

PGM Links



October 31, 2009

Linking NC State PGM to the Golf Industry

Volume 1, Issue 9

NC State Professional Golf Management ♦ Parks, Recreation & Tourism Management ♦ College of Natural Resources
♦ North Carolina State University ♦



Special Points of Interest

**November 15—
Professional Growth &
Development Meeting**

**November 20-22—WPGM
(Women in Professional
Golf Management
Conference**

**December 5 & 6—Level I
Checkpoint**

**December 9-17 - Final
Exams**

**December 19—Fall
Graduation**

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An On-Course Education by D'Lyn Ford

Ask golfers about NC State’s new Lonnie Poole Golf Course and they’ll share these stats: It’s an 18-hole, 7,358-yard, par 71 Arnold Palmer-designed course on Centennial Campus.

But faculty and students, including those who don’t play golf, also have designs on the golf course. They’re eager for it to grow into its role as a 250-acre outdoor classroom and living laboratory.

While the men’s and women’s golf teams practice at their long-awaited home course, more than 200 undergraduates in the turfgrass program will come here for field labs and about 20 graduate students will tend research projects. Professional Golf Management majors in one of only [19] PGA-accredited programs will gain real-world experience in the \$76 billion business of golf.

NC State’s Friday Institute, a Centennial Campus neighbor, plans to bring science

teachers and students to the Audubon-certified golf course to learn about wildlife management and environmental issues. And parks and recreation students may coax Centennial Middle School students into taking their first golf swings here.

Green Design

NC State faculty helped golf course designers transform kudzu-covered land into a championship course that fits into the natural environment. The course’s design and management are intended to be at the forefront of the move toward sustainability, says Tom Rufty, crop science professor and co-director of the Center for Turfgrass Environmental Research and Education.

“It is designed to require lower inputs of fertilizer, pesticides and water,” Rufty says. “We’ve added over 2,500 native and adapted plants. That helps establish a more sustainable system that has lower resource use and minimizes impacts on the surrounding environment.”

(cont’d page 2)



“This program is not about the game of golf, it’s about the business of golf.”
- Dr. Robb Wade

New Student Organizations Start Up this Fall by Andrew Merritt

Students are becoming more involved in the new PGM student organizations, Eagle Eyes and WPGM. The Eagle Eyes program is a new organization that was created to improve the NC State PGM website and have a newsletter come out regularly. It is made up of a team of five

student, four columnists with one columnist/photographer, who meet every two weeks to collaborate on stories and share new ideas for upcoming newsletters.

The team helps each other with research for each story and the design for each issue

Is determined. All of this could not be done without the help of Susan Colby, the student services coordinator of the PGA Golf Management program. Susan supervises all work done and even writes articles herself with the Eagle Eyes students. She leads the organization and *(cont’d page 4)*

The bunkers and rough look different. Instead of pristine white, smooth-sided traps found on other courses, bunkers here have natural jagged edges and sand stained by erosion – normal with the Piedmont’s clay soils.

Errant shots fall into a low-maintenance mix of fine fescue and wild grasses. When fully grown in, the rough will need minimal care while accenting the course’s beauty and challenging golfers.

“You don’t want any part of the rough,” Nick Dillman, an NC State alum working at the course, tells a golfer who’s about to play his first round.

Dillman knows. To earn his degree in the Professional Golf Management program, he had to pass a PGA playing test and complete 16-months of co-op work at golf courses.

In his new job at Lonnie Poole, his duties include working with golfers and helping NC State students plan golf sessions for middle school students from Centennial Campus. In high school, Dillman realized how much he enjoyed golf and decided to parlay it into a career.

“I play where I work,” he says.

After his shift, he’ll probably squeeze in a round.



Going for the Green

Having a golf course will help NC State attract PGM students like Dillman as well as top collegiate players, says Robb Wade, head of the NC State’s eight-year-old program, which has 90 students.

“For the last year and a half, we’ve started taking students out to show them the progress on the golf course,” Wade says. “As good as the local courses were to us, it wasn’t the same as having one right on campus.”

While a love of golf brings PGM students to NC State, Wade encourages them to learn about the array of related careers.

“People used to venture out onto the links wearing plaid shorts, striped shirts and golf shoes with a flap on top. Now you have to have the proper clothing, sunglasses, gloves, hat and belt.”

