

The Northern California Section is the PGA of America is proud to present it's 2008 Special Award Winners. The winners were formally recognized at the Special Awards Ceremony on Sunday, December 7, 2008 at Stockton Golf & Country Club (Stockton, Calif.).



Golf Professional of the Year*

John Abendroth, PGA

Celtic Golf Management, San Francisco, CA

John Abendroth of Celtic Golf Management in San Francisco, Calif. is this year's **Golf Professional of the Year**, one of the highest honors the Association can bestow on a working club professional whose total contributions to the game best exemplify the complete PGA Professional. This is most notably demonstrated by Abendroth's partnership in Celtic Golf Management and Hooked on Golf, his playing abilities as a former member of the PGA-Tour, his role as an accomplished golf instructor, and his oversight of numerous junior golf programs throughout the years. Through these many achievements, Abendroth has made a significant impact on player growth, development, and enjoyment.

"John has exemplified outstanding qualities of leadership, moral character, and business acumen," said NCPGA Awards Chairman Jay McDaniel. "His remarkable career and contributions to young golfers make him much deserving of this award."

As co-founder, Abendroth currently oversees Celtic Golf Management and the two golf courses the company owns—Franklin Canyon Golf Course in Hercules, Calif. and Plumas Pines Golf Resort in Blairsden, Calif. Golfers can experience these beautiful courses and the breadth of activities, events and merchandise they offer. His leadership spans instruction, human resources, budget process, property management, business development, marketing, liaison with cities and counties, and interfacing with members of the golfing public.

The public can hear Abendroth as he co-hosts the television and radio program "Hooked on Golf" and or read his articles on its website. As a testament to his broadcasting skills, Abendroth won the NCPGA Media Member Award in 2001.

With a long career of competitive play and contribution, Abendroth was a previous member of the PGA-Tour and continues to play in and support section competitive events. Abendroth oversees two chairity golf events for Celtic Golf Management. As a 40-year member of the Olympic Club, Abendroth is currently a member of the Board of Directors of the Olympic Club Foundation and very involved in their two golf events and in the grant process of awarding funds to local youth athletic programs. As co-founder of the Hooked on Golf Foundation, Abendroth supports high school golf programs and smaller junior golf programs. For 17 years, Abendroth was co-chairman of the San Francisco Junior Golf Championship.

Using strong business skills, Abendroth has worked with his staff to make changes in the operation to enhance the golfing experience while running a cost-effective business that also addresses a more efficient use of natural resources.



Teacher of the Year*

Katherine Marren, PGA
Golf Club at Quail Lodge, Carmel, CA

Katherine Marren of Pebble Beach Golf Academy in Pebble Beach, Calif. has been named **Teacher of the Year**. She is recognized for her successful role as a golf instructor, whose personal mission is to make a difference in her own community. Her efforts have had a positive impact on the training options and skills development for thousands of students over the years.

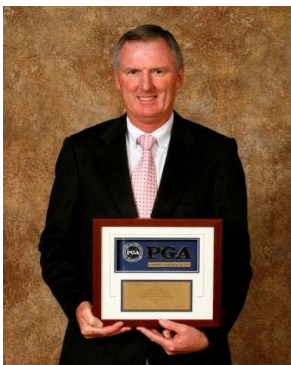
Marren has enjoyed teaching at the Pebble Beach Resorts for 15 of the 23 years she has been in the golf business. She has been involved in many facets of teaching, program development and teacher training. She assisted in the development of the Pebble Beach Golf Academy (PBGA), from a new business needing a teaching model and philosophy into one of the top golf academies in the world offering unique and exceptional learning experiences for individual, resort and corporate guests.

“One of Northern California’s most dedicated teachers, Katherine has worked with players at all levels, including celebrity participants of the AT&T Pro-Am such as Ray Romano, Kevin James, and Glenn Campbell,” said NCPGA Awards Chairman Jay McDaniel.

Marren has seen many changes at Pebble Beach and within the golf industry over the years. Getting, attracting and keeping business is harder than ever before. Marren is constantly reassessing and changing her business to adapt and grow the game. She believes she can reach her goals by offering diverse learning programs that are fun, accessible, and affordable for women, beginners and juniors. Marren understands that creating positive golf experiences for these students opens a new world for them to become dedicated players of the game.

Marren’s contributions to help educate golfers are numerous. She is currently writing a series of golf columns for the Monterey County Herald. She teaches programs and assists in teacher training at neighboring NCPGA facilities to offer expert instruction and diverse programming to its members and guests. In addition she has participated in the PGA Free Lesson Month throughout the years.

