

SEA TO SAND

THE OFFICIAL MAGAZINE OF THE HI-LO DESERT & GCSASC | VOLUME 15 | ISSUE 11 | NOVEMBER 2019



GREETINGS

FROM THE SEA

Mike Williams • GCSASC President

Last month, our Board met once again to discuss items that affect our membership in the future and well into 2020. While we strive to do what's best for each one of you in our chapter, we do hear some negative comments on how the chapter is being run.

At the Board meeting, we heard first-hand what some of those issues are, and

last month. These joint meetings with other allied groups in our industry provide great information and will only strengthen our relationships. Discussion is in the works for a similar meeting in 2020, so once details are confirmed we will let you know.

We hope all of the attendees enjoyed the format for the meeting, as we twisted things around a bit with golf first, then lunch and an afternoon of speakers. Thanks to GCSAA for presenting the BMP's to us, and what that means for us on a state level, as well as a course level.

I want to welcome the newest Board members for 2020 after winning their elections! I will look forward to what the new Board has planned for next year, as I will become Past President after almost two years in this position.

Our annual Duff Shaw Classic is almost upon us once again, and hopefully you plan to join us at North Ranch Country Club on December 16th for our premier event of the year. Registration is open now, so please make sure to sign up via the website (GCSASC.com) and don't forget to add those raffle tickets to your package! Sponsorships are always welcomed, so if you have not already submitted your sponsorship request, please contact Marc for details.

With the Holiday Season approaching the Board of Directors wants to wish everyone a great Thanksgiving, and hopefully you are able to share this time of the year with your family and friends. ...

It's always easy to complain to one of your peers about something, but that doesn't solve your problem, so reach out and express your issue to one of us.

we are already taking action to turn these issues into positive results.

We as a Board understand that the past seven months since Marc Connerly replaced Cyndy Neal has been a transition period for not only the Board, but for you as a member.

There have been some bumps along the way, but we're working with Marc and his staff to help turn these issues around. If you do have a concern, please feel free to contact Marc or any Board member.

It's always easy to complain to one of your peers about something, but that doesn't solve your problem, so reach out and express your issue to one of us.

We do have some great ideas for 2020 on meeting sites, education and vendor sponsorship programs, so once these items are confirmed they will be shared via email, website and in this publication.

Thanks to everyone who came out to support our joint meeting with the California Golf Course Owners Association (CGCOA) at The Ranch at Laguna Beach

Transition

SO-CAL CHAPTER upcoming events

DECEMBER 16, 2019

Duff Shaw Classic

North Ranch Country Club

GREETINGS

FROM THE SAND

Tyler Truman • Hi-Lo Desert GCSA President

With Thanksgiving upon us, I would like to take this opportunity to write about gratitude - what it means to me, and how being grateful can influence our daily lives.

.....
*The dictionary defines gratitude as
“...the quality of being thankful;
readiness to show appreciation for and
to return kindness.”*
.....

Forbes Magazine recently featured an article by Janet Miller, *Women’s Media Contributor* titled “8 Ways to Have More Gratitude Every Day”. I am going to use a few of Janet Miller’s “8 Ways” but add my perspective as a golf course superintendent.

**DON’T BE TOO PICKY:
APPRECIATE EVERYTHING**

I think we all could do better on this point. My biggest problem is looking at my newly seeded golf course or project and start nick-picking all the small things that are wrong or out of place. It’s better to think things like: “...this is the best the greens, tees, or fairways have come in for a long time.” “... part of the golf course was flooded and closed for a good part of the year and we’re doing pretty good.” “... we got much needed moisture in the desert and mountains.”

FIND GRATITUDE IN YOUR CHALLENGES

One that can be a challenge is finding something to be grateful for when we have tests in our work or personal lives. A few years ago, my company hired a new HR Director. When they arrived, they made some changes. At first I fought these changes, thought they were senseless in some instances. My mental health was taking a beating. I thought I was being a bad manager and not capable of handling situations. Eventually, I stepped back and looked at things from a different perspective - yes this is a challenge to how we do things now. It is still a challenge at times. By stepping back and looking at it differently, I have become a better manager and can help the team understand that things can’t be taken personal. I am better able to help them understand how challenges can make us better individuals and managers. [continued on page 7]

**HI-LO DESERT GCSA
upcoming events**

DECEMBER 7, 2019
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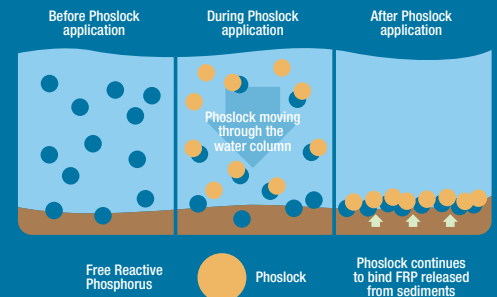
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FROM THE FIELD

JEFF JENSEN

GCSAA Field Staff • Southwest Region

It's hard to believe that the 2020 Golf Industry Show (GIS) and GCSAA Golf Championships are right around the corner. This year's show and golf have been moved up a week and will take place January 25-30, 2020 at the Orange County Convention Center in Orlando, FL.

