



Once a year for every year since 1968, the Southern Texas PGA has chosen one of its members to receive the honor of being its Golf Professional of the Year.

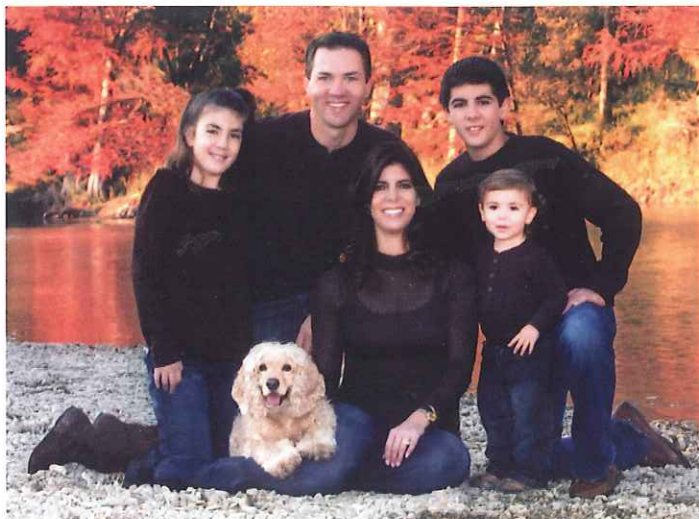
The honoree for 2010 is Marc DeWall, the head golf professional at The Clubs of Cordillera Ranch in Boerne.

The honor is the STPGA's highest award and the recipient is chosen on the basis of his or her overall performance as a PGA golf professional, level of service to the Southern Texas PGA, leadership, image, ability to inspire fellow professionals and service to the region's golf community.

DeWall has been a PGA Professional since 1992 and has spent his entire career working within the STPGA.

A Nebraska native, DeWall attended the University of Nebraska his freshman year of college and was a walk-on collegiate golfer. He transferred to St. Mary's University in San Antonio, where he received a scholarship and played golf for three years.

He graduated from St. Mary's in 1989, having earned a Bachelor of Business Administration degree with a major in marketing and a minor in business management. He immediately took a job as an assistant professional at The Dominion Country Club in San Antonio, and his transition to "Texan" was complete.



The DeWall family includes, from left to right, Alexa, 11, Marc, Diana, Drake, 14, and Luke, 3. And, of course, family pet, Sandy.

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— Mark DeWall

DeWall worked at The Dominion until 1994, when he took a First Assistant position at La Cantera Resort. That assignment turned out to be short term; six months later, the head golf professional position at The Dominion opened up. DeWall interviewed for and secured those duties, and served as The Dominion's head professional for over 11 years.

In March 2006, he made a change. The Clubs of Cordillera Ranch, a major, high-end club and community in nearby Boerne, came calling.

The new club needed a head professional of its own, and DeWall was the man . . . he's been at that facility ever since.

Throughout most of his career as a PGA Professional, DeWall has taken time to serve the Southern Texas PGA. He first sat on the Section's Board of Directors in 1999 and he has been actively involved ever since. He has served as the STPGA's President for the

past two years, as its vice-president in 2007 and 2008, and as its secretary in 2005 and 2006.

While he has worked with and led several of the STPGA's committees, he points to a couple of experiences as "special."

"One of the most rewarding things I did was serving as chairman of the STPGA's Annual Meeting Committee for 1998," said DeWall. "We held the meeting in San Antonio and that's what got me started serving the Section's membership and our educational programs."

DeWall received the STPGA's 2001 Horton Smith Award for his efforts to improve the educational opportunities offered STPGA members by the Section.

"I also had the opportunity to work closely with our national organization when the PGA held its annual meeting in San Antonio in 2003, and, of course, working with our Section's Sponsorship Committee was a valuable experience," said DeWall. "I've always enjoyed the business side of the Section's activities, getting in front of the people we work with and who support us to discuss what we do and how those people can help us accomplish our missions to the benefit of golf in southern Texas."

Communications, committee involvement, sponsorships and fiscal management are a few areas of STPGA operations in which DeWall believes his term as president has had significant impact.

"I think we've done a great job of communicating real information to our Section members and apprentices during the past couple of years. We have also worked hard to refocus our various committees on their assigned tasks," said DeWall. "We have planted the seeds for getting more PGA members involved in the Section through the committee structure. I believe this is the way we will continue to make our Section even stronger moving forward."

"I think the same things can be said about our sponsorships and fiscal management," he added. "It's no secret that the economy has presented us with increasing challenges in those areas. Our overall sponsorships have remained solid as we understand more than ever the importance of building and maintaining relationships with the companies and individuals that support us. Also, Mike Ray and his staff have done a great job of managing the business affairs of the Section and positioned us well for the future."

From a personal perspective, DeWall points to his participation on the STPGA's 2009 and 2010 Texas Joe Black Cup Matches team as being high points of his presidency, but even those experiences may pale next to the presentation of his STPGA Golf Professional of the Year award, which will take place during the STPGA's 2011 President's

Dinner, Feb. 20 at Horseshoe Bay Resort.

"It's hard to describe how big an honor I consider this award," DeWall said. "There is simply nothing better than being respected by your peers and having them acknowledge the work you have exerted on behalf of them and their organization."

"I've been very lucky to have had tremendous support from the people I've worked for and with, and that's helped me be able to give back to the game and profession from which I earn my living," said DeWall.

"There are some incredibly bright people that I have met and served with on this journey. I am very fortunate that I call many of them my friend's today. I think I've given a lot, but I think I've received so much more than I've given."



The Director of Instruction at Austin's Onion Creek Club for the past five years, Lonny Alexander impacts the game of golf far beyond the gates of the club. While he works with hundreds of Onion Creek members and non-members alike, he points to his teaching experiences at Texas State University as "one of my proudest achievements."

Alexander is in his seventh year as a golf instructor at Texas State University. He developed the curriculum for the class, which attracts over 600 students per year.

Hundreds, even thousands, more youngsters have passed through the "Approved Clinic" he has operated for the Southern Texas PGA's Little Linksters program for the past several years. He also serves as an instructor for Austin's Bailey Middle School golf team through the First Tee of Greater Austin.

Alexander was elected to membership in the PGA of America in 2002 and has spent his entire career working within the Southern Texas Section.

An accomplished player, too, Alexander won the STPGA Professional Championship in 2007; he has played in five PGA Professional National Championships and five PGA Tour events since beginning his term at Onion Creek. He is also the winner of the 2010 STPGA TaylorMade Player of the Year award.

The Southern Texas PGA Harvey Penick Teacher of the Year Award, named in honor of one of golf's most beloved instructors, recognizes a member who best exemplifies overall performance at the club, Section and national levels, presenting innovative and special teaching programs, articles in books and magazines, and outstanding golfers the honoree has instructed.



As chairman of the Southern Texas PGA's Education Committee for the past two years, Dustin Burell, a PGA of America member since 2006 and the general manager at The Quarry Golf Club in San Antonio, has expended considerable effort toward creating new educational opportunities of quality for his fellow STPGA Professionals. Accordingly, he is the recipient of the Southern Texas

PGA Horton Smith Award for 2010.

With Burell at the Education helm, the STPGA added a series of industry-related teleconferences to its stable of educational opportunities last year. The teleconference format was chosen to provide the Section's members more convenient access to information and met with great success.