

whenever he can. If he didn't do that, he said he'd end up sitting in his office all day paying bills and answering e-mails.

"I remember a couple years ago at our awards ceremony, I forget what award he won, but Jimmy Collins from St. Charles won a lifetime award or something like that," Steep said. "I remember him going up and talking about how he could be a good player and still do a very good job in the shop.

"I'll never forget he just said he'd go out there every day and he would hit five or 10 shots with every club in his bag. So I try to do the same thing. If I can't get out there to play a round or play nine holes, I at least get out there

to hit a few shots with each club and a few putts here and there."

Steep doesn't feel guilty playing as much golf as he can, because he said Glendale's board of directors and his boss — who happens to be his dad, Jim, the club's chief operating officer and director of golf — want him to have a presence and to be as visible as possible at the course. And the bad news for other pros hoping to wrestle the player of the year title from Steep in 2014 is this: He spent the winter trying to improve his swing.

"I've been working with Tom Kinsman, who's at Southwood, as well as my dad," Steep said. "I've been working with both of them on my golf swing, and I really

feel over the winter that I've improved my golf swing a ton and I really want to improve my golf game quite a bit."

Steep, who was the PGA of Canada's assistant of the year in 2012, is happy with how his teaching skills have developed over the years, saying they have grown in "leaps and bounds," but he knows he still has lots of learning to do in many aspects of his job.

"I know there's a lot of other people who have been around the industry for a long time that are very knowledgeable," he said, "so I just try to grasp as much knowledge as I possibly can."

Just like most everyone else his age, Glendale head pro Andrew Steep is big into social media.

The 27-year-old is even hoping Twitter, Facebook and the like will help grow the membership at the private country club in Winnipeg's west end.

"We're trying to do as much through social media and advertising and what we do with our videos and stuff like that to make golf fun and make it enjoyable," Steep said.

"Even this past winter, for the first time we tried snow golf. We made a snow golf video. We had like 50 people come out for that. We posted the video online, and they actually picked it up on The Golf Channel and posted it on The Golf Channel. It was pretty cool."

People viewing golf as "cool" is how Steep believes the sport will grow. There is a perception out there that golf is uptight, and it's something that needs to be overcome.

"It's not stuffy here," Steep said. "We're trying to make it enjoyable for people, especially guys who are joining who are my age and maybe up to the age of 40 that are kind of in that young adult, intermediate category.

"We're trying to make the game fun and make everything about it fun. It's not like a stuffy old man sport. If we're going to grow it, we have to grow it with the population that's around my age."