Orlando sets the high-water mark for GIS attendance, and 2020 will be no different, with more than 13,000 attendees and over 550 vendors expected to participate. Education tracks featuring nearly 90 seminars will be offered along with numerous free sessions on the trade show floor. Seminars are available in 1.5-hour, 1.75-hour, half-day, and full-day sessions. Seminar costs for members are \$75, \$85, \$140, and \$185 respectively.

In addition to the trade show on Jan. 29-30, other show related events to put on your calendar include the Opening Reception on January 28; Grassroots Ambassador Academy and Opening Session on January 29; Ladies in Turf Networking Social, Collegiate Turf Bowl, Health in Action 5K, GCSAA Annual Meeting (now at 9:00 a.m.), and the always popular Closing Celebration with live entertainment, all on January 30.

Housing and early registration for GCSAA members opened on October 15. Early registration price for members is \$500 (thru January 8), and registration is available at <http://www.golfindustryshow.com/>.

The GCSAA Golf Championships will take place January 25-27 at three Orlando area facilities, including ChampionsGate, Ritz-Carlton Grande Lakes and Shingle Creek Golf Club. The event features the National Championship, Golf Classic, Four-Ball and Scramble.

The National Championship (open to the first 100 superintendents with a handicap index of 5.0 and below) and the Golf Classic (flighted by hand-

icap, using a point quota scoring system) are \$475 per player before December 21 (\$575 for affiliates participating in the Golf Classic). Entry fee for the Four-Ball and Scramble are \$200 per player before December 21 (\$300 for affiliates). Tournament entry includes green fees, cart, range balls, tee prizes, drink tickets, on course contests, awards, Welcome Reception, and 19th Hole receptions following each day of play.

The GCSAA Golf Championships represent one of the world's largest amateur golf events (450 plus players) and spots fill up quickly, so register now at <http://www.golfindustryshow.com/gcsaa-golf-championships/registration-information>

We hope to see all of you in Orlando, and If you have any questions or need anything to make your GIS experience more beneficial, please contact me at jjensen@gcsaa.org, and don't forget to follow me on Twitter @GCSAA_SW for daily industry updates. •••

Gratitude

VOLUNTEER

By volunteering you can demonstrate an attitude of gratitude. In this valley there are many ways to volunteer. By taking time to work with the First Tee Program you can influence a younger generation of golfers. Hosted through the GCSA Green Program, you are with an elementary class learning about science and math. The class learns how those subjects can work in their lives while being exposed to the game of golf at the same time.

Volunteering can seem tedious at times. As a young man, my church would hold service projects throughout the year. I didn't care for them very much and would try to get out of them at times to no avail. Coming out of these activities I had a better attitude and I discovered I was happier than I was before doing these service activities.

EXPRESS YOURSELF

Tell your assistants and staff members how grateful you are for them and that you appreciate all the hard work they do. Additionally, we should express gratitude to

those we love. Wives, children, parents and significant others should all be told how much we appreciate the support they give us.

SPEND TIME WITH LOVED ONES

Even though the Holiday Season is a great time to visit with loved ones, we should always spend time with them and strive to visit family and friends on a regular basis. Even a phone call can be enough to express our love and gratitude to them.

I am grateful for the industry that I work in and be able to work outside and enjoy Mother Nature and the beauty that surrounds us. I am grateful for my loving wife and family that supports me and the industry that I work in. May all of you have a Happy Thanksgiving!

•••



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GCSASC'S ANNUAL ELECTION MEETING AND CGCOA'S ANNUAL MEETING

By Marc Connerly
GCSASC/Hi-Lo Executive Director

collaboration

GCSASC collaborated with the California Golf Course Owners Association (CCGOA) at a joint meeting held at The Ranch at Laguna Beach on October 30.

The meeting served as GCSASC's annual Election Meeting and CGCOA's Annual Meeting (including their annual election and awards ceremonies).

The day kicked off with a round of golf on The Ranch's beautiful 9 hole course, set in a canyon just yards from the beach. Many attendees commented on what a beautiful and fun course it was to play.

