - a first for all international PGAs ranks Bryn Parry No.1.



- 1911** - A group of 35 professionals meet on July 7, 1911, at Royal Ottawa Golf Club to form the Canadian PGA. P.D. Ross writes a cheque for \$100 to buy the initial trophy. George Cumming, a popular pro and teacher from The Toronto Golf Club, is elected the first captain [modern day president].
- 1912** - The first Canadian PGA Championship is played at Mississauga Golf and Country Club on the day before the Canadian Open at Rosedale Golf Club. Charles Murray wins the tournament in a field of just 14 pros.
- 1914** - Karl Keffer takes over from Arthur Russell as honorary secretary-treasurer, a position he holds until 1929.
- 1938** - The Canadian PGA Senior Championship for the Albert Murray Trophy begins for members over 50-years of age and is won by Arthur Keeling.
- 1940** - Stan Leonard wins his first of eight Canadian PGA Championships.
- 1952** - Al Balding wins his first of four Millar trophies, earning \$550, which helped him to finance his travel on the PGA Tour.
- 1961** - The first Canadian PGA office opens and a full-time secretary is employed. Membership is at approximately 350.
- 1962** - Dick Borthwick, president of the Canadian PGA, strikes a deal with Seagram to sponsor a Caribbean and Far East Tour.
- 1967** - Bill Hamilton is appointed as the Canadian PGA's first paid executive director. Labatt takes over as sponsor of the Canadian PGA Championship with prize money of \$13,500.
- 1970** - The First Canadian PGA Assistants' Championship is won by Lew Taylor of Lachute, Que.
- 1971** - The Peter Jackson Tour is created by the Canadian PGA, consisting of seven events across Canada. Al Balding is appointed as tour coordinator. The Peter Jackson Tour lasts until 1977.
- 1972** - The first Canadian PGA Club Professional Championship is won by Frank Whibley of Orillia, Ont.
- 1974** - Murray Tucker is awarded the first Master Professional status.
- 1978** - Canadian PGA acquires Royal Oak course in Titusville, Fla.
- 1980** - Mary-Jane Hall becomes the first female Canadian PGA Head Professional.
- 1982** - A group of Canadian touring pros form the Tournament Players Division. Led by touring pro Bob Beauchemin, the group forms the foundation of the Canadian Tour.
- 1987** - Cathy Sherk wins the first Canadian PGA Women's Championship. Sixteen women participate.
- 1992** - The Canadian PGA Headquarters moves to Blue Springs Golf Club in Acton.
- 1995** - Ben Kern and Alice Strachan lead the development the first Teaching Certification Program (TCP).
- 1995** - The ELITE program, five-step process that leads to the writing of the Class "A" Examination, is introduced.
- 1996** - In conjunction with the RCGA [Golf Canada], the Canadian PGA launches the Future Links program.
- 1999** - Henry Brunton creates the Teaching and Coaching Certification Program (TCCP).
- 2001** - Canadian PGA membership sits at just over 3,000 members.
- 2005** - Jon Mills wins the Canadian PGA Championship, a Nationwide Tour event, at Whistle Bear Golf Club, before it's postponed indefinitely for lack of sponsorship.
- 2005** - Gary Bernard integrates the TCCP with the Coaching Association of Canada's National Coaching Certification Program.
- 2009** - The National Golf in Schools program is unveiled by the Canadian PGA and RCGA [Golf Canada].
- 2010** - The Canadian PGA is a recognized member of the new PGA World Alliance.
- 2010** - The PACE program, a membership program emphasizing education and employment, as well as providing greater access for professional membership for all Canadian PGA professionals, is approved by the general membership.
- 2011** - Introduction of the Canadian PGA Players' Rankings - a first for all international PGAs ranks Bryn Parry No.1.
- 2011** - After a five-year absence, the PGA Championship of Canada is revived and played in Calgary at Cottonwood Golf and Country Club in a match play format featuring the association's top 64 ranked players.
- 2011** - Special Olympics Golf Coach Program is launched.



WE CONGRATULATE THE CPGA! Canadian PGA's 100th anniversary. As The Tryad Publishing, G4G Media and PM Design teams were proud to create this publication to commemorate the a producer of specialized golf industry publications, we are honoured to have helped mark this very special occasion.



PUBLISHERS OF QUALITY GOLF INDUSTRY PUBLICATIONS. VISIT TRYADPUBLISHING.COM OR CALL TOLL FREE: 1-877-319-4599



Coppinwood Golf Club would like to congratulate the CPGA on 100 years of producing the finest Professionals in the industry!



"Congratulations to the CPGA on 100 Years! I'm proud to be a member of such a great association." Kevin Thistle



Mississauga Golf and Country Club
Proudly congratulates the



on its 100th anniversary

Mississauga has a rich golf history in Canada. We have hosted 6 Canadian Opens and are proud to have 7 CPGA Professionals on our team. Our Head Professional Gar Hamilton is set to retire at the end of this year after 23 illustrious years at Mississauga and after having been inducted into the 2011 Ontario Golf Hall of Fame.



11 Church St. Suite 307 Toronto, Ontario M5E 1W1

Telephone 416.967.9329

email thomas@thomasmcbrroom.com

www.thomasmcbrroom.com

AWARD WINNING DESIGN
CRAFTSMANSHIP, STRATEGIC INTRIGUE, GREAT BEAUTY.

Thomas McBrroom
TOM MCBROOM GOLF DESIGN | Remarkably Inspired Courses

You've come
a long way!



*Congratulations
on your 100th
Anniversary.*

Wishing you all the best
for the next 100 years.!



National Golf Course Owners Association Canada

Evolution Of Instruction

The fundamentals may be the same, but golf teaching has dramatically changed in recent years

By Robert Thompson

Despite decades of change, golf instruction has always focused on helping students get the most out of their games. "One of the greatest dangers in golf is the tendency to emphasize unimportant details and lose sight of the essentials," wrote golf pro William Thompson. "We often confuse cause and effect and mistake symptoms for the disease."

That passage is taken from *Common Sense Golf*, arguably the first work written by a Canadian on the nuances of golf instruction. When it was written in 1923, golf was exploding across North America, with courses being built at a record-setting pace. In his work Thompson attempted to demystify the game for those that had just come under its spell. Almost 90 years later, the concepts and language used by Canadian instructors to tutor golfers in the game have changed, but the fundamentals, and the desire to help people get the most out of the sport, are still central. Today's instructors may focus on coaching and biomechanics, but they still have an intrinsic connection to the game's history.

"I was at East Lake recently and was looking at old photos of Bobby Jones," says Danny King, one of Canada's strongest-playing club pros, and lead instructor at Magna Golf Club in Aurora, Ont. "It was amazing to see that his swing was as elegant as it was. I think we manage instruction better now, but that's not to say there weren't some great golf swings in the past."

In the early days of the Canadian PGA, golf instruction was left largely in the hands of head professionals who would teach lessons to members and sell clubs out of their shops. Bill Ogle, a Toronto pro who joined the Canadian PGA in 1933, recalls teaching lessons for \$2 per hour after returning from World War II in 1945, adding that he rarely taught early in his career. Teaching is still often done on ranges from St. John's to Victoria, but it has also evolved as instructors gain a stronger sense of biomechanics of the body and the golf swing.

Phil Jonas, who grew up in South Africa and played the Canadian and PGA Tours before turning to instruction full time, says early mentors would never have asked questions that are a standard part of analyzing a new student today.

"I worked with some of the best, like Phil Ritson," says Jonas. "But he would never have asked about what other sports I played or about injuries I might have had, things we all do now."

Jonas says he started seeing technology creeping into instruction in the late 1980s, but in a relatively primitive way to how it would eventually evolve.

I think we manage instruction better now, but that's not to say there weren't some great golf swings in the past. - Danny King, Magna Golf Club





>> MONTREAL'S ALBERT MURRAY WAS ONE OF THE FIRST PROFESSIONALS TO TEACH INDOORS

"They might use a video camera and if they did they would have to run inside and connect it to a TV," he says. "Some of the better teachers in the U.S. started drawing lines on the TV. That was what it was like around 1989. It was about a 30-minute lesson and that was it."

