

May 2011



Golf

O R E G O N

Quiet Comfort

Over the years, nationally-recognized Eugene Country Club has come to reflect the heart and soul of a region >>

Golf Oregon is a regular insert of Pacific Northwest Golfer magazine

PACIFIC NORTHWEST
Golfer

on the
cover

A BEAUTIFUL HISTORY

Eugene Country Club gets better with age



EUGENE COUNTRY CLUB

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Eugene, Oregon 97401
www.eugenecountryclub.com
Clubhouse 541.345.0181
Pro Shop 541.344.5124

Richard Spurlin, *General Manager, CCM, CCE*
Bill Morach, *Head PGA Golf Professional*

Eugene Country Club is ranked in the "Top 100 courses in the U.S." by *Golf Digest*, and in the "Top 100 Modern Courses" by *Golfweek*.

- Home of prestigious championships
- 1952 National Junior JC Championship
- 1959 NCAA Men's Championship
- 1961 Women's Trans-Mississippi Championship (won by JoAnne Gunderson Carner)
- 1964 U.S. Junior Boy's Championship (won by Johnny Miller)
- 1974 Women's Trans-National Championship
- 1978 NCAA Men's Championship
- 1993 U.S. Men's Mid-Amateur Championship
- 2002 U.S. Women's Mid-Amateur Championship
- 2008 U.S. Women's Amateur Championship

Previous page: The 155-yard par-3 fifth hole at Eugene Country Club.

Photo by John R. Johnson / j2golffmarketing.com.



The 200-yard par-3 seventh hole at Eugene Country Club.

Photo by John R. Johnson / j2golffmarketing.com

THE YEARS HAVE BEEN GOOD.

Eugene Country Club can be proud of its history and of the many members who brought the club through the years so successfully. This progress has been made possible by hard-working, interested, cooperative and progressive boards of directors and members. And this will most likely continue in the years to come under the leadership of new club presidents, boards of directors and members with the help from its very capable staff.

Founded in 1899 as the South Willamette Golf Club, the club changed its name in 1912 to Eugene Country Club.

In 1925, the nine-holer re-opened as an H. Chandler Egan-designed 18-hole championship layout. Then, in 1960, Robert Trent Jones, Sr. instigated a radical renovation by reversing

the layout – changing greens to tees, and vice versa. Ever since the renovation was completed in 1967, Eugene Country Club has consistently been regarded as one of the finest courses in the country.

Peter Jacobsen, one of the best players to come out of the Pacific Northwest, was strongly influenced by playing the course during his days playing on the golf team for nearby University of Oregon. "I became a better player because of Eugene Country Club," said the seven-time PGA Tour winner. "After 35 years as a professional golfer, I've only played a handful of courses that are in Eugene's class."

Eugene Country Club continues to reflect pride in its facilities by ever striving towards a friendlier and more active membership.



OREGON GOLF ASSOCIATION HAS A WINNING ATTITUDE

The 2010 PPGA Cup was held last year at the Tumble Creek course at SunCadia Resort in Roslyn, Wash. Members of last year's victorious Team OGA are (left-right) Joan Edwards-Powell, Matt Newcombe, Chad Sawyer, Byron Patton, Chris Maletis, Jim Dunlap, Rick Dimick, Bill Winter, Lara Tennant, Pat O'Donnell, Loree KcKay and Penny Saenguraiporn.

The OGA has won three of the first five PPGA Cup titles, beginning in 2006.

6th Annual PPGA Cup, Eugene Country Club, May 1-3, 2011

This Ryder Cup-style championship features some of the most notable amateur golfers in the region, with 12-member teams representing the regional golf associations that make up the Pacific Northwest Golf Association, which includes British Columbia Golf, Idaho Golf Association, Oregon Golf Association, and Washington State Golf Association. Teams play four-ball, foursome and singles matches to select a team champion.

Each team has eight men and four women, with the men's contingent comprised of four mid-amateurs (25 years of

age or older), two men at 40 years or older, and two senior men of 55 years or older. The women's delegation includes two mid-amateurs and two women 50 years of age or older. With both men's and women's scores used to determine the team result, it is the only known event of its kind in the country.

"Bringing the best players from each association around the Northwest has proved to be a very positive experience and also continues to grow new friendships and camaraderie among all of the teams," said Dr. Jack Lamey, the President of the PPGA and founder of this championship.

