

SEA to SAND

THE OFFICIAL MAGAZINE OF THE HI-LO DESERT & GCSASC | VOLUME 15 | ISSUE 12 | DECEMBER 2019



GREETINGS

FROM THE SEA

Mike Williams • GCSASC President

FIRST AND FOREMOST THANKS TO ALL WHO PARTICIPATED IN THE 2019 EDITION OF THE DUFF SHAW CLASSIC EARLIER THIS MONTH. It was another great turnout for a spectacular event that is supported nationwide!

It's amazing how well connected our chapter members are with others outside California and how they take the time to be involved with this annual gathering. We can't forget to salute those who have not missed one Duff Shaw since its inception. That is the true meaning of dedication!

I want to thank everyone I've worked with during my presidency over the last twenty months. The support has been invaluable!

As a Board, there have been some challenges that we haven't seen in some time but we put our heads together so we could move forward and do what's best for our chapter.

I know there are some surprises for 2020 and I hope that you will be able to take part in some the events planned. Remember it's YOUR association and everyone's participation is always welcome.

On behalf of the Board of Directors, I wish all of you the best of the remaining Holiday Season for you and your family! •••

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Beginning on January 1, 2020 our new board will be managing the association. New President Don Ebarb from Marbella Country Club, will be joined by Vice-President John Nachreiner from Shady Canyon Golf Club and Secretary/Treasurer Robert Hertzling from Lakeside Golf Club.
.....

THE HOLIDAY SEASON IS WELL UPON US BUT DO YOU HAVE THE HOLIDAY SPIRIT? I FOUND THIS ONLINE AND THOUGHT IT WORTH SHARING.

The holiday spirit is a tangible part of who we are and how we respond to family and neighbors, and it's learned over time that the meaning of true holiday spirit is love that brings out the best in all of us. The holiday season reminds us of our abundant blessings, bringing us joy and gratitude that then moves us to share with others who live in need. This spirit is particularly evident in our interactions when we show others love, encourage and

share hope, and go the extra mile to be caring and kind. Love stands out among these attributes because it simply doesn't fail: Out of our love for others, we desire to do more and become better. With family, we seek to give them things they need and desire, while our love for our neighbors drives us to continue to serve in a loving spirit. •••

GREETINGS

FROM THE SAND

Tyler Truman • Hi-Lo Desert GCSA President

TRACK YOUR STRESSORS. Keep a journal for a week or two to identify which situations create the most stress and how you respond to them. Record your thoughts, feelings and information about the environment, including the people and circumstances involved the physical setting and how you reacted. Did you raise your voice? Get a snack from the vending machine? Go for a walk? Taking notes can help you find patterns among your stressors and your reactions to them.

DEVELOP HEALTHY RESPONSES. Instead of attempting to fight stress with fast food or alcohol, do your best to make healthy choices when you feel the tension rise. Exercise is a great stress-buster. Yoga can be an excellent choice, but any form of physical activity is beneficial. Also make time for hobbies and favorite activities. Whether it's reading a novel, going to concerts or playing games with your family, make sure to set aside time for the things that bring you pleasure. Getting enough good-quality sleep is also important for effective stress management. Build healthy sleep habits by limiting your caffeine intake late in the day and minimizing stimulating activities, such as computer and television use, at night.

With the season upon us there comes the added stress of having great playing conditions, dealing with harsh members, management or problem employees. Here are several steps that could help reduce the stress in your life.

ESTABLISH BOUNDARIES. In today's digital world, it's easy to feel pressure to be available 24 hours a day. Establish some work-life boundaries for yourself. That might mean making a rule not to check email from home in the evening, or not answering the phone during dinner. Although people have different preferences when it comes to how much they blend their work and home life, creating some clear boundaries between these realms can reduce the potential for work-life conflict and the stress that goes with it.

TAKE TIME TO RECHARGE. To avoid the negative effects of chronic stress and burnout, we need time to replenish and return to our pre-stress level of functioning. This recovery process requires "switching off" from work by having periods of time when you are neither engaging in work-related activities, nor thinking about work. That's why it's critical that you disconnect from time to time, in a way that fits your needs and preferences. Don't let your vacation days go to waste. When possible, take time off to relax and unwind, so you come back to work feeling reinvigorated and ready to perform at your best. When you're not able to take time off, get a quick boost by turning off your smartphone and focusing your attention on non-work activities for a while.

