



# Alliance News

The Quarterly Update from The Women's Golf Alliance

Feb 2013  
Winter Quarterly



## Golfer Endorsed Courses Jewel In Arizona Golf

Reproduced from Phoenix Valley Tee Times Magazine  
Jan 2013. [www.gogolfarizona.com](http://www.gogolfarizona.com)



ARIZONA - We have all, at one time or another, asked our friends to recommend a golf course. When they reply that this or that course is a “real gem”, we’re not certain what they mean. Their evaluation, after all, is fairly subjective. We all have criteria that we use to judge a golf course and hopefully that judgment is not influenced by how well you played and the score you shot.

Up until now, there has been no real, unbiased system in place to judge a golf course in the state of Arizona. While the advice of friends can be valid, it may not always encompass the things that are important to you.

The Arizona Women’s Golf Association has created a program to evaluate golf courses and **the total golf experience**. GEM stands for “Golf endorsed by Members”, and while the list is an objective list of courses in Arizona that are recommended **by women for women,**

**GEM continued Page 5**

### History of New Hampshire Women’s Golf Association.

The History behind the NHWGA  
by Pat Upham

10

### Girls Golf And Grades

The Women’s Texas Golf Association is forwarding an incentive for junior girls golf called the Texas Challenge.

3

# President's Corner

Dear Alliance Members,

I hope that you will enjoy the second edition of the Women's Alliance Newsletter.

This E-Newsletter is one of the ways that we endeavor to accomplish our purpose of increasing the visibility of women golfers affiliated with state and regional women's golf associations.

This issue features programs and events of five of our member associations: the Girls, Golf, Grades, a Texas Challenge, which is a scholarship program of the Women's Texas Golf Association; the merger of the Wisconsin Women's State Golf Association and the Wisconsin Women's Public Links Golf Association; the San Diego County Women's Golf Association's sponsorship of their Girl's Junior America's Cup Team; a lovely reminder of where we all came from, a history of the New Hampshire Women's Golf Association, and a new program of my own Arizona Women's Golf Association, our GEM program, a computerized survey program through which we gather and share recommendations for the best places for women to play in Arizona.

You'll also notice a reminder about the 2013 WARM conference coming up March 11-13, 2013 in Phoenix, immediately preceding the LPGA Tour's R.R. Donnelly LPGA Founders Cup. The tentative agenda is set to focus on marketing, branding and social media, governance issues, and the traditional "round table" sharing between attendees, focusing on best practices in running our associations' events and programs. Speakers are being lined up now, and will include Emily von Doehren, USGA Senior Director of Regional Affairs.

Don't miss out!

Mary Pomroy



## Contact Us

### *Officers*

**Mary Pomroy**  
Alliance President  
mpomroy@awga.org

**Jen O'Brien, Vice President**  
Women's S. Carolina GA  
execdirector@wscga.org

**Nancy Early, Secretary**  
Women's Metropolitan GA  
nearly@wmga.com

**Caroline O'Brien, Treasurer**  
Pacific WGA  
cobrien@golfpwga.org

### *Members at Large*

**Donna Altemus**  
WGA of N. California  
wganc@wganc.com

**Pat Blalock**  
Women's S. California GA  
pblalock@womensgolf.org

**Robin Jervey**  
Colorado Women's  
GARobin@cogolf.org

**Judy Morris**  
Kansas WGA  
kwgapresident@kwga.org

**Pat Upham**  
New Hampshire WGA  
uphamnhwga@aol.com



# Girls, Golf, Grades. A Texas Challenge

By Kelly Kilgo, WTGA Executive Director

TEXAS - In 1916, a group of women organized to crown a women's state golf champion in Texas. By doing so, the Women's Texas Golf Association was founded and has grown substantially since.

Today the WTGA finds itself with five major tournaments, five regional events, USGA qualifiers and a sole fundraiser. WTGA also hosts a scholarship foundation and a statewide junior initiative program, The Winners' Program ~ Texas Challenge.

This year the Texas Challenge was held at Stonebridge Ranch Country Club in conjunction with the State Amateur Championship. Teams of two junior girls, from Winner's Programs around the state, competed.

The Winner's Program is a golf and grades initiative of the WTGA in partnership with the LPGA/USGA, Girls Golf Texas chapters.

The Winner's Program benefits youth (ages 7-17) in our Texas communities, promotes and grows girls' golf. The WTGA is working with 6 sites in Texas offering a grades incentive, donations for operations, kindle giveaways, WTGA site visits and the state wide competitive event, the Texas Challenge. The Challenge honors the late Toni Wiesner by awarding The Toni Wiesner Cup to the winning team.

