



Executive Links

A newsletter of the Executive Women's Golf Association – Seattle Chapter  
January 2012

### Ring in 2012 at January 18 Wine Social

By Karen Snepp, Communications Chair

We start the New Year right with a festive event! Join us for great company and great wine from 6-8 on Wednesday, January 18, as we get together for socializing and networking in the VIP Room at Wine World Warehouse, one of the largest wine stores in the area.

This event is open to members and their guests (including male guests!). We have also invited as the guests of EWGA several LPGA instructors and female golf mentors from the area, so if you're thinking about taking lessons this could be a great opportunity to visit with them, and to thank them for all they do for girls'/women's golf. Many EWGA board members will be there, too, so it's a good chance to share your ideas for the upcoming year--other social events you'd like to see, courses you'd like to have on the weekend events list, etc.

Your admission includes two generous glasses of wine (red, white, or SPARKLING), a wide range of appetizers, entry into some fun door prize drawings, AND 15% off any bottles of wine purchased that night. Price is \$25; if you are the designated driver or choose not to drink alcohol, the price is \$20. [Sign up](#) by January 13. Questions? Contact Karen at [communications@ewgaseattle.org](mailto:communications@ewgaseattle.org). Can't wait to see you and your guests there!

**Optional:** Wine World Warehouse also has a 6 pm wine tasting at its wine bar which you may want to attend before joining our social event. While there is an additional small charge for this (paid at the tasting), the price can be applied to bottles purchased in the store that evening. The store is open till 9, leaving plenty of time to shop after the social event!

### Spots Still Open for Winter Indoor League

By Karen Snepp, Communications Chair

Feeling the itch to get those clubs out, but don't like to be cold? Then join EWGA's 2012 winter indoor league at Kirkland's Swing Doctors facility. Each week we'll play nine (simulated) holes of competition on one of the great courses of the world such as Pebble Beach, using real golf balls and your own clubs.

A few spots still remain for each session. Pick from one of two 5-week sessions, either Tuesdays, January 10-February

### Mark Your Calendars!

**January 18**  
**Wine Tasting Social**  
**Wine Warehouse,**  
**Seattle**

**February 1**  
**Happy Hour**  
**Monsoon East,**  
**Bellevue**

**February 10-12**  
**Seattle Golf Show**

**April 7**  
**Spring Tee Off**  
**Nile Country Club,**  
**Mountlake Terrace**

**April 18-21**  
**EWGA Golfpalooza**  
**Las Vegas, NV**

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7 at 5:15 pm, or Thursdays, January 12-February 9 at 5:15 pm. Each 5-week session costs \$100 and will include five 9-hole rounds of golf and coaching by Swing Doctors' PGA pros.

To register, please fill out and send in the attached [registration form](#) to confirm your spot, or call Kelsey at Swing Doctors (425-823-2100) & give her your info over the phone. Spots will be filled in the order that payment is received by Swing Doctors. This is a fun way to stay connected during the "off season!" Questions? Contact League Coordinator Karen Snapp at [communications@ewgaseattle.org](mailto:communications@ewgaseattle.org).

### **Let's Connect**

By Amanda Stevenson, Social Chair

Happy Hour in Bellevue!  
February 1st at 6:00pm

Monsoon East  
10245 Main Street  
Bellevue, Washington 98004  
Phone  
425.635.1112

Coming soon, Lucky Strike Bowling Night in February. If you are interested and would like to reserve a spot, you can email Amanda at [social@ewgaseattle.org](mailto:social@ewgaseattle.org).

### **Calling All Volunteers - Save the Date**

By Teresa Potter, Membership Chair

We are looking for volunteers to help at the Seattle Golf & Travel Show. Seattle EWGA provides volunteers for the show in exchange for free booth space! This year's event will be held February 10-12, 2012, at the CenturyLink Field Event Center. All volunteers will receive free admission to the show. Please watch your email for more information on available positions and times and consider volunteering for this great event.

### **Golfpalooza 2012 in Las Vegas!!**

By Tammy Curtis, President

Looking for a warm weather getaway at the end of what is expected to be a long and cold winter? I have the perfect spot for you. Join me and several other EWGA Seattle members at this year's EWGA Conference (aka Golfpalooza) in sunny Las Vegas!

The event runs from Tues, April 17 thru Sat, April 21, and it is full of fun events. There is everything from leadership training to equipment demo day, from a fund raising Casino Night to a huge sponsor marketplace where you can buy everything EWGA. There will be golf too, at some of the finest golf courses in the area. And the part they don't advertise, but was the best part for me last year is meeting some incredible women from across this country who are just as enthusiastic about golf and the EWGA as you are!

I'd like to take as many Seattle EWGA members with us as we can, so please consider joining us in April. This event is often held in Florida, so it's great to have it just a short flight away in 2012. Viva Las Vegas!!

