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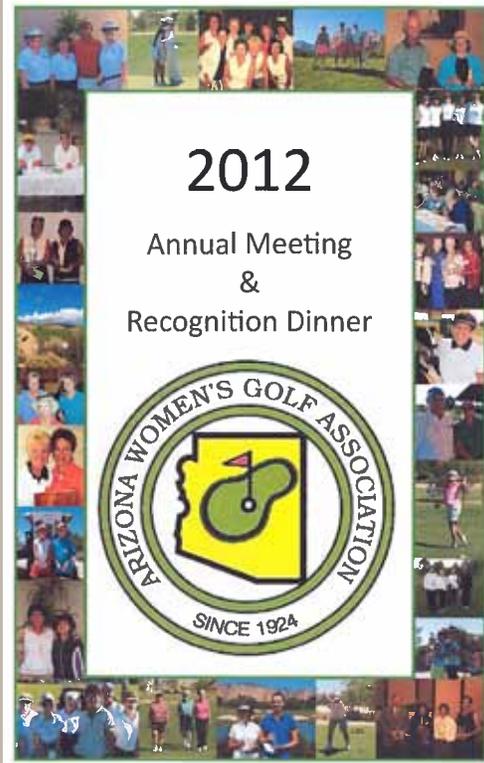
A publication of the Arizona Women's Golf Association | Dedicated to promoting golf for women in Arizona

AWGA Honors the Best of the Best The 2012 Annual Awards Dinner

The halls of Wild Horse Pass Hotel & Casino were buzzing with the voices of women reconnecting with past acquaintances and meeting others for the first time. Golf has a way of bringing people together. With a common interest, there's an immediate bond that allows easy conversation and a sharing of happy times.

The 87th AWGA Annual Meeting started with Barbara Simmons, President of the Board, giving opening remarks. Mary Byrd, Treasurer, reported that the AWGA finances were in order and Barbara Simmons continued with Committee reports. Noting the success of the programs and services regarding each committee, she introduced an innovative program, Golf Endorsed by Members (GEM™), a survey for AWGA members to evaluate their experiences at courses in Arizona. This is our AWGA, a contemporary organization comprised of forward-thinking women, skilled leaders, dedicated volunteers and passionate golfers coming together to discover valuable ways of fulfilling the AWGA vision "to preserve, promote and enhance the best interests and true spirit of the game of golf among women in Arizona." Mary Pomroy, Executive Director, gave a business overview detailing the work of the staff and volunteers. The meeting ended with the new President of the Board, Robin Lane, an industrious and dynamic director of the AWGA, introducing the 2012 Board of Directors.

The Recognition Dinner is always a highlight of the evening. Presenters of the awards come prepared with witty remarks and humorous tales to introduce the recipients and entertain the guests. We had an array of awards this year ranging from the expected honoring of the year's best players to the presentation of the new Dorothy Pease Achievement Award and the USGA's Ike Grainger award. Thanks to all of our allied golf associations, partners and guests for sharing in this special event with us. And a special thanks to Susan Woods, AWGA Business Operations Manager, for her detailed planning of the event making it run smoothly and giving our members an unforgettable evening.



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The 2011 Award Winners are:

Player of the Year: Four Seniors from Xavier College Prep's golf team presented Thuhashini Selvaratnam, affectionately known as Coach Tui, with this most prestigious award. Their complimentary words about Tui's character, referring to her as their "resident mother figure" and "team therapist" coupled with her "beautiful heart" told a more complete story about this golf legend. Tui's accomplishments on the course have earned her a prominent and exclusive place in the Arizona women's golf community. She continues to succeed in both state and national competitions earning her a position on the Arizona team competing in the 2011 US Women's State Team Championship, a place she has merited since 2001. This will be Tui's third year serving on the AWGA Board of Directors. 2011 was a memorable year for Tui -- not only did she win Player of the Year for

(continued on page two)

AWGA Awards Dinner *(continued from page one)*

the 11th consecutive time but she also got married, the news quickly spreading with Sister Lynn's encouragement. Tui's parents from Sri Lanka were also present for this special event. Tui Selvaratnam is a name synonymous with "Champion" and her legacy will remain a central part of Arizona women's golf history.