Now is the time to 'Get Game'



from the
OGA

BARB TRAMMELL
CEO
Oregon Golf Association

BEING RESPONSIVE TO THE NEEDS OF OUR MEMBERS IS SOMETHING WE TAKE very seriously at the OGA. As such, your staff has worked tirelessly during the past several months to develop a campaign strategy that will promote growth in key business areas while also helping to expand our

association's outreach.

This exciting new initiative, which we call **GET GAME**, will focus on recruiting additional volunteers, encouraging more OGA Director participation, increasing general awareness, helping interested clubs grow their membership, and creating new programs at our association's golf course.

The goal of the **GET GAME** theme is to *Engage, Educate and Enroll* both golfers and stakeholders by looking at ways to become more relevant.

For example, "**GET GAME AND GROW**" is a new membership referral program we'll be introducing in the near future that is designed

to engage our OGA Directors and incentivize their clubs to grow membership rosters as well as encourage individual golfers to bring new people to the game they love. This program will provide substantial financial enticements to those clubs and individual members who bring in the greatest number of new OGA members. Potentially, thousands of dollars will be awarded to the winners of this membership drive competition!

Also, "**GET GAME FOR THE FAMILY**" and "**SHE'S GOT GAME**" will highlight new programs at the OGA Golf Course for those two specific demographic groups – a new short course will be created, and fun ways in which to introduce both women and families to golf will be explored. We plan to use our course as a testing ground, so to speak, to experiment with some new ideas of how to make golf appear more "cool" to the average player. We hope that in future years we can take these concepts on the road and highlight many golf courses throughout the region, much like we do with our popular OGA Tour!

Additionally, providing playing opportunities on a variety of different golf

courses and at reasonable rates is something we know is wanted in the marketplace. To that end, the OGA will be looking to create an upgraded membership type through a "**GET GAME AND PLAY**" VIP card in 2012 that will provide access to participating courses across the state and region. We hope to generate enough extra revenue through the popularity of the card to fund both new and existing grass roots initiatives in conjunction with our golf alliance partners.

So, be on the lookout for coming attractions that will reveal further details on these as well as other new opportunities from the OGA. We're excited about the upcoming season and hope you join us . . . to **GET GAME!**



TAG, YOU'RE IT View the OGA web site on your smartphone! See the Chip Shots section for instructions on how to download the app.

The best value for golfers of all skill levels is better than ever!

*More events. Great new venues.
More opportunities to win prizes and points toward the season ending OGA Tour Championship at Bandon Dunes.*

Individual Series				
April 2	Pumpkin Ridge Gc	SOLD OUT	July 23	Centennial GC
April 30	Emerald Valley GC		July 24	Eagle Point
May 21	Santiam GC		Aug 11	Quail Valley GC
June 4	Sandpines GL		Aug 30	OGA GC
June 24	Forest Hills GC		Sept 11	Camas Meadows
Partner Series				
April 11	Langdon Farms	SOLD OUT	June 20	Corvallis CC
May 15	Awbrey Glen	SOLD OUT	July 16	Michelbook CC
May 16	Black Butte Ranch	SOLD OUT	Aug 6	Indian Creek GC
May 23	Arrowhead CC		Aug 31	Reserve (North)
June 13	Heron Lakes Great Blue		Sept 4	Diamond Woods
Senior Series				
April 25	Riverside Golf	SOLD OUT	June 28	Rock Creek CC
May 7	Lewis River GC		Aug 13	Spring Hill CC
May 29	Wildhorse Resort		Aug 21	Juniper GC
May 30	Wine Valley GC		Aug 22	Broken Top Club
June 10	Broadmoor GC		Sept 19	Creekside GC

Sponsor of the OGA Tour Points List & Skills Shots



Photo by Wood Sabold / www.woodsabold.com



Jeff Brinegar

EVERYTHING OLD IS NEW AGAIN

Jeff Brinegar starts a new life at Old Macdonald

by Blaine Newnham

FROM MARSHAL ONE DAY TO HEAD PRO AT THE MOST TALKED ABOUT GOLF COURSE IN AMERICA ANOTHER.

The national spotlight will swing to Bandon Dunes Golf Resort in late June when for the first time both the men's and women's national amateur public links championships will be played at the same time.

No one will be more intimately aware of the two courses used – Bandon Trails and Old Macdonald – than Jeff Brinegar, the first professional at both.