Wiesner, a TCU graduate and Fort Worth resident was a long time friend to the WTGA, and was a member of the USGA Junior Girls' golf committee.

Wiesner's many golf achievements include being a five time WTGA State Amateur Champion (1985, 1988, 1989, 1993 and 2003), the 1981 Women's Southern Amateur Champion, the 1997 British Senior Women's Amateur Champion and a three time runner-up of the USGA Senior Women's Amateur.

Wiesner possessed a wonderful determination and competitive spirit and always displayed graciousness, whether in victory or defeat. These qualities make her the perfect example for the participants in the WTGA Winners' Program and the Texas Challenge.

Wiesner's solid characteristics and good sportsmanship are qualities not only the junior girls, but all golfers, can look up to and try to emulate.

This year's Texas Challenge participants included Julia Gregg and Halie Wright representing Dallas; Lily Wade and Sarah Cardenas, Dallas; Grelyn Goolsby and Elise Pope, Longview; Miriam Dumes and Libby Singleton, Houston; and Briana Estrada and Mia Ramon, representing San Antonio. Each team, made up of one girl in the 7-11 age group and one girl in the 12-17 age group, competed in four different "Big Break" style games. These included a Tic-tac-toe chipping competition, a Flop Wall, a modified Glass Break, and a Putting competition.

Prior to the competition, 1995 State Amateur Champion Carolyn Creekmore addressed the girls.

**Winner continued Page 4** 3

## Winner Page 3



Photo courtesy of the WTGA

Creekmore knew Wiesner for more than 30 years, playing with her and competing against her.

"Toni played to win but she didn't play to beat her opponent. Toni was a great sportsman, a great friend and a great competitor," said Creekmore.

Creekmore then asked the girls who their best friends were, "You'll play golf with your best friend, you'll play against them, you'll support them, you'll root for them, you'll become even better friends!" said Creekmore as the girls pointed to their respective team mates.

She closed her remarks by reminding them of the responsibility they will have as their names become recognized for their golf skills: the responsibility of being a great competitor, a strong person, not angry when they lose, and a great representative of the game of golf.

During the competition, many of the women who had finished their first round matches came to watch and support the girls.

A few wanted lessons from the two girls who broke the "glass" on their first attempts! After the competition finished, Jewell Malick, a friend of Wiesner, closed the tournament by telling the girls her

memories of her friend and the qualities of sportsmanship and friendship, which The Toni Wiesner Cup represents.

That evening, the young ladies who competed in the 2012 WTGA Texas Challenge were welcomed to the State Amateur Championship banquet, where The Toni Wiesner Cup was presented to the winning team from Dallas, Julia Gregg and Halie Wright. Congratulations to all who participated!

The WTGA exists not only for the good of the game, but because the game is good. Good for connecting people. Good for building character. Good for building bridges between generations. Good for mind and body.

WTGA staff and volunteers provide tournaments, scholarships, junior golf programs, rules education and course rating services because we believe golf is a positive force for enriching lives.



### Special Thanks to Our Alliance Member Associations

- Arizona WGA
- Colorado WGA
- Delaware WGA
- Desert WGA
- Kansas WGA
- Maryland State GS - Women's Division
- New Hampshire WGA
- Pacific Women's GA
- San Diego County WGA
- Women's Golf Association of Nor Cal
- Women's Metropolitan GA
- Women's Oklahoma GA
- Women's Public Links GA of So Cal
- Women's Southern California GA
- Women's Texas GA

## GEM Page 1

including the qualities that make a good golf facility.

The AWGA wanted to develop a system of evaluation to give a public voice to the women who they felt are the keys to successfully developing the women's golf market. This is an initiative important to anybody who is involved in golf, from players to course operators alike. A name was needed that would signify the strength that a recommendation made by the body of women golfers in Arizona. Over a period of two years, the

Board and staff of the AWGA developed what has become known as the GEM (golf endorsed by members) program. The results of those efforts are being published with an understanding of how the program works and, the recipients of the first years GEM designations.

A golf course must be an active member of the AWGA to be included. Meaning the course must have at least one tee with a USGA Course Rating for play by women issued by the AWGA. After that, it is up to the course management to provide the elements deemed important to women players.

The evaluation survey can only be taken through the AWGA website, and only by members of the association. The AWGA provides information and a handicapping system for their members, complete with posting access through their website.