A strong player, she has participated in the NCPGA Women’s Cup Team for more than 10 years. Marren had a longstanding relationship with Golf for Women magazine. The publication listed her as Top 50 Teacher from 2000-2008. Marren also was a regular contributor, Advisor and Member of its Elite Instruction Panel.



Horton Smith Award*

Gus Jones, PGA
Martis Camp Club, Truckee, CA

Director of Golf **Gus Jones** of Montreux Golf & Country Club in Reno, Nevada will receive the **Horton Smith Award** for his outstanding service and contributions in developing and improving educational opportunities for the PGA Professional. As a result of Jones' efforts, PGA Professionals have a higher level of teaching skills to bring to their students and are on the cutting edge of the industry.

"Gus has contributed to the educational programs of the chapters throughout the years and continues to make a difference by elevating the knowledge base of our members and community," said NCPGA Awards Chairman Jay McDaniel.

Jones presented numerous educational seminars for the Northern California, Southern California and Sierra Nevada Chapters. He has served on the Sierra Nevada Chapter Board since 1996 and has served as the Education Chairman since 2006. During this period he has developed and coordinated 13 seminars for the chapters. Jones also taught one semester at the Western Nevada Community College on the business of golf.

As the host Professional for the PGA Tour's Reno Tahoe Open, Jones has maintained a high standard of excellence - representing himself, his club and the PGA in an outstanding way. He most recently was part of the founding committee for The Langley "A Tribute to Legends," - the annual NCPGA Foundation fundraiser.



Bill Strausbaugh Award*

Monte Koch, PGA
Chardonnay Golf Club, Napa, CA

Monte Koch of Chardonnay Golf Club in Napa, Calif. receives the **Bill Strausbaugh Award** for his leadership, mentoring and charitable involvement. Koch's commitment to these endeavors has improved the community, the game of golf, and the careers of PGA Professionals. Koch is a role model to young golfers, who are the future of the game and their communities, by demonstrating that they can make a positive impact through fundraisers and other community involvement activities.

Since being elected to membership in 1997, Koch has consistently displayed passion and persistence in his involvement with the NCPGA Section. He has served on the Section's Membership Committee, Finance Committee, By-Laws Committee, Board of Control/Inquiry and Growth of the Game Committee thus leading by example and showing others in the Section that it is possible to be an involved member of the Section and Association. In the process of leading in the development of the Section's Apprentice Mentoring Committee, Koch published articles for Section periodicals and spoke at Section events on the subject of Mentoring. He also encouraged new PGM graduates and Level One/Level Two PGM Apprentices to develop themselves further through volunteerism and leadership as grassroots "leaders".

Koch's community involvement activities are numerous. He has taught free "Link Up 2 Golf" clinics for juniors for a 4-H Club in Napa County. More than 75 percent of the participants were new to golf. Koch also served on the Tournament Committee for the Napa Chamber of Commerce. The event successfully raised funds for the Chamber, as well as for several other charitable organizations in the Napa Boys & Girls Club.

His contributions have helped build the image of the game of golf, PGA Professionals and the Association. He hosted a second Play Golf America Day for the Section, stepping up to provide the site, the leadership and the

staffing at Chardonnay Golf Club earlier this year. In 2006, during his first few months at Chadonnay GC, Koch started a “Welcome to Golf” clinic and ladies league. He and Chardonnay GC developed a partnership with the local EWGA Chapter to be the Napa County “home course” for growing the game in women’s golf. To facilitate his activities and reward his contributions, in 2005 Koch was awarded a PGA Grant for junior golf education and development.



Junior Golf Leader*

Tom Morton, PGA
Haggin Oaks Golf Complex, Sacramento, CA

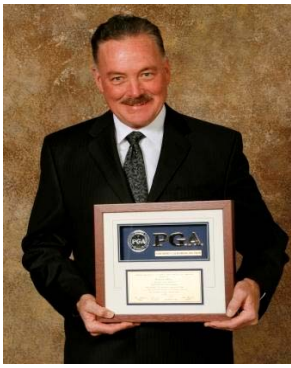
Director of Instruction **Tom Morton** of Haggin Oaks Golf Complex in Sacramento, Calif., was named the Junior Golf Leader for his integrity, leadership and contributions to junior golf programs.