In between, Brinegar was also the head pro at the resort's Pacific Dunes, the Tom Doak masterpiece that has been pitted against Pebble Beach as the best public-access course in the country.

"How do you leave Pacific Dunes?" asked Brinegar. "I came to Old Macdonald because I knew I could have more impact here. I wanted to be part of something new."

On a day this winter, wind and rain lashed the small clubhouse at Old Macdonald, the latest darling at the resort, a course that connects vividly with golf's past while perhaps suggesting its future.



The short uphill par-4 14th hole on the Old Macdonald course shows why the layout is ideal for match play, offering several ways to play the hole.

"People tell me every day that this is not only the best course at the resort, but their favorite as well," said Brinegar from behind the counter.

While both Bandon Trails, the beguiling walk through not only the Oregon Dunes but towering forests as well, and Old Mac will handle qualifying and early match play for the two championships, the finals for both men and women will be held on Old Macdonald.

The sprawling layout lies east and north of Pacific Dunes, occasionally confronting the Pacific Ocean but is primarily a rugged, open playfield without bounds.

When you say it is wide open, well, only O'Hare Airport might be more wide open.

It is a course of few trees and many lumps, terrain that takes the ball where it, and not the player, wants it to go.

Old Mac also takes you back to golf's roots,

when the land dictated routes, and not the esthetics. There are holes loosely modeled after the classic holes of Europe – the Alps, the Biarritz, the Road Hole of St. Andrews, the Redan of North Berwick.

It is all exciting stuff for Brinegar, 45, who in many ways is the accidental pro, but in others the commander of his own destiny.

Brinegar grew up in Southern California. He played golf with his father, but his real passion was music. He ended up in 1996 at Evergreen State College in Olympia, Wash. where he got a degree in media technology. He had a recording studio and played guitar and keyboard in several local bands. With long hair he looked like anything but a pro at America's best golf resort.

"You know," he said, "I realized I was exhausted."

There was something else out there for him. After all, he was born on Masters Sunday in 1965.

He sought mental and physical relief playing golf. He liked being near the sport again and applied for a job as a ranger and handling golf carts at a course near his home in Olympia.

"I didn't hear anything for eight months," Brinegar said. "But then I was hired as a ranger two or three days a week. The job included golf privileges to play as much as I wanted. Needless to say, I never recorded another album."

Brinegar eventually moved into the golf shop. He wondered what it would take to become a pro, to make the dream a reality.

As if he were in college again, Brinegar studied to pass the non-playing portions of the PGA Professional exam – rules, business, turf management and cart maintenance. And then, with his friend Brent Zepp, now the first assistant pro at Chambers Bay, on his bag during the Players Ability Test, Brinegar shot 72 and 74 and qualified easily.

In four months he had gone from working in the golf shop, to an apprentice pro and then, a few years later after finishing the studies in Florida, garnered Class A pro status.

"I remember my first trip to Bandon Dunes," said Brinegar, "I was absolutely blown away. I had fallen in love. I'd been to Scotland, I knew links golf, but this place was special."

Finally, in 2005, he got a job working in the shop at the Bandon Dunes course. He was in charge of putting tournaments together and in six months was promoted to first assistant. From there it was over to Trails, then Pacific, and now Old Mac.

"At Trails, I learned how to be the host of a specific golf course, to explain the work to those

U.S. AMATEUR PUBLIC LINKS
CHAMPIONSHIPS
2011

**2011 U.S. Amateur Public Links
2011 U.S. Women's Amateur
Public Links**

WHAT: Two championships being held concurrently at Bandon Dunes Golf Resort, on the Bandon Trails and Old Macdonald courses

WHEN: JUNE 27 – JULY 2, 2011
Admission for spectators is free

WORTH NOTING

This is the first time that these two championships – the men's and women's – will be held at the same time at the same venue.

With these two championships being held on the Bandon Trails and Old Macdonald courses, it will mean that national championships have been held on all four courses at the resort, the first resort to hold this distinction. Previous championships have been the 2006 Curtis Cup, held on Pacific Dunes; and the 2007 U.S. Mid-Amateur Championship, held on the Bandon Dunes and Bandon Trails courses.

who would play there," he said. "I loved that."

Leaving Pacific Dunes wasn't easy for Brinegar.

"But this is where I wanted to be," he concluded. "My intention was never to work at the No. 1 golf course in the country, but to work at a course where I could make a difference. I was here when Jim Urbina was shaping greens, I was here when the first players came off the 18th green and I could see the delight in their faces.