PGM majors can pursue jobs as tournament coordinators, demo reps for high-tech golf equipment like handheld GPS units or marketers of golf apparel to the growing number of women taking up the sport. At a PGA show in Orlando [last] March, more than half of the million feet of floor space were devoted to apparel, most of it for women, Wade says.

“People used to venture out onto the links wearing plaid shorts, striped shirts and golf shoes with a flap on top. Now you have to have the proper clothing, sunglasses, gloves, hat and belt.”

Fueled by the appeal of players like Tiger Woods, the golf industry is looking for ways to attract new players. Some courses set up areas for beginning players, show movies on the clubhouse walls during family night, host nature hikes or handing out kid-friendly plastic golf clubs and tennis balls to elementary PE teachers.

NC State [PGM student] Sarah Hunt work[ed this summer] with golf’s next generation. [Between] May [and August], she put 9,000 miles on her car, traveling with the Peggy Kirk Bell Junior Golf Tour and U.S. Kids tours of the Triad and the Triangle.

“I’ve loved every second,” says Hunt, a former junior golf competitor who enjoys working with young players. “The more experience you get, the more opportunities there are to advance in your career path.”

“Sarah’s phenomenal with kids,” Wade says. “The career prospects have shifted from 15 years ago when being a golf professional at a green grass facility was the primary career.”

Hometown Welcome

In its first few weeks of operation, the course with panoramic views of the Raleigh skyline welcomed college golfers, alumni, retirees and family groups who’ve explored the links, honed their putting on the practice green and peppered the driving range with golf balls bearing red and white stripes.

On Friday, July 31, Arnold Palmer preside[d] over the invitation-only ribbon cutting for his only university course and [gave] a private golf clinic, and on Aug. 15-16, the V Foundation [held] its Golf Classic for Cancer Research at Lonnie Poole Golf Course, a fitting host site for fans and friends of Jim Valvano.

The weekend tournament, which [was] open to the public on Sunday, Aug. 16, feature[d] celebrity golfers like NBA star Charles Barkley, 16-year-old prodigy Dakota Dowd, recording artist Meat Loaf and ESPN SportsCenter host Stuart Scott.

(cont'd page 3)

An On-Course Education — cont'd page 2

Additional Perspective—by Chelsea Richardson

As a perspective Professional Golf Management student, I walked across the still-brown grass of a developing Lonnie Poole Golf Course twice while visiting campus. It is no secret that the grandeur scene of mile-long fairways and bunkers the size of North Carolina was intimidating. At the same time, it had a great impact on my choice to make NC State my future home. I think I speak for all freshmen when I describe the difficulties of fighting the urge to try out our skills on the monster of a course.

The on-campus facility is an amazingly advantageous asset. Having such accessibility to learning and leisure boosts appeal for both NC State and the PGM program. Not only is it providing students a close place to practice, but it is also providing many with jobs.

As recently relayed by Alum Jeremy Whitehurst, Lonnie Poole is looking to eventually fill its staff with PGM students. This will create numerous opportunities for students to have hands-on experience with crucial aspects of the golf industry, such as retail and tournament operations.

We all look forward to seeing the continuous growth of Lonnie Poole Golf Course. It will, no doubt, act as a mentor for students of all ages, program affiliations, and skill levels for years to come.

References

Ford, D'Lyn. "An On-Course Education." *College of Natural Resources News Central*. NC State University, 2009. Web 30 July 2009. D'Lyn Ford, NC State News Services / photo on page 2 by Roger W. Winstead, NC State Creative Services

http://blogs.lib.ncsu.edu/cnrnews/entry/an_on_course_education.



These photos are from the **2009 Welcome Back Pack** golf tournament in August. The tournament was the first PGM tournament at the Lonnie Poole Golf Course at NC State and the first opportunity for PGM students to play the new course.



New Student Organizations—cont'd page 1

and is in charge of redesigning the website as well.

The WPGM was created to allow the girls in the PGA Golf Management program to network better with women within the golf industry.

These two new organizations will help advance the already strong student organization base in PGM. The other student organizations include PGM Ambassadors, Big Brothers / big Sisters network, and the PGM Professional Growth and Development Program.



The Eagle Eyes team works on this issue of the *PGM Links*



Members of the WPGM spent a Sunday afternoon visiting with the legendary Peggy Kirk Bell at Pine Needles Lodge and Golf Club in Pinehurst, NC

WPGM ...