Sean Casey, Canadian PGA Teacher of the Year in 2009, says he feels instructors and students have benefitted significantly from the introduction of sophisticated technology designed to track swings and ball flights, and provide feedback on what a student is doing right and wrong. "Teaching has changed a great deal," he explains. "I think we are way ahead now. Teaching used to just be about getting information and giving information. Now the information is out there, and instruction has become more about coaching and facilitating people through the process."

There are currently approximately 330 teaching professionals holding either head or assistant positions in Canada, though not all earn their income exclusively from instruction. That said, the role of the golf teacher and coach has increasingly become a focus for the Canadian PGA.

Instruction in Canada has evolved dramatically over the past 20 years, first with the implementation of the Teaching Certification Program by the late Ben Kern in 1995, followed four years later by the Teaching and Coaching Certification Program, an initiative led by Henry Brunton in conjunction with the Royal Canadian Golf Association. In 2005, under the direction of Gary Bernard, the TCCP was integrated with the National Coaching Certification Program.

The goal of the integration is to evolve as instruction becomes increasingly about coaching, especially as golf enters the Olympics in 2016.

But as golf instruction evolves into coaching, Bernard says there must be an established benefit for Canadian PGA members. "We're the only PGA to provide instruction and coaching and we feel they are distinct entities — a coach is a coach and an instructor is something different," he says. "We're the only PGA to treat it that way. It is a very foreign discussion to have

in golf, and it is very new in our context. And I've always been a proponent of having a path where these people can make a living. If they don't why would they do it? That's one of the key elements we're working on with Golf Canada and the provinces to develop a proper pathway forward."

Overall, Bernard says the continued goal of the Canadian PGA is to address the needs of members involved in instruction at some level. "The opportunities are so varied," he says. "You could be working at a private club or a municipal course. It is tricky to suggest that these are the 10 things every teaching pro needs to do. We could do more of that. It is a challenge to meet the needs of all members."

Louis Melanson, a five-time Atlantic Canada teacher of the year who teaches out of Royal Oaks near Moncton, N.B., says a good teacher needs the support of the Canadian PGA, but also understands that much of improving as an instructor and coach is determined by the effort the individual puts into their craft. "The CPGA has done a great job of educating us, but it is still up to the teacher to improve themselves," he explains.

Jonas agrees, saying he is always learning new things about himself and his students. But if a good teacher is offering the best level of instruction, their students will display a degree of independence over time. "When I'm busy I've had guys ask if I have time to teach them. You should always have time — because there's always a turnover of your best young students," he says. "If we do our jobs properly, we should teach them to the point where they don't need us all the time."

Interestingly, despite the discussion of high-performance golf, and instruction aimed at elite players who compete at the game's highest levels, Casey admits that in some ways his teaching goal for students hasn't changed.

"A lot of time is still spent teaching the student who just wants to hit the ball better," he says. That's always the goal, Jonas adds. "I like to think of myself as a coach," says Jonas. "But at the end of the day you can't forget that the goal of everyone is to shoot a lower score."

The New Tools Of Instruction

"You're going to need technology if you are going to teach and monitor progress beyond just having an opinion," says Glen Abbey's Sean Casey. With that in mind, we take a look at the most important innovations in golf instruction according to several of Canada's best-known golf teachers.

Computerized flight and swing monitoring:

"I think there's no doubt Trackman is one of the biggest advances we have," says Henry Brunton, head coach for Golf Canada's men's national team, and a Master Professional who teaches in Vaughan, Ont. "It allows us to benchmark club delivery and allows you to understand things you can't even see on video."

Education and understanding:

"The biggest move forward, to my way of thinking, is that we have a better understanding of how people learn," says Louis Melanson, who teaches out of Royal Oaks near Moncton, N.B. "Golf coaches have spent decades trying to figure out the best way to provide the message and information that a student receives. Through CPGA workshops I think we're getting a lot better at that."

From teacher to coach:

"The biggest advancement has been a shift in many teaching professionals becoming coaches," says Sean Casey, who teaches at ClubLink's academy at Glen Abbey in Oakville, Ont. "There have been a few coaches in Canada over the years, but they were hard to find as the majority of professionals were teachers or instructors. Coaches provide support to the golfer/athlete in many areas and oversee their entire development. Coaches are far more considerate and mindful of the many influences on our game. Technique is certainly important but factors such as physical, mental, emotional, and nutritional, to name a few, all have the potential to affect our performance."

>> SEAN CASEY WORKS WITH A STUDENT AT GLEN ABBEY GOLF CLUB





In Good Company.

As we continue to build our brand in golf, we are fortunate to have worked with golf governing bodies, professional events, touring professionals and industry-leading partners. We are now honoured to add the Canadian PGA to that list. Congratulations on your 100 years of helping to grow this great game in Canada.

For a complete summary of our involvement in golf, visit rbc.com/sponsorship/golf



® Registered trademarks of Royal Bank of Canada.



April 2011

RE: *One Hundred Years of the Canadian PGA*

Dear Canadian Professional Golfers' Association,

Let me take this opportunity to congratulate the Canadian PGA on its Centennial Celebration! We at Cobra-PUMA Golf would like to especially recognize the 3,500 plus golf professionals across the country, for their extraordinary contributions.

The relationship that my family and I have had with the Canadian PGA throughout the years has been tremendous. It is one that is very dear to myself and the company. My father, Pat Fletcher was the Head Professional at Royal Montreal Golf Club. He taught the game to golfers of all ages and skill levels. Along with having a successful playing career, highlighted by his victory at the 1954 Canadian Open, one of his proudest achievements was his tenure as President of the Association. During this time he was instrumental in establishing the pension plan and life insurance program for his fellow golf professionals.

At this time, we honor the Canadian Professional Golfers' Association for its rich heritage and are thankful for their contributions. However, it is important that we focus on the future and not just reminisce about the past. The role of the golf professional in Canada is vital for the growth and development of the industry, now more than ever. This is why Cobra-PUMA Golf is excited to work alongside the men and women of the CPGA in promoting the game and look forward to facing the challenges that may lie ahead.

Sincerely Yours,

Ted Fletcher
President, PUMA Canada

Cobra-PUMA Golf is a division of PUMA Canada Inc.

Northern Lights

The Canadian PGA has a long history of developing great players

By Robert Thompson



>> GRAHAM DELAET
AT THE 2013 RBC CANADIAN OPEN

Tournament golf – and the ability of the country's best players to participate in top-flight events – was the basis for the formation of the Canadian PGA. To this day, playing ability is still a key element for many in the association.

Though not often recognized, currently even some of the country's best touring pros – like Graham DeLaet, Mike Weir and Lorie Kane – are members of the Canadian PGA. "I always felt it was something I should do," says Weir. "I always looked up to CPGA guys, pros like [former Huron Oaks head pro] Steve Bennett, who helped teach me the game. I always respected the CPGA."

"I'm a Canadian, though I live in the U.S. now," says DeLaet, who joined the Canadian PGA three years ago. "If being a member keeps me a little bit better connected with what is going on in Canada, then that's good by me."

For much of the history of tournament golf in Canada, professionals maintained a link to a club, often working when they weren't playing. Al Balding started competing in tournaments while working at Islington Golf and Country Club in Toronto, Stan Leonard had his connection to Marine Drive in Vancouver, while George Knudson was working at Oakdale Golf and Country Club when he started playing regular tournament golf.

However, when Peter Jackson ceased sponsoring the CPGA tour in 1977, it left a gap in the organization, says Bob Beauchemin, who was an aspiring touring pro at the time. The problem was that a few dozen Canadian professionals were attempting to play the game for a living and therefore did not qualify for the standard criteria met by most Canadian pros working at clubs. By the early 1980s, these unconnected pros sought a link to the Canadian PGA that would allow them to gain a Class A designation while still playing the game full time. "I remember playing the PGA Tour full time in 1981, and then taking the next year off to work in a shop to help gain my designation," says Beauchemin.

