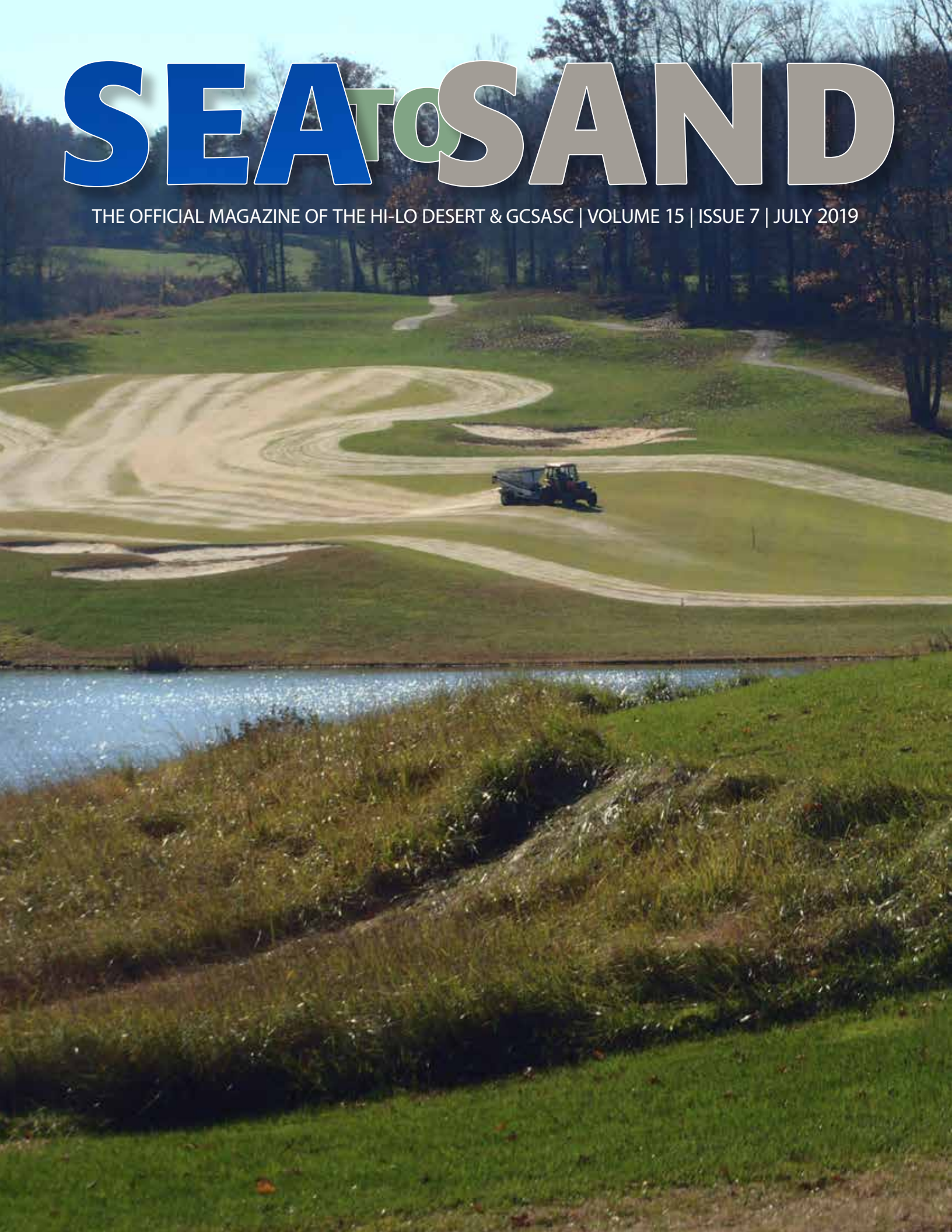


SEA TO SAND

THE OFFICIAL MAGAZINE OF THE HI-LO DESERT & GCSASC | VOLUME 15 | ISSUE 7 | JULY 2019



GREETINGS

FROM THE SEA

By Mike Williams • GCSASC President

Well, here we are in the middle of summer 2019, and hopefully everyone is holding up well, issue free and not losing any sleep! Thank you to all of you who attended the Scholarship & Research Tournament at Santa Ana CC on June 24th. While the final revenue calculations are not it, we estimate that we were able to raise more than \$25,000 for local research, from which we all can benefit. Well done!