Senior Player of the Year: For the second year, Kim Eaton has earned the title of Senior Player of the Year. She became a permanent resident of Arizona in 2010 and has continued to dominate the senior division of AWGA tournaments. Her participation in local, state, regional and national events demonstrates her passion for the game and her skill on the course. Over the two year selection period, Kim earned a position on the Arizona team competing in the 2011 US Women's State Team Championship. Kim is a member of Papago, Dobson Ranch and Encanto. In her introduction, Barb Byrnes revealed one of Kim's traits that may not be known to most of us. "Kim is obsessed with earning points," Barb said. According to Barb, she is not only obsessed with points for golf, but she also refuses to stay in any hotel except for Comfort Inns and goes to Fry's grocery store to gain gas points. "She's all about maximizing points." In the golf arena, this has worked well for her.

AWGA Representative of the Year: Jean Hedberg, an enthusiastic and dedicated supporter of the AWGA, is the AWGA Rep for both Oakwood and Ironwood in Sun Lakes. Paula Ferguson introduced Jean by saying she is their "go to" lady. Paula added that with over 400 women in those two clubs, Jean has learned how to keep women happy, a characteristic that has made her a successful AWGA Rep. Jean knows the value of keeping the lines of communication open between the club's Board and the AWGA. "I enjoy interacting with the ladies as the AWGA Rep and I love to golf," she said. "Those two things seem to go hand in hand." Jean tries to get everyone involved with her energy and optimism. Her willingness to serve as AWGA Rep for not one but two WGAs shows her giving spirit and her love of the game.

AWGA Volunteer of the Year: Over the years we have seen the name of Barbara Byrnes winning awards for her skill on the course as well as for serving on the AWGA Board of Directors as Treasurer and President. But this year, she is paid tribute for her work as a tireless and committed volunteer for the past 12 years. Virginia Love described Barb as a "great supporter and leader of the AWGA." After her Board position ended in 2010, she served two years as Tournament Committee Chair. Barb has been using her analytical skills for administrative work and problem solving. She searches for interesting and meaningful information for the AWGA website, organized the Challenge Series for the past 4 years and posts information on the AWGA's Facebook page. Everyone has their off moments though and Virginia was happy to reveal one of Barb's. "She's usually a technical wizard," Virginia said, "but when she volunteered to send out invitations for a surprise birthday party, she left the honoree's name on the list. Not much of a surprise after that!" This year Barb is serving on the Rules Committee and has been offered a position on the USGA Women's Public Links Championship Committee.

Host Club of the Year: Competing with other outstanding courses, Stoneridge Golf Course in Prescott Valley won the hearts and votes of AWGA members to be named 2011

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Tui Selvaratnam (Coach Tui) with her senior students, accepting the Player of the Year award for the 11th consecutive time.



Barbara Simmons recognizes Carol Springer's volunteer efforts with the AWGA



Donna Cuning & Geri Cavanaugh



Host Club of the Year. The Partners Tournament is always a favorite among AWGA members, well attended with eager and enthusiastic players. This year the women were greeted with a superior course and an exemplary staff who gave our players the red carpet treatment. Sally Larson, AWGA Board member and Chair of the Rules Committee, said it best in her introduction – “Stoneridge is a wonderful example of how a golf course should be!” The AWGA congratulates Denise Hyland, Director of Golf; Mike Carter, Assistant Golf Professional; Cheryl Aungst, Golf Course Superintendent; Charlie Kidd, Golf Shop Assistant; Cindy Reynolds, Director of Food and Beverage and Mishelle Wharton, Head Chef and all the support staff at Stoneridge for making the 2011 AWGA Partners Tournament an overwhelming success.