At the time tournament pros were considered apprentice professionals, and those full-time players petitioned the Canadian PGA to have that designation altered. In 1982, the group of pros created the Tournament Players Division, with

Terry Miskolczi as its first president. Even with an association formed, the new group didn't capture a lot of attention in the rapidly expanding Canadian PGA.

I always looked up to CPGA guys

- Mike Weir

"We thought it would be a good idea to get some status within the Canadian PGA, but it wasn't a priority – there were only about 25 guys interested," says Beauchemin, who now teaches at Oakdale. "You might get five minutes at the end of a meeting to state your case. It became frustrating, but majority rules and I understand that."

By 1985, Ken Tarling took over as the organization's president, and with the support of Tex Noble, the Canadian PGA's executive director, Tournament Players Division members sought to "build, promote and conduct tournaments of the Canadian Tour," as well as to help develop Canadian professional golfers "to a world-class level." Tarling and Beauchemin recreated the lost Canadian Tour and asked members to contribute \$200 to help get it off the ground.

"We formed the Canadian Tour after the structure of the PGA Tour," says Beauchemin. "The players own it. It is a non-share structure, but if the tour dissolved all the assets go to charity. Some on the board saw us as breaking away – but we just formed a business."

These days the Tournament Players Division allows some of Canada's best players to continue to have a connection with the country's professional golf association, regardless of whether they ever intend to work in a shop or teach on a range. Despite living most of his adult life in Ohio, Champions Tour winner Rod Spittle says he jumped at the opportunity to join the Canadian PGA as a member of its Tournament Players Division. "You want to be affiliated with the best," he says, "and that's why I joined."



>> [FROM LEFT] FRED COUPLES, NICK FALDO, NICK PRICE AND BEN CRENSHAW
WATCH MOE NORMAN TALK AT THE CANADIAN OPEN

Canadian PGA Greats from the Last Half Century

Since its humble beginnings at the Canadian Open at Royal Ottawa a century ago, the Canadian PGA has included the country's best golfers as members. From George Cumming to Davie Black, from Percy Barrett to Willie Lamb, world-class golfers have always been a part of the organization. These days many of Canada's top golfers, like Mike Weir and Graham DeLaet, are members of the Tournament Players Division of the Canadian PGA, and play a vast majority of their golf outside of Canada. With that in mind, we look at eight Canadian PGA members with the best careers since 1950, a group of golfers with multiple CPGA wins, as well as provincial, national and international victories.



>> AL BALDING

Al Balding

A World War II veteran, Allan Balding didn't start playing the game until the late 1940s. It didn't take him long to become one of the best golfers Canada ever produced. In 1955 Balding became the first Canadian to win a PGA Tour event in the U.S., the start of a distinguished career that included four wins on the U.S. circuit. Though slowed by various physical injuries, including a problem with his shoulder that he attributed to a war wound, Balding was dominant in Canada, winning the CPGA Championship four times as well as taking an equal number of CPGA Match Play Championships. Along with George Knudson, Balding won the 1968 World Cup. Balding remained a competitive force late into his life, capturing the CPGA Seniors Championship in 2000 at the age of 76 after three consecutive rounds of 70. Two years later he shot 66 in the CPGA Seniors, or 12 shots lower than his age, a feat unparalleled in professional golf. He died in 2006 at the age of 82.



>> STAN LEONARD

Stan Leonard

The winner of an incredible eight CPGA Championships, and nine times the low Canadian at the Canadian Open, Stan Leonard had considerable success south of the border though he didn't start playing the PGA Tour until he was nearly 40. His peers regarded Leonard, based in Vancouver at Marine Drive Golf Club, as one of the best. "I decided against playing in the 1958 B.C. Centennial Open at Point Grey because I remembered it was Stan Leonard country," said Ben Hogan. "So I said, 'why bother?'" Leonard recorded three wins on the PGA Tour and remained a competitive player into his later years, taking three Canadian PGA Senior titles, his last one coming in 1975. "Stan was a very good player," says Arnold Palmer. "I was surprised that he didn't win more tournaments." Leonard passed away in 2005 at the age of 90.



>> GEORGE KNUDSON

George Knudson

Without doubt one of Canada's greatest golfers, Knudson, from Winnipeg, is also among the leading winners among Canadian PGA members. A renowned ball-striker, Knudson moved from Winnipeg and took a job as a pro at Oakdale Golf and Country Club in Toronto before he managed to find the financing to pursue professional golf full-time. Once he found his way to the PGA Tour, there was no stopping him. Knudson won eight PGA Tour events between 1961 and 1972, and also won five Canadian PGA Championships, as well as the World Cup alongside Al Balding in 1968. He was low Canadian at the Canadian Open five times. Elected to the Canadian Golf Hall of Fame in 1988, he passed away a year later after a battle with cancer.



>> CATHY SHERK

Cathy Sherk

Without doubt one of the standout female golf professionals in Canadian history, Sherk twice won the Canadian Amateur Championship (1977–78) and recorded two Canadian PGA Women's Championship wins (1987 and 1990). She also had a significant international career, winning the 1978 U.S. Amateur, as well as that year's North/South Ladies Amateur, and was a member of the Canadian World Amateur Team, where she carded the low individual score. She played the LPGA Tour for several years after turning professional. A member of the Canadian Golf Hall of Fame since 1995, these days Sherk teaches at Black Bear Ridge near Belleville, Ont.



>> BOB PANASIK

Bob Panasuk

At 15, Bob Panasuk became a Canadian golf legend as the youngest person to make the cut at a PGA Tour event. That was the start of his career – but it was far from the highlight. The Windsor-born golfer remained a competitive force for more than 50 years, winning 12 provincial titles, two Canadian PGA Championships, and three Canadian PGA Senior Championships. Along the way he qualified for nine U.S. Opens. "If I don't do everything to do my best, what's the point?" Panasuk told *Globe and Mail* golf columnist Lorne Rubenstein. These days Panasuk has been mentoring Canada's most successful Champions Tour golfer, Rod Spittle. "Bob is incredible and I'm very lucky to be involved with him," says Spittle, who recorded his first win on the Champions Tour in 2010. "I wouldn't be here without Bob."



>> MOE NORMAN

Moe Norman

There is no single member of the CPGA with a more compelling Canadian tournament record than Moe Norman. The Canadian golf savant, who was never successful outside of Canada, won this country's top amateur event twice, and has two Canadian PGA Championship wins to go with a staggering 55 wins in Canadian Tour events, including provincial open titles. Though he was unsuccessful at his attempt to crack the PGA Tour in the 1950s, Norman's career remained long and distinguished, often punctuated by his idiosyncratic behaviour. He continued to play well late into his life, taking eight CPGA Senior Championship titles – including a remarkable seven in a row starting in 1979, eventually being elected into Canada's Golf Hall of Fame in 1995. "Moe was incredible," says Canadian PGA member Gus Maue, who helped Norman throughout his life. "We'll never see anyone like him again." Norman died in 2004 at the age of 75.



>> LORIE KANE

Lorie Kane

Though she's one of Canada's most successful professional golfers, with four wins on the LPGA Tour, Lorie Kane remembers "playing in" to gain her Canadian PGA status. "When I turned pro in 1993, to be part of the du Maurier series I joined the Canadian PGA, which ran that tour," she said. "The CPGA is my home tour, so to speak. I don't know why every touring pro isn't a member of the CPGA."

Kane used her experience playing in the Canadian PGA Women's Championship to commence her jump to the LPGA Tour in 1996. That same year Kane won her first of five CPGA Women's Championships. Though Kane now lives primarily in Florida and continues to compete on the LPGA Tour, the native of Charlottetown, PEI, who has \$6.7-million in career winnings, continues to be a supporter of the Canadian PGA. "We need to encourage our touring pros to become members," she says. "My dad was a member of the Canadian PGA and I would never stop paying my dues. If I wasn't a member I wouldn't have a voice."



>> DAVE BARR

Dave Barr

A former winner of the Canadian PGA Championship, with two victories on the PGA Tour and another on the Champions Tour, Kelowna's Dave Barr has carried his CPGA credentials proudly throughout his career, regardless of the tour he was playing on at the time. "It is a great association and you want to be associated with great people," he says. "I've taken a lot from the game, and the Canadian PGA has been a big part of that."

