

New Jersey PGA to host Inaugural Russell Helwig Squire Cup

BEDMINSTER, N.J. (October 3rd, 2024) – The New Jersey Section, PGA of America ([NJPGA](#)), is excited to announce the newest addition to the tournament schedule, the Russell Helwig Squire Cup!

The Squire Cup was born in the winter of 1986 when a group of people, including J.P. Howard (then the Northeast Region Sales Manager for Wilson Sporting Goods), Jim O'Mara (then President of the Metropolitan PGA Assistants Association), Gil McNally (then President of the Metropolitan PGA), and Russell Helwig (then President of the New Jersey PGA) met to discuss a way of honoring the best assistant professionals in the area. The esteemed Gene Sarazen, known as 'The Squire,' commenced his legendary career as an assistant at Brooklawn in the Metropolitan area. In honor of his contributions, the event has been named after him. The competition featured players from the New Jersey and Metropolitan Sections early on. Over time, it evolved into a highly anticipated annual event for both sections, leading to significant milestones for the Cup. In 2004, the Metropolitan Section continued the event by honoring one of their most decorated PGA Professionals, Gene Borek, by branding the event the Gene Borek Squire Cup.

2024 will mark the New Jersey Section's inaugural event. Russell Helwig is a consummate PGA Professional and, most importantly, a mentor to countless PGA Professionals who have worked under his leadership throughout his career. He was a decorated PGA Professional off the course, evidenced by his recognition with the Horton Smith Award, Golf Professional of the Year Award, and four-time recipient of the Bill Strausbaugh Award. Those types of awards weren't given out because of one's play on the course, but rather to those who showed their integrity and willingness to mentor others.

Russ was later inducted into the New Jersey PGA Hall of Fame in 2001, marking the culmination of his playing career, during which he earned Player of the Year honors in 1980 and Senior Player of the Year honors in 1997, 1998, and 1999.

To honor outstanding Assistant Professionals, the competition will include a team of Assistant and Head Golf Professionals from the New Jersey Section in a modified Ryder Cup format. Teams were selected using a number of factors for the inaugural event including service to the Association and playing ability but moving forward, Assistant Golf Professionals will be required to submit an application, which their Head Golf Professional must endorse. Teams for this year are noted below:

Head Professional Team

Chris Dymek, Manasquan River Golf Club

Sean Golden, Plainfield Country Club

Alex Hoyos, Essex County Country Club

Drew Jordan, Hamilton Farm Golf Club

Daniel Joseph, Somerset Hills Country Club

Brian Krulfeifer, North Jersey Country Club

Reed Lansinger, Canoe Brook Country Club

Jim McGovern, White Beeches Golf & Country Club

Scott Paris, Plainfield Country Club

David Reasoner, The Ridgewood Country Club

Tony Santillo, Spring Brook Country Club

Grant Sturgeon, Arcola Country Club

Assistant Professional Team

Garrett Carpenter, Canoe Brook Country Club

Kyle Costanzo, Metedeconk National Golf Club

Danny Harcourt, Fiddler's Elbow Country Club

Anthony King, Liberty National Golf Club

Kyle Leeper, Essex County Country Club

Derek Lemley, Arcola Country Club

Jeff Maines, Spring Brook Country Club

Leah Nowicki, The Ridgewood Country Club

Brian Quilty, Metuchen Golf & Country Club

Justin Rohrig, Manasquan River Golf Club

Diamo Streater, Arcola Country Club

Chris Whalen, Echo Lake Country Club

We look forward to this exciting event, which will pay tribute to one of our most outstanding professionals, Russell Helwig, and provide the opportunity to develop the next generation of leaders of our association.

The inaugural event will be held on Thursday, October 10th, at the Spring Brook Country Club, where Russ is a Member.

Current Section sponsor, [REDVANLY](#) will serve as a Presenting Sponsor and provide players with a first-class experience as well as complimentary uniforms to commemorate this special day. The elevated support is a sign of REDVANLY's commitment to the New Jersey Section, our PGA Professionals and the game of golf.

We are also excited to announce that [TREMONT SPORTING CO.](#) has joined us as a new Section Sponsor and Presenting Sponsor! As part of their commitment, they will provide commemorative team headcovers and accessories for players from each team, enhancing the experience for all participants.

TREMONT SPORTING CO. has deep roots in the golfing community, thanks in part to former NJPGA member Alex Beach, PGA. A four-time Met PGA Squire Cup participant, Alex has been instrumental in the company's growth since its inception, serving as the Director of Sales. The company is thrilled to reconnect with the NJPGA and contribute to our events.

With the motto “great gear, made by great golfers,” TREMONT SPORTING CO. has made a significant mark in the industry by pushing design boundaries, exceeding quality expectations, and leveraging their extensive network within the golf space. Their innovative approach is set to disrupt and elevate the custom accessories market.

About the New Jersey PGA

Since its founding in 1916, The PGA of America has maintained a twofold mission: to establish and elevate the profession's standards and to grow interest and participation in the game of golf. The NJPGA is one of 41 geographic sections throughout the country and has operated since 1925. In 2012 and 2015, the NJPGA received the Herb Graffis Award, which is presented annually to a PGA Section that shows extraordinary or exemplary contributions to player development and growth of the game programming. For more information on the NJPGA, please visit <http://newjersey.pga.com/> or follow us on social media: [Instagram](#), [Twitter](#), [Facebook](#), & [Flickr](#).

About REDVANLY

Relentless in creating the absolute best, REDVANLY was conceptualized for athletes and actualized by athletes. Born through the lens of athletics, REDVANLY prioritizes performance, focuses on functionality, and breeds style. We create confident and comfortable wardrobe essentials that are timeless, luxurious, and designed to compete. @redvanly

About TREMONT SPORTING CO.

Founded during the pandemic in 2020 by Christian Cavaliere, TREMONT SPORTING CO. started as a vision to bring his first headcover from concept to reality. This passion for craftsmanship established a brand focused on combining design, function, and personal expression in creating high-quality golf goods and accessories. What began as a dorm room side hustle has now grown into a thriving business, employing over 25 people. Their fully operational production facility in West Palm Beach, FL, is where all products are handmade, ensuring the highest standards of quality.

@tremontsportingco

1991 WILSON SQUIRE CUP TEAM



Helwig (center) with one of his four Bill Strausbaugh Awards