

A Visit With Bruce Maddux

Bruce Maddux has been hired as the Head Golf Professional at Ponca City Country Club. He replaces Rich Maril, who recently accepted the job of Head Golf Professional at Rolling Hills Country Club in Wichita.

Maddux grew up in Oklahoma City and was active in several sports. After graduating from high school, he attended Central State University (now U.C.O.) in Edmond and played on the golf team. He then worked as an assistant golf professional at Lincoln Park in Oklahoma City for two years prior to accepting a job as an assistant at Indian Springs Country Club in Broken Arrow. After only two years there, Maddux was promoted to the position of Head Golf Professional in 1980, at the age of 27. At the time, Indian Springs was owned by Club Corp America, the majority owner of over 200 clubs throughout the United States.



After almost 4 years as the Head Pro at Indian Springs, he applied for and received a transfer to become the Head Golf Professional at Rio Rancho Country Club in Albuquerque, New Mexico. The club was sold soon after he arrived, so Maddux decided to try his luck at playing golf professionally and was a member of the Space Coast Tour in Florida for a year.

The family then moved to Tulsa and he worked for Anheuser-Busch for 13 years, primarily dealing with the company's large national accounts. Maddux then spent 3 years working for the Miller Distributing Company in Oklahoma City before moving to Ponca City seven years ago, when his wife Mary opened an Edward Jones office here. For the last few years he has worked part-time for Rich Maril in the PCCC Golf Shop.

Bruce and Mary have two children. David is 25 years old and lives in Ada. Mark is a sophomore at Ponca City High School.

Bruce sat down with us this week and was kind enough to share some of his thoughts about becoming the Head Golf Professional at PCCC.

You have been out of the golf business for awhile. Why were you interested in the Head Pro job at PCCC?

“That is exactly why I was interested in the job. I love Ponca City Country Club, I love golf and I missed being in the golf business. I thought with my past experience that I could help grow and improve the golf operations at our club. I always like to look at things in a positive manner. The glass is always half-full instead of half-empty, in my opinion. You will never hear me say “that’s the way we have always done it so we are not going to change anything!”

Have you had time to think about who is going to be on your staff?

“I had a visit with Mark Hilyard today and he has agreed to stay on as an assistant golf professional. He has many years of experience in the golf business and will continue to be a valued member of the golf staff.”

“Brent Beitler has accepted an assistant golf professional’s position with Alan Hager at The Trails in Norman. We hate to see Brett go, but the opportunity to work with Alan at one of the most prestigious clubs in the state is a great opportunity for him.”

“I also plan on keeping Kyle Baldwin and Tucker Wright as our golf carts/golf clubs/range boys. Both kids have a great work ethic and are well liked by all of the members. Both young men will be heading off to college in the fall of 2007 so we will have to hire and train some other kids before they leave.”

Are you going to work to regain your PGA Club Professional status?

“Yes. I made the call yesterday to get the process started. I will be considered a Head Professional Apprentice until I work for a certain period of time, complete some of the necessary paperwork, and take a test demonstrating my actual golfing skills.”

Over the last few years participation in many of our MGA, WGA, and Couples tournaments has declined. Any ideas on how to increase the golfing members participation in those events?

“I am going to work closely with the MGA and WGA committees in an effort to try some new tournament formats. I also encourage individual golfing members to contact me if, and when, they have an idea that they think might improve participation in some of the tourneys. My door is always open.”

As our membership has declined, so has the participation in our Junior Golf program each summer. Any thoughts on how to increase the number of young people playing golf?

“Golf is a life-long sport. It teaches young people what life is really about. Hard work, commitment, integrity, good social skills, having a positive attitude, and determination are all important parts of the sport and life. I am going to get a list of all of the PCCC members that still have kids at home and will personally call each of them to encourage them to have their kids take part in our summer youth golf program.”

Also, Rod Alexander, the Head Professional at Wentz, and I are going to work closely with the coaches and players of the high school and junior high golf teams. We both want to offer our help in improving the skill level of all of the players on the teams. Remember, PCCC has been proud to be the home course of the high school girls and boys golf teams for many, many years.”