Though Barr started playing on the Canadian Tour in May 1974, he managed to find time to write some of the exams needed for his Class A designation. He won 12 times on the Canadian Tour (where he is now a lifetime member), carded a victory at the Quad Cities Open and Georgia-Pacific Atlanta Classic on the PGA Tour, as well as finishing tied for second at the 1985 U.S. Open. He also won the 1985 CPGA Championship. Barr turned 50 in 2002 and began playing the Champions Tour, winning the Royal Caribbean Classic a year later. In 2007, the Canadian Golf Hall of Fame member won the Canadian PGA Seniors title at The Marshes Golf Club in Kanata, Ont.

"I've always tried to support the CPGA whenever I could by coming to its events," says Barr, who says he is basically retired from tournament golf, though he did play in the 2010 Canadian PGA Seniors events in Milton, Ont. "I've represented Canada so many times over the years – and when you want to do that you want to represent your professional body as well."



Together, we're growing golf today... and for the future.

On behalf of all Golf Town employees and over 50 Canadian PGA ambassadors within our organization, congratulations to the Canadian PGA on 100 years of growing the game and the business of golf in Canada.

Andre Cuerrier, Canadian PGA Class A
Director, Academies and Golf Services



Proud Sponsors of the Canadian PGA's Centennial Celebration

CONGRATULATIONS
CPGA ON 100 YEARS
OF EXCELLENCE IN
THE GOLF INDUSTRY ●

Ashley Chinner, Director of Golf

signature | golf
golf club insurance, perfected.
signaturerisk.com

JANCOR AGENCIES

Proud Partner of the CPGA

Canadian Distributor for:

SkyCaddie®
#1 RANGEFINDER IN GOLF
Official Rangefinder of the Canadian PGA

TRION:Z FOURTEEN

NFL tervis



Chinook Golf Course
CITY OF SWIFT CURRENT

Chinook Golf Course is Waiting for You... with friendly staff, superb facilities, and a vivid scenic tour in a truly amazing prairie setting. So what are you waiting for? You are always welcome at Chinook.

WE CONGRATULATE THE CPGA ON A CENTURY OF LEADERSHIP.

Access from Hwy. 4 South • Swift Current, SK
Info.: 306-778-2776 • www.swiftcurrent.ca

Canadian PGA
A Century of Golf in Canada

Opinion: Major Championship

The Canadian PGA's top tournament helped pave the way for future Golf Hall of Fame writer

By Lorne Rubenstein

By the time the 1979 Canadian PGA Championship came around at the National Golf Club in Woodbridge, Ont., I'd been caddying for more than a decade. I first worked for Bob Dickson, the 1967 U.S. and British Amateur champion, before moving to the 1975 and 1976 Canadian Amateur champion Jim Nelford. I'd been inside the ropes at a tournament in Cincinnati when Dickson had played with native Ohioan Jack Nicklaus. I'd been invited to dinner with 1970 and 1976 PGA Championship winner Dave Stockton. I'd seen the best golf had to offer from the best seat in the game. I craved more.

The opportunity arrived when the Labatt Brewing Company sponsored a rethinking of the Canadian PGA Championship. Invitations went to select American pros – and I mean “select” – in an attempt to generate more interest in the event. Lanny Wadkins, the 1977 PGA Championship winner, won the maiden event in 1978 at the Shaughnessy Golf and Country Club in Vancouver, where the field included Arnold Palmer. I didn't caddy that year, but I did caddy in 1979 for Nelford at the National. I also caddied for him in 1981 at the Westmount Golf and Country Club in Kitchener, Ontario. Nelford was a big name in Canadian golf, and he was always in featured groups. He'd talked up the

Canadian PGA at the National to me for a while. After becoming a professional he wanted to win his national pro championship.

My caddying juices flowed when I saw that Nelford would play with Lee Trevino at the National in the first couple of rounds. In one of those rounds the Merry Mex posted a four-under-par 67, still the competitive course record. The National was playing much harder in 1979 than today, and it's plenty difficult now. In the end Trevino shot a three-over-par 287 to win. Got that? Three over. And he started with a putt for birdie of 15 inches that horseshoed around the hole and stayed on the lip. His reaction

contained too many four-letter words to be reprinted. Suffice it to say that Trevino was fired up.

Trevino put on a show while making birdies on the last four holes to set the course record. He cut a shot in over the water left of the 15th green, near the hole. Who starts a shot over water? Trevino, that's who. He drilled his approach into the hill short of the raised 16th green to kill the ball's speed so that he could get near a front pin. Perfect. He hit high shots into the elevated 16th and 17th greens, and the high shot was never his favourite. But he hit two beauties.

These days Trevino doesn't remember his artful shots. He does remember that the National was penal in the extreme and the CPGA Championship was hard fought. “I'd won two Canadian Opens at Glen Abbey [in 1977 and 1979] and the National's owner [Gil Blechman, a major partner] wanted one thing more than anything,” Trevino recalled from his home in Dallas. “He wanted to make sure the National was harder than Glen Abbey. He got his wish.”

Tom Watson, who holed a greenside bunker shot on the last hole to knock Nelford out of third place, also recalled the National's difficulty. “As I recall, most of the greens sloped from back to front,” Watson said, and his distaste for that was apparent in his voice. Wadkins remembers that the National was “very demanding, with hardly any room for error.” The tournament felt like a big championship. The crowds were sizable, and vocal. I remember a nearly-impossible shot Nelford played in the third round from the bunker on the left side of the par-five 12th hole, some 30 yards short of a stream that crossed in front of the green.

Nelford picked the shot crisply, taking hardly a grain of sand. The ball landed a few feet from the hole, which was cut on a small shelf at the back centre of the green, and spun out within a few inches. My father was following, and I heard his excited voice. “Go Jimmy,” he said. “What a shot.”

Two years later, at Westmount for the CPGA Championship, Nelford was in a threesome on Saturday that included Moe Norman. The eccentric wizard hit his tee shot on the par-five first hole before Nelford's ball hit the ground. Norman hit the shot on a string. What else was new? The crowd laughed. “See, that's how it's been all my life,” Moe said. “Other players hit good shots and the crowd cheers. I hit a good shot and they laugh. Nobody claps. It's been that way all my life. I don't know what it is. For years I've been Canada's laughing stock in golf. Eddie Shack in hockey and me in golf.”

What a treat it was to watch Moe play tricks with the golf ball while finishing fourth at Westmount, as Ray Floyd won. I'd been fascinated with Moe since I was a kid, and being inside the ropes with him only deepened my interest. Moe's favourite song was Frank Sinatra's “My Way.” My way to get into the game and write about it was to caddy. The Canadian PGA Championship gave me that opportunity.

Lorne Rubenstein is the golf columnist with the Globe and Mail and a member of the Canadian Golf Hall of Fame.



>> GEORGE KNUDSON AND AL BALDING

PGA Championship of Canada returns with new format

By Robert Thompson

It may have disappeared for a few years, but the PGA Championship of Canada is back with a new life, a new format and a new five-year sponsor.

The former Canadian PGA Championship, which ended in 2005 when a sponsor could not be found following a lengthy relationship with the Nationwide Tour, was relaunched in June with an event at Cottonwood Golf and Country Club in Calgary. Sixty-four of the Canadian PGA's best, based on the organization's new Player Rankings list, teed it up in a match play format over four days. Mr. Lube has entered into a five-year agreement to be the title sponsor of the event, which has a \$100,000 purse, and TaylorMade is involved as the tournament's presenting sponsor.