LEARN HOW TO RELAX. Techniques such as meditation, deep breathing exercises and mindfulness (a state in which you actively observe present experiences and thoughts without judging them) can help melt away stress. Start by taking a few minutes each day to focus on a simple activity like breathing, walking or enjoying a meal. The skill of being able to focus purposefully on a single activity without distraction will get stronger with practice and you'll find that you can apply it to many different aspects of your life. [continued on page 7]

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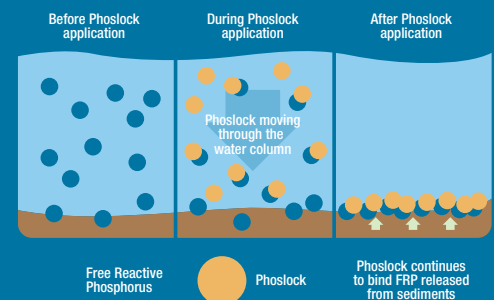
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FROM THE FIELD

JEFF JENSEN

GCSAA Field Staff • Southwest Region

HAPPY NEW YEAR! I would like to thank you for your support of GCSAA, the Hi-Lo Desert and Southern California chapters and the California golf industry in 2019. We faced numerous challenges, recorded some victories and experience some losses along the way, but most importantly, continued to move the industry and game forward.

As we approach a new decade, the business model for trade and professional associations is amid change. We can no longer strictly rely on members, vendors and industry partners for sole support. In order to protect, grow and promote the game of golf, GCSAA and our affiliated chapters need to reach out to those who play the game.

To meet that need, GCSAA recently launched a new membership category: Friend of the Golf Course Superintendent. The Friend of the Golf Course Superintendent program allows golfers to show their appreciation for your team and the hard work you put into managing the course and protecting the environment.

Friend memberships for individuals will be at \$50, \$100 and \$200 levels of support. In addition, there will be \$400 memberships for groups of up to 10 people such as green committees, private club boards and more. Funds from the Friend program will go to support advocacy, turfgrass research, environmental efforts and scholarships.

Memberships include a monthly newsletter with updates pertaining to the maintenance industry, golf advocacy and environmental sustainability and various pieces of GCSAA swag including bag tags, divot repair tools, stickers, logo towels and gift certificates to GCSAA's online shop (swag varies with membership levels). Friends

will not receive traditional membership benefits such as access to restricted areas of the GCSAA website, voting rights, insurance benefits or tournament entry.

Anyone who does not qualify for any another membership category but wants to support superintendents and the game of golf can become a Friend. Golfers at your course, parents of students who attend First Green events, lawmakers or others you meet through advocacy efforts or anyone who understands the many benefits the golf course brings to a community are all great potential Friends.

As support for superintendents and GCSAA grows, so does its voice, and with these new opportunities, GCSAA's voice will become stronger at the local, state, national and international level. For more information or to sign up your board, greens committee or others, visit <https://www.gcsaa.org/friend>.

Best of wishes to you during this holiday season. If you have any questions please contact me at jjensen@gcsaa.org and please visit my regional webpage at <https://www.gcsaa.org/resources/regional-resources/southwest> for industry updates and a regional calendar of events.

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From the Sand (continued)

TALK TO YOUR SUPERVISOR. Healthy employees are typically more productive, so your boss has an incentive to create a work environment that promotes employee well-being. Start by having an open conversation with your supervisor. The purpose of this isn't to lay out a list of complaints, but rather to come up with an effective plan for managing the stressors you've identified, so you can perform at your best on the job. While some parts of the plan may be designed to help you improve your skills in areas such as time management, other elements might include identifying employer-sponsored wellness resources you can tap into, clarifying what's expected of you, getting necessary resources or support from colleagues, enriching your job to include more challenging or meaningful tasks, or making changes to your physical workspace to make it more comfortable and reduce strain.

GET SOME SUPPORT. Accepting help from trusted friends and family members can improve your ability to manage stress. Your employer may also have stress management resources available through an employee assistance program (EAP), including online information, available counseling and referral to mental health professionals, if needed. If you continue to feel overwhelmed by work stress, you may want to talk to a psychologist, who can help you better manage stress and change unhealthy behavior. Visit the American Psychological Association for more information. <http://www.apa.org/helpcenter/work-stress.aspx>

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HI-LO DESERT CHRISTMAS PARTY

Members of the Hi-Lo Desert GCSA convened at Riviera Palm Springs for the association's annual Christmas Party.

Nearly 80 members enjoyed a photobooth, team trivia game, champagne toast, extravagant raffle prizes, and fun and camaraderie.

PHOTO BOOTH FUN!



