



# THE SEHA SENTINEL

THE OFFICIAL NEWSLETTER OF  
THE SOUTHERN AND EASTERN HARDWARE ASSOCIATION



## FARRELL DEFEATS PETERSON FOR TITLE

MAY 4, 2000—Mike Farrell defeated John Peterson to win the 2000 Southern and Eastern Hardware Association Golf Championship during the organization's annual meeting at Mid-Pines Inn & Golf Club April 30-May 3, 2000.

Farrell, sales manager for Techni Edge Mfg. Company, dispatched top seed Moby Homesley (Brackman, Homesley & Associates) and Jeff Windstein (Dejure & Windstein, Inc.) to reach the championship finals.

Peterson, the 1998 SEHA Champion from The Fletcher-Terry Company, dispatched of Henry Lipscomb (H.G. Lipscomb & Co.) and Keith Saine (Lail & Associates) on his road to the finals.

Farrell, an SEHA member since 1996, captured the "Shovel" Trophy in his first championship final.

Kent Barnes of DAP, Inc. edged Randy Holland (Holland Mfg. Company) on the final hole to capture the Leinbach Bowl, as winner of the First Flight. Barnes, who won the SHA Championship in 1989, birdied No. 1 (his 17th hole of the day) and parred the No. 2 in a come-from-behind victory.

In other flights:

2nd - Bob Hardee (Watters & Martin, Inc.) def. Gary Keen (Kimbrough-Keen Associates).

3rd - Bill Stephenson (Council Tool Company) def. Bill Lawley (Diversified Sales).

4th - Lyle Kelliher (Hoover Allison) def. Robert Matthew (Moore-MacMichael, Inc.).

5th - Dick Leslie (Honorary) def. Sandy Sanderson (FSW Marketing).

6th - Steve East (Orgill, Inc.) def. Gene Becknell (Becknell Wholesale).

7th - Rick Lambert (Honorary) def. Ted Landherr (Samaco Hardware Supply).

Homesley captured his second Hardware Bowl as low medalist during Monday qualifying, with a stellar 1-over-par 73.

Jeff Thompson carded a net 67 to capture the Net Medalist prize, while Bill Lawley recorded a net 73 to claim Senior Medalist honors.

Additional prize winners:

Closest to the Pin on No. 2 — Monday: Allen Meyer of Reliable Distributors; Tuesday: John Peterson.

Closest to the Pin on No. 11 — Monday: Randy Holland; Tuesday: Doyle Wallace

(Wallace Hardware Company).

Most Accurate Drive on No. 7 — Monday: Moby Homesley; Tuesday: Kent Barnes.

Meanwhile, the team of Keith Saine, Ken Porter, Bill Floyd and John Haste captured the 9-Hole Scramble event, after a three-

way card match "playoff" at 5-under-par 31.

Captain Jeff Windstein teamed with Mike Evans, Steve Seaf and Rick Lambert to claim second prize, while captain Chuck Green combined with Henry Lipscomb IV, Jeff Thompson and Chris Wehking to finish third after the "card-off."



Pictured are 14 of the SEHA record 36 new members who attended the Year 2000 Annual Meeting at Mid-Pines Resort in Southern Pines, NC. See page 2 for details.

## BOARD RELAXES DRESS CODE, SETS DATES

Put an end to the formalities, gentlemen.

In an effort to reflect recent changes in the "dress code" throughout the hardware industry, the Board of Directors has voted unanimously to relax restrictions on attire for SEHA functions, beginning with the group's annual meeting next April.

Until now, coat and tie had been required for all SEHA functions.

However, recognizing an acceptance of "business casual" attire throughout the industry in recent years, the board unanimously approved a motion to render ties optional for such functions beginning in 2001.

Members will still be required to wear sport coats for receptions and dinners, in compliance with the existing regulations of the Mid-Pines Inn & Golf Club, but may wear them over polo or golf shirts if they so desire.

Jeans and T-shirts are still prohibited at all SEHA events.

### Mark Your Calendars Now

In other activity, the Board approved a package deal with Mid-Pines Inn & Golf Club which provides the Association with guaranteed dates for its annual meetings for the next three years and sets limits on rate increases over that period.

Annual meetings are scheduled for:

April 29-May 2, 2001

April 28-May 1, 2002

April 27-April 30, 2003

In return for locking in these dates, the resort management has agreed to limit the rate increases for SEHA members to a maximum of 3% annually.

Finally, the Board vowed to continue its membership campaign, which netted 36 new members this year (see page 2).