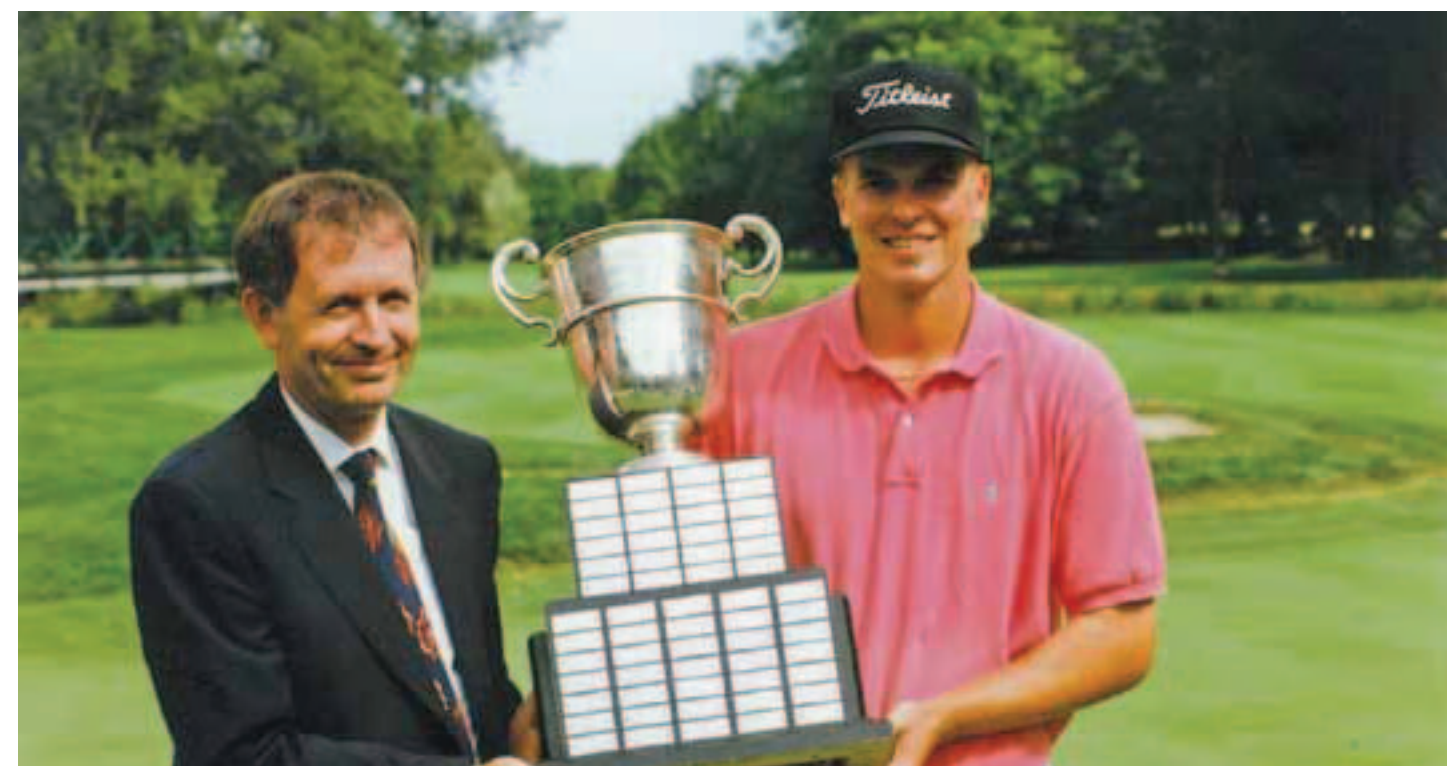
“The PGA Championship of Canada has a great connection and history with the game of golf in Canada, going right back to the first tournament in 1912,” says Gary Bernard, executive director of the Canadian PGA. “We investigated numerous ideas to bring the tournament back and have found one that we feel is in the best interests of the Canadian PGA and fits our mandate. To be able to recreate this event during our centennial year is really significant for golf in this country and for our membership right across Canada.”

Past winners of the event includes a who's who of Canadian professional golf, starting in the early days of the championship with David Black winning it four times, while later tournaments saw Al Balding, Stan Leonard, Moe Norman and George Knudson take the title. Not surprisingly, the four brackets for the match play event will be named after four of Canada's all-time greats: Norman, Balding, Knudson and Leonard.

“We feel it's a fitting tribute to some of our incredible past champions,” says Jeff Dykeman, director of business development and Brand for the Canadian PGA. “Players are already talking about how excited they are to have a chance to put their name on the P.D. Ross trophy.”

In recent years the Canadian PGA has not had a single tournament where all of its professionals – regardless of classification – could compete.

“All of our other National Championships have an eligibility criteria based on membership classification, job title, age or gender,” Dykeman says. “The PGA Championship of Canada will be our first event in a long time where the field is made up of all Canadian PGA members with no barriers for eligibility – just the best of the best.”



>> CANADIAN PGA CHAMPIONSHIP WINNER, AND FUTURE PGA TOUR STAR STEVE STRICKER IN 1993

The “Open” and “Closed” CPGA Championship of the 1940s

By Garry McKay

It is probable that very few of today's generation of Canadian PGA professionals know their organization used to have its own PGA Tour event. For two years in the mid-1940s the Canadian PGA ran both an “open” Canadian PGA Championship and a “closed” event that was restricted to its members.

The CPGA Open championship was part of the nascent PGA Tour in 1945, when it was held in Montreal (the following year it moved to Winnipeg). Both tournaments had two names; according to newspaper reports of the time they were individually called the Montreal Open and the Winnipeg Open, and collectively the CPGA Open Championship.

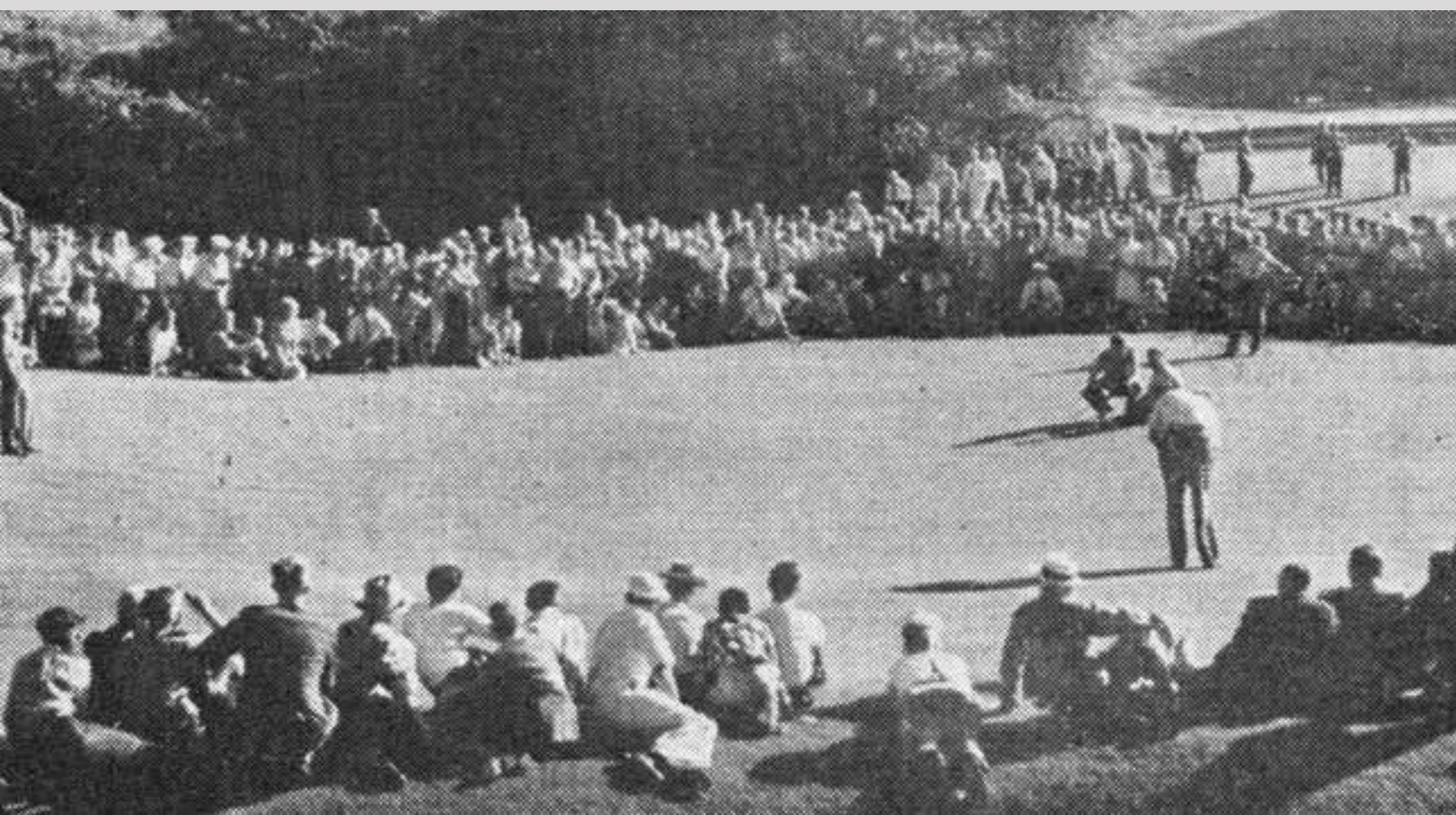
The tournaments were won by two of the biggest stars of the era. Byron Nelson won in 1945 as part of his 11 straight victories that season, a PGA Tour record that will likely never be broken. He fired rounds of 63-68-69-68 for a 20-under par total of 260 at Islesmere Country Club to win the tournament by 10 strokes over Jug McSpaden.

