

Reflections on 2011 - Sphere of Influence

Our **annual reflections** on the Year of 2011. Being lucky enough to be the President of the Iowa Section of the PGA for the past two years has given me some insight on these 2011 reflections. The theme is "***spreading your sphere of influence***". You never know how you will influence someone, both good and bad, when you meet them. So be careful on how you treat others. The GOLDEN RULE should ALWAYS be in effect--if you don't know it, you better find out what it says--GOOGLE THE GOLDEN RULE if you have to.

COMMUNICATION TO YOU - - before I get into these reflections, I will ask that you take some responsibility and help yourself and us in communicating what is going on in our operations. We have this website and we have our weekly e-mails. I will continue to endeavor to give you a weekly e-mail. Thanks to you, we have added some new e-mails to our list. I know that many of you forward on the e-mail to friends and family. We have almost 1,800 e-mails we send to. However we are looking to get to 3,000. Your responsibility is to tell others about the website (www.g3golf.com), explore the website and to read the weekly e-mails. Should not take more than 5 minutes. This will be the longest note of the year. We are also on www.facebook.com/g3golf, www.twitter.com/g3golf and www.youtube.com/g3golf. So if you like the social media, check them out as sometimes we put different specials and comments on them. Thanks.

The Tap Room is beginning its 4th year of business. The tag-line is "we're more than a golf course" and you people are proof of that. As not all of you are golfers. We really enjoy the coffee club at 2 pm each and every day. Some friendly ribbing to and fro from these gents and ladies. Thanks for letting us host you. Plus the free goodies are a bonus. Sphere of influence has been expanded within this group of people as now many of them bring their families out for regular food service. Someday we will get some of you golfing.

People we miss - - though we still miss the people we have met and lost since 2008 and before, we notice that their name(s) come up quite a bit. Boy am I glad that WE were influenced by these people like Mayor Ike, Norma, Bernie, Fairway Ray, Coach T (to name a few), that we have met along the way. A gentleman, with much foresight within the PGA, fought a long, hard battle with cancer. Yet he left a mark on us in the PGA Government Relations Committee and the influence he had and still has on that committee. He showed us that you must keep asking in order to get something done. Run through the wall until it hurts and then do it again. We now have that committee. And the committee is doing good things to show the sphere of influence that golf has on the nation, in Washington DC, in our own state and cities.

People we never met like Brook Walton, though her sphere of influence is shown by the love and caring that her family shows each day. We look forward to hosting another Brook Walton Memorial Golf Tournament at the Waverly Golf Course in 2012. Many more have left us and are too numerous to mention in this note of reflections. But what I celebrate is that I/we were privileged to know some of these people. Their sphere of influence has expanded our sphere of influence.

We are blessed to have great employees and patrons at our facilities. To have so many friends and customers attend our facilities and golf events (we served over 80,000 people at our three facilities in 2011) we must say thanks.

We have been honored to be around some pretty neat golf course superintendents. My first superintendent, Charlie Pribble, still influences me on a daily basis. It is how I work along side the superintendents I get, notice not have to, but get to work with each day.

Our golf courses are in outstanding shape each and everyday. Our two superintendents really care about the products they put out there for the public. Our golf course in Parkersburg has come a long way since the tornado of 2008. The bumps are not as bad, the greens are well, AWESOME. Thanks to John Kofoot and his staff for working their tails off to give us these conditions. Doug Snook has just completed his 30th year at the Waverly Golf Course. He was honored for what he has done by being elected to the Iowa Golf Hall of Fame this year. His sphere of influence with his fellow superintendents was partly why he was elected (as an aside, always have your wife carry a back-up speech in case you forget yours at the hotel). I thank both John and Doug for being a part of our operations. John we only have a few more years to catch up the Snooker. Sphere of influence has expanded.

Interns - - we were blessed to have two young interns, Paul Murcek & Luke Hartmetz, from the University of Nebraska (Cornhuskers, yes they are). It was a blast to see these to gents work and be influenced by our staff's and patrons. We look forward to getting an intern or two each year. I know that our PGA Teaching Professional, John Shawver, had an influence on their teaching and helping our junior golfers. Our sphere of influence has expanded to Nebraska. YIKES, I hope it is not catchie and that we don't catch the Husker fever, LOL.