Superintendent Dan Cruse and his staff did a fantastic job for the event, and hopefully you had a chance to thank him for his efforts on conditions. One of the highlights of the event was giving out the inaugural Jim “Speedy” Lipari award to the man himself in front of his family and his “other family” of Superintendents and Affiliates. Thank you to Steve Plummer for doing the honors in the presentation to Speedy, and for handing out the Distinguished Service Award to Craig Kessler for his continued work with our chapter and its membership. Well-deserved, Jim and Craig!

On behalf of the Board of Directors, I want to congratulate the following scholarship winners: Francisco Brambila (Turf), Phuc Nguyen (Turf) and Savannah Stambaugh (Legacy). We wish you the best in your education and career goals.

With things being a bit slow during these summer months, the Board is working on the election meeting agenda in November. There have been some discussions on possible venues, but if anyone would be interested in hosting the event in early November, please contact Marc Connerly or any Board member.

SO-CAL CHAPTER

upcoming events

December 16, 2019

Duff Shaw Classic

North Ranch Country Club



I may have done this as part of one of my articles before, but I figured it's time to test your knowledge of the greatest golf movie ever, “Caddyshack.” I’m not going to take it easy on you guys, as most of you have seen it enough times to recite the dialogue word-by-word.

Answers will be found somewhere within this magazine. I thought I knew most of these, but I had to look them up. I guess I’ll need to watch it a few more hundred times!

1. How did Carl Lipbaum die?
2. What kind of car is parked in Judge Smails’ spot that he wanted towed?
3. What kind of head covers does Al Czervik have on his golf clubs?
4. What kind of beer does the tap in Al’s golf bag dispense?
5. What was Ty Webb’s address?
6. What was name of the head groundskeeper of the golf course?
7. What is Maggie’s last name?
8. In the credits, who is listed as playing the gopher?
9. What is Judge Smails’ first name?
10. What does the 2nd place winner receive at the Caddy Tournament?

GREETINGS

FROM THE SAND

By Tyler Truman • Hi-Lo Desert GCSA President

It's an honor and a privilege to have the opportunity to serve as your President of the Hi-Lo Golf Course Superintendent Association this coming year. I look forward to working with the Board to provide quality speakers who will share their research with us and advise how their insights can help us in the Coachella Valley.

With the summer season upon us, there comes the added stress of transitioning and getting ready for over seeding. Below are several steps in helping reduce the stress in your life, courtesy of the American Psychological Association (<http://www.apa.org/helpcenter/work-stress.aspx>).

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

HI-LO DESERT GCSA

upcoming events

SEPTEMBER 18-19, 2019*Scholarship & Research Tournament**Mission Hills Country Club**Cocktail Party on the 18th • Tournament on the 19th*

sleep habits by limiting your caffeine intake late in the day and minimizing stimulating activities, such as computer and television use, at night.

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

[continued on page 7]



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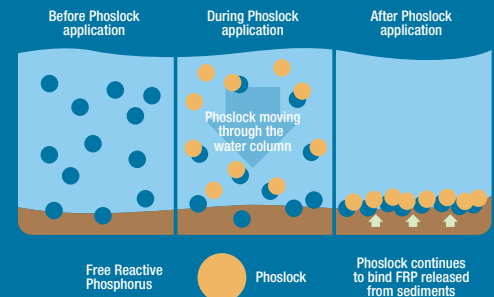
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From the Field

JEFF JENSEN

GCSAA Field Staff • Southwest Region



I hope this finds all of you having a great summer and enjoying a little time away from the course with family and friends.

GCSAA recently announced that Phoenix, Ariz. will play host

to the 2024 Golf Industry Show. The choice of Phoenix is a result of an updated GIS strategy that will rotate the Show between Orlando, a non-coastal more central location, and San Diego. This decision came from GIS member surveys that clearly indicated that members want to have GIS in a non-coastal city once every three years.