Ben Hogan captured the event in 1946, the only other year it was played.

Nelson's streak ended with his win in the Canadian Open at the Thornhill Golf and Country Club in Toronto. In 2005, on the 60th anniversary of his streak of winning 11 in a row, Nelson spoke with a number of Canadian reporters via conference call and noted how proud he was to have won both the Canadian Open and the Canadian PGA Championship as part of his streak.

Garry McKay is the president of the Golf Journalists Association of Canada.

>> BYRON NELSON AT THORNHILL GOLF CLUB



>> BYRON NELSON [LEFT] IS PRESENTED WITH THE SEAGRAM GOLD CUP BY ROWDE SEAGRAM FOR WINNING 1945 CANADIAN OPEN CHAMPIONSHIP

Senior Circuit

Canadian PGA's title tournament for game's veterans mounts a comeback with a new sponsor, Mr. Lube

By Robert Thompson

Under intense heat last summer at Rattlesnake Point Golf Club in Milton, Ont., Jim Rutledge tipped it up in the final round of the Canadian PGA Seniors' Championship alongside two of the best Canada has ever produced.

Rutledge, making his debut in the event after playing a mix of Canadian, Nationwide and PGA tours over the previous three decades, walked to the first tee alongside Kelowna's Dave Barr, twice a winner on the PGA Tour with another victory on the Champions Tour and the 2007 Canadian PGA Seniors champ, and Rod Spittle, two-time winner of the Canadian Amateur, who was in the midst of a successful stint on the Champions Tour.

Our involvement with the Canadian PGA and golf allows us to give back to an important cause - Stuart Suls, president of Mr. Lube Canada

Rutledge recognized he was playing in an exceptional group and in an event with a remarkable history. “I really just wanted to get my name on that trophy,” he says. “The reason I wanted to play the tournament was to challenge guys that I'd played throughout my career.”

Rutledge eventually prevailed, in turn taking his place alongside many of the greats of Canadian golf. “I knew the history of it, about the guys that played in it like Al Balding and Stan Leonard and Bob Panasik.”

In winning the event, Rutledge cemented his own place in Canadian golf history, with his 17-under score for three rounds setting a new benchmark. And as the only regular national event aimed at professional men over the age of 50, the tournament, and its new sponsor Mr. Lube have captured the imagination of an increasingly competitive group of golfers.

“I was really pleased to be able to come and play,” says Spittle, who would capture the AT&T Championship on the Champions Tour last October. Spittle might not be able to make it to King's Riding Golf Club in King City, Ont. for this year's event due to a scheduling conflict, but he's trying hard to find a way to make it work. That's a testament to the legacy of the event, which started in 1938 and has included winners like Moe Norman, who won it a staggering seven times in a row; Vancouver's Stan Leonard, a member of the Canadian Golf Hall of Fame with three wins on the PGA

Tour; and the ageless Al Balding, who shot three consecutive rounds of 70 at the age of 76 to take the 2000 title. Perhaps more incredibly, two years later in the tournament, Balding would shoot 66, a full 12 strokes less than his age, a result still considered a professional golf record.

The involvement of Mr. Lube as presenting sponsor for the event starting in 2010 was central to the Canadian PGA Seniors Championship continuing as one of the most significant golf tournaments in Canada. As part of Mr. Lube's commitment, the auto maintenance company created the Mr. Lube Tournament for Life Pro-Am with money going to support prostate cancer in Canada. Mr. Lube has also joined as a title sponsor for the PGA Championship of Canada.

“Our involvement with the Canadian PGA and golf allows us to give back to an important cause,” says Stuart Suls, president of Mr. Lube Canada. “We think we're well on the way to having the event recognized as one of the great professional golf tournaments and pro-ams in Canada.”

>> JIM RUTLEDGE 2010 CANADIAN PGA SENIORS CHAMPION



FOR ONCE, HITTING 100 IS A MONUMENTAL ACHIEVEMENT.

Congratulations to all of the CPGA professionals who have grown the game over the past 100 years. We value all your hard work, dedication and commitment.

Two Unique Championship Experiences.



Ontario's First Championship Short Course
Voted the Best New Course in Ontario, 2010
turnberrygolf.ca 905.500.GOLF (4653)



Voted the #1 public golf course in the GTA
Voted the Best New Course in Ontario, 2004
eaglesnestgolf.com 905.653.GOLF (4653)

FLETCHER

The Canadian PGA has been the cornerstone of golf development in Canada for 100 years. We at Fletcher have had the privilege to be a part of this history for the past 45 years. We continue to support the Canadian PGA and look forward to the next 100!

Happy Birthday!

A | U | R

 sunice.

STORMPACK

 ADAMSGOLF™

Ben Hogan

Sport Haley





quagmire kids

Quagmire golf

colorfusion



THE ROYAL ASHBURN GOLF CLUB
CANADA

Congratulations to the CPGA on
**a century of excellence
in golf leadership**

We celebrate with you.

The quintessential golf experience awaits you at Royal Ashburn Golf Club. Ranked one of the top 50 courses in Canada, Royal Ashburn has established an enviable reputation as one of the finest golf facilities in the country. Once you have seen this pristine championship 18 hole course, you will gladly surrender to the fun and challenge offered to all golfers.

The Royal Ashburn Golf Club
995 Myrtle Road West
Ashburn, On
905.686.1121
royalashburngolfclub.com



With CPGA
you have privileges

PREFERRED GROUP RATES FOR YOUR HOME
AND AUTO INSURANCE ARE JUST THE BEGINNING

Thanks to The Personal and your organization, you have access to home and auto group insurance. Take advantage of your benefit.

Call or click
1-888-476-8737
thepersonal.com/cpga

Certain conditions apply. Auto insurance is not available in Manitoba, Saskatchewan or British Columbia due to government-run plans.
© Registered trademark of The Personal Insurance Company.