Whenever a member posts her score for handicap purposes, she is asked to complete the survey. If the score is posted at the golf course, she is conveniently reminded to do so via an email sent to her home computer. The survey is a very thorough evaluation with questions designed to target the following



2013 GEM, Forest Highlands GC, Flagstaff, AZ

areas:

- Customer service; outside player assistance, golf shop, food and beverage.
- Golf shop merchandise available for women; availability of various sizes and styles.
- Club House facilities
- Menu selection in food and beverage outlets
- Practice facilities
- Availability and accessibility of restrooms, on and off the course
- Beauty of design and landscaping
- The golf course itself, course conditions included
- Playability, challenge and enjoyment of the golf course
- Overall value of the experience

These surveys are translated to apply points to each course. Each member can only submit an evaluation of a particular course once every six months. So, no ballot box stuffing here. There are a minimum number

## GEM Page 5

of surveys required to generate a score.

The system is designed so that the course's management can readily affect the results by addressing issues that generate a course less than stellar score.

What this means to the golf course and the golf professionals that operate the course is an opportunity to attract the ever-growing market of women golfer and those who may accompany them.

It is a service provided by their existing female customer base to receive valuable feedback about what they think can be done to enhance the playing experience at the golf course. This is feedback that can consequently improve their product for all players, because who doesn't want to play the best.

The AWGA is happy to announce the 22 statewide recipients of the 2013 GEM Designation.

Visit their website at [www.awga.org](http://www.awga.org) to find out more about these Arizona GEMs.

Reproduced with permission from Tee Times Magazines, the official publications of the SWSPGA. For more information visit [www.GoGolfArizona.com](http://www.GoGolfArizona.com)



## WSCGA Welcomes New Executive Director

At the Women's South Carolina Golf Association Annual Business meeting, the Board of Governors introduced the Association's new Executive Director, Jen O'Brien.



Jen comes to South Carolina from the Delaware State Golf Association, where she was Director of Operations & Member Services and the Operations Manager for the Delaware Women's Golf Association. Jen has significant tournament management experience. She is also proficient in marketing and the use of social media to enhance the membership experience

"I am very excited to join the WSCGA", said Jen. "South Carolina has such a rich history in golf, and I look forward to getting to know this association, its members and this great state!"

Jen holds a B.S in Sports Management and a Masters in Business Administration from Wilmington University.

Jen is an avid gardener and chef. She is relocating to the Charleston area with her boyfriend Jeff, and her one year old puppy Sammy.

Congratulations Jen!



# State Women's Organizations Merger Forms new WWSGA



Photo Courtesy of WWSGA

Front Row - left to right: Pat Roisum, Syd Wells Pres, Elaine Koepke Pres, and Sandy Nass V.P.

Middle Row: Diane Spasoff, Lorraine Grant, Mary Ryan

Back Row: Bonnie Jerrow, Jeanne Whitish, Aimee Linneman WSGA Dir of Communications, Patti Ohme Sec, Kathy Algiers Tres, Judy Liethen Past Pres, Joy Kegler

By Rick Pledl Published on January 15, 2013

WISCONSIN - It had been talked about for years, but it finally happened on Nov. 14, when a group of women gathered to form the new Wisconsin Women's State Golf Association.

The ladies, members of the WWSGA and the Wisconsin Women's Public Links Golf Association, merged the two groups into a single amateur golf association for women, effective Jan. 1, 2013. The new and improved WWSGA will offer 11 tournaments during the 2013 season.

The WWSGA was created in 1909. The WWPLGA was formed in 1962.

According to Sydney Wells, who was elected president of the WWSGA in 2012, the two organizations had considered a merger in the past, most recently in 2002, when serious discussions were held among the groups.

"Back in 2002, they made a stab at this venture and it didn't come to fruition," Wells said. "There were just too many differences of opinion and at that time they decided they would try to run (the State Women's Stroke Play) as a joint venture between both associations. Over the course of time, we got to know each other a little better. We built some bridges, and things worked out."

The WWSGA and WWPLGA have co-sponsored the State Women's Stroke Play since 2002, and both organizations also offered other state championships. But over recent seasons, tournament operations have gotten more expensive, particularly after both the WWSGA and WWPLGA implemented the Blue Golf system for their online tournament registration and management.

In short, combining tournament operations

**Merger Continued Page 8**



Photo by Rick Pledl

Competitors study green contours during the final round of the 2012 Wisconsin State Women's Open Championship.

## Merger Page 7

under one umbrella saves money.

Wells said “it was duplication of services and the financial commitment of online registration,” that brought the organizations back to the table to discuss a merger.

To ease the transition, the board of directors of both groups will remain intact for the 2013 season, so Wells and former WWPLGA president Elaine Koepke will serve as co-presidents of the newly configured WWSGA. A new slate of officers will be selected in late summer 2013.

For more information, visit the new WWSGA website at [www.wwsga.net](http://www.wwsga.net)

Hopes are high that the larger WWSGA can reach new women golfers and attract more tournament players.