Inaugural Dorothy Pease Achievement Award: Geri Cavanagh is an accomplished golfer, a steadfast volunteer and a philanthropic leader. And her years connected with the AWGA go as far back as the two women who introduced her, Donna Cuning and Evie Hill. Evie remembered Geri as the “little kid” with long blond hair when she first joined Paradise Valley Country Club. But she has come a long way since then. Her connection with Dorothy Pease, a legend in the Arizona women’s golf community, goes back to the AWGA State Amateur Match Play Championship in 1976 where Dorothy was a Rules Official and Geri won the title. Geri is a skilled, devoted and capable leader. She has held Board positions in several organizations and co-founded the PING Banner Health LPGA Tournament. As a philanthropist, she is a Founder and Director of the Farrington Foundation. Her generous support for Arizona golf is beyond measure. Geri’s response to receiving this award can be described as humbly appreciative. “Golf opens doors for other opportunities,” she said, “and I have benefitted so much from being part of this community.” Geri Cavanagh is an outstanding representative of the many women who have carried on in the footsteps of Dorothy Pease.

USGA Ike Grainger Award: Ron Read, USGA Director West Region, presented the award to Cleve Lynch, a member of Encanto Men’s Club. The Ike Grainger Award is given in recognition of 25 years of volunteer service to the USGA.



Jean Hedburg and Paula Ferguson



Barbara Simmons recognizes Kathy Ehrlich's volunteer efforts with the AWGA



L to R: Barbara Byrnes, Volunteer of the Year and Kim Eaton, Senior Player of the Year.



Geri Cavanaugh, Dorothy Pease Achievement Award Recipient



Denise Hyland accepting the Host Club of the Year award from Sally Larson



Jean Hedburg: 2011 AWGA Representative of the Year

Jean Hedberg exemplifies the value of an enthusiastic, dedicated AWGA Rep. A volunteer extraordinaire, Jean holds the position in not one but two WGAs -- Oakwood and Ironwood in Sun Lakes. She also served as AWGA Rep for several years at Pine Meadows in Overgaard during the summer months. Jean was both surprised and excited to learn she had won the award. "I enjoy interacting with the ladies as the AWGA Rep and I love to golf," she said. "Those two things seem to go hand in hand." Jean makes regular announcements to the ladies and added that it's important to keep the lines of communication open between the club's Board and the AWGA. Jean's understanding of the meaning of being a successful AWGA Rep has earned her the recognition of being chosen as the AWGA Representative of the Year.

Jean is fairly new to the game of golf having taken up the sport in 2002 after she and her husband, Ron, retired as owners of a Food Service Design and Equipment business and moved to Sun Lakes. "My husband suggested I try golf. I

loved it from the first time I picked up a club," she said. Jean became a member of the AWGA by joining the Oakwood Niners to learn the game and feel comfortable on the course. It wasn't long before Jean entered the AWGA Season Opener and the Weekend Classic and played on the traveling team for both Oakwood and Ironwood. Her love of golf and her appreciation of the work of the AWGA have led Jean to become an optimistic and motivated volunteer involved in her club, its Board and the AWGA.

"Being part of the women's golf community in Sun Lakes has added so much to my life," Jean said. "I have made many close friends through golf – friends who I know I can rely on. The women I have met through golf are true friends!"

Jean's spirit of volunteerism goes beyond golf. She is also passionate about quilting, working on them at home and in a group setting for "Quilts of Valor," a project whose mission is to make lap size quilts for military



members around the world. A champion horsewoman, Jean also volunteered as a guide for handicapped children who were given the opportunity to ride horses on special occasions.

Grateful to her husband for his hard work as a business owner and for his continual support, Jean is still delighted that he introduced her to this fun and fulfilling sport. "It's because of Ron that I am able to be actively involved in the women's golf community," she said. "He's the reason I can volunteer and give back in so many ways."

