

SEA TO SAND

THE OFFICIAL MAGAZINE OF THE HI-LO DESERT & GCSASC | VOLUME 15 | ISSUE 4 | APRIL 2019



GREETINGS

FROM THE SEA

By Mike Williams • GCSASC President

With the rains behind us it's a safe bet that we are all in spring mode by now. Even though we hate to admit it, it's nice to get back in the routines again from a long but wet off season for most of us. Let's hope for a mild spring season as the days get longer and those on the public side can rebound on lost revenues with full tee sheets!

Thank you for all those who attended our meeting earlier this month at Angeles National Golf Club. Superintendent Matt Taghon and his crew did a fabulous job on preparing the golf course for us so thank you Matt for you and your team's efforts! I think we all learned something valuable from our guest speakers Gina Rizzi from Arcus Marketing Group & Gary Grigg from Grigg Bros on a personal and/or professional level. Thank you for taking your time to share your backgrounds with us. Much appreciated.

On March 29th we held an Assistant Superintendent Meeting at Dad Miller Golf Course where the topic was Pump Station Maintenance/Troubleshooting. Our Board is proud of our Assistant Program and we hope that the attendance will only increase as the program grows.

As noted, in early March, Marc Connerly and his group are now managing our Chapter & HI-LO's as well. If you didn't have the opportunity to introduce yourself to Marc, please do at our next event which is the S&R Tournament at Santa Ana CC on June 24th. Sponsorships for the S&R have been sent out, so with the help of our affiliates let's make this years' a strong event for local research! Registration will be sent out shortly to the membership so get your foursome ready and register early to avoid being shut out.

National Golf Day is May 1st which precedes two days of events in Washington DC that promotes the game of golf and helps us along with our allied partners to educate our elected officials on what/why/how we do the things regarding our

industry. Some of the events include a large Community Service Project on National Mall where the volunteers will mow/edge/clean up all of the turf areas, attend a Congressional Reception at Capitol Hill and meet with Legislative Members and Staff. I will be attending the events revolving around National Golf Day & hopefully have the chance to speak to local and national elected officials regarding our issues here in Southern California during my visit. From what I have heard this is a great event to attend so I am looking forward to representing The GCSA of Southern California. •••

SO-CAL CHAPTER

upcoming events

June 24, 2019

*Scholarship & Research Tournament
Santa Ana Country Club*

GREETINGS

FROM THE SAND

By Chris Hoyer • Hi-Lo Desert GCSA President

As I write this, I realize that I have been president of our Association for over 2 years now and I am not quite sure where the time has gone. Many things have come up in our chapter and other organizations alike and it seems like we have done our part to overcome any and all challenges to come out on top. Our latest and probably most difficult challenge was the task of replacing our own Cyndy Neal, who has brought our chapter to a new level and helped giving us the stability we needed to provide good quality support to all of our members. She literally took this chapter from its broken infancy state to what it is now and I know I can speak for everyone by saying Thank you so much on a job well done and we wish you the best of luck in the future.

I want to take this opportunity to thank the SoCal chapter for all the hard work and cooperation put in to the difficult process it was to replace Cyndy. The SoCal Board has a very strong, professional board that will do many great things for their Association. Thank goodness she gave us a long notice as we were all pretty lost as to what to do without her.

With that, we enter a new chapter of our Association by bringing in the management company of Connerly and Associates to manage our organization. We believe that they are a well-oiled machine that can keep our Association on the upward trend and keep us in the modern trend. We look forward to their team running our first meeting at the S club this April where Dr. Ball will be hosting our first outdoor seminar! I know I am looking forward to it as we all know how difficult it is to sit in a small room for education. Those staying for golf will most likely be in for a treat as long time superintendent Mike Olson will be our host.