(more great photos on page 21)

THE EVENING ALSO FEATURED THE PRESENTATION OF \$1,000 SCHOLARSHIPS TO 13 WORTHY RECIPIENTS. THIS YEAR'S SCHOLARSHIPS WENT TO:

- Max Alperstein
- Maggie Bien
- Cameron Broadhead
- Jared Broadhead
- Nicholas Broadhead
- Jillian Ferre
- Ashlyn Jeffers
- Emma Johansen
- Ashley Kocour
- Brittany Kocour
- Abby Horning
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FROM THE BUNKER

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

THE WORLD IS RUN BY THE PEOPLE WHO SHOW UP

Good science fiction suspends disbelief in search of eternal truths. Good comedy does the opposite. And both do it within the confines of artifices that make it easier for the human imagination to comprehend. Not to mention, who doesn't love a great yarn or a great joke when contemplating things that might otherwise cause great distress when put in harshly realistic terms?

I'll leave the science fiction to discussions of Glyphosate; what better way to describe a public debate totally devoid of fact, evidence or real science!

This month's view from the Bunker is about comedy. And no, I'm not going to describe the closing hours of a Sacramento legislative session; the Marx Brothers covered that in "A day at the Races" many decades ago. Today's discussion is about the wisdom contained in one of Woody Allen's simpler jokes: "The world is run by the people who show up."

The line is funny because it's true. It's not the geni who run our grandest institutions. It's certainly not the best and brightest who command our legislatures and executive mansions. It's not the most resourceful or insightful who run our biggest businesses. Those of you who have graduated our finest universities and received their most advanced degrees know all too well that those institutions are not run by the Nobel Laureates; indeed, their departments tend to be run by those whose talents run more to administration than academics. Those who watch the workings of local councils and commissions know that it's not the subject matter experts who rule those institutions; it's the group that can corral the most folks to carry signs and spew incendiary rhetoric. The technical experts, professionals, career civil servants, those who some call the "deep state" - they're sharp, but not always those to whom they report.

What's a doe eyed rationalist or fact driven golf

course superintendent to do? While I would never dissuade anyone from trying to bend the long arc of this particular history toward rationality, I would suggest that you separate that struggle from the more mundane one of doing your best to make things just a little better than they were before you stumbled over them.

And that requires that you be among those "who show up." Showing up comes in many forms; there is no one way to show up. Some show up armed with extensive knowledge and copious notes; I resemble one of those fellows - the knowledge part, not so sure about the notes. Some just show up and lend their presence to those who think the world should stop, listen and learn every time they open their mouths; come to think of it, I may resemble one of those fellows too. More work for the psychiatrist's couch no doubt.

My tongue is firmly stuck in cheek here, but I trust you get the point. There is no substitute for presence, a lesson I learned in a very different context some 13 years ago when I had the bad fortune to accept a Los Angeles City Council Member's appointment to the commission charged with rewriting the Master Plan for Griffith Park, America's largest urban park and home to 5 municipal golf facilities. I say, "bad fortune," because I had no idea what I was getting myself into. I was just pleased because it was the first time in the history of these periodic 20-25 year reviews of the Park's Master Plan that anyone from the golf community had been invited to participate.

Well, suffice it to say that when the Los Angeles Times editorialized that this 11-member group was 4 factions in search of a good civil war, the newspaper badly underestimated the number of factions as well as the sheer nasti-

KESSLER

ness of the monthly proceedings. This “doe eyed rationalist” took quite a beating, but he learned a valuable lesson in the power of showing up, because that’s exactly what every environmental organization, park group, recreational community, park concessionaire, and political office (City Council and state legislature) did every month. And they didn’t just show up; they spoke up just to make sure their presence was noted, even when they had nothing to say. Every group save one. You guessed it. Even though we met a stone’s throw from the Wilson Golf Course’s 6th tee, nary a golfer other than yours truly attended these meetings, and if it weren’t for my willingness to withstand the numerous attacks made on my character during the very long course of our deliberations, golf would have fared badly in that final Master Plan.

Cancel the psychiatrist couch; maybe there is some value in having an inflated view of one’s own opinion. Golf did just fine in that final Plan.

As you share the Holidays with family and friends I hope you’ll take a moment to reflect on the wisdom in Woody Allen’s joke and figure out what you can afford to contribute to golf’s common cause in terms of that most precious of commodities - your time and your presence. A little bit from a lot goes a long way to benefiting all.

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BUT DO THEY KNOW YOUR NAME?