Notable Changes to the Rules of Golf for 2012

Addressing the Ball The Definition is amended so that a player has addressed the ball simply by grounding his club immediately in front of or behind the ball, regardless of whether or not he has taken his stance. Therefore, the Rules generally no longer provide for a player addressing the ball in a hazard. (See also related change to Rule 18-2b)

Rule 1-2. Exerting Influence on Movement of Ball or Altering Physical Conditions The Rule is amended to establish more clearly that, if a player intentionally takes an action to influence the movement of a ball or to alter physical conditions affecting the playing of a hole in a way that is not permitted by the Rules, Rule 1-2 applies only when the action is not already covered in another Rule. For example, a player improving the lie of his ball is

in breach of Rule 13-2 and therefore that Rule would apply, whereas a player intentionally improving the lie of a fellow-competitor's ball is not a situation covered by Rule 13-2 and, therefore, is governed by Rule 1-2.

Rule 6-3a. Time of Starting Rule 6-3a is amended to provide that the penalty for starting late, but within five minutes of the starting time, is reduced from disqualification to loss of the first hole in match play or two strokes at the first hole in stroke play. (Previously this penalty reduction could be introduced as a condition of competition).

Rule 12-1. Seeing Ball; Searching for Ball Rule 12-1 is reformatted for clarity. In addition, it is amended to (i) permit a player to search for his ball anywhere on the course when it may be covered by sand and to clarify that there is no penalty if the ball is moved in these circumstances, and (ii) apply a penalty of one

stroke under Rule 18-2a if a player moves his ball in a hazard when searching for it when it is believed to be covered by loose impediments.

Rule 13-4. Ball in Hazard; Prohibited Actions Exception 2 to Rule 13-4 is amended to permit a player to smooth sand or soil in a hazard at any time, including before playing from that hazard, provided it is for the sole purpose of caring for the course and Rule 13-2 is not breached.

(Players still need to be careful not to improve their lie, stance or area of intended swing- they could still get a 2-stroke penalty for testing the surface if the act of raking improves the aforementioned or is done in a manner that it is obvious the player is trying to gain more information about the surface). For more information, visit www.usga.org.



FOUR

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2011 Host Club of the Year StoneRidge Golf Course

Competing with some outstanding courses, Stoneridge Golf Course in Prescott Valley won the hearts and votes of AWGA members to be named 2011 Host Club of the Year. The Partners Tournament is always a favorite among AWGA members, well attended with eager and enthusiastic players. This year the women were greeted with an outstanding course and an exemplary staff who gave our players the red carpet treatment.

Erin Groeneveld, AWGA Tournament Operations Manager, described the event as a huge success. "Denise Hyland, Director of Golf, went above and beyond what was required in every aspect of the tournament. She personally gathered balls from the range so our ladies had plenty for practice!" Charlie Kidd, Golf Shop Assistant, was responsible for recruiting and coordinating volunteers to be spotters. He did a great job making sure there were enough eyes on the course to help our players when needed. There were 22 volunteers including three members of the Stoneridge WGA – Marianne Davis, Judith Hinds and Karen Jennings.

Denise Hyland recalls receiving the letter notifying her of the award. "I was very excited when I read the letter," she said. "It is such a huge honor knowing the AWGA only chooses the most excellent courses for their tournaments." She added, "I am proud of our staff for doing whatever was needed to get the job done. We all worked really well together – the AWGA staff, our staff, the tournament officials, the volunteers and the participants. That's what made it such a positive experience for everyone." Mike Carter, Assistant Golf Professional, was actively involved in the planning and managing of the tournament. "We were eager to give the ladies a warm reception followed by flawless service," he said. "We had carts ready and the course set up

according to directions," he continued, acknowledging the work of Superintendent Cheryl Aungst. Our entire team was prepared to accommodate the players."

The recipient of this award is based on responses from players regarding hospitality, customer service and the course. The team at Stoneridge scored high in all areas from the friendliness of the staff and the cleanliness of the facility to going the extra mile to make our women feel welcome. The Stoneridge Food and Beverage Department, headed by Cindy Reynolds, was available throughout the tournament and prepared a delicious lunch thanks to Head Chef, Mishelle Wharton. Erin added, "Everyone at Stoneridge was easy to work with from the signing of the contract through the day of the event. The best part was they made us feel like they were happy we were there!"