“Being named a Top 50 Kids Teacher in America the past two years reflects Morton’s integrity and contributions to junior golf,” said NCPGA Awards Chairman Jay McDaniel. “It is through his efforts and passion that thousands of young people have been exposed to and enjoyed the game of golf.”

At Haggin Oaks and Bing Maloney Golf Course, Morton oversees all of the Junior Golf operations. Each year, the golf clubs have more than 50 junior programs and camps including Little Linkers, The First Tee, Disabled Sports USA, The California Eagles Special Olympics, and The Latino Junior Golf program. More than 750 kids participate in these programs annually. Morton oversees the creation, curricula, scheduling as well as some coaching. Parents can contact Haggin Oaks to learn more about these valuable programs and how to register their children.

Within the community, Morton serves on the Board of Directors for The First Tee of Greater Sacramento and is the Chairperson for the Program Committee. In this role, he oversees the creation of the Chapter-wide curriculum for all of the programs offered under The First Tee network to ensure consistency and quality operation. Morton also helps with multiple fundraising efforts with The First Tee and hosts one that raises money for “golferships” that are given to underserved youth to promote core values and life skills.

Morton served as the Section’s Junior Golf Chairman for four years and was instrumental in helping create the Section’s 10-year plan for junior golf. His philosophy is that “golf is a tool to help juniors become better people and citizens.”



Growth of the Game Award (AKA President's Plaque)*

Barney Bell, PGA

Washoe County Golf Course, Reno, NV

Director of Golf **Barney Bell** of Washoe County Golf Club in Reno, Nevada, is being honored with the **2008 Growth of the Game** award for his involvement and significant leadership contributions to "Play Golf America" and growing the game of golf. This award, also known at the National Level as "The President's Plaque," recognizes individual PGA Professionals for their extraordinary and exemplary contributions and achievements in the area of Player Development, the Professional's growth of the game leadership commitment at the Section and National levels, plus the impact made at his/her own facility.

"Bell brings an impressive amount of dedication and enthusiasm to the Growth of the Game initiative," said NCPGA Awards Chairman Jay McDaniel. "As a result, he has seen a measurable impact on the number of new golfers at Washoe County Golf Club."

Through his Play Golf America program, Bell has received rave reviews. The golfing public can participate in any of these Play Golf America events offered at Washoe County Golf Club and courses through out the Northern California PGA Section. There is always something new and exciting on the calendar to appeal to families and players at all ability levels and ages. These include four Family Golf Days, Father's/Mother's/Grandparent's Day Specials, Bring Your Kids to the Range Day, Patriot Golf Day, four Free Lesson Days, and four Demo Days.

Bell has been a member of the SNCPGA Board of Directors for many years. At the inception of the Play Golf America program, Bell took the lead for the Sierra Nevada Chapter of the NCPGA. He has attended and conducted a number of "Growth of the Game" seminars to promote the concept to local Chapter Professionals and golf-related organizations. He has also led by example by creating a very successful program at his home course in Reno.



Merchandiser of the Year-Resort*

Randy Fox, PGA

Edgewood Tahoe Golf Course, Stateline, NV

At Edgewood Tahoe, Fox and his team attend merchandize shows and seminars to get ahead of the latest trends. That helps with planning for styles, quantities and colors for the upcoming season so that shoppers always have the best selection available to them. Fox purchases some items like hats, towels, tee shirts, ball marks and divot tools that will last a few seasons in bulk quantities to lower costs for the consumer. As the fall approaches, Fox gradually adds sale merchandise to prepare for the next season. Finally, having a staff that understands the products provides a better shopping experience for consumers.

Fox spends 25 percent of his time in the merchandising area of Edgewood, changing displays every two weeks. Approximately 20,000 rounds of golf are played each year at Tahoe Edgewood GC.



Merchandiser of the Year-Private*

David Plotnik, PGA
Round Hill Country Club, Alamo, CA

As the Head Golf Professional, Plotnik is always in the “merchandising” mode. Whether it’s working with a member, guest or just moving through the golf shop, Plotnik tries to see the shop and its displays “from the eyes of the customer.”

Plotnik dedicates an estimated 55 percent of his time per week to the golf shop sales and merchandising. Displays are rotated weekly to maintain a sense of freshness in the eyes of members and guests, who play nearly 42,000 rounds of golf each year at the facility. The staff also works hard to incorporate the seasons and holiday themes into the décor.