I also want to remind everyone that we will be

needing to fill a couple of spots on the Board this coming May so please help support your Chapter and run for the Board as we want to continue to support the great Association we have built. •••

HI-LO DESERT GCSA

upcoming events

May 14, 2019*Election Meeting & Golf
Desert Willow Golf Resort***JUNE TBD***Overseed Chat & Golf*

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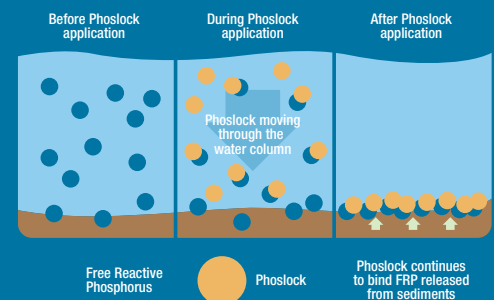
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From the Field

JEFF JENSEN

GCSAA Field Staff • Southwest Region



Congratulations to Connerly & Associates who was selected by the Hi-Lo Desert and Southern California Board of Directors to manage the operations of both chapters.

I have had the pleasure to work with Marc Connerly and his team for the last seven years through the California Alliance for Golf, the California Golf Course Owners Association and the GCSA of Northern California.

Marc and his staff possess extensive knowledge of not only the California golf industry, but the national industry as well. They provide expertise in government advocacy, fiscal management, membership growth and retention, communications, marketing and event management.

Marc has large shoes to fill following the departure of Cyndy Neal after 17 successful years, but his work ethic, experience and outstanding staff will provide many beneficial services to members of both chapters. Additionally, Marc is known for his work in the advocacy field, lobbying on behalf of the golf industry on issues ranging from water and taxes to the growth of the game.

I look forward to working with Marc and staff in the southern half of the state and I urge you to reach out to him to seek out what volunteer opportunities are available with the chapter. With your assistance, the chapters can continue to build upon the successful operations left by Cyndy.

In other news, GCM magazine recently covered the ANA Inspiration April 4-7 at Mission Hills Country Club in Rancho Mirage. GCM Editor-In-Chief Scott Hollister and GCSAA

Media Relations Manager Mike Strauss both made the trip from Lawrence, Kans. to cover the LPGA's first major of the 2019 season.

They worked with Mission Hills Director of Golf Operations David Hay, CGCS and Superintendent Jared Taylor to provide insight into the maintenance practices both pre-tournament and during the week of the event. Additionally, they were able to address the maintenance staff and interview LPGA players about course conditions during the week of the event.

The coverage was part of GCM's and GCSAA's efforts to reach out to superintendents who are hosting major professional golf events outside of the men's four major events. David and Jared did a terrific job hosting the event and representing the Hi-Lo Chapter on one of golf's biggest stages.

In closing, I hope to see many Hi-Lo Desert superintendents at the April 25 Water Meeting hosted by the Southern California Golf Association. The meeting is for general managers and superintendents with a focus on the Coachella Valley Groundwater Management Plan and future Colorado River allocations. It's critical we have a seat at the table as these plans unfold.

If you have any questions concerning the meeting, please don't hesitate to contact me at jjensen@gcsaa.org, or reach out to a member of the Hi-Lo Board of Directors. I hope you all have a great Spring golf season and thank you for your continued support of GCSAA. •••

GCSA Southern California and Hi Lo Desert GCSA Select Management Firm Connerly & Associates, Inc.



The Boards of Directors of the Golf Course Superintendents Association of Southern California (GCSASC) and Hi Lo Desert Golf Course Superintendents Association (Hi Lo GCSA) are pleased to announce the selection of the management firm Connerly & Associates, Inc. to manage the operations of the two organizations.

The selection follows a thorough search and interview process conducted by a committee comprised of representatives of both organizations and led by longtime superintendent and industry leader, Bruce Williams, CGCS.

Connerly & Associates, Inc. manages the Golf Course Superintendents Association of Northern California (GCSANC), as well as the California Golf Course Owners Association (CGCOA), National Golf Course Owners Association of Arizona (NGCOA Arizona), and the Nevada Golf Course Owners Association (NVGCOA), so the move is a natural extension of the portfolio currently managed by the firm.

“The GCSA of Southern California (GCSASC) is looking forward to working with Connerly & Associates on growing our chapter to new heights using their knowledge of our industry,” commented GCSASC President Mike Williams. “Our primary goals are to increase membership and meeting attendance, while continuing to grow our Assistant program, and I feel we have selected the group to help our chapter get us there and beyond.”