The AWGA congratulates Denise Hyland, Mike Carter, Charlie Kidd, Cindy Reynolds, Mishelle Wharton and Cheryl Aungst for making the 2011 AWGA Partners Tournament an overwhelming success. We are proud to present StoneRidge Golf Course with the 2011 Host Club of the Year Award!



November

- 18. Ann Nellen | The Gallery, North
- 18. Rital Weihe | Pueblo El Mirage
- 22. Suzy Tansey | Leisure World Heron Lakes
- 26. Anke Vanderdrift | Copper Canyon
- 30. Ann Pohl | Fountain of the Sun CC

December

- 7. Wende Riordan | Verde Santa Fe
- 10. Marjorie Waugh |
- 10. Karen Woodard | El Conquistador CC
- 12. Patti Daily | Tres Rios
- 16. Linda Stickney | Apache Wells CC
- 19. Eunice Hoffman | Mesa del Sol
- 30. Nadine Sanders | Palo Verde

January

- 2. Barb Byrnes | Las Sendas
- 3. Debby B. Gregoline | Oakwood
- 3. Jill Gomery | El Conquistador CC
- 11. Karen Stensrud | Quail Creek CC
- 12. Kerry Brothers | Alta Mesa GC
- 12. June Meek | Davis Monthan
- 13. E.J. Winslow | Apache Wells CC
- 13. Mary Ann Campney | Tonto Verde
- 13. Bernie Rooksby | Pueblo El Mirage
- 14. Jackie Snyder | CC of Green Valley
- 17. Gay Elliot | El Conquistador CC
- 20. Margi Wagner | Fountain of the Sun CC
- 20. Ann Eckart | Alta Mesa GC
- 21. Judy Holm | Tonto Verde
- 24. Carol Devereaux | Pueblo El Mirage
- 25. Laura Moore | DC Ranch
- 27. Marge Ganzer | Alta Mesa GC

February

- 1. Lynn Canada | Superstition Mtn. Lost Gold



FIVE

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Ginny Zak - Superstition Mountain Women

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We welcome your comments and suggestions regarding
the new "NewsLinks" newsletter. Please submit your ideas
to Logan Erickson at logan@awga.org.



SIX

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AWGA Membership

The Best \$25 you'll ever spend

After shopping during the holiday season, most of us have discovered that finding a great value for \$25 isn't an easy task. We all want to get the most for the money we spend. And we want our purchase to be useful and meaningful. So how does the \$25 annual fee for membership to the AWGA rate? It seems clear that the value far exceeds the cost. Here's a summary of our Member Benefits.

Technical Services:

Handicap Administration – Maintain a USGA Handicap Index and receive your revised handicap index through e-mail twice a month. Computer hardware and software at your course – Did you know that the computers where you post your score are paid for and maintained by the AWGA and AGA through the Arizona Handicap Network (AZHN)?

Course Rating – every member course is rated for women

Rules of Golf – advice, interpretation and Rules Official training and support

Membership Rebates – Our commitment to providing fair treatment for those belonging to more than one local club

Advice and assistance in setting up and administrating your local club

Playing Opportunities:

AWGA Competitive Tournaments including 4 State Championships – play golf at new courses each year, some of which are only open to those with memberships
Player Development Programs such as the Ambassador Program and the Golf Performance Series

Join the Fun Girl Golf Days

Challenge Series

Educational and Social Benefits:

Handicap and Rules seminars to increase your knowledge of golf

Publications – stay informed through the AWGA NewsLinks newsletter, E-mail newsblasts and the AWGA interactive website where you can post scores, register for events, complete surveys and more

Build life-long friendships (who can put a price on this!)

Promoting the voice of women's golf in Arizona – the AWGA continually works toward making women's needs and preferences known in Arizona courses (See article on GEM™ program)

Philanthropic:

Support of Junior Girls Golf and other golf-related organizations

AWGA Partners:

Receive Member Discounts with Choice Hotels, Golfsmith and Just 4 Golf Accessories

Bottom Line:

The \$25 annual membership fee offers us a variety of benefits. And although we may not take advantage of all of them, some benefits touch everyone. The rewards received from our AWGA Membership far exceed the small cost of joining. We are a women's golf organization managed by women golfers (for the most part -- we love guys too!) to promote and enhance the interests of women golfers in our state. And that may be the most important benefit of all.