"I know one thing – this will be a great match play course."

Blaine Newnham is a former sports editor and columnist for the Eugene Register-Guard. He covered the 1966 U.S. Open, following Ben Hogan around the Olympic Club. He covered the four majors of the "Tiger Slam", when Woods won his four consecutive championships.

Wells Fargo Advisors signs on as OGA Tour partner

The Oregon Golf Association recently announced that Wells Fargo Advisors has signed on as an official sponsor of the organizations' popular OGA Tour.

Wells Fargo Advisors will be sponsoring the OGA Tours' skills challenges as well as the OGA Tour Points Lists. Skills challenges include Straight Drive, Closest to the Hole and Longest Putt contests for each flight of players.

"The overlap of demographics between Wells Fargo Advisors and OGA members makes our sponsorship a natural fit," said Tyler Jaques, Financial Advisor with the Wells Fargo Advisors, LLC Portland office. "We are excited to be associated with this great organization and have the ability to have a positive impact on its members."

The OGA Tour is a series of 30 casual competitive events for golfers of all skill levels including an Individual Series, Partner Series and Senior Series. At each event, players are placed in flights



based on their USGA Handicap Index so that they are always competing against players of comparable ability.

The popular series has already sold out its first three events of the year, and several other events are already near capacity.

"With the success of our events so early in the golf season, we're confident that the entire series will sell out," said Nate Swanner, OGA Manager of Event Operations. "Interested golfers should certainly consider signing up for the remaining events this season as soon as possible."

During the season, events are held at more than 30 different golf courses throughout the OGA's territory which includes Oregon and SW Washington, and the season culminates with the Tour Championship in October, an invitational which will be played at Bandon Dunes Golf Resort.

The First Tee of Greater Portland created from merger

Two non-profit youth development organizations, The First Tee of The Children's Course and The First Tee of Portland, have merged and will combine the charities' efforts, and will now be called The First Tee of Greater Portland.

Both organizations were being run separately under the umbrella of the national program, The First Tee, which strives to impact the lives of young people by providing educational programs that build character, instill life-enhancing values and promote healthy choices through the game of golf. The two Portland branches will now operate as one and serve the greater Portland area.

The Children's Course, the original programming site in Gladstone, Ore., will remain as the primary operating facility for The First Tee of Greater Portland. The non-profit organization will continue business operations from there as well. This merger will allow The First Tee of Greater Portland to operate programming at the Heron Lakes Golf facility in North Portland, with the potential to affiliate with other courses in the metro area.

"Through this merger, more young people will gain exposure to the amazing life skills and values inherent to the game of golf that

can help them in their everyday lives," said Executive Director Dennis Schrag. "Also, we will be able to extend our program to even more partner organizations that work with at-risk youth, disadvantaged children and young people with special needs."

The First Tee of Greater Portland will operate classes at The Children's Course, Heron Lakes Golf Course and at a satellite site at the OGA Course in Woodburn, with plans to expand programming sites to other city-owned courses in Portland as well as in Southwest Washington.

NEWS & NOTES

Gigi Stoll, 14, of Beaverton, Ore., overcame a 4-shot deficit with 8-holes to play to win the Girls 15-18 Division at the Las Vegas Championship conducted by



Gigi Stoll

Future Champions Golf at Primm Valley Resort. Despite being only 14, Stoll entered the 15-18 age division in her attempt to gain an automatic exemption into the prestigious Callaway Junior World Championship to be held July 12-15 at Torrey Pines Golf Course in San Diego, Calif. Only the champion from this event received the coveted exemption. She was the youngest person in the field.

Charlotte Plank, the longtime Director of Junior Golf for the Oregon Golf Association, has retired. Under her guidance, the OGA's Junior Golf Program has become widely regarded as one of North America's finest. Plank was with the Association for 25 years, and a party was held for her in late February at the OGA Golf Course in Woodburn, Ore. A good player in her own right, Charlotte devoted herself to the future of golf through its young players.



Charlotte Plank

Peter Jacobsen Sports announced that Umpqua Bank has signed on as the title

sponsor of the upcoming Peter's Party golf tournament. Newly titled The Umpqua Bank Challenge, the event will be played August 28-30, 2011 at Portland Golf Club in Portland, Ore.