“For These Women, Nothing is Out of Bounds!”

by Chelsea Richardson

With a new school year in full swing, so are the women in Professional Golf Management. At five strong, the program is currently looking at its highest number of women yet. Not only has the number reached a peak, but it is showing the golfing world just how irrelevant numbers are.

The five female students and PGM Student Services Coordinator Susan Colby recently created the Women in Professional Golf Management organization. The mission of WPGM is to promote application, participation, and awareness of women in the golf industry as well as the PGM program as a whole. All charter members hold a seat on the board of directors, with junior Lindsey Pitts acting as 2009-2010 President.

Several exciting events, sure to become Pack traditions, are already in progress. The women will travel to Pinehurst October 4th to visit Peggy Kirk Bell, former LPGA Tour member and namesake of the PKB Girls Golf Tour. Toward the end of November, NC State WPGM is scheduled to host a weekend of information sessions regarding women in the golf industry, followed by a golf outing. Invitations have been extended to students from various other PGM programs, including Clemson, Campbell, Methodist, and Eastern Kentucky. In addition, WPGM is also planning to host its own Carolina's Cup in the spring.

Needless to say, the year is sure to be both successful and action-packed. Women in Professional Golf Management are working hard to make it just that. Let's hear it for the girls!

For more information on the WPGM Conference, “Let's Hear It for the Girls!” contact Susan Colby at susan_colby@ncsu.edu.



WPGM members: Chelsea Richardson (back), Lina Luongo (left), Ivy Witherington (right) and Sara Hunt (front) at Pine Needles Lodge and Golf Club

212°—NC State PGM is on FIRE!!! *By Sara Hunt & Booker Dillard*

The PGM Program at NC State has taken on a new challenge this semester. Under the leadership of PGM Club President, Joey LeCompte, the program has set forth on the **“212-Degree Challenge.”** LeCompte was first introduced to the theory at the at the Level 2 checkpoint last spring. The theory states, “At 211 degrees water is hot, at 212 degrees water boils, the boiling water produces steam which is enough to power a locomotive. It’s all the difference in that one-degree. That one-degree of effort in business and in life, separates the good from the great.” LeCompte’s thoughts after watching the video, “I thought it was a simple way to illustrate that fact that if we all contribute at least a little bit, it will go a long way. If we all gave our best, there’s no telling what heights our program could reach. ‘And, the one extra degree of effort in business and in life...separates the good from the great!’”

LeCompte shared this video at the first Professional Growth and Development meeting of the school year. The response was great. Says LeCompte, “Dalton (Leonhardt) evidently felt that same feeling when I showed it at our first PGM meeting. He said it best when he said, ‘I’m pumped. Let’s do this.’ Motivation is a key component of any program. We have so much talent and so many great people in our program. We have the ability to be the best PGM program in the nation.”

LeCompte said it best when he stated, “Doc, Andy and Susan do so much for this program; however, they cannot make us want to be better. We must possess that want on our own. “To get what we’ve never had, we must do what we’ve never done.” It is our lives and our PGM Program, we can sit at 211 degrees and just simply get by, or we can take it to 212 degrees and try to be the best that it can be.



The Eagle Eyes team works on this issue of the PGM Links

Freshman, Chelsea Richardson, escorts a junior girls golf tournament participant to the next hole. WPGM recruiting event.



First year transfer student, Cody Crabill, listens intently to guest speaker, Chip King, at the October Professional Growth & Development meeting



Freshmen, Andrew Merritt and Zach Hamilton, enjoy the PGM tail-gate prior to an NC State football game.



Students play “group juggle” at the Big Brother / Big Sister Social.

“We Work Where We Play”

by Zach Hamilton

In this column we will feature facilities where NC State PGM students complete internships. Since NC State’s golf course is not yet complete, local courses in the Triangle area of NC have graciously allowed our students playing privileges, as well as, opportunities to learn through work experiences. Therefore, in many cases, “We Work Where We Play.” We thank all facilities throughout the United States who have worked with our students to provide them with the hands-on learning they need to be successful in the golf industry. In this issue we feature:

***McConnell Golf
Raleigh, NC***

***John P. McConnell, CEO
Christian Anastasiadis, COO***

History will forever remember a re-birth of an architectural legend’s final design as the first real launching pad of a golfing Cinderella Story ever to be written.