Hi-Lo Desert GCSA President Chris Hoyer indicated, “I felt very fortunate to be a part of this process and the opportunity to help make this selection for our organization. It was a very difficult process, but the communication and cooperation between both chapters was top notch.”

“The selection is an honor, and we take very seriously the faith that the GCSASC and Hi Lo Desert GCSA Boards have placed in us to guide their organizations in positive directions,” stated company President Marc Connerly, who will serve as the Executive Director of both associations, with assistance from the company’s team of specialists in accounting, membership management, communications, social media, and events.

“Just as importantly, this represents a very unique opportunity to enhance the lines of communication and the adhesion of the California golf industry as a whole, as our existing industry relationships will provide for improved collaboration opportunities between the northern and southern parts of the state, and between the Owners Association and the statewide GCSA chapters.”

The management agreement is effective March 1, 2019, and allows for a one month transition period while the Connerly team works with outgoing Executive Director Cyn- dy Neal, who has run both organizations for more than 17 years. •••

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Matt Taghon, Golf Course Superintendent Angeles National Golf Club

By Greg Chambers, Turf Star, Inc., GCSASC Affiliate Liaison



Matt has been involved in the green industry for his entire adult life. He was born in South Bend, Indiana, but soon moved to Southern California, where he was raised. Matt was interested in landscaping from an early age,

being a member of the FFA in high school, working in landscape design. After high school, Matt took a drive up the coast to San Luis Obispo, and immediately knew that that was where he needed to be. He enrolled at Cal Poly, majoring in horticulture with a concentration in turf management. While in college, Matt's first internship was with ValleyCrest Landscaping, where he worked a stint in each of their divisions. When he was moved into the golf division, they stationed him at DeBell Golf Course in Burbank. It was here that Matt's eyes were opened up to the advantages of working at a single property, rather than having to drive all over SoCal working on multiple properties. He had caught the golf bug.

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FROM THE BUNKER

BY CRAIG KESSLER • Director • Governmental Affairs • SOUTHERN CALIFORNIA GOLF ASSOCIATION

The water realities for the Coachella Valley golf industry are radically different from the realities faced by the industry in virtually every other region of California, where prices are much steeper and scheduled to rise precipitously in perpetuity.

The access and cost squeeze that dominates all discussion of golf's sustainability virtually everywhere else in California just doesn't exist in the Coachella Valley. One of the richest and deepest aquifers in the World sits beneath the Coachella Valley. The Valley's Colorado River allocation is generous, a generosity guaranteed by a series of federal agreements. The only thing that hangs over the community's head is a Coachella Valley Water Management Plan (CVWMP) that asks the industry to reduce its aggregate water usage by a factor of 10% but imposes no penalties, financial or otherwise, for falling short.

However, there are two things already baked into the desert's cake guaranteed to inject a bit of what ails the rest of the state sometime in the 2020's - the full flowering of the regulatory scheme mandated by the 2014 Groundwater Sustainability Act and reductions in Colorado River allocations made necessary by a drying Colorado River Basin that is already badly over allocated. Both presage the advent of things the CV golf community has thus far avoided - tiered pricing, curtailment of pumping, and financial penalties of various stripes.

Those things are almost certain to come to pass in the 2020's, whether early in the decade or later largely depends upon circumstances as beyond the industry's control as they are unpredictable. There are other things that could come to pass if CVWD were to suffer adverse rulings in certain active lawsuits; one that challenges the lawfulness of using the property tax structure to offset systemic infrastructure costs comes to mind.

The community has two choices: 1) It can keep doing what it has been doing until the storm hits and then scurry to react; or 2) it can begin working in unison as a community and with CVWD to develop a program of mild but steady voluntary

reductions that allow clubs to control their own business plans and destinies.

The first choice carries certain dangers, among them the possibility that Sacramento will again become impatient with the desert and attempt to assert its own control. The second choice carries certain dangers as well, among them the reality that in any voluntary program some will play the role of the proverbial free rider.