Plotnik altered the Golf Shop Merchandising in many significant ways. First, he sought to take advantage of the Club’s full service amenities including a championship pool, a fitness center and tennis facilities. While 500 of the 1,200 Club’s memberships are golf, the remaining members regularly use one or more of the other amenities. Thus Round Hill CC now offers fitness and swim-related apparel to its members.



Merchandiser of the Year - Public*

Dennis Tuhn, PGA
San Jose Municipal Golf Course, San Jose, CA

Tuhn believes that to be successful in merchandising, the facility as a whole must build relationships with its clientele. This goes beyond recognizing a person’s face and knowing their name, but rather knowing their likes and dislikes. In the nearly nine years Tuhn has been at San Jose Muni, he personally knows hundreds of customers by name and is confident that they are not going to purchase golf merchandise anywhere else because they have come to value the exceptionally high level of service provided. In fact, Tuhn has customers from previous facilities where he worked who come to him at San Jose Muni to purchase all of their golf equipment because of the time he took to build a relationship with them.

Tuhn spends approximately 60 percent of his time in the merchandising area of the facility and changes displays on a bi-weekly basis. Approximately 90,000 rounds are played each year at San Jose Municipal.



Club Fitter of the Year

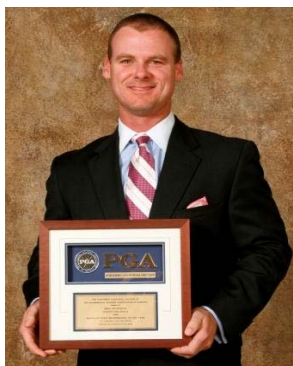
David Stockly, PGA
Haggin Oaks Golf Complex, Sacramento, CA

David Stockly of Haggin Oaks Golf Complex in Sacramento, Calif. has garnered the **Club Fitter of the Year Award** for his ability to properly fit golfers with the right equipment. His expertise helps the golfing public make the right choice in equipment, which can lead to better performance on the course, and a higher enjoyment of the game.

“The management at Haggin Oaks agree that they are a better fitting team due to David’s experience and ability to teach and share is knowledge,” said NCPGA Awards Chairman Jay McDaniel. “He matches a customer’s goals to his club fitting recommendations that take advantage of state of the art equipment and facilities.”

Stockly has attended training classes and has received certificates as a certified/trained fitter from Ping, Tour Edge, Adams Golf, Titleist, Taylor Made, Wilson, Cobra, Nike Golf and Mizuno. He is a high level Ping Staff Member and he helped Haggin Oaks to be recognized as the National Fitter of the Year in 2006. He also has been trained by TrackMan, Vector Launch Monitors and the S.A.M. Putt Lab.

Working out of the Player Performance Studio, an indoor to outdoor 3-bay studio housing the latest fitting technology in golf, Stockly has become one of the best fitters utilizing the TrackMan Launch Monitor, Vector Pro Launch Monitor, Ping N’Flight Software, the S.A.M. Putt Lab Fitting System, and two Mitchell Loft & Lie machines. Using this state-of-the-art facility Stockly gives every customer an incredible experience, one that rivals a tour player fitting experience. He was a part of the team who created the company’s fitting processes and procedures, which includes, but is not limited to: the step by step fitting process manual and training for new fitters. Stockly averages 2 to 3 fittings per day, which translates to more than 700 club fittings per year. As a result, the golfing community is playing at a higher level with the right equipment in hand.



Assistant Golf Professional of the Year

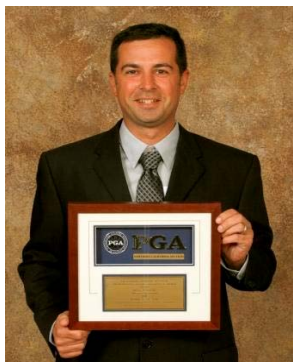
Eric Goettsch, PGA
Tehama Golf Club, Carmel, CA

Eric Goettsch, Assistant Golf Professional at Tehama Golf Club in Carmel, Calif., is named **Assistant Golf Professional of the Year** for his leadership roles within the NCPGA Assistant/Apprentice Division.

“Eric is emerging as a young leader through his contributions to the Assistant/Apprentice Division and should have a successful career as a PGA Professional,” said NCPGA Awards Chairman Jay McDaniel.

Goettsch has contributed to the betterment of the NCPGA and the Assistant/Apprentice Association by serving in leadership positions including his current position as President and Tournament Coordinator. In conjunction with his colleagues, Goettsch has coordinated PGM seminars at five Assistant/Apprentice Tournaments.