With the expansion of the Phoenix Convention Center, over 3,000 downtown hotel rooms and 180 restaurants, Phoenix provides not only a great location for GIS, but a great location for the GCSAA Golf Championships. Easy access, great entertainment, some of the country's best winter weather and great golf make this an exciting destination.

The next GIS will take place Jan. 25-30, 2020, in Orlando. Upcoming shows include Las Vegas in 2021, San Diego in 2022 and Orlando in 2023.

For Hi-Lo and Southern California assistant superintendent members, GCSAA launched the remaining two certificates in the Assistant Superintendent Certificate Series (ASCS). Principles of Leadership and Communications and Principles of Environmental Sustainability join Principles of Agronomy and Principles of Golf Course Business to now complete the ASCS.

Sponsored by Koch Turf and Ornamental, the certificates are online, open-book exams and cost \$40 for GCSAA members, which in-

cludes a study guide. 45 assistants completed a certificate in the first quarter of 2019. For more information or to register for an exam, visit <https://www.gcsaa.org/education/certifications-exams/assistant-superintendent-certificate-series>.

Lastly, I have had numerous superintendents reach out as of late looking for ways to obtain additional education points as they close in on the expiration of their five-year Class A renewal cycle. While your chapter education and GIS serve as the primary source for points, don't forget about GCSAA approved external education programs (<https://www.gcsaa.org/education/external-education>) as well as GCSAA webinars. The webinars are a great way to pick up points (ranging from .1 to .2 depending on length) from your office or home and all webinars are free of charge to GCSAA members. Live webinars are available monthly as well as over 100 webinars that are available On Demand. For a list of titles, visit <https://www.gcsaa.org/education/my-learning-hub>.

Thank you for your support, and if I can be of any assistance, please email me at jjensen@gcsaa.org and don't forget to 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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- STRESS REDUCTION

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.

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.

[continued on page 9]

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FROM THE BUNKER

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

WHY THE CONTINUING ASSAULT ON GLYPHOSATE (ROUNDUP)?

How is it that an herbicide that has proven so effective, so cheap, and so safe for more than 40 years is in so much trouble? Why is the Los Angeles County Board of Supervisors continuing to pursue a ban predicated on no more than two adverse jury verdicts and a reading of the IARC study that contradicts what the IARC says of its own study? Why is the City of Los Angeles using the actions of its County cousin to start its own rush to judgment absent facts? Why are cities and counties across the nation demanding that their Parks and Public Works Departments stop using Glyphosate at enormous financial and aesthetic costs? Why did Assemblyman Al Muratsuchi (D-Torrance) introduce a bill in this year's session to ban the use of Roundup at all California schools? How is it that a study that concludes that wine, bacon and barbershops are more carcinogenic than Glyphosate is routinely cited as dispositive evidence of a causal connection between the use of the world's most ubiquitous weed killer (Roundup) and cancer? Why those whopping billion dollar jury verdicts against Monsanto/Bayer?

In short, what is motivating the stampede to ban Roundup? Or more specifically, what is the method behind this seeming madness, and are there any lessons we can learn from it?

"Everyone is entitled to their own opinions; no one is entitled to their own facts" was not too long ago the admonition that wise men and women uttered whenever debate about public policy veered from the realms of fact and evidence into opinion and prejudice. A quaint throwback to an era in which the concepts of shared facts, shared communities and shared destinies were part of the accepted wisdom and such things as "alternative facts" were rejected as the tools of the irrational, unscientific, and anti-democratic. An era in which these wise words acted to keep everyone on the point at hand, to invoke rational discourse as the language of problem solving, and to remind those who differ with each other that they inhabit the same physical and moral spheres.

That era is gone, dead - replaced by a culture of "alternative facts" where the making of public policy is a blood sport between implacably opposed camps prepared to suspend all notions of commonly accepted facts, norms, and procedures in favor of a world deracinated from all semblance of connection between fact/evidence and the formulation of public policy.

