

SEA to SAND

THE OFFICIAL MAGAZINE OF THE HI-LO DESERT & GCSASC | VOLUME 16 | ISSUE 1 | JANUARY 2020



GREETINGS

FROM THE SEA

By Don Ebarb • GCSASC President

HAPPY NEW YEAR!! My sports journalism career may have come to a halt with taking over the presidency, but I can assure you if the Knights, Angels or Fins come up with a good championship run I might have to jump back into writing about what I love!!

For now though, duty calls and with that comes the responsibility of being a board member and providing as much information and education to our membership as possible so we can strengthen what is already a great association and hopefully encourage more growth in 2020.

First, I would like to thank Ron Kerley, Mark (Lilihammer) Liliberg and Jared O'barr for joining us on the board this year. I'm sure all of you will have great things to bring to the table and I look forward to serving with you in the upcoming year!! I would also like to thank our past president Mike Williams for guiding us through a unique period that this association had not faced in the past 18 years due to the departure of Cyndy Neal.

Second, I would like to thank Marc Connerly our executive director and his team for putting together another great tournament at the Duff Shaw! Despite the windiest conditions I've ever played in and a rogue microphone I felt everybody had a great time for a great cause! Thanks Marc!

Moving forward into the new year we are striving to put together some great events for our members. We believe it's important to book good golf venues to achieve high attendance at these events and of course, education, creativity and speakers are always of importance. As a board we are always trying to gather ideas and thoughts to best suit our membership. If any of you out there would like to host an event or have any thoughts or ideas on how to improve our association, I would be more than happy to entertain those thoughts and ideas.

Lastly, I am honored and excited to have been given the position as your president and hope to make improvements that will not only be for the short term but will help us many years down the road. I'm looking forward to a wonderful 2020 and can't wait to see all of you!!!

Below is just the beginning of the many photos that were taken by Lilia Hernandez at the Duff Shaw Classic. Lilia is the Event Coordinator for the GCSANC, GCSASC, and Hi-Lo Desert GCSA. You'll see her photos throughout this issue. Enjoy!



GREETINGS

FROM THE SAND

By Marc Connerly
GCSASC/Hi-Lo Executive Director

Following a successful Christmas Party, the Hi-Lo Desert GCSA is planning the 2020 calendar of events. A Dual Chapter event is scheduled with the GCSA of Southern California at Pechanga Resort, with a meeting, tradeshow and dinner planned for Wednesday, February 26, and golf on Thursday, February 27, and we hope to hold a BMP (Best Management Practices) meeting early in the year. There is discussion of a meeting at Bermuda Dunes as well. If you have an interest in hosting an event at your course, please contact Hi-Lo Executive Director Marc Connerly at (916) 214-6495 or mconnerly@connerlyandassociates.com.

For the vendors seeking increased exposure to superintendents in the desert, the association recently introduced our annual sponsorship program. The program offers Affiliate members (goods and services providers) the opportunity for year-round publicity at one of six (6) different price points, ranging from \$750 per year to \$10,000 per year. Sponsor benefits, depending on sponsorship level selected, include tee signage at the Hi-Lo S & R tournament, two to four entries at the Hi-Lo S & R tournament, signage at Hi-Lo meetings, the option to have one or more tabletop displays at Hi-Lo meetings, a 10-15 minute presentation at a Hi-Lo meeting, a webinar presentation, an email blast from the Hi-Lo office to the members on behalf of the sponsor, and/or several other optional benefits. Each level also includes one or more complimentary Affiliate memberships. To learn more and sign up to be an annual sponsor, please visit www.hilodesert.org.

The 2020 advertising rates for the monthly Sea to Sand magazine were recently unveiled, with good news for advertisers. The rates remain the same as 2019 rates, and full-page annual advertisers now have the option to submit two (2) "advertorial" articles per year, while half-page annual advertisers have the option to contribute one (1) "advertorial" per year. Contact Marc Connerly to begin advertising in Sea to Sand.