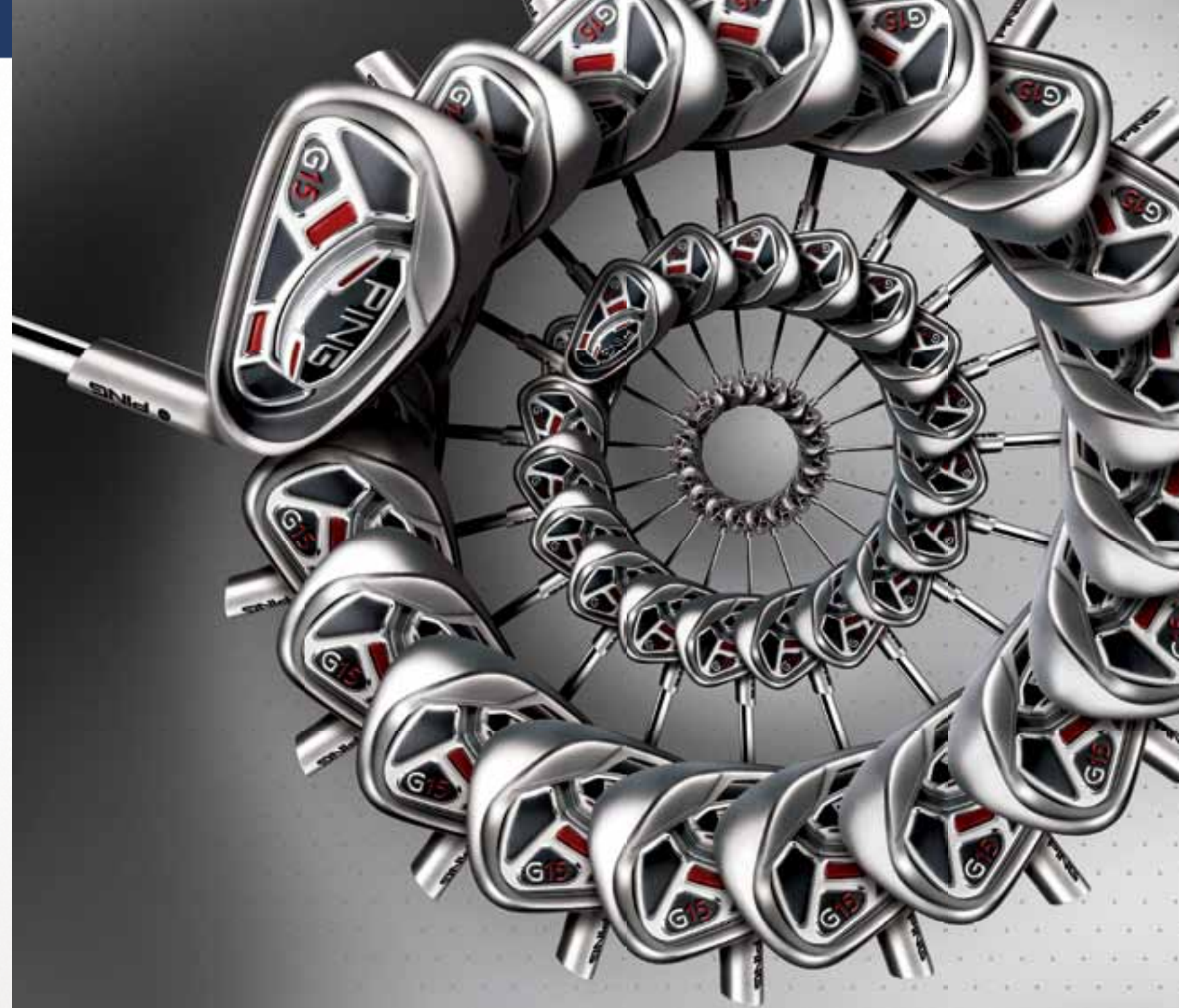
**PING salutes the dedication
of all Canadian PGA members
who have helped golfers
enjoy the game since 1911**



On behalf of our more than 1000 employees worldwide, congratulations on reaching this remarkable milestone. We appreciate your commitment to helping golfers play their best.

John Solheim
PING Chairman and CEO

PING[®]
PLAY YOUR BEST[™]



HITS the **TARGET**, both gold and greens.

Once again, Golf Digest honored G15[®] irons with its prestigious "Hot List" Gold Award. The G15's award-winning technology starts with an innovative cavity design for maximum forgiveness and it continues with a wider sole that helps you hit higher-flying, longer-carrying shots. To start consistently hitting your mark, visit a PING[®] fitting specialist or ping.com.



PING[®]
PLAY YOUR BEST[™]

3 WAYS TO CONNECT



FREE iPhone App

✓ **FORE!**

✓ **HERE COMES
100 MORE
YEARS**

Congratulations to the Canadian PGA on 100 years of golf, from Mr. Lube – proud national partner of the PGA Championship and Seniors' Championship.

MR. LUBE®

A Lifetime In Golf

The Canadian PGA's oldest member talks hickory shafts and watching Hogan and Hagen over more than 60 years as a pro

By Robert Thompson

Bill Ogle isn't your typical Canadian PGA professional. For starters, he's been part of the organization for longer than most members have been alive – including some retired pros. And he can recall learning the game on one of Canada's first public golf courses, flying 32 missions over Germany in a Lancaster bomber and playing golf in a tournament alongside Ben Hogan.



It sounds like a lot, but then again Ogle has been a member since 1933. Now 97, Ogle lives with Evelyn, his wife of 64 years, in Toronto. Though he gave up golf in his eighties, Ogle still has a passion for the game. "Ours has been a life in golf," said Evelyn, now 89. "And it has been a good life."

Canadian PGA: You came to Canada from Scotland as a teenager and settled in Toronto. How did you become involved in golf?

Ogle: I grew up next to Glen Stewart Golf Club in what is now Toronto's Beaches and I was always out looking for golf balls. Len White was the pro and he kept kicking me off the course. I think he got tired of it so finally he offered me a job in the pro shop. In those days all the pros were middle-aged men who were Scottish or English and were clubmakers. Me being Scotch, they took a liking to me. They would always take me to the Canadian Open – and I saw Walter Hagen and Gene Sarazen and Tommy Armour. All the greats of the day. The first Canadian Open I saw was when Hagen beat Percy Alliss in a playoff in 1931 at Mississauga.

Canadian PGA: What kind of work did you do for White?

Ogle: There was nothing but hickory shafts at the time and they'd get broken. My job was to sand them and wax them and fix them up. I also used to go to the pond and get balls out and repaint them and put them on a rack and sell them again. In those days Toronto was strictly Anglo-Saxon and there were no movies, or stores open on Sundays, and certainly no golf. But the courses outside of Toronto could stay open, so many of the members of my club were also members at Cedar Brook or Scarborough. So they'd have me come in to caddy for them, and that's how I started my career. Most courses at the time were private – but there were few public courses. Glen Stewart and Rouge Hills were unusual because they were both public. In those days there weren't that many young people playing golf. And when I first worked at Glen Stewart I was ashamed to get on the streetcar if I was carrying golf clubs because everyone thought I was a real 'sissy.'

Canadian PGA: George Cumming, the longtime Toronto Golf Club pro, was said to have stepped in the clubhouse only twice during his career. In his time, pros were not thought to be on the same social level as the members.

Ogle: That's right – they were the help. But at a public course we never had any of that. The pro was the head of the whole business at a public course.

Canadian PGA: You became a member of the CPGA in 1933. Was that typical for a golf professional?

Ogle: I joined before it was the PGA. It was the Toronto and District Professional Golf Alliance when I joined. It was a group of golfers from Toronto area, but we had members to Kingston and Waterloo. We had members all over Southern Ontario.

Canadian PGA: How did your career progress from those early days?

Ogle: I was at Cliffside for seven years and then I joined the Air Force and I was a navigator on Lancaster bombers. I flew 32 missions over Germany. When I was overseas on leave I'd go to some of the courses around London. I was always quite welcome there, but rubber was rationed and so all the golf balls were in quite bad shape. So I'd get my mother to send me golf balls from Canada – and I'd give a ball to different members who lent me their clubs. It was like gold to them – they hadn't seen a new golf ball in three years. I came back to Canada in 1946 and started at Cliffside for a couple of years before going to Rouge Hills. I was at Rouge Hills for 23 years. It closed in 1970 – some developer bought it. A lot of the golf courses I worked at are subdivisions now.

Canadian PGA: Did you play many tournaments?

Ogle: I played in local tournaments like the Ontario Open. I was not a bad player. I usually qualified, but that was about it. There were too many good players around Toronto. Guys like Willie Lamb and Gordie Brydson – really good players. Oh, and Al Balding. I remember seeing him out at Islington when he was an assistant pro. From then on he did pretty well. He was a great player and a great guy. All the pros I came into contact with were true gentlemen. They always looked the part and acted the part. And all the pros I met as a kid were very kind to me – very good to me.