I'm not naïve on the subject. Every era is characterized by some form of this malady; it's unavoidable in self-governing societies. But there is a wide gap between "some form" and pervasiveness. One is manageable; indeed, managing it is one of the roles of the advocate. The other is not; it can only be countered by countervailing forms of irrationality, which pretty much describes the state of our politics at the moment - a reinforcing downward spiral that incents mendacity and punishes intellectual honesty.

I can come up with no better way to explain how those who are ostensibly motivated by human health and safety can demote a product proven to be safe in favor of processes that they know to be much less safe; no better way to understand how a combination of irrelevant facts and alternative facts can cause policy makers to act so irrationally.

Lest you think this is a screed against mendacious environmentalism, I can also think of no better way to explain the actions of those who categorically deny that the Earth is warming at a pace that promises to upend the coastal and agricultural patterns upon which we have come to rely for the economic sustenance of not just our nation, but much of the rest of the globe as well.

KESSLER

How different persons respond to commonly held facts and accepted evidence is another matter; those differences represent the playing field where reasonable persons in possession of high levels of intellectual honesty and integrity manage their differences through compromise and consensus. That is, when the debate is along the lines of previously accepted norms of discourse, discipline and intellectual integrity.

Is there a lesson here? And if there is one, is it that golf's interests are better served by doubling down on the mendacity of the age, or is that golf's interests are better served by hewing to the norms of a bygone era?

There is no right or factual answer to that question. There are only opinions. And I'll give my opinion here - an opinion perhaps not grounded in anything so firm as "fact," but one I believe to be firmly grounded in the longer arc of normative American discourse.

Stick to the facts, the evidence, and high standards of intellectual integrity/honesty. We may lose a few battles we could otherwise win in the short run, but we'll "win" far more in the long run - not just in terms of policy decisions, but in terms of retaining the credibility necessary to be effective when today's madness recedes in favor of what Senator John McCain called in his last speech on the floor of the United States Senate, "the normal order of business." •••



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HARSCO

From The Capital

By Marc Connerly

GCSASC/Hi-Lo Executive Director

Today's theme is "collaboration." Whether between the various allied associations within the California golf industry, or between the six GCSA chapters in California, industry collaboration is critical, and, I am pleased to report, seemingly increasing and improving.

At the state level, collaboration between the SCGA, CGCOA, PGA Sections, and GCSAA has been critical in the legislative battle to preserve the classification of golf teaching professionals as independent contractors, rather than employees. While the fight is still well from over, it would almost certainly be over for golf (and with an undesirable outcome) if not for the collaborative efforts that have taken place for several months and will continue for the next two to three months at a minimum.


Collaboration among the SCGA, GCSAA, CGCOA, and management companies is ongoing and critical in the battles to thwart efforts to ban glyphosate in various local municipalities and at the state level. Like wildfires popping up across the plains, we manage to stamp out one, but another one appears not too far away. At least in the short-term, we dodged a bullet with AB 916 stalling, but the glyphosate "fires" rage on in municipalities throughout the state, and it is only through collective efforts that we will realize meaningful positive results.

Among the California GCSA chapters, there is considerable collaboration in the works. First, Hi-Lo and GCSASC are discussing the prospects of holding another Tri-Chapter meeting (hopefully including San Diego GCSA) next February in the Temecula area.

Additionally, the GCSA of Northern California hosts an annual Assistant Superintendents Boot Camp in Monterey, and there is serious interest on the part of GCSANC in welcoming attendees from the south part of the state and working with the southern chapters to grow the event significantly. Next year's Boot Camp will be January 14 and 15, so watch for further details in the coming weeks.


The California Golf Course Owners Association (CGCOA) is also very close to launching a program that will provide the opportunity for superintendents, golf professionals, general managers, and owners to collaborate through their "Golf is Good Ambassador Program." Modeled after the GCSAA Grassroots Ambassador Program, which connects superintendents with congressional representatives, the CGCOA program is aimed at connecting golf industry representatives with state legislators. Details on that program will be released soon, and based on the experience and success of the national program, it is expected that superintendents will be active leaders in the state advocacy program.