The overriding question for the CV golf community is which choice offers more upside than downside, or more specifically which choice offers the industry the smoothest ride forward - a question best posed to the industry by the industry so that the professionals charged with performing the day-to-day work of golf in the Valley can engage in open dialog without fear that speculative words can be misconstrued.

Now would be a good time
to ask that question.

This is the last column I submitted to Cyndy Neal. She retired April 1 after 17 years of dedicated service to the Southern California and Hi-Lo Chapters - not so much retired as decided to move on to some new challenges before she really does retire.

Thanks Cyndy for all you have done for golf in Southern California and thanks for the kindness and generosity you have always shown me. You'll be missed. Consider stopping by the Duff Shaw this December to reconnect with old friends - make that long-time friends. The "old" moniker hits too close to home.

TAGHON

Matt's next internship brought him back to ValleyCrest, but this time he spent the entire summer working at DeBell Golf Course. His third internship brought him to the Los Angeles Country Club, where he helped in the renovation of the North Course greens. After graduating from Cal Poly, Matt went back to work at LACC, but this time he was working for Oliphant, the contractor that was doing the renovation work on the South Course. He quickly realized that there was more money to be made in golf construction than there was as a member of a golf course maintenance crew, and he spent the next eight years travelling around working on golf course construction projects. Matt's construction travels took him to places such as Pebble Beach, Inverness, Coeur

d'Alene, Big Canyon Country Club, Hillcrest Country Club, amongst others.

After spending eight years on the road building and renovating golf courses, Matt decided it might be time to settle down. He took a job as Bob O'Connell's assistant at Brentwood Country Club, followed by a three-year stint back at LACC. Eventually he landed the Superintendent position, back with ValleyCrest management at Angeles National Golf Club, where he remains today. He's been at Angeles National for nine years now, and as Matt says, so far so good.

When Matt is away from work, he enjoys spending time with his family. His ten-year-old daughter, Emily, is involved in soccer, which keeps Matt busy away from the course while

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TAGHON

his five-year-old son, Christian, keeps him occupied everywhere else.

Matt says that the best part of working at Angeles National is the fact that he has a great team surrounding him. He finds great support within the Brightview Companies organization, with Kevin Neal and Adam Kloster being his biggest supporters. As well, he's very thankful to have a great Assistant Superintendent, Alex Muro, who has been at the course since its inception. Alex knows everything there is to know about the property, and it's obvious that Matt greatly appreciates how valuable Alex is.

The Golf Course Superintendents Association of Southern California greatly appreciates Angeles National Golf Club, Brightview, and Matt Taghon for offering to host our great event in April. •••

CART POLICY

By Jorge Morales, GCSASC Board Member

With all this rain it is time to revisit the golf cart policy. I just know that my head pro, my manager, and I have had much more communication in the last couple of months than we normally have on a regular basis, and our talks are all about CARTS. If you think about it, we have had so much rain that we are constantly making decisions on whether we should or should not allow carts off the cart path. I think this topic needs to be looked at from different angles.

First, I look at how and if the player would enjoy playing under these conditions, second, the loss of revenue and finally, the well-being of the course.

As superintendents we know that traffic has a negative impact on turf conditions and being so wet the damage can be even worse, affect-

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BNP Paribas Open

By Gerard Nelson, Hilo Desert GCSA Board Member




Every year Indian Wells is host to the BNP Paribas Open. The BNP is technically not a major but it brought approximately 450,000 spectators over a two week period in 2018. The tournament has been in the Coachella Valley for over 40 years and has become not only a fan favorite but attracts many of the top players. All top 75 WTA and ATP tour singles players are expected to play this year, which includes Serena Williams, Rafael Nadal, Novak Djokovic and Roger Federer.