Finally, the desert continues to receive a great deal of attention from a small, but engaged contingent with an interest in the long-term fate of water rights and water policy in the desert. Led by Craig Kessler and Kevin Fitzgerald of the Southern California Golf Association, and GCSAA's Jeff Jensen, meetings of the Coachella Valley Golf & Water Task Force continue every other month, and a couple of stakeholder meetings have been held in recent months in an attempt to "circle the wagons" and create a louder and more unified voice for golf on the topic of water in the desert.

The message that leaders of the effort are trying diligently to convey is that of the importance of proactivity. In Southern California, where SCGA had long been proactive in forming constructive relationships with water districts prior to the drought, golf was well-prepared and relatively unscathed by the local policies enacted during the height of the drought. In Northern California, where there was no such planning and preparation, courses were left to scramble and fend for themselves, and some water districts passed down draconian conservation policies that severely limited water use and negatively impacted course conditions.

We urge you to become engaged in the water conversation, at a minimum by becoming conversant in the talking points and following the communications from SCGA and Jeff Jensen, but better yet by attending or sending another representative from your course to the Golf & Water Task Force meetings or the occasional stakeholder meetings organized by SCGA.

CVWD must complete the desert's Groundwater Sustainability Plan by January 1, 2022, and golf is likely to come under scrutiny. If we are organized and proactive, we stand a good chance of realizing a groundwater plan that is fair and reasonable to golf. However, if the industry remains reactive and ignores the warnings from Craig, Jeff and yours truly, among others, we stand the very real chance of a plan that is the equivalent of a stinging slap to the face.

Wishing you all a productive and smooth start to 2020!



THE 2019 DUFF SHAW CLASSIC

Once again, North Ranch Country Club was the host for the GCSASC's Annual Duff Shaw Classic.

HOST SUPERINDENT RYAN BENTLEY

2019 marked the 28th edition of what many regard as the association's most important fundraising event. More than 170 players braved the cold and windy weather to support the cause, and they were rewarded with an enjoyable day of networking and camaraderie!

Those in attendance were moved by Larry Lane's video expressing his thanks for the association's financial support during his ongoing battle with cancer. Larry's contribution underscored the true mission of the Duff Shaw Classic and the importance of GCSASC's Benevolent Fund.



The great auction items and golf packages were provided by our many generous donors. Thank you!

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2nd Place • Jorge Morales, Junior Valdiva, Javier Avilos, and Raul Alvarado

3rd Place • Hal Shaw, Gene Wooley, Kirk O'Keefe, and John Pollok

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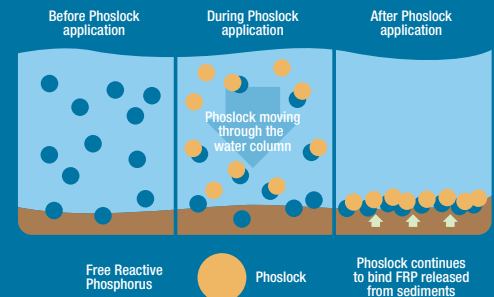
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FROM THE BUNKER

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

HEED THE SGMA CALL WHEN IT COMES YOUR WAY; IT COMES THE DESERT'S WAY IN FEBRUARY

The Coachella Valley Water District (CVWD) is going to be notifying the golf clubs in the desert that they are invited to participate in the public process commencing in February for the updating of the Coachella Valley Water Management Plan (CVWMP). All the clubs in the desert, including those served by DWA and other water providers.

The Valley golf community was largely absent when the current “Plan” was put together a little over 10 years ago. As a direct result, the golf courses were charged with a 2020 conservation mandate per a baseline year methodology predicated upon a set of fixed growth projections that made them vulnerable to unflattering media stories and unflattering comparisons with agriculture and domestic users. Unfair to be sure, but such are the wages of apathy and indifference. And such are the burdens under which the Golf & Water Task Force has been forced to labor during all six years of its existence.