I hope to see you at a GCSASC or Hi-Lo event soon, and welcome the opportunity to collaborate with each of you! •••



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Networking 101

By Marc Connerly
GCSASC/Hi-Lo Executive Director

A common refrain from vendors who attend association meetings is, “There aren’t enough superintendents at events.” Likewise, at association tournaments if there are not enough superintendents to pair up with each vendor, that can lead to grumbling on the part of the vendors who were paired with another vendor.

Make no mistake, the individuals who bear responsibility for creating the pairings make every effort to pair a vendor with a superintendent or an assistant, but sometimes it is logistically impossible, for a variety of reasons, to make that happen.

However, for those willing to make lemonade out of lemons, there is considerable upside to what at first blush would appear to be the “misfortune” of being paired with a vendor at a golf outing or sitting next to a group of vendors at a meeting. First, never underestimate the power

[continued on page 19]

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A HOLE IN ONE?

It's Just Not That Hard! *By Marc Connerly • GCSASC/Hi-Lo Executive Director*

If Steve Plummer and Sean Dugan are any indication, apparently holes in one are far easier than the rest of us mortals realize! In the span of less than a week, each of them scored a hole in one; Steve, of Agri-Turf Distributing, at the Hi-Lo Overseed Meeting at Sun City Palm Desert on Monday, June 18, and Sean just six days later at the GCSASC S&R Tournament.

Mr. Plummer's hole in one occurred on hole 3, and it was the second of his golf career. His first occurred more than a decade ago at Talega Golf Club.

Mr. Dugan secured his on hole 9 at Santa Ana Country Club. Sean's enabled him to win a \$600 skins prize, but unfortunately, it was not on the hole in one contest hole, so he missed out on the \$25,000 contest prize.

Congratulations to both gentlemen; you've set the bar high, so now we'll be expecting similar results at future association events!



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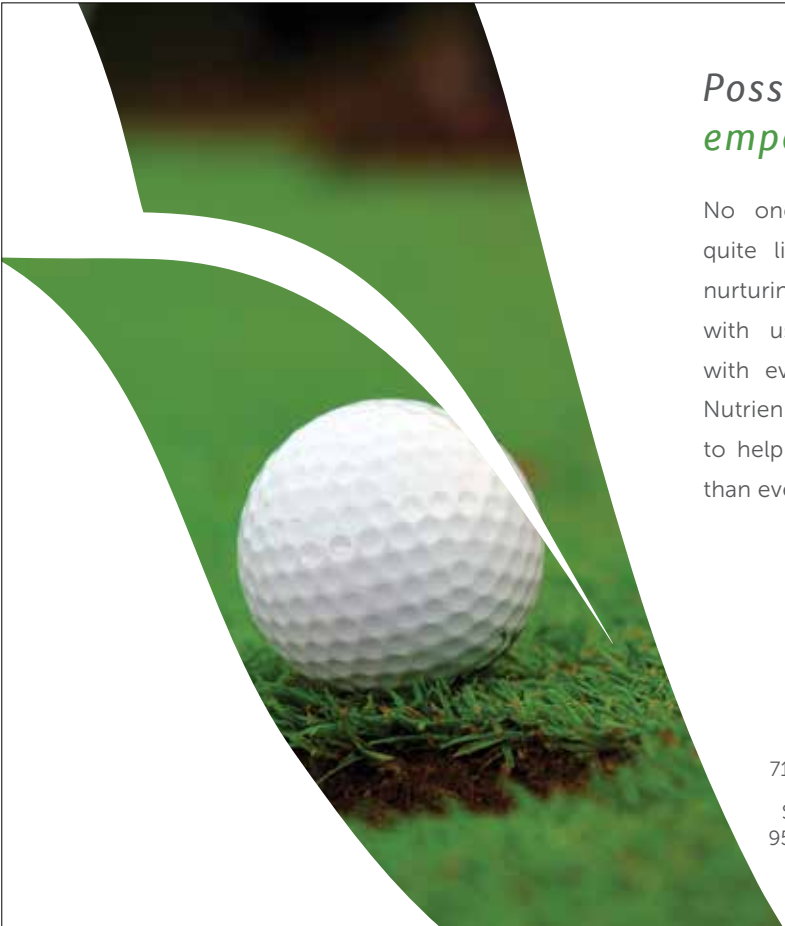
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- NETWORKING 101

of networking. It's not always about who you know, but about who they know. Yes, being paired with a superintendent offers the opportunity to spend 4-5 hours with a prospective customer, but being paired with a vendor opens the door to someone who might have insights and inroads into countless customers whom you have been trying to reach. Find out who he or she works with at the various courses you are courting, ask about their buying habits, gain knowledge that can improve your odds of success, and offer the same advice and assistance with reaching the customers with whom you work, whom that other vendor may be trying to reach.