New golfers in particular can benefit from Goettsch’s instruction. Coupled with his duties as Assistant Professional at Tehama Golf Club, much of Goettsch’s time is devoted to Assistant/Apprentice Division Tournament planning and operation as well as sponsor acquisition for the tournaments and education programs. In addition, Goettsch was honored with the NCPGA Assistant Player of the Year Award in 2007.



Player of the Year
Jason Schmuhl, PGA
Windsor Golf Club, Windsor, CA

Jason Schmuhl earned the title of Northern California PGA Player of Year ending his six event tournament season with a total of 860.50 points. Schmuhl finished first in four events including the NCPGA Pro-Scratch, Senior/Junior Championship, Northern California PGA Professional Championship, and Northern California PGA McGladrey Team Championship. His win at the NCPGA Professional Championship earned him the title of Stroke Play Champion and a berth in the 42nd PGA Professional National Championship in 2009 at Santa Ana. For the second year in a row, Schmuhl captured the NCPGA McGladrey Team Championship leading his amateur teammates to compete at Pinehurst Resort, placing second in 2008 and third in 2009. Schmuhl is also the top Section purse money winner in 2008.



Senior Player of the Year
Michael Cook, PGA
Mountain Springs G&CC, Sonora, CA

For the third consecutive year, Michael Cook captured the NCPGA Senior Division Player of the Year title after ending his 12 event tournament season with a total of 186.00 points. Cook finished first in three Senior Division events, including the Senior Pro-Pro 1 and 7, claiming the Senior Division Match Play Championship title, and

was runner-up in the NCPGA Match Play Championship.



Assistant Player of the Year

Philip Dawson, PGA Apprentice
Callaway Golf, Shingle Springs, CA

PGA Apprentice Philip Dawson of Cameron Park Country Club finished the Assistant Apprentice tournament season with a total of 864.83 earning him the title of NCPGA Assistant Apprentice Player of the Year. Dawson finished first in two Assistant Apprentice events and tied for first in the Assistant Apprentice Medal Play Series 3.



Sports Media Person of the Year

David Marzetti
KION 1460 AM Radio, Carmel, CA

David Marzetti of 1460 AM KION Radio in Monterey, Calif. for its **Sports Media Person of the Year Award**. With his “SHAGBAG Golf Show” and support of local tournaments and events, Marzetti has been an ardent supporter of Nor Cal golf for almost two decades. Through his work, he has become a respected voice among the golfing public, who make up his listening audience.

“We truly appreciate the dedication, promotion and education David has brought to the Northern California golf scene,” said NCPGA Awards Chairman Jay McDaniel.

Marzetti is among 17 recipients of the NCPGA’s 2008 Annual Section Awards. Section awards are given to PGA Professionals and industry leaders who have excelled in the game and business of golf. The NCPGA will recognize its 2008 Annual Section Award Winners on Sunday, December 7 at the NCPGA Special Awards Ceremony & President’s Dinner at the Stockton Golf & Country Club in Stockton, Calif. This event, a highlight for the year, will be held the evening prior to the NCPGA Annual Meeting. There are more than 300 golf professionals and industry leaders expected to attend.

Marzetti has been a promoter of Nor Cal golf for more than 18 years in the Monterey market. Through his own time and energy, he designed and developed a weekly one-hour golf talk show that has aired for more than five years on 1460 AM KION. The show, The SHAGBAG of Golf, is a big supporter of local golf, the people behind it and involved with it. Marzetti devotes almost the entire show to educating listeners about Nor Cal golf events and activities, including charity events, fundraisers, and tournaments. As part of his show, Marzetti features and

interviews a “who’s who” of Monterey and Nor Cal golf – promoting the game, rules, Q&A, teaching tips, and more to help the golfing public better understand the game.

While Program Director of KOCN 105 FM from 1990-2002, as a service to his listeners, Marzetti presented a weekly on-air “Golf Tip and Talk” with local PGA Head Professionals. Since 2003, he expanded the short featurette to a full 60-minute show concentrating on the game of golf and called it the “SHAGBAG Golf Show.” The show is unique in that it is broadcast live via remote from the Del Monte Golf Course each Saturday morning at 9 a.m.