McConnell Golf, LLC was founded upon its fragile intentions of giving rise to golf history when acquiring Raleigh Country Club, Donald Ross’ last design, on December 1, 2003. At Raleigh Country Club, grand illusions of the past of creating the finest golfing facility in the Triangle and reality now embrace elegantly and seamlessly. The course, almost by definition, has grown to be a true championship venue; hole-for-hole and amenity for amenity. Considered as extremely “nouveau”, the course has served as spiritual sanctuary and pillar of the organization.

Stressing the historical importance of our philosophy, grand legends of design, Pete Dye and Tom Fazio were added to our portfolio of championship courses, when acquiring the Cardinal Golf & Country Club and Treyburn Country Club in 2006.

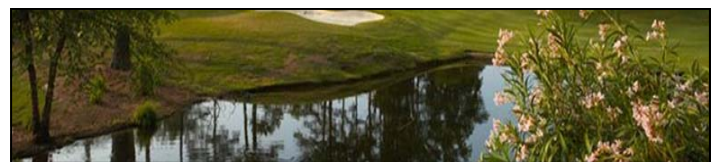
Arnold Palmer was added in 2007 with the nature inspired course, Musgrove Mill Golf Club in Clinton, SC.

McConnell Golf, LLC's grand passion for the game has now linked “Generations of Greatness”, Ross – Dye – Fazio – Palmer, to an unmatched splendor of golf in the Carolina’s, available to our membership and suited for the true golfers.

McConnell Golf, LLC now possesses all the best components of the “spirit of the game” under one roof and membership. Our bylaws are simple and unambiguous, mandating for our members to be the most passionate messenger of the game,

The NC State Professional Golf Management program is grateful to the management team and staffs of the McConnell Golf facilities in which our students have worked, for assisting our students in becoming outstanding future PGA members. We look forward to continuing our relationship for many years.

Information courtesy of the McConnell Golf website



Old North State Club

Alumni Spotlight—Jeremy Whitehurst

NC State PGM Alum, Tarboro, NC native, and water sports enthusiast, Jeremy Whitehurst began tinkering with the game of golf around the age of 10. “I always loved mini golf and I began taking the game seriously when I was 14. I played all four years of high school.” Whitehurst’s friend, Strick Deans, was a big golfer and was the person who sparked his interest in the game. “I stayed focused on it competing with him on the course day-to-day for bragging rights.” And although he loves the game he rarely watches it on tv. “Ask me who won this weekend and I won’t know. I’d rather play it than watch it.”



While in high school Whitehurst found that NC State had a Professional Golf Management program. At that point there was no doubt in his mind that NC State was where he was headed. “I love NC State and as soon as I found out they had the PGM program I knew where I wanted to be.” During his last year at NC State, Whitehurst obtained a full time position at the UNC Finley golf course. “I gained tons of experience teaching and managing which helped me land the NC State job when the Lonnie Poole Golf Course opened. My original goal, when I was in school, was to teach the game at a small resort facility. But I couldn’t be happier with my career so far. I love the LPGC. I feel very proud and honored to work at one of the best facilities in the area. I absolutely love working for my alma mater and giving back to the University and PGM program.” Whitehurst is a mentor to NC State PGM interns working at the LPGC and one of the instructors for the PGM player development program.

There are so many avenues to pursue in the golf industry and when asked what his goals are and what he hopes to accomplish as a PGA professional Whitehurst remarks, “I love to teach. Before golf, I taught Martial Arts and once I became hooked on the game, I knew I wanted to teach golf as well. Golf can be a very enjoyable sport and I hope I can help spread the game to more people so they can enjoy it.”



Whitehurst has seen the NC State PGM program grow and change over the past few years. “In the beginning there was a big lack of respect for our major. PGM’ers and all majors alike viewed the program as a simple major. I would love to see the curriculum grow to incorporate courses which challenge our skills and knowledge even more. Students should come out of the program knowing more about business, the game, and hands-on skills like instruction than ever before. Personally, I believe the business minor should not be an option, but a requirement.”

“The message, or advice, I would give to any current PGM student about his/her academic work at NC State is ‘Don’t procrastinate!! Try your best! College is what you make it. You can learn from every situation in school, and it’s up to you to take advantage of your opportunities.’” For completing the PGA Work Experience Kits, Whitehurst advises, “Make a plan!! It’s very easy to lose track of time without a written plan of attack.” And his words of wisdom on being a PGA professional are, “Presentation and Respect!! Present yourself the way you want people to view you all the time. Show respect to everyone and you will get respect in return. That stands for the employees you will be managing as well as everyone up the administrative ladder.”