In 2017, there was an economic impact study done that showed over a 400 million dollar gross impact to the Coachella Valley. This tournament has shown to be incredibly impactful to the local businesses here in the Coachella Valley. It's not only the tennis alone that drives the spectators here but also the facility and the quality of the amenities at the Indian Wells Tennis Garden. There are fantastic restaurants including Nobu and Spago, which is Wolf Gang Puck's award winning restaurant. The flowers throughout the grounds are always beautiful and only add to the spectacular facilities at the Indian Wells Tennis Garden. If you haven't experienced the BNP Paribas Open I strongly encourage you to do so, even if you aren't a tennis fan! •••



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CART POLICY



ing the aesthetic of the course leaving damage made from tire tracks left behind everywhere. Unfortunately, rope, stakes and signs are not always the solution. We try to improve and provide our golfing community with the best conditions possible within our resources; however, under these muddy, waterlogged circumstances it is almost impossible to please everyone.

I know that each course is different and that their cart policy can be applied differently. I

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2019 S&R Tournament

*By Nick Koning, GCSASC Sec/Treas
Tournament Chairman*

Where has the time gone? Seems like these months fly right by, and that we just got done with our 2018 S&R Tournament. Now we are diligently working on the 2019 S&R Tournament to be held at Santa Ana Country Club on June 24. Thank you to host superintendent Dan Cruse and Rob Tanaka, General Manager, for inviting us back. Santa Ana CC hosted our S&R event in 2015 and is very gracious inviting us back to play the redesigned golf course. Also, many thanks to our title sponsor, High Tech Irrigation and Bob Ferre for your continued support of this event. Other sponsorship opportunities have been sent out as well and on behalf of the board of directors thank you for your incredible support in raising

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GCSASC Board Meeting Minutes – 3/19/2019

The GCSASC Board of Directors met on 3/19/19 at Shady Canyon Golf Club

- I. President Mike Williams called the meeting to at 7:15 am
- II. From the Consent agenda:
 - a. The board approved the hiring of Bruce Williams to help in the hiring process for a new executive director
 - b. The board approved a disbursement from the Benevolent Fund
- III. Association Business:
 - a. Membership renewals have been low. Board members will be reaching out those that did not renew
 - b. GHIN handicap. Board agreed that SCGA should deal directly with member if the member wants to maintain a GHIN number
 - c. Marc Connerly was introduced to the board and gave a self-introduction. Marc discussed a number of items he would like to start working on immediately. Some of the items were clerical in nature and others related to membership and revenue growth
- IV. Financial Report:
 - a. Approval of the January and February financials were tabled until corrections could be made
- V. Committee Reports:
 - a. Mike Williams will be attending the National Golf Day in Washington DC
 - b. The Duff Shaw Classic's Date changed to December 16th
 - c. The S&R Tournament is June 24th at Santa Ana Country Club. Sponsorship opportunities are available
 - d. Assistant Superintendent meeting is March 29th at Dad Miller Golf Course
 - e. Meeting sites for the Fall and next year need to be found and confirmed
- VI. Unfinished Business:
 - a. A Distinguished Service award will be presented at the S&R Tournament
- VII. New Business:
 - a. The Distinguished Service award will be renamed. Announcement at the S&R Tournament
 - b. The board voted to support the First Tee of Orange County at their annual fundraising event.
- VIII. Meeting adjourned at 9:10 am