The information link to all things Golfpalooza is <http://www.ewgagolfpalooza.com/Golfpalooza/Home/>. Early registration discounts are available until February 15. If you have any questions at all, please feel free to contact me at [president@ewgaseattle.org](mailto:president@ewgaseattle.org).

### **Make a Difference by Volunteering! Help Wanted**

By Kathy Wegner, Leadership Chair

This is your chance to make a difference, please consider volunteering your time and talent to your Chapter in 2012.

Help Wanted: Open Committee Chair Position

## **Sponsorship Chair**

The Sponsorship Chair and Committee are a vital element to the financial health of the Chapter. Their goals are to obtain sponsorship funds, non-dues revenue, and in-kind support necessary for the operation of the Chapter.

As a chair you will be

- A voting member of the Chapter Board of Directors.
- Involved in determining how revenue will be used in the Chapter budget.
- Be responsible for the sponsorship agreements.
- Attend monthly board meetings.
- Contribute to the Annual Business Plan of the Chapter.

Please email [leadership@ewgaseattle.org](mailto:leadership@ewgaseattle.org) if you have any questions or to sign up.

## **Spring Tee Off**

By Yvonne Gitchel, Vice President

Save-the-Date for our Annual Spring Tee-off Brunch and Golf, Saturday, April 7, 2012 at the Nile Country Club in Mountlake Terrace.

Peruse our vendor expo; sign-up for weekend golf events and weekday leagues! Our keynote speaker will be Val Patrick, LPGA Teaching Professional and longtime EWGA member. More details coming soon!

## **Women Who Lead**

By Tammy Curtis, President

Our very own Karen Snapp, who has been and continues to be our Communications Chair, was nominated for EWGA national recognition recently. Karen was nominated by the Seattle Chapter Board as our choice for the "EWGA Women Who Lead" program. This program was launched in 2008 in order to recognize and honor women who have made a difference in their Chapter through outstanding performance.

Karen's Communication Chair's role has multiple facets but can be boiled down to four main areas...Public Relations, Member Communications, Website & Newsletter. These are four of the most major components of getting and keeping members - and she does all of this with enthusiasm and an infectious positive attitude! Karen's contributions to the EWGA Seattle cannot be over stated – she is the kind of volunteer leader we love.

We couldn't be successful without you, Karen, and I'm so happy you opted to stay on the board for a couple more years when your term was up last year.

If you see Karen out there on the course or at a social event, please send some congratulations her way – she is a true woman who leads. ☺

## **Why Should I Join a Weekly League?**

By Tricia Deering, League Chair

As a member of EWGA Seattle, I love the opportunity to play with women golfers on a regular basis during the spring and summer months. If you asked me, one of the most important member benefits of EWGA membership is League play. It is great to know that every week you have at least one game of golf scheduled with old friends, and with potential new friends.

## **League System Overview**

The EWGA Mission: "The EWGA exists to provide opportunities for women to learn to play and to enjoy the game of golf for business and for life. The heart of this mission is to bring more women into golf and into the EWGA and create an experience of such value that both golf and the EWGA become part of their lives. Because leagues are structured around work schedules, and because they are organized and in place for members, Leagues are often the focus of new member who are interested in playing golf on a regular basis."

The Goals for this year's League Play for EWGA Seattle start with the mission above, and are designed to deliver the following benefits to our members:

- **Skill Improvement**—the more you play the better chance you have of improving your game. League play gives you a chance to play on a regular basis (typically once each week) during golf season.
- **Membership Retention**—members stay where they are having fun, making friends and learning at the same time. League gives you an opportunity to be part of an ongoing group.
- **Camaraderie**—as a regular League player, you typically become long term friends with your fellow players.
- **Retaining Golfers**—when you are part of a League you are much more likely to stick with golf

## **Frequently Asked Questions About League Play**

By Tricia Deering, Leagues Chair

### **What is the schedule this year for League Play?**

*This year we plan to start Leagues on the week of May 7. The exact date will obviously depend on the night of the week your League plays. This year's start date is a little later than in past years; we made this shift due to the unpredictability of the weather in April which has led to low attendance and "rain checks" in previous years.*

### **What are the locations for League Play?**

*Mondays: Mount Si, Nile Country Club, Willows Run*

*Tuesdays: Interbay Golf Center*

*Wednesdays: Heron Links, Fosters Golf Links*

*Thursdays: Bellevue Municipal, West Seattle/Jefferson*

### **What are the Dates for the First League Sessions?**

*Monday Leagues: May 7, 14, 21, 28 (Memorial Day TBD), June 4*

*Tuesday Leagues: May 8, 15, 22, 29, June 5*

*Wednesday Leagues: May 9, 16, 23, 30, June 6*

*Thursday Leagues: May 10, 17, 24, 31, June 7*

### **Will I be able to play with my friends?**

*One thing the League leaders are charged with making sure the League offers a fun and welcoming environment for all players. So, most often the time they will try to "change up" the people that play together so that everyone gets to know each other.*