Will the CV golf community repeat the mistake? I'd like to conclude, “no way!” But I'm not so sure. And here is why:

Too many think that because the water situation in the desert is radically different from the realities faced in other regions of the state, the desert world is a world apart from the rest of the state. One of the richest and deepest aquifers in the World sits beneath the Coachella Valley. The Colorado River allocation is generous per a series of federal compacts. And because groundwater and canal water are the primary sources for the golf courses, the desert golf community thinks that when the next drought hits, whatever conservation mandates are put upon it by Sacramento will again be unenforceable.

BEWARE WHAT ONE THINKS ONE KNOWS!

There are two things already baked into the desert's cake guaranteed to inject a bit of what ails the rest of the state - the full flowering of the regulatory scheme mandated by the State's 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 Coachella Valley has thus far avoided - tiered pricing, curtailment of pumping, and financial penalties of various stripes.

It's easy to dismiss the 2014 Groundwater Sustainability Act. After all, it passed in 2014, and none of those things has happened. But as the Coachella Valley Water District gets down to the business of updating the Coachella Valley Water Management Plan that the state has now authorized as the region's acceptable Alternative Groundwater Sustainability Plan, a Plan that has to be finalized and filed with the state by January 1, 2022, the golf community needs to be aware that CVWD as the region's formal Groundwater Sustainability Agency will in the process attain a number of powers and tools previously unavailable to the District, among them the authority to limit groundwater extraction, limit the dropping of new wells, prevent the reactivation of dormant wells, apply allocation allowances, create tiered/penalty pricing schemes, inspect wells/properties, appropriate surface or groundwater, and acquire land, water rights, rights-of-way, structures and other property.

And here's the topper. The Act gives the State Water Resources Control Board the right to intervene at any point in the process to ensure that CVWD is protecting the state's aquifers to its satisfaction. That's right; California's “water cop” is empowered to substitute its authority over local authorities.

Through the individual efforts of a number of local leaders, many of them superintendents, and the collective efforts of the CVWD Golf & Water Task Force, the Coachella Valley golf community has put itself in position to play a central role in the drafting of the new Coachella Valley Water Management Plan - a central role in making sure that the Plan is predicated upon more realistic and flexible projections as well as capable of keeping desert water policy under local control.

But there is a wide chasm between “in position to play a central role” and executing that role in the final iteration of the Plan - a chasm that can only be narrowed by the golf community's commitment to heeding the call of the Water District to actively engage in the stakeholder/community outreach process that is required by the 2014 Groundwater Sustainability Act. The Golf & Water Task

KESSLER

Force will do its part, as will Hi-Lo, SCGA, et. al., but if they're the only ones doing the part, the desert golf community runs the risk of again getting stuck with a 10-year "Plan" that fails to take all relevant facts into consideration.

Heed CVWD's call. Get thee to these public meetings. Discuss with your Green Committees and Boards. Make your club's concerns known. A redder carpet has never been rolled out for you!

.....

While the Coachella Valley is the largest of Southern California's golf communities directly affected by the Sustainable Groundwater Management Act (SGMA) process, it is hardly the only one. Groundwater Sustainability Agencies are in the process of drafting Groundwater Sustainability Plans throughout the region. Fox Canyon in Ventura County, Santa Monica Sub-basin in west Los Angeles, and Bedford/Coldwater in Corona/Temescal Canyon come immediately to mind; there are others, although this is much more a Northern California and Central Valley matter of con-

cern than a Southern California one. Golf clubs/courses in these regions also need to heed the same "red carpet" call of their Groundwater Sustainability Agencies. Don't let other interests, e.g., environmental and agriculture, write those "Plans" for you. To find out whether your club/course is under the jurisdiction of a formal Groundwater Sustainability Agency go to <https://water.ca.gov>, or contact me at ckessler@scga.org for a PDF document that provides information about all of them, including contact information. •••

Heed CVWD's call. Get thee to these public meetings. Discuss with your Green Committees and Boards. Make your club's concerns known. A redder carpet has never been rolled out for you!