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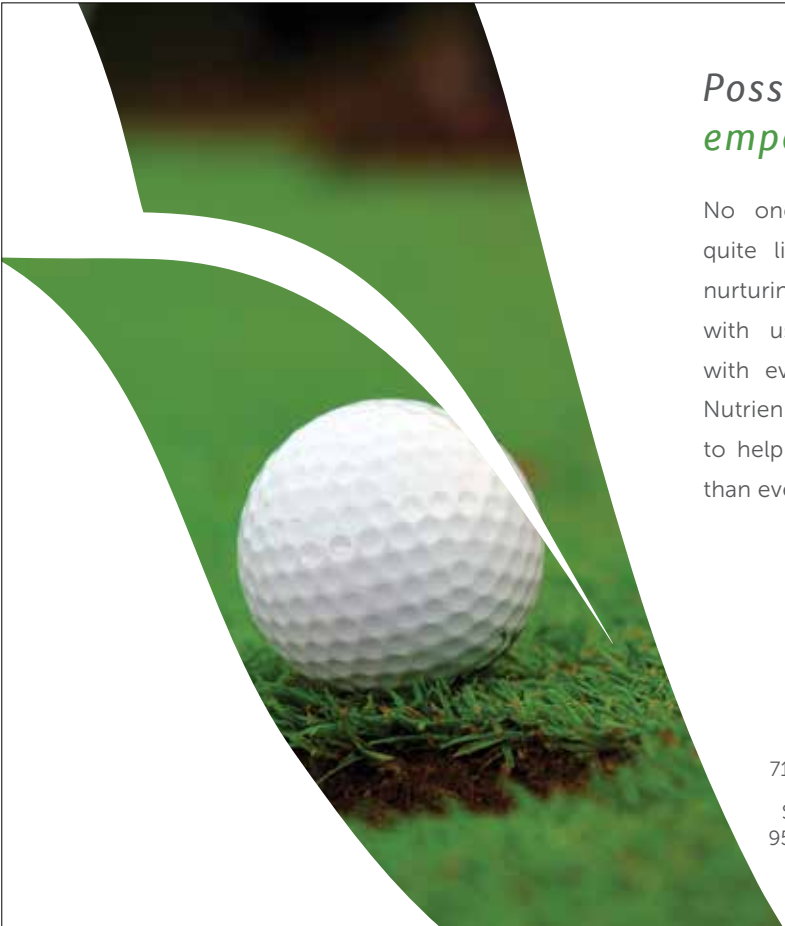
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CART POLICY

read an article, from GCSA from the 1987 greens section, where it was describing the cart policy back then and it is not much different from what we are trying to accomplish nowadays.

On a small note, I did an experiment playing golf with some members and non-members at a couple of different courses as the cart passenger. What I can tell you is that when they are playing golf driving in any conditions is not their focus point, it is all about the next shot. Good luck to you all! •••

S&R TOURNAMENT

funds. Sign ups are out as well, so get yourself or your group signed up as spots will fill up quickly. Over the past five years we have grown this event to be a huge success averaging \$35,000 annually for scholarship and research. Thank you to all making this a very successful event for Scholarships and Research.

I would be remiss if I didn't take the time to thank Cyndy Neal in taking not only the S&R Tournament, but the Duff Shaw Classic and this Association to a new higher level. Cyndy, your hard work and dedication to these events make them some of the most successful golf tournaments that I have been a part of. It has been a pleasure working on the S&R and Duff Shaw Classic with you for the previous five years. I know you will succeed with your future endeavors and will miss working with you on these events. •••

ENVIRONMENTAL OXIDATIVE STRESS



THE CHALLENGE

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From the article "Golf Facilities: Focusing on What Matters Most"
By USGA Green Section Staff - MAY 5, 2017

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Knowledge VS Wisdom VS Insight

Knowledge is the accumulation of facts and data that you have learned about or experienced. It's being aware of something, and having information. Knowledge is really about facts and ideas that we acquire through study, research, investigation, observation, or experience.

Wisdom is the ability to discern and judge which aspects of that knowledge are true, right, lasting, and applicable to your life. It's the ability to apply that knowledge to the greater scheme of life. It's also deeper; knowing the meaning or reason; about knowing why something is, and what it means to your life.

Insight is the deepest level of knowing and the most meaningful to your life. Insight is a deeper and clearer perception of life, of knowledge, of wisdom. It's grasping the underlying nature of knowledge, and the essence of wisdom. Insight is a truer understanding of your life and the bigger picture of how things intertwine.

In a nutshell: If knowledge is information, wisdom is the understanding and application of that knowledge and insight is the awareness of the underlying essence of a truth.

Sadly we can gain a lifetime of knowledge, yet never see the wisdom in it. We can be wise, but still miss the deeper meaning.