### **I have noticed that Leagues charge different amounts to play. What determines the amount that is charged to play in a particular League?**

*Greens fees are negotiated with each golf course, which accounts for the discrepancy of greens fees for the different League locations. You are required to pay in advance for each session that you choose to play in.*

### **Membership Reinstatement Fee Gone!**

By Teresa Potter, Membership Chair

Good news! The reinstatement fee for former EWGA members to rejoin is gone. We know that there are many reasons that members need to take an occasional break- job change, family, injury etc. Many have told us that they would like to hear from us again the following year so they can reconnect.

When former members are ready to rejoin EWGA they now just pay the regular renewal fee, without any additional fees. So if your membership has lapsed recently, now is the time to reconnect. Or if you know a past member who you think might be ready to rejoin again, pass along the good the news. Questions contact membership chair Teresa Potter at [membership@ewgaseattle.org](mailto:membership@ewgaseattle.org)

### **2012 EWGA Board Member Fun Facts**

By Tammy Curtis, President

On December 3, the 2012 board members gathered for our Annual Planning Meeting. In addition to goal setting and discussion of 2012 activities, we learned some interesting things about your 2012 board members....

### **What is your favorite condiment?**

Tabasco (Amanda Stevenson, Social Chair)

Ranch dressing (Tammy Curtis, President)

HP Steak Sauce (Teresa Potter, Membership Chair)

Mustard (Mindy Spradling, Weekend Events Chair)  
Mustard (Cherie Litson, Education Chair)  
Dijon Mustard (Cornelia Kromm, Assistant Treasurer)  
Guacamole (Karen Snepp, Communications Chair)  
Mayonnaise (Mary Herlin, Secretary)  
Salsa (Yvonne Gitchel, Vice President)  
Ketchup (Kathy Wegner, Leadership Chair)  
Chipotle (Tricia Deering, Golf Leagues Chair)  
Banana Peppers (Carolyn Friedt, Treasurer)

### **What was your first concert?**

Beach Boys (Cornelia)  
Bruce Springsteen (Karen)  
KISS (Yvonne)  
Joan Baez (Kathy)  
Van Halen / Journey / Bryan Adams (Mindy)  
Barry Manilow (Tammy)  
The Pacific Women's Music Festival and she brought her guitar for open mike night (Cherie)  
Crowded House (Teresa)  
Lisa Lisa and the Cult Jam (Mary)  
Brooks & Dunn (Amanda)  
Janis Joplin (Tricia)  
Styx (Carolyn)

As you can see...quite an eclectic group we have on the board this year! Look forward to some great things in the 2012 season!

### **January 2012 President's Corner**

By Tammy Curtis, President

Happy New Year to all of you!

In early December, your 2012 leadership team gathered together in a conference room at the lovely Mill Creek Country Club to discuss the 2012 Strategic Plans for your Seattle EWGA.

There was some really good discussion as we hashed out what worked and what didn't in 2011 as well as reviewed previous member survey results. We discussed our strengths and our opportunities as an organization & we circled around some definite themes. Once we whittled it all down, we determined 3 major areas of emphasis for 2012. They are:

#### 1) Membership:

- Sustain year- end 2011 total membership numbers through 2012 with 4 year goal to increase total membership by 30%
- Start and sustain New Member Orientation Meetings
- Determine new member welcome and lapsed member reach out policy

#### 2) League and Golf Event Reboot:

##### Leagues:

- Increase participation by x% (x to be determined in January)
- Consider new league types (Mon, Fri, weekend, travelling, etc)
- Decrease costs through sponsors for 123 fees or course deals
- 4 year goal: South Seattle league presence

##### Events:

- Increase participation by x% (x to be determined in January)
- Quality vs. Quantity – reduce number of events, focus on quality
- Decrease costs through course deals or sponsors for 123 fees
- Refresh courses picked and types of events held

3) Sponsorship Strategy:

- Develop overall strategy and action plan to get and keep sponsors
- Determine minimum standards / expectations for sponsor communication
- Develop relationship with local sponsor(s) to offer Seattle member discounts

It was such an inspirational meeting....this President is very proud of the progress we have already made. As always, we have some challenges ahead of us, but with the support of each of you, as members, I know we will be successful.

Thank you to each of the board members for stepping up and volunteering your precious time to this awesome organization – I am really looking forward to working with you this year.

Special thanks to Mary Herlin for setting up our Planning meeting for us!

Happy 2012!  
Tammy