Each of you offering to make some introductions to customers by email is a quick and efficient way to help each other out, then step out of the equation and let things play out. If appropriate, you might even join forces on a few visits to your or his customers and make some face to face introductions.

Another possible outcome of getting to know a fellow vendor at an event is agreeing to stay in touch, and continuing to share leads and helpful information over time. Getting together for lunch once a month, or even forming a small group of vendors who meet regularly to share business leads can be a very effective marketing strategy and should not be underestimated.

Along the same lines, I have been asked by vendors how to "crack the code" with superintendents and get them to accept that sales call, agree to a meeting or accept a quote or proposal. The Coachella Valley in particular has a reputation for being cliquish and very difficult to get one's foot in the door. I discussed this reputation with members of the Hi-Lo Board, and while their insights were not revolutionary, they were certainly valuable and worth sharing.

First, it is all about relationships and rapport, both of which take time to build. Expecting your call to be taken sight unseen, or to win the business right out of the gate against longtime, established competitors in a region is unrealistic. So, your initial goals should be to get to know the market, publicize who you are and what you do, and establish credibility.

One great way to accomplish these early goals is through an association, such as GCSASC or Hi-Lo. Show up to every association event, arrive early to network and meet people, offer to help on event or membership committees, run for the Board. A common mistake is joining an association, but not showing up for meetings, then questioning the value of membership.

Next, establish yourself as a helpful resource to potential customers. If you can solve a problem (even if it doesn't result in an immediate sale), you will have shown your value and created rapport with that superintendent. This is another reason why networking with other vendors is valuable. If you understand the products and services offered by other vendors, referring the appropriate vendor to a superintendent in need of specialized goods or services at that moment can be a lifesaver, not to mention earn you significant goodwill with the vendor you referred.

Additionally, no matter how frustrating it may be not to receive returned calls or emails, always remain polite, positive and professional. Your prospective customers are busy and likely receive dozens of calls or emails per week from solicitors. When the time comes that they do need your service, you want them to have a favorable impression of you and the way you conduct yourself. A smile and a happy demeanor may not win you the business on the spot, but an irritated voicemail or sarcastic email will almost certainly destroy any chance of future business.

Finally, be willing to take "no" for an answer. The superintendent who tells you "I am happy with my current provider" is doing you a favor and allowing you to focus your efforts on legitimate prospects. He also will appreciate it and be much more willing to contact you when his current buying situation changes, whereas consistent pestering after telling you "no" might just lead to him writing you off forever, regardless of future changes in conditions. •••



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Happy To Be Here

Introducing Megan Zeiger

Hello, Hi-Lo Association. I'm excited for this opportunity to serve as the Affiliate Liaison as Andy Means steps down from his many years of service. For those of you who don't know me, I'll take this chance to give you the "need to know" of Megan Zeiger.

I'm from a third-generation corn and soybean farm in Iowa (yes, another Mid-Westerner). I graduated from Iowa State University (Cyclones), where I obtained a degree in Agriculture Studies and Agronomy. Summer internships were spent researching corn and soybean trials with ADAMA, Syngenta and Bayer.

After college, I moved to North Carolina to work full-time for Bayer CropScience, supporting the sales teams in the western geography of the U.S. Through

that experience with Bayer, one of their channel partners, Wilbur-Ellis, offered me a position in the Willamette Valley of Oregon.

Shortly after marrying my husband, Joshua, last July I was transferred to our Ontario, CA branch to support our turf & ornamental business in the Coachella Valley. My husband and I reside near the Marine Corps base in Twentynine Palms, where we enjoy the solitude, peacefulness, and incredible sunsets of the desert. Despite the lack of corn fields and 1000F weather, it reminds us both a lot of Iowa.