Tetherow Golf Club was recently recognized for environmental stewardship by the Golf Course Superintendent's Association of America and *Golf Digest's* Environmental Leaders in Golf Awards program. Tetherow was the first course in Oregon to receive Audubon International's "Certified Signature Sanctuary" honor upon opening in 2008. As of today, it is the only course in Oregon to maintain that certification.

Leadership Bend's first annual "Chip in for Children 100-Hole Golf Marathon" will be held at Tetherow Golf Club on June 17, 2011. Proceeds from the event will benefit

NEWS & NOTES *Continued*

youth and children's programs in Central Oregon. Leadership Bend, a non-profit organization, is a community program offered by the Bend Chamber of Commerce.

Swanner joins OGA staff

Nate Swanner has joined the staff of the Oregon Golf Association. Swanner, 31, comes from Southern California, and will be the OGA's Manager of Event Operations.



Nate Swanner

Photo by ERIC SALLIER/OGA

After receiving a business degree from Cuesta College in San Luis Obispo, Calif., Swanner served a prestigious P.J. Boatwright, Jr. internship at the Public Links Golf Association (PLGA) of Southern California, a position which quickly turned into his being named the Director of Rules and Competition for the PLGA.

When the Southern California Golf Association (SCGA) and PLGA merged in 2010, Swanner joined the Handicapping and Membership department of the SCGA.

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Play the PPGA Senior Men's Amateur Championship and the PPGA Super Senior Men's Amateur Championship at **BLACK BUTTE RANCH** on the Big Meadow course!
June 7-9, 2011



Open to players age 55 and older, with three categories:
 Senior Championship (age 55 and older) – gross competition
 Super Senior Championship (age 65 and older) – gross competition
 Open Division (age 55 and older) – gross and net in both the individual competition and Four-Ball partnership competition

Handicap Index limit of 22.4 (or 26.4 for players age 65 or older)

HURRY – THE ENTRY DEADLINE IS MAY 17



REGISTER ONLINE or to register by mail,
 download entry forms online or call to request one.

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Standing off to the side of the 18th fairway of the Old Course at St. Andrews are (L-R) Neva Nuich, John Nuich, Karsten Solheim and Louise Solheim. Nuich had played the Old Course earlier that day with Solheim.

John Nuich passes

John Nuich, a Medford, Ore., jeweler whose love of golf took him as far as the Old Course at St. Andrews, died earlier this year from complications from a brain tumor. He was 84.

"Many of his friends liked to call him the 'Great White Whale' because of his stature – 6-foot-4 and 265 pounds – and that thick white hair on top," said former PING Golf executive Bob Cantin. "He was a wonderful gentleman; as good as they come."

After establishing his business in Medford in 1960 – John Nuich Jewelers – he became a devoted and accomplished golfer. He and son Mike won the OGA Father-Son Championship in 1965. He won club titles at his home Rogue Valley Country Club and took medalist honors in the 1969 Southern Oregon Amateur at Rogue Valley. Finally, he claimed a Southern Oregon Amateur crown in 1974 after outlasting Mark Binegar in a seven-hole playoff.

Nuich also started and conducted a popular pro-am tournament at Del Porte Golf Club, near Crescent City, Calif. He chose to call it the "Crab Pot" and it ran from 1977 until 2008 with many pros and amateurs from the Pacific Northwest participating.

He made no secret that one of his proudest moments came when he played an 18-hole round at St. Andrews with Karsten Solheim (founder of PING golf clubs) and Sandy Jones (an executive of the European PGA). And, naturally, he had his picture taken with his playing companions on the famed Swilcan Bridge at the 18th hole at the Old Course.

- Bob Robinson

SWENSON ON BOARD



Stein Swenson has rejoined the staff of *Golf Oregon* and *Pacific Northwest Golfer*. He was the first advertising salesperson for the magazine, beginning in 1994. He also operates the Maverix Golf Tour in Central

Oregon, and plays to a 4.3 Index. The rumor is that he shot his first hole-in-one last fall at Juniper GC in Bend – "I feathered a beautifully struck 9-iron to a front right pin. I can now die in peace." Stein lives in Bend with his wife, Laura. For advertising inquiries, contact Stein at 541.318.5155 or sswenson@pacificnorthwestgolfer.com.

2011 OGA Championship Courses



67th OGA Tournament of Champions June 4-5
OGA Golf Course, Woodburn, Oregon



102nd Men's & Women's Oregon Amateurs June 20-25
Waverley Country Club, Portland, Oregon



Visit www.oga.org for complete championship schedule