Since 1990, Marzetti has helped promote hundreds of golf tournaments and events. Giving them valuable free airtime, experienced direction, and offering his professional emcee expertise to the after-golf banquets and dinners. Due to his countless, selfless hours of dedication to the local golf scene, Marzetti was awarded a proclamation from Mayor of Monterey Dan Albert. He has also been a mainstay on the scene at the Pebble Beach AT&T – interviewing celebrities, PGA Professionals, amateurs, workers, volunteers and company executives. He has helped promote the First Tee program, and has at his own cost, conducted live broadcasts from First Tee events to further promote their efforts.



Co-Sales Representative of the Year

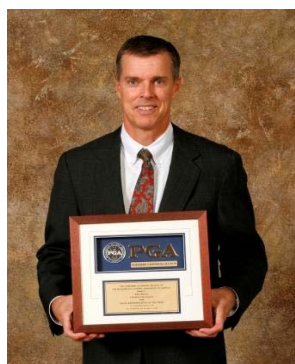
Darren McCray

Nike Golf, Vacaville, CA

In the golf business for approximately 20 years, McCray was born and raised in Northern California and has been active with NCPGA programming for many years. He has supported Junior Golf tournaments and served as a sponsor and a volunteer for various activities and events.

As a representative for Nike Golf, McCray regularly submits ideas for education topics and seminars that will benefit the membership and their learning opportunities. McCray recently took a leadership role in “Growth of the Game” programs. A former Junior Golfer, he supports Junior Golf programs and other NCPGA tournaments by donating products and on-site instruction.

Most importantly McCray values the relationship between the PGA Golf Professional and its consumer. He strives to lead in this category by implementing creative programming and incentive packages for the PGA Professional to take part and enjoy.



Co-Sales Representative of the Year

Ted Bacci
Titleist/Cobra, Napa, CA

With Acushnet Golf the past 13 years, Bacci has managed the North Bay territory since 2000 and is based in Napa, Calif. Bacci provides quality service to roughly 55 full line Titleist staff members and 6 Cobra staff members in his territory, to ensure that they are equipped with the product knowledge to help the golfing public who are looking to purchase new equipment.

Bacci personally contributes product and support to several programs hosted by NCPGA professionals to benefit their member, junior and club events. He has also personally supported Section "Growth of the Game" events including several local golf festivals/demo days and the recent "Play Golf America Day" at the Chardonnay Golf Club in Napa, CA.

Bacci has been a strong supporter of Section education, including the creation of training seminars using the Titleist FittingWorks system. Bacci has engaged the services of successful fitters to co-host these training days at his own expense in the Section to further the clubfitting skills/education of local PGA Members and Apprentices. Bacci is also a strong supporter of the Section Tournament Programs. As part of his service program he ensures his full line staff members, plus more than 150 Assistant/Apprentice Golf Professionals have the golf equipment they need to compete in Section tournaments.



**PGA of America Public
Merchandiser of the Year**

Mike Woods, PGA
Haggin Oaks Golf Complex, Sacramento, CA

Mike Woods, who has spent his entire career at Haggin Oaks Golf Complex in Sacramento, Calif., is the second individual of the Northern California PGA Section to be named a PGA Merchandiser of the Year. His award also marks the third time a PGA Professional from Haggin Oaks Golf Club has been so honored, following Ken Morton Sr., the award winner in 1990 and 1998.

Haggin Oaks is a municipal facility boasting two championship golf courses, a world-class teaching facility with more than 15 golf professionals, more than 10 different junior, senior, group and private programs and a 100 stall, lighted practice range that includes five practice greens and two bunkers.

The facility employed 14 PGA Professionals in 2007, with each focused on player development, club fitting, club sales and golf instruction. The Haggin Oaks Golf Super Shop, first built in 1997, spent nearly \$500,000 in 2007 to upgrade the golf shop, doubling in size to nearly 15,000 square feet.

Woods, 39, manages a staff that hosts the Haggin Oaks Golf Expo – America's Largest Demo Day, which was founded 33 years ago. The event attracted 17,000 visitors in 2007 and more than 100 vendors. The Haggin Oaks Golf Expo was cited by GolfWorld, Golf Digest and Golf Range magazines as the best golf promotion in the country.

Woods manages a 90-member retail employee unit, spending half his time managing the retail department. Woods' merchandising philosophy carries on a successful tradition at Haggin Oaks: "We create genuine enthusiasm by exceeding service expectations for each and every guest."

A native of San Rafael, Calif. and a graduate of California State University – Sacramento, Woods joined Haggin Oaks in 1993 as an apprentice. He was elected to PGA membership in 1997, when he was named PGA head professional.