Our seasoned staff members, Schu, Ralph & Bob showed our youngsters how to work and care about the facilities they are a part of at the All Golf Center. Our seasoned staff at Waverly with Norm, Bill, Larry & JR showed much influence on the gentlemen that have passed through the years from Jordan, AC & Josiah. I know they influence them because AC & Josiah come back and say hi to them when they are back in the summer. I know these guys have influenced me in many ways, too many to re-count here. Jay has had a influence on everyone that walks in at Legend Trail. He is the one that really loves what we do at Legend Trail and shows it each and everyday he is here. Thanks Jay for the PR work you do. Expanded sphere of influence.

I was privileged to go to the PGA National Professional of the Year Conference in April of 2012 at Bandon Dunes in Oregon. Yes, I was influenced by the cream of the crop that was there. Including four past National PGA Professional of the Year Award winners. One of which is originally from Marshalltown, Jock Olson. The others, Jack Barber (I roomed with and now he is in the PGA Golf Hall of Fame), Jim Mrva (played and partnered with in a round of golf) and Brent Krause (whom I have shared more than a passing conversation the past few years while serving the PGA). These 40 plus PGA Pro's just wanted to find a way to improve their facilities and a way to improve the Great Game of Golf (G3 Golf). We still share e-mails with each other, so we have expanded our sphere of influence and they have also.

Red Dog Lockie was at our facility for a couple of months. He was the gent that showed me how to run a bulldozer and scraper. And like I did to my kids, sometimes getting thrown into

the fire is the best way to be trained. In 1992, Dog dropped off the scraper, spent 15 minutes showing me where to fuel it, check oil and the basic operations then left. Into the fire I went. After making a few mistakes, I saw that with practice and effort anything can and will be accomplished. Two weeks later he returned with the bulldozer and did the same thing. We, along with Pribbs and others, built Airport National Golf in Cedar Rapids in 9 months. He and I later teamed up to build Legend Trail Golf in 2005. Sphere of influence is still expanding. And more important DON'T be afraid to take a risk and get out of your comfort level every once in awhile. Worst you will do is screw up.

Our two kids said "dad, we will wash dishes but we won't cook or wait tables", that was in 2008. Well that is the wrong answer when you hang around me, just ask the kids (sorry but my dad and Red Dog showed me how to do that one, thrown into the fire again). Guess what, yep, we have "influenced" them to do all of the above-take a risk, get out of their comfort level and get thrown into the fire. Steph does the cooking and Taylor can be found waiting tables or helping at the All Golf Center in whatever capacity he can help. I guess I have made my family a part of the joy I have had for over 24 years of the golf business. Thanks for being our kids Taylor and Steph and influencing your dad each day.

My wife has an influence on everyone she meets. Hard to find a more friendly or caring lady in the world. Sorry everyone that I have ever hired, but she is the best hire I have ever made in the golf business. She expands the sphere of influence we have in our golf operations from the staff to the customers. Thanks dufous-rear.

So one can see that one never knows who or whom they will meet and how they will influence that person in the coming years. So be careful in 2012, when you meet that person for the first time, or maybe someone you have known forever. You never know as they may be the one to help you in the future. All because of the way you did or did not treat them. My parents taught me that one. As a minister and minister's wife, I don't ever remember my parents saying one bad thing about someone. No matter what that person's station in life, they treated them as equals.

I guess that was one of the reasons that our dad coined the term, "**the people are the church**". The building was a place to meet. However, the bodies inside are what made the difference. The church didn't have to be 50,000 square feet or the biggest tabernacle in the world. It truly was the people that dwelled within that building that made the difference. Wherever they traveled, that is where the church truly lay. My late parents still expand their sphere of influence on us each and everyday.

So remember your sphere of influence. You may be doing that influencing without even knowing it. Charles Barkley talked about not wanting to be a role model, his reasoning was the correct role models of the world--parents, teachers, etc. have more of an (and should have more of an) influence on our youngsters. But remember that influence knows NO age limit or boundaries.

These are my reflections on 2011. I bet you have some also. Don't be afraid to voice them via a note to someone, a phone call, a journal, an e-mail or just talk to that person.

Thanks from the staffs at Waverly Golf Course, the All Golf Center and The Tap Room at Legend Trail Golf. Thanks to all the people that have influenced our lives and we look forward to being influenced even more in 2012.

My brothers (my two partners in G3 Golf, LLC) Gary and Grant and I thank you.

Mase

Honorary President-Iowa Section of the PGA