*By Dan Pollack
Assistant Superintendent Liason*

.....
It is not difficult for an Assistant to fly under the radar, grasping all traits of a successful Superintendent, but when it comes time to apply for a Superintendent position is their name going to stick out?

There comes a time in every Assistant Superintendent’s career when he or she asks whether they are ready for a Superintendent position. Have they been trained adequately enough to satisfy all of the hats a Superintendent must wear, as well as deal with the stress that comes with the job? Have they demonstrated leadership characteristics and lead with integrity that would be an ideal model leader for the crew? An Assistant must also question whether they feel like they are even a possible selection for the position.

The journey to becoming a Superintendent goes through many hurdles that takes experience and knowledge gained by doing the actual work. The skill is the first necessity followed by the networking and marketing. Starting from the Intern level, the main job is to gain the knowledge and develop your work abilities. Once that is accomplished the focus changes to the networking side. After you get your name out

there through networking it is time to market yourself and your brand.

Attending chapter meetings as they come around are always a great way to interact with fellow association members and help

your cause. These are the people that could potentially be the ones helping you find your next job.






Outside of local chapters, there are many ways for an Assistant to promote themselves, whether through certifications and applying for Assistant programs. I have attended the Green Start Academy in North Carolina, sponsored by Bayer and John Deer, and could not have asked for better seminars and mentors guiding the program. The application process was not very rigorous and I highly encourage every Assistant Superintendent to apply. If it not the Green Start Academy, you could try applying for Nufarm’s Leadership EXCEL Program or possibly the Toro Experience. Don’t want to travel? You could try GCSAA’s Assistant Superintendent Certificate Series. All of these programs promote your name in their own different way, but gets it further than just the club you are employed at.

The initial process of reaching out of your comfort zone is the most difficult aspect of promoting your name. Getting your name out in the world and marketing it holds more value than being the absolute best Assistant in the country. Without having your name floating around you risk potentially being another very strong resume in the mix with the dozens of other qualified candidates. Coca-Cola has an option when a new product is released whether to just place it on the shelves, or generate commercials and ads to show the consumers about a potential game changer. Why should there be a difference in an Assistant promoting themselves? ●●●

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ASSISTANT SUPERINTENDENT PROFILE

Lauren Lasocha • Bel-Air Country Club

Contributed By Dan Pollack

- **WHERE ARE YOU ORIGINALLY FROM?** North Vancouver, BC, Canada
- **WHICH COLLEGE DID YOU ATTEND?** University of Guelph
- **WHAT MADE YOU GET INTO GOLF MAINTENANCE?** The enjoyment for being outside and feeling a sense of accomplishment at the end of each day
- **WHAT IS YOUR FAVORITE TYPE OF GRASS TO MANAGE AND WHY?** Bentgrass because it is fun to grow in different types of environments
- **WHOM WOULD YOU CONSIDER YOUR BIGGEST INFLUENCES IN YOUR LIFE?** My parents
- **WHAT IS YOUR GREATEST ACCOMPLISHMENT IN THE INDUSTRY?** Having the opportunity to become an Assistant at two premiere golf clubs and being a part of the 2017 Walker Cup
- **DO YOU HAVE A FAVORITE QUOTE OR SAYING THAT HAS INFLUENCED YOU?** Always try your best
- **WHAT DO YOU LIKE TO DO OUTSIDE OF WORK?** Hit the beach and enjoy the salt water
- **WHAT ARE YOUR FAVORITE SPORTS TEAMS?** New York Yankees and Seattle Seahawks
- **WHAT WOULD YOU LIKE TO DO WHEN YOU RETIRE SOMEDAY?** Travel

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GOLF TECHNOLOGY *Contributed by Chris Hoyer*

No matter what sport or league you're tuned into at the time, there's a good chance that you'll see a golf equipment commercial come on during a break in the action. And that commercial will no doubt guarantee you of becoming a better player with the new club, ball or grip that's being hawked.

This is by no means a new trend. Everyone from Ben Hogan and Jack Nicklaus to Tiger Woods and Rory McIlroy have told the general population that it can get better by playing with their new product. But over the last 15 years, the technology and equipment has advanced at a rapid rate for players of all skill levels.

.....

THE BALL

Golf has been around since the 15th century, so it's had a lot of time to progress over the last 600 years. It's hard to believe, but golfers originally used rounded wooden balls for most of the early days of the game before the Featherie - a leather pouch stuffed with goose or chicken feathers - became the norm. Though the Featherie was much easier to hit than its wooden predecessor, it didn't come without its share of issues. The ball didn't stay rounded after being whacked around the course, plus any exposure to the elements - water in particular - would warp it. The manufacturing process was also difficult, which led to high prices as a result of the most talented craftsman only being able to shape four or five balls in a single day.