“When we did the Milwaukee Golf Expo last year, so many people didn’t even know we existed,” said Wells. “We need to build our brand and create an awareness for the WWSGA. Last year we increased our membership by 25 percent, so I think some things we did helped to build that.”

Attracting more tournament players is a primary goal, and the WWSGA wants to stress that golfers need not be scratch players or anything close to it in order to participate.

“A lot of people don’t think they’re good enough to play in a state event, and that’s really not the case,” Wells said, adding that all WWSGA events are flighted and offer gross and net competition.

“We need to get the word out, ‘you are good enough to play.’ It’s not always totally serious golf.”

In order to compete in a WWSGA competition, players need to have an official Wisconsin State Golf Association handicap and they must belong to an organization – a golf club or league – that is a member of the WWSGA.

Last year, there were 163 WWSGA member-clubs. (Membership applications may be downloaded from the WWSGA website.)

Along with a new and improved website, the WWSGA is in the process of creating a new logo, and that, too, will help in the re-branding process. There’s another WWSGA meeting scheduled in February, and the new logo might be finalized at that gathering.

Wells said the process of merging the organizations was long and tedious at times, but an ad hoc committee of members of both organizations worked through the issues.

“We just jelled really well,” she said. “And all the issues that would come up, we’d find a nice compromise. It was a little like making peace in the Middle East at times, but it worked out.”

Wells said former WSGA president Robert Muren, who is an attorney, also helped the new WWSGA get organized, as did WSGA director of communications Aimee Linneman.



# SDCWGA Sends Four To Girls Junior America's Cup.



CALIFORNIA - The Girls Junior America's Cup was established in 1978 under the leadership of Joan Teats from the state of Washington.

The first tournament was held at Tumwater Valley Golf Course in Olympia, Washington. Eleven teams participated including Alberta, Arizona, British Columbia, Idaho, Northern California, Northern Nevada, Oregon, San Diego, Southern California, Southern Nevada and Washington.

The second year teams from Colorado, Mexico, Montana and Utah joined the event. In 1985 Hawaii joined this prestigious competition along with New Mexico/Sun Country in 1990. Wyoming completed the 18-team event in 1991.

Each team consists of the top four girls from each state/country. These golfers exemplify not only outstanding skill and experience, but also true sportsmanship, discipline, courtesy and strength of character. The tournament is a 54-hole competition with

teams counting three scores and throwing out the team's highest score. The event also includes a practice round, opening and closing ceremonies, a tournament banquet and a social event. Being chosen to represent your state/country to play in the Girls Junior America's Cup is one of the highest honors in girls' junior golf. Learn more about the San Diego County WGA - [www.golfsdcwga.org](http://www.golfsdcwga.org)



# History Of New Hampshire Women's Golf Association

By Pat Upham,  
NHWGA Immediate Past President

NEW HAMPSHIRE - The New Hampshire Women's Golf Association was founded in 1923. It was during the summer of that year that women members of the Cochecho Country Club in Dover, NH invited women from clubs in other parts of New Hampshire to a tournament. It was at this tournament that the idea to form NHWGA was born.

Primary inspiration for the association came from a prominent member of the Dover club, Mrs. Joseph Sheppard, who served as it's first president. With the help of Richard McDonough, secretary-treasurer of the New Hampshire Golf Association, the women organized weekly tournaments throughout the state and a held a championship tournament once a year.

In 1930, the NHWGA decided to go it alone and broke its connection with the NHGA. The yearly series of golfing meets at members' courses and annual tournaments continued until the war years, when all activities were suspended because of gasoline rationing and the women's work in civilian defense and allied war services.

In 1948, NHWGA came back stronger than ever after the war, when the association reflected the nationwide upsurge of interest in the sport among women. An average of 50 women turned

out each week for the tournaments. But the association meant a great deal more to its members than their weekly round of golf. As was a sign of the times, social activities and the opportunity to greet old friends and make new ones were just as important to the members as their golf.

During this time, the state championship tournament continued to be the highlight of the season. In addition to the golfing competition, a number of social activities (cocktail parties, buffets, dinner dances, and awards ceremonies) were planned for the weeklong event.

As we approach the 2013 golf season, the NHWGA [www.nhwga.org](http://www.nhwga.org), now in its 90<sup>th</sup> year, currently has approximately 800 members and runs 36 tournaments in its short June through September season. These tournaments include 22 Tuesday tournaments where upwards of 200 women participate on a weekly basis, four mixed events held on weekends, four specialty tournaments (team events), one invitational, and four championships - a clear indication that golf is alive and well in New



Photo Courtesy of NHWGA

Restoration By Brittany Bradley Resident Intern PWGA