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FROM THE FIELD

JEFF JENSEN

GCSAA Field Staff • Southwest Region

HAPPY NEW YEAR! I hope you all had a great holiday season and had a chance to get away from the course for a while and enjoy some time with family and friends.

As we move into the new year, I thought this would be a good time to review some of the benefits that your GCSAA membership provides you. While you are all aware of the education, career resources, advocacy, compliance and other general benefits, I wanted to look at a few benefits you may not be aware of.

With the PGA TOUR moving into the West Coast Swing, I'm often asked about admission to tournaments. Below is a list of admission policies with complete guidelines available [here](#).

- Class A, A-retired and AA Life Members receive complimentary admission to The Masters.
- Class AA, Class A, Class A-Retired, Class B, and Class B-Retired members, and their immediate families receive complimentary grounds admission to PGA TOUR, Champions Tour and Korn Ferry Tour events.
- Class AA, A, A-Retired, Class B, Class B-Retired, C and C-Retired, and accompanying spouses receive admission to the PGA and Senior PGA Championships.
- Class AA, A, A-Retired, Class B and Class B-Retired, and spouse or guest (except U.S. Open) receive complimentary admission to all USGA events.
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- Insurance and financial offerings are available through Hays including medical, dental, vision and supplementary insurance.
- Meridian One offers savings through UPS, Office Depot, Avis, Budget and Lenovo.
- UniFirst provides GCSAA members and their facilities with discounts on uniforms
- Columbia Sportswear offers 50% off to GCSAA members
- Imperial headwear offers special GCSAA branded products with a portion of each sale going back to the EIFG
- Enterprise and National provide discounted car rental services
- Dell partners with GCSAA to assist you with your technology needs

More information on the affinity program is available at [here](#). Last, but not least, GCSAA offers free life insurance and AD&D as part of your membership. Complete details and eligibility/benefit information are available [here](#).

We appreciate your support and I hope that you take advantage of some of the offerings presented here.

I hope to see many of you at GIS in Orlando and if there is anything I can do for you during your trip, please text me at (785) 840-7879 and I will be glad to assist you. •••



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INVESTING IN YOUR CREW

By Dan Pollack
Assistant Superintendent Liason

.....
The future of robotic machinery will become an option one day, however until then, there are real humans performing the necessary daily tasks, and those humans should not be treated like robots.



As golf course managers, many tasks are asked of us and many are necessary to product a successful product. In the golf course world, a successful product can possibly be categorized as healthy, clean and maintained. As a manager, a lot of time is spent coordinating the many ways that allow a golf course to fit into all of these categories - but how much time is spent investing directly into the people making all of these things a reality?

Leading up to the beginning of the fiscal year, Superintendents are tasked with forecasting their spending for the following year to facilitate a proper budget. Money is spent on countless amounts of chemicals, various sand orders, fixing faulty equipment or investing in new machinery. Money also needs to be spent on the neces-

sary employees who perform all of the daily tasks. That said, how much of that time and money is invested directly into the crew?

Having a few social gatherings throughout the year, possibly even taking the crew and their families to a sporting event, are examples that can boost morale and create a working environment people genuinely want to be around.

Take time to genuinely listen to your crew. For example, asking what type of safety equipment is more comfortable can help ensure they actually wear it and can make a major difference to an employee. We all know our industry is struggling to find and keep good workers, and as managers we must put our time and resources back into our greatest asset - the crew itself. After all is said and done, it is the crew whose asked to work those long, hot days to provide the best product for the members and frequent patrons of the game.

The future of robotic machinery will become an option one day, however until then, there are real humans performing the necessary daily tasks, and those humans should not be treated like robots.

There is no dollar amount that can buy happiness. However, receiving simple gifts or appropriate acknowledgment can have a huge impact for a crew member.

As a Superintendent, the employees should always be a main factor when creating a budget. The work output is a reflection of the atmosphere a Superintendent creates, and with some effort to give back to the crew, a well-oiled machine should be the outcome. •••

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