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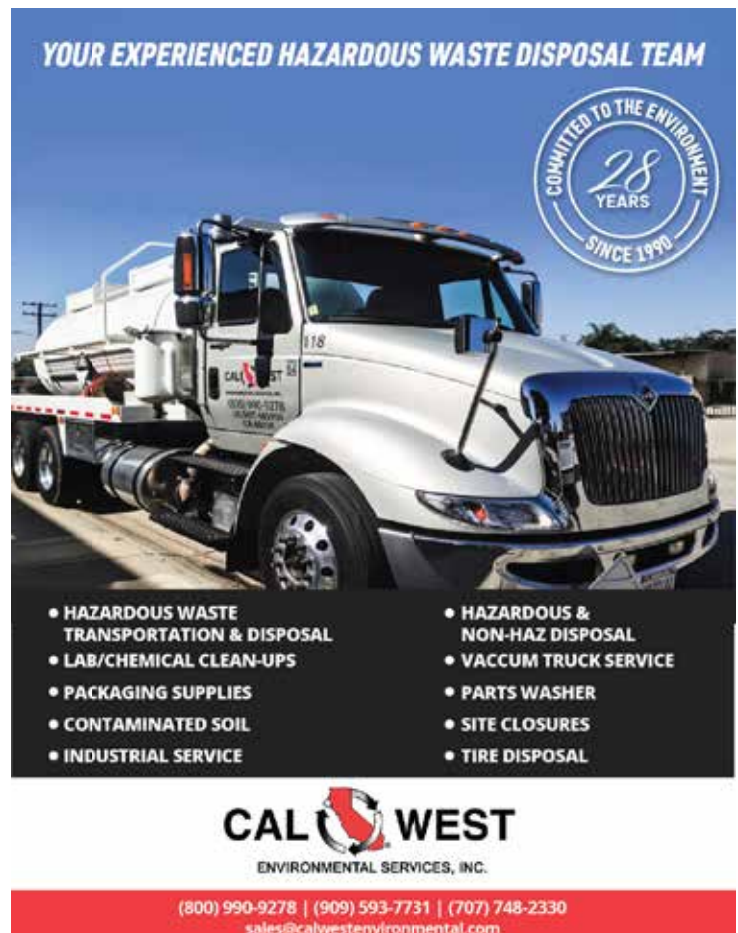
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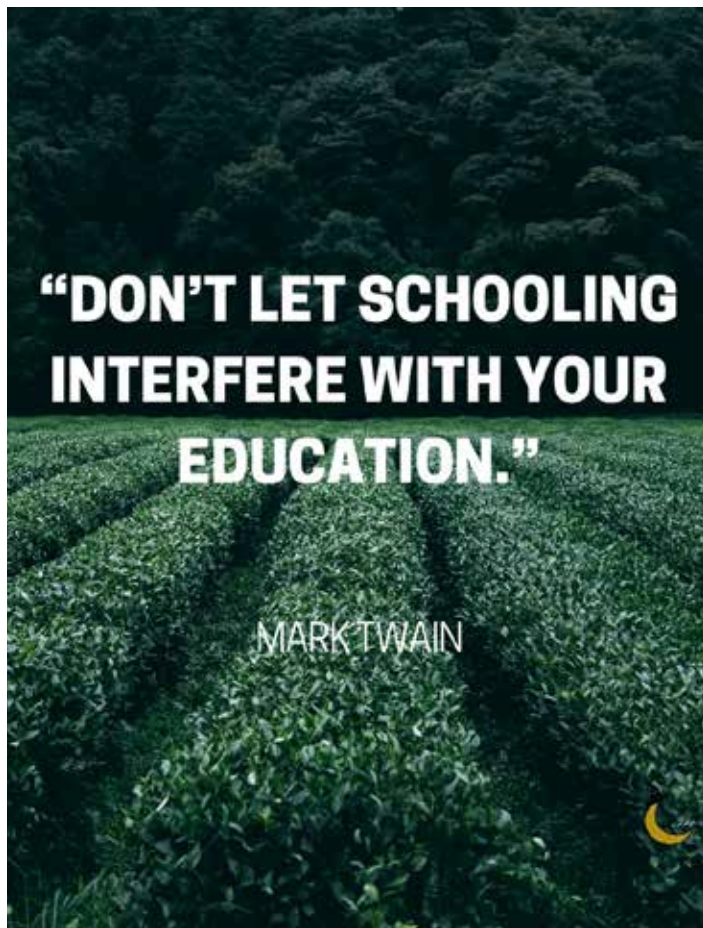


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