When asked if he keeps up with his former classmates who are also now in the working world Whitehurst comments, “Yes. They’re always asking me for golf at the Lonnie Poole Golf Course. J That’s ok. I want them to keep in touch and they can contact me via email, Facebook, or however they like.”



**NC State PGA Golf Management Alumni
Jeremy Whitehurst — ‘07
Is the 1st Assistant at the new Lonnie Poole Golf
Course at NC State University**

Student "Eagle" - Joey LeCompte by Sara Hunt

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*"If golf is your passion ...
make it your major!"*

We're on the web at:
<http://cnr.ncsu.edu/pgm>

Joey LeCompte, senior from Little Washington North Carolina, did not start practicing the game of golf by himself, "I first started hitting golf balls in my back yard when I was in the 8th grade. I had three white German shepherds, so I never had to go retrieve a single ball!" His enjoyment of the game was strengthened upon entering high school and while working at the Washington Yacht and Country Club. During LeCompte's experience at WY&CC, he was employed as a cart boy, pro shop attendant, and junior golf coordinator. His supervisor, Jeremy Shadle, played a large role in keeping him interested not only as a player of the game, but also as someone who might make it part of his career. "Over the course of five years, he (Shadle) showed me the golf side of the industry as well as the business side. Even when I was at my absolute low as far as my game was concerned, he was always there to help whenever I needed it. He was, and still is, a great role model and friend to me and will always be someone that I can call on for help."



Throughout his time in the PGM program Joey has worked with two clubs owned by McConnell Golf. LeCompte has learned a great deal by working with McConnell. For example, "Private clubs put extra effort into their Member-Guest tournaments," says LeCompte, "It's a great experience for both the member and the guest. The staff goes to great lengths to make that weekend outstanding. Being with McConnell Golf for three years has shown me that 'everyday is a member-guest.' They have helped me to see the value and importance in making each golfing experience for members and their guests to be an unforgettable one."

Since LeCompte entered the PGM program, he has seen a lot of growth in the program. When asked his thoughts to how the program has grown since it originated he responded, "Our program has shown increasing potential since its beginning. It continually gets better as we now have our own golf course and PGA members on staff. I feel that our students are beginning to see the value in being involved with our program and with our development meetings. This is what I believe to be our biggest accomplishment. No one person can take credit for this movement. I am just glad that I have been fortunate enough to be a part of the team that has helped initiate programs to get our students more involved. Being involved enriches both the program and the professional development of our students."

The future is bright for LeCompte and when he graduates he hopes to use his degree in Professional Golf Management, along with his Business Administration and Spanish minors, to become a successful general manager. His words of wisdom for the underclassmen are, "When working on your PGA books, **START TODAY!** You'll make your life a lot easier if you do not procrastinate. When studying for Checkpoints, do not wait until the night before the tests to start studying. Lastly, be involved with our program and care about its success. Employers and other professionals will see that you graduated from the PGM program at NC State University. You should be proud of that. The better we make our program today, the better reputation and credibility it holds tomorrow." Joey LeCompte has been a great asset to the PGM and will follow that up as a great golf professional.

What Are They Saying About the New Student Organizations ?

"I think it's great that we have a enough girls in our program this year that we can get to know one another and learn from each other. It's also good that we have the opportunity to inspire other young women golfers by attending some of the junior girls tournaments and doing some recruiting events."

"With the WPGM conference coming up in November, I'm really excited about meeting the girls from the other schools and talking to them about what they've learned from their PGM universities and how to broaden the opportunities for women in the golf industry."

Lina Luongo
Freshman
Fayetteville, NC



"Having the chance to be involved in a new student organization like **Eagle Eyes** my freshman year is really cool. It gives me a chance to development my leadership skills and helps build my resume. Plus I get to meet and work with other students in our program, and not all of them are in the freshman class. So I get to know people in the classes above me as well. This is a good thing for all of us and our program."

Andrew Merritt
Freshman
Richmond, VA



Photo: An American flag spread across the football field at Carter Finley Stadium during a salute to America's Armed Forces.

Photo by PGM freshman, Chelsea Richardson, Marion, NC.