I'm thrilled for this opportunity to serve the Association and this industry for the next few years. I look forward to working alongside you in the future to bring innovation and outside perspective to the marketplace. •••

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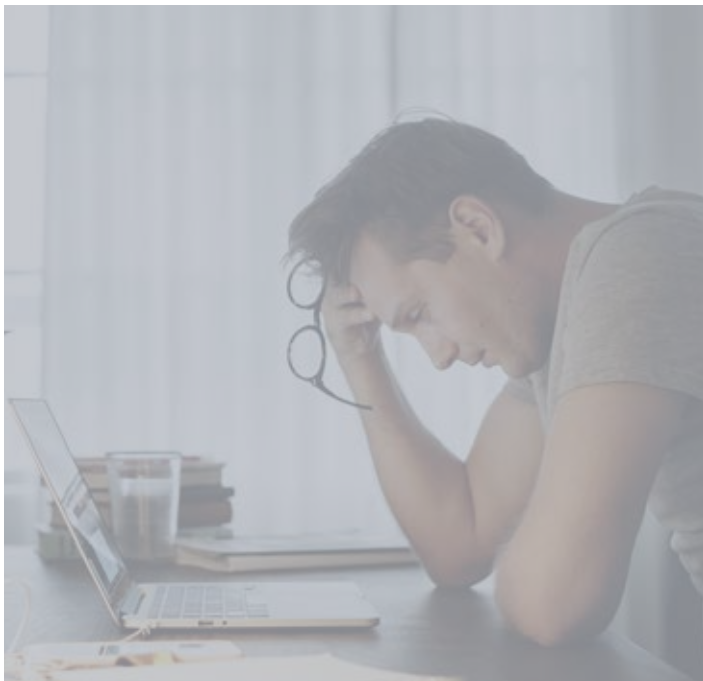
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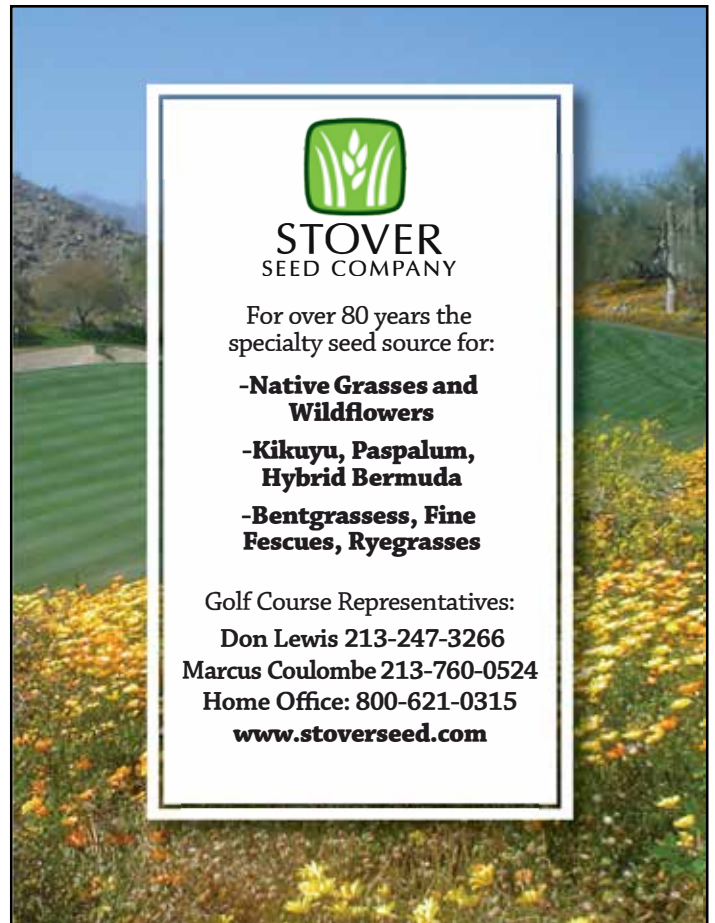
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