Speaking of juniors, the Resident members recently passed some membership type revisions to the by-laws where the entrance fees and monthly dues for younger people joining our club has been decreased. Your thoughts?

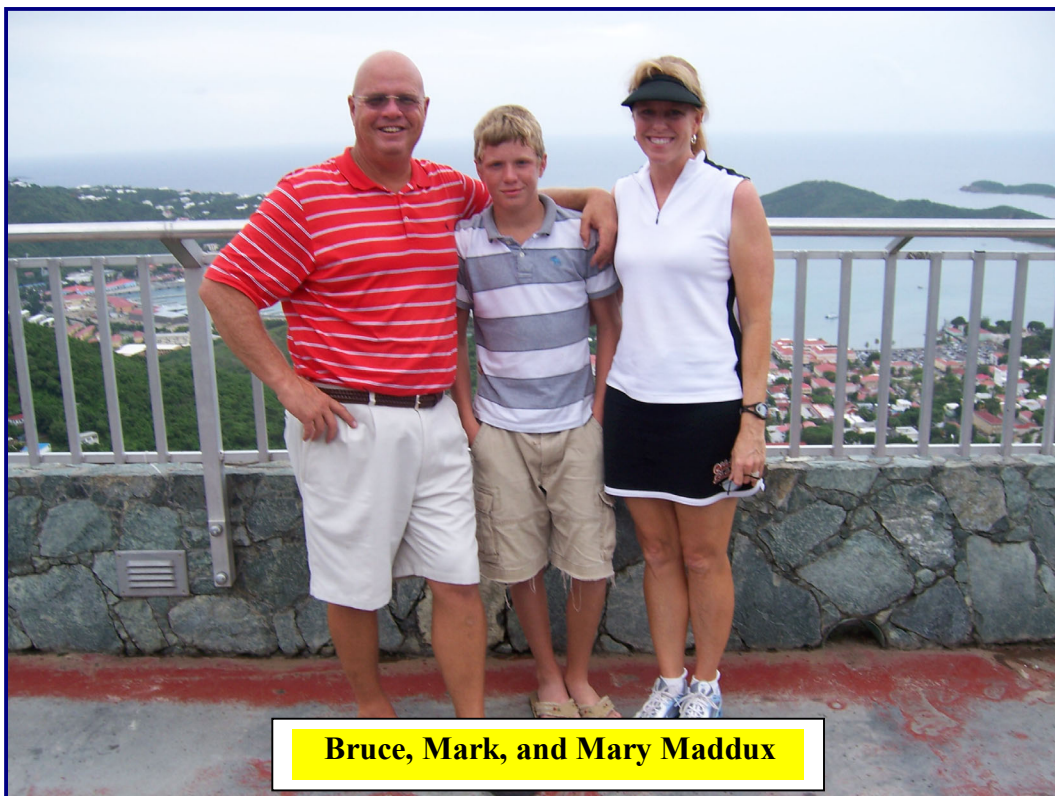
“I have always said that the future of our club, and most other private clubs, depends on the number of young couples or singles under age 40 that we can get signed up. There is a club in town called the “Newcomers Club” and I am going to ask them for a list of people that have moved to Ponca within the last two years. I plan on calling every person on the list and invite them out to the club so they can see first-hand what kind of amenities we have. Hopefully, some of them will join once they see how nice our club is and how well manicured the golf course is. The lower, monthly dues structure now in place for younger people should be a great enticement for joining.”

What are your plans for the Golf Shop?

“We plan on having a complete line of many brands of golf clubs, clothing, balls, shoes, training aids, etc. I am going to be sprucing up the shop and will be doing some painting and bringing in some new display cases. We will also be offering club fitting services, along with private and group lessons to the members.”

Do you have any other thoughts you would like to share with the PCCC members?

“I cannot wait to get started. I have jumped out of bed at the crack of dawn the last two mornings and was ready to go to work! As soon as my contract has been printed and signed, I will be on the job. Also, I want to remind all of the members to come and see me any time they have an idea for improvement, or if there is a problem that needs to be corrected. My goal is to ensure that we operate a top-notch golf facility 365 days a year!”



Bruce, Mark, and Mary Maddux