In the mid-1800s, the Gutter ball came along and revolutionized the game. The dried sap it was made from gave it a rubbery feel, and when exposed to heat it could be shaped perfectly in the hands of a skilled maker. Plus it was far cheaper to manufacture, allowing people of a lower income to get involved in the sport. More innovations followed over the next 150 or so years to the point today where there are literally hundreds of different balls available at your local golf store - all designed to fit your swing speed, ideal ball flight and other factors that simply weren't possible when you were hitting a pouch of feathers. Of course, the sticks players use to hit those balls have changed over the years as well.

THE CLUBS

Hickory wood shafts dominated the game early because of how light they were to use, but their weight also made them fragile. In the late 1920s the USGA and R&A changed their policies, allowing for steel shafted clubs to be used in competition and, later on, graphite. Clubs made for professionals and recreational players in 2015 are all done using steel or graphite, but there are many associations around the world that still play tournaments with hickory clubs and era specific golf balls.

The most noticeable difference with clubs is seen through the club heads, which have gone from relatively normal sizes to the patently absurd. Its led golf's governing bodies to limit all drivers to 460 cubic centimeters. As an example, take a look at the difference in club head size between the two drivers pictured here.



These days, clubs are designed and modified for every type of player regardless of skill level. If you're so inclined, you can have your swing analyzed so you can select clubs that perfectly fit your swing speed and dozens of other factors. Some clubs are now even being made to be adjusted on the fly, so if you need a little more loft - or if the shot calls for a baby draw that you hit all the time in your head - you can tweak the club.

THE EFFECTS

The advancements in technology - combined with pro golfers actually being in good shape these days - has led to an explosion in distance. With the way the golf ball is designed these days, it simply flies way further than ever before and the club changes have made mishits far less penal than at any other point in history.

Fifteen years ago, John Daly was the only player on the PGA Tour to average over 300 yards in distance from the tee, with 71 other players coming in at 275-plus. Last year, 25 players averaged over 300 yards and only four of the 177 eligible failed to crack 275. In 65 years, we've gone from Ben Hogan - arguably the longest hitter and finest ball striker in the world at the time - hitting his 9-iron roughly 115 yards to today when players like McIlroy routinely hit a 9-iron from 175 yards without any issue.

While the advances have been great for club sales

— continued on page 19

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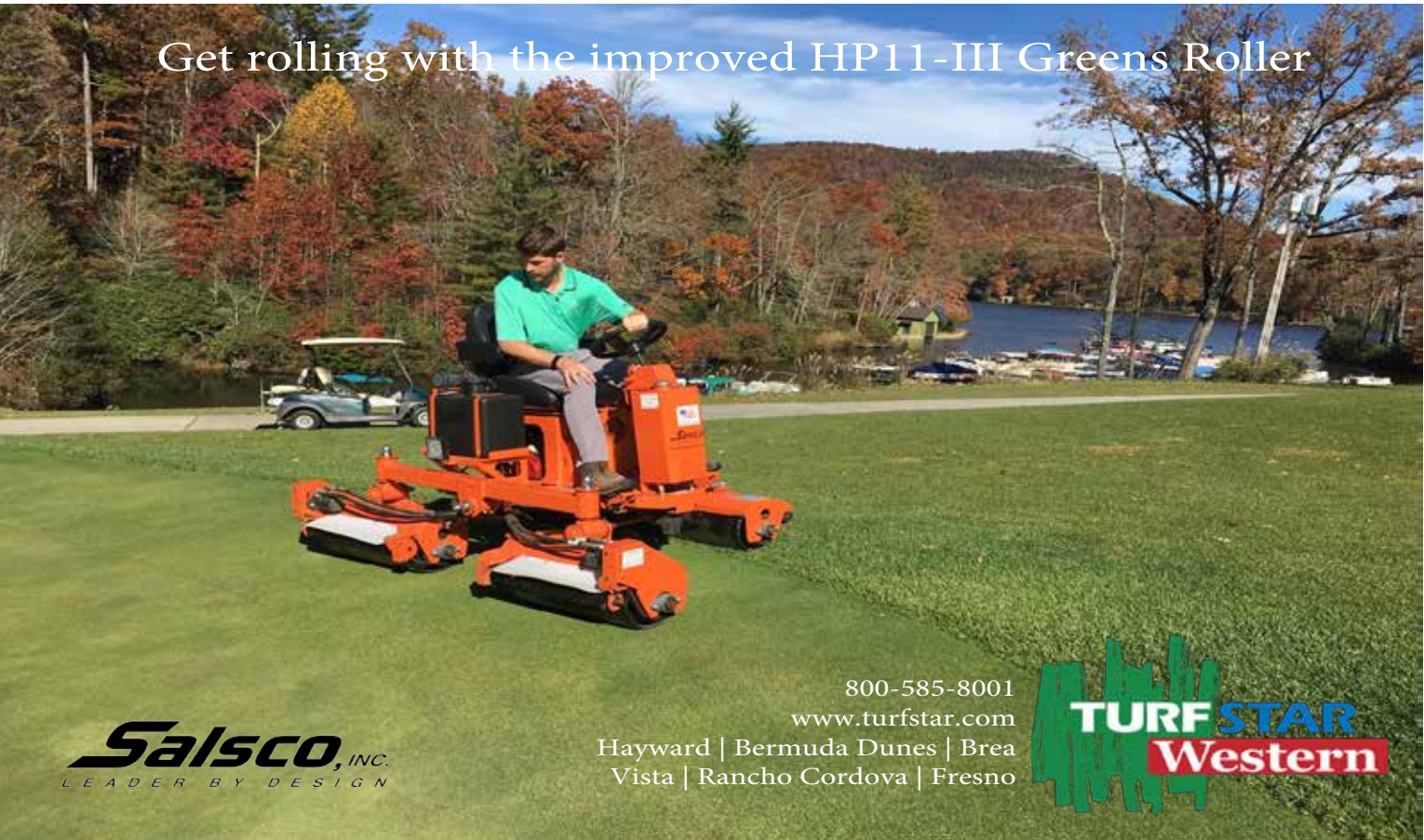
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GOLF TECHNOLOGY (continued)