A "GEM" of a Program: Golf Endorsed by Members

What's it all about: Finally, an opportunity to give your opinion about playing golf on Arizona courses from a female perspective! The new GEM™ program offers AWGA members the ability to provide feedback about their golf experiences. It's a way for women to give a voice to their preferences and recommend the best courses for women golfers.

How it works: AWGA members may take the short survey through the AWGA website while logged in to their eGolfbag. It's quick, it's easy and it's confidential. After posting a score, members will be prompted by the computer to participate in the survey. If you post your score at a golf course computer, you will be prompted by email. Choose answers that best correspond to your experience on that particular golf course. The questions are designed to objectively evaluate the course from a woman's perspective. Questions include topics such as value for price, playability and challenge of course, service and friendliness toward women, variety of golf shop merchandise, availability of on-course restrooms and more. Points are

applied for each answer. Those courses with qualifying scores will be given the GEM™ designation. No negative information will be published.

Who benefits: Not only do the surveys benefit other women but the information gained from them can also be shared with golf course managers to help them learn what women consider an excellent value and how their female customers feel about their golf experiences. This feedback will be invaluable in improving their service to women. One distinguishing feature of this program is that a course can only earn a recommendation by providing an overall great experience for women golfers.

Identifying a GEM™ course: Once a golf course is "endorsed" by AWGA members, the GEM™ logo will appear on the AWGA website. By clicking on the logo, members can view certain details of the responses given by other women. Only courses that have at least one tee with a current USGA

Course Rating for women issued by the AWGA will be included.

A List of GEM™ courses: The AWGA will compile an objective list of courses which are the most favored among women. Eventually, when enough data is collected, there will be an annual publication of Arizona GEM™ Courses and regular features on the AWGA website of those most highly recommended. Selected courses who receive this designation may use the GEM™ logo on their websites and in printed material to show their appeal to women golfers.

Get involved now! Your opinion matters: Let your fellow women golfers know about your experience. Not only will it give them information about the course from a female perspective but it will help them choose new courses to play using valuable, personal endorsements. Take part in this most innovative way to promote women's golf in Arizona and support your fellow players. Let your voice be heard!



golf endorsed by members



Help us reach more women golfers.... when you're finished reading this newsletter, pass it along to a friend.



SEVEN
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Upcoming 2012 Events

Check out these sites!

AWGA Weekend Classic

Las Caballeros Golf Club
May 19th

AWGA State Match Play Championship

The Ritz-Carlton Golf Club
June 25th-28th

AWGA Day In Hades

Quintero Country Club
July 15th

AWGA State Seniors Championship

Seville Golf & Country Club
September 24th-26th

AWGA Mixed Stix

Omni Tucson
July 28th & 29th

AWGA State Amateur Stroke Play

Desert Mountain - Cochise
August 15th - 17th

AWGA State Seniors Championship

Seville Golf & Country Club
September 24th - 26th

AWGA Scotch Play Tournament

Torreon Golf Club

Check us out . . . we're good for your game!
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AWGA Welcomes New Champion Partner Just 4 Golf

The AWGA would like to officially recognize our newest Champion Partner, Just 4 Golf! Just 4 Golf is an Arizona based business that brings a sense of style to your golf bag. Create your own fashion statement with Just 4 Golf's unique mix & match golf club covers for woods & putters. Take advantage of the AWGA member special and start shopping today! AWGA Members receive a 10% discount on all merchandise. You can begin using this discount by logging into your AWGA eGolfBag at www.awga.org to get your discount code. Begin browsing this exciting line of golf accessories today at shopjust4golf.com



2011 Partners



Golfsmith
GOLF & TENNIS



EIGHT

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