The Canadian Way

Countries from around the world are watching the Canadian PGA

By Glenn Cundari, President, Canadian PGA

Sometimes it takes a different perspective to give you an appreciation of what is so close to home. It is a typically Canadian failing to think that we aren't leaders and that we are following others. As it turns out, at least in regards to the Canadian PGA, that isn't always the case.

This fact was emphasized last year when I attended a meeting in Orlando to make a presentation to the World PGA Alliance, a newly-formed group that represents more than 56,000 PGA Professionals throughout the world at more than 22,000 facilities. Some of the most powerful leaders in the PGA were there – namely Joe Steranka, chief executive of the PGA of America, and Sandy Jones, who holds the same position for the British PGA.



>> GLENN CUNDARI

For the presentation I brought more than just a PowerPoint; I had Steve Norris, the professor at the University of Calgary, and a world leader in applied physiology and sport science, to discuss what Canada was doing when it came to golf.

Together we talked about the country's strategy going forward in long-term player development, a key component to Canada's potential success as golf re-enters the Olympic era. The reaction to the presentation was more positive than I could have envisioned.

"This is exactly what we need to be considering," said Steranka. "This is what we should be doing." It was a significant affirmation of the role of the Canadian PGA as a leader on the world stage.

Of course, on the surface this shouldn't be a surprise. After all, Canadians have had a long love affair with golf, with current participation levels pegged at 23 percent. That's almost six million golfers, doubling the participation rate of most countries.

But it isn't sheer numbers that makes Canada impressive. Over my tenure as president, I've had the good fortune to travel throughout the world fostering relationships with other key golf organizations. It is on these excursions that I have recognized Canada has the opportunity to be a world leader when it comes to golf, with the Canadian PGA guiding the way.

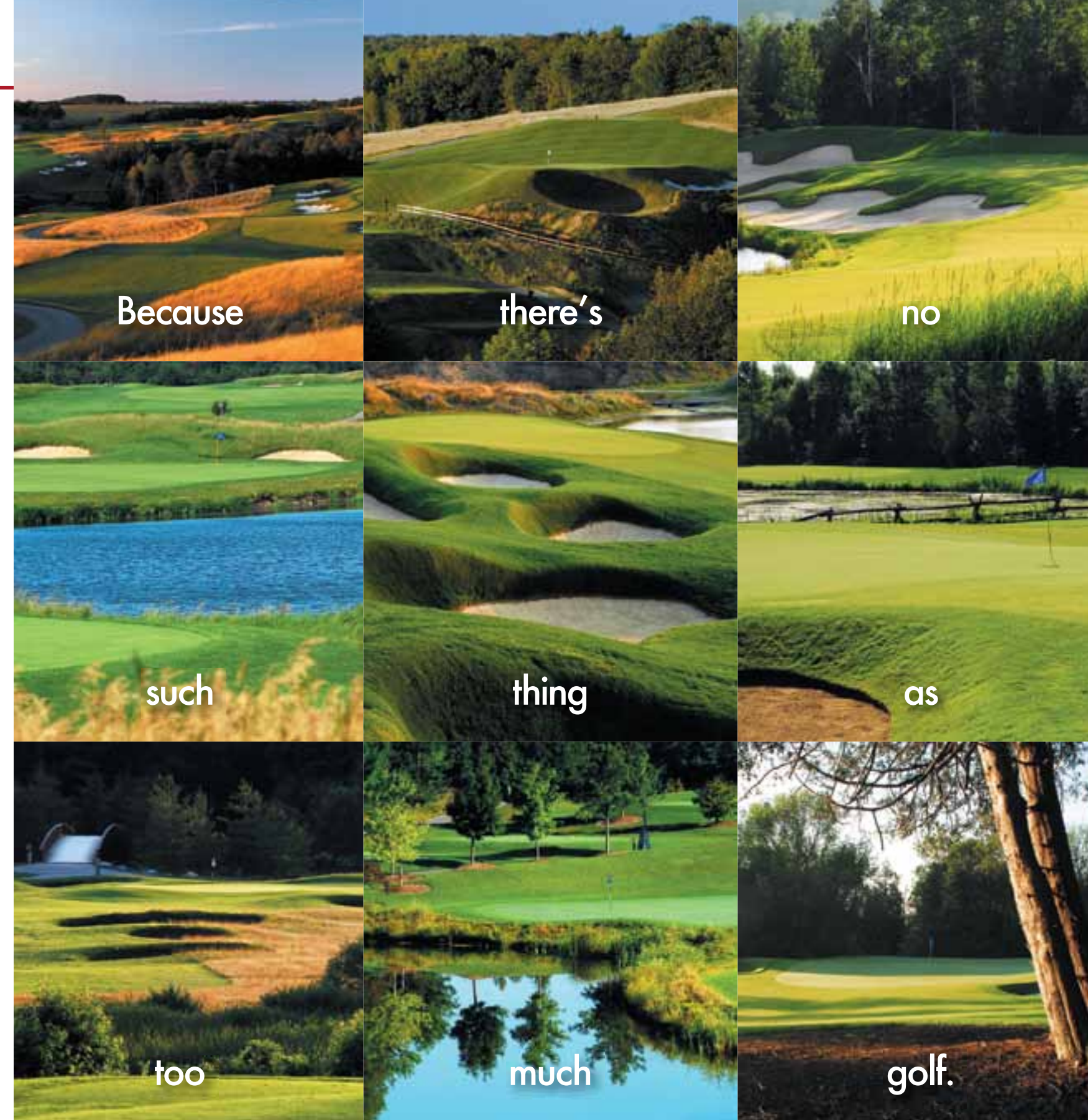
As Canadians we often humbly downplay our accomplishments. But when I've gone to Finland and discussed the relationship we've developed with Golf Canada, or gone to Portugal and talked about our interaction with the National Golf Course Owners Association, I've come to recognize these countries see Canada as creating a model that can be followed by other golfing nations. They see our significant partnerships and want to come to a greater understanding of how they too can accomplish what we've done.

Golf is a global game and as members of the World PGA Alliance we are the direct beneficiaries of these relationships with our fellow professional golf organizations. For example, the PGA of America has been a strong partner in assisting us with business development opportunities, as well as branding and their assistance in the development of PACE cannot be overlooked. Similarly we have a better PAT system, players division and national championships because of the insights from the PGA of Australia.

But it doesn't stop there. Our very close friends at the PGA of Great Britain and Ireland have supported our staff in business development opportunities that have come to fruition domestically and they have shared comprehensive documents on education that has produced strong instructor and coach training. Furthermore, we've learned a great deal from their use of technology in their PGA. Recently the PGA's of Europe allowed us to attend their version of facilitator training. As a result, our national facilitation team is more effective at what they do.

The truth is the cachet of being a member of the Canadian PGA is growing. On a trip to Sweden to represent Canada at that country's PGA awards dinner, Claes Björklund, the organization's president, approached me after seeing the CPGA patch on my blazer. He started: "Oh, I've heard about what you're doing..."

Björklund listed off an array of elements in which he felt the Canadian PGA had taken a leadership role and that his country could benefit from having a Canadian connection. It is moments like this – when world leaders in the sport are asking our golf professionals for guidance – that makes me proud to represent our country. And it is at times like these when every member of the Canadian PGA who has contributed in any way to the development of the game in this great country should take pride about what we've accomplished as well.



CLUBLINK
ONE MEMBERSHIP
more golf®

1-800-661-1818 clublink.ca

ClubLink is a proud sponsor of the CPGA's Centennial celebration. We congratulate the association and its members on 100 years of progress.

Two organizations with a great deal of heritage.

Congratulations to the Canadian PGA on their hundredth anniversary, from the inventors of the automobile.



125 years ago, we invented the automobile. Today, our passion for new ideas is as strong as ever, as we work on everything from electric drive systems to fuel cell technologies. Because 125 years from now, we still plan to be ahead of our time. www.mercedes-benz.ca



Mercedes-Benz Canada is proud to be the presenting Sponsor of the Canadian PGA Centennial Celebrations

125! years of innovation



Mercedes-Benz
The best or nothing.