and television, the golf courses have suffered. Over time, the spike in distance has rendered many courses - including classics - obsolete. The best case scenario for a lot of these places is that they have the money and the available land to keep up with the surge. But not every course is like Augusta National, which grew only 180 yards from 1940-2000 but has shot up an additional 450 yards in the last 15 years thanks to the power influx. In the process, it's changed the way that Bobby Jones and Alister MacKenzie intended it to play.

It's hard to say where golf goes from here, but based on its history, you can bet that more innovation - and distance is on the way. •••



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While in the hospital, I was overwhelmed by the support I received from our golf community. I also found myself on the other end of the relationship the Classic has with so many members of the community when I received a generous donation assisting with my medical expenses. It feels good to give but my family and I will always remember the graciousness of the Classic in our time of despair.

I'm disappointed that I'll miss the tournament this year, but you'll see me out there next year, soaking up the rays and trying my hardest to stay out of the sand traps.

Always,

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THE NEW YEAR CELEBRATION

When the heck did that start?

The celebration of the new year on January 1st is a relatively new phenomenon. The earliest recording of a new year celebration is believed to have been in Mesopotamia, c. 2000 B.C. and was celebrated around the time of the vernal equinox, in mid-March. A variety of other dates tied to the seasons were also used by various ancient cultures. The Egyptians, Phoenicians, and Persians began their new year with the fall equinox, and the Greeks celebrated it on the winter solstice.

(If you're interested in a great time-waster, there's an incredibly long history on the subject at Wikipedia.)



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NEW YEAR'S RESOLUTIONS

They are great but you have to be careful.

New Year's resolutions seem like a great way to take stock of the last year and set goals for the next one. Unfortunately, by February, around 80 percent of people have failed to stick to theirs. Life-changing commitments are just really hard to commit to. If most people can't stay at it for six weeks, something must be wrong with the whole process.

It starts with the resolutions themselves. Both wishy-washy promises, like "lose some weight" or "write a book," and over-the-top commitments, like "drop 20 pounds by the start of March" or "become a New York Times best seller," are bad kinds of New Year's resolutions. They're either too vague to be useful or too hard to get done, so they don't motivate you at all. Instead, resolutions work best when they are specific, measurable, achievable, relevant and time-bound.

STORY CREDIT: Harry Guinness, *The New York Times*



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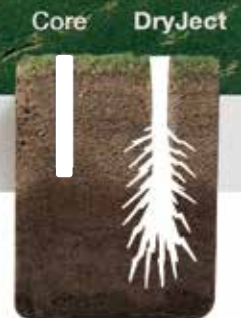
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