The afternoon presentations included a thorough overview and walk-through

of the recently created Best Management Practices (BMP) Guide, led by GCSAA's Jeff Jensen and Emily Fuger, as well as John Pollok of Rain Bird. The presentation included a deep dive into the irrigation section of the BMP Guide.

Representatives from California's Employment Development Department were also on hand to provide an overview of programs available to employers seeking additional workers or to improve the job skills of current employees.

The day also included a tour of The Ranch's

[continued on page 15]

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FROM THE BUNKER

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

THE PURSUIT OF ENLIGHTENED SELF INTEREST:

JOIN US NOVEMBER 22ND AT MOUNTAIN VISTA SUN CITY

The desert golf industry partners who comprise the golf half of the Coachella Valley Golf & Water Task Force (SCGA, GCSAA, CMAA, SCPGA, and CGCOA) are conducting a joint meeting November 22 at Mountain Vista at Sun City Palm Desert to discuss long term water strategy. The details are:

*Mountain Vista at Sun City Palm Desert
38-180 Del Webb Blvd.
Palm Desert CA 92211
www.mountainvistagolfclub.com*

10:30 AM - Doors Open

11:00 - 1:00 Meeting

Hosted Working Lunch 12:00 PM

We are hoping to attract as many club board members, superintendents, and general managers as we can. Long term water strategy for the desert golf community is not the province of any one of the above; it is the province of all the above, each in their own lane.

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 our heads 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 we have thus far avoided - tiered pricing, curtailment of pumping, and financial penalties of various stripes.

Those things will come to pass in the 2020's; whether early in the decade or later largely depends upon circumstances as beyond our control as they are unpredictable.

The industry has two choices: 1) We can keep doing what we've been doing until the storm hits, and then scurry to react; or 2) we can begin working in unison with each other and CVWD to develop a program of mild but

KESSLER

steady voluntary reductions that allow us to control our 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 over its recalcitrant stakeholders. It also carries the risk that the good work CVWD and the desert golf community have done in recent years to reduce canal rates, create rebate programs, work cooperatively on tweaks to the Coachella Valley Water Management Plan, and respond in unison to media coverage that is often as unflattering as it is less than completely accurate could be jeopardized by failing to act proactively and strategically.

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. Given the upside - keeping local control over the desert's water issues - that's not a danger that should dissuade anyone.

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 while there is still ample time to make informed judgments about what represents the best course for the long term interests of the Valley's golf clubs. •••



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NATIONAL NEWS

PGA of America donates \$250,000 to GCSAA's philanthropic organization.

Lawrence, Kan. (Oct. 29, 2019) – The PGA of America has committed its support to fostering golf's sustainability with a \$250,000 donation over five years to the Environmental Institute for Golf (EIFG), the philanthropic organization of the Golf Course Superintendents Association of America (GCSAA).

"We are fortunate to be in an industry where organizations representing the different aspects of the game come together for the greater good," GCSAA CEO Rhett Evans said. "This generous gift from the PGA of America allows us to fund research, education and advocacy that helps strengthen all aspects of the game."

The PGA of America has been a longtime supporter of the Environmental Institute for Golf.

The PGA's gift will be used for EIFG-funded programs such as First Green, a STEM-education program that brings school children to golf courses; the Best Management Practices initiative that showcases environmental sustainability; and advocacy efforts that give a voice to golf at all levels of government.

The PGA of America has historically been an avid supporter of various EIFG initiatives, and this pledge marks the fifth time the PGA has made a donation of \$100,000 or more. In addition, Darrell Crall, PGA of America chief operating officer, sits on the EIFG Board of Trustees.






"The PGA of America is proud to support the work of the Environmental Institute for Golf," said PGA of America CEO Seth Waugh. "We know that in the capable hands of the EIFG, our donation will have a positive effect on the environment and all who love the game of golf."

The PGA's gift is part of a five-year commitment to the EIFG and its mission of fostering sustainability through research, awareness, education, programs and scholarships for the benefit of golf course management professionals, golf facilities and the game. •••

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Joint Meeting

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The GCSASC election resulted in the appointment of three new Directors, including:

Marc Lilliberg • El Dorado Park Golf Course

Jarred O'Barr • Aliso Viejo Country Club

New Affiliate Director Ron Kerley • High Tech Irrigation

They join new President Don Ebarb • Marbella Country Club

Vice President John Nachreiner • Shady Canyon Golf Club

Secretary/Treasurer Robert Hertzling • Lakeside Golf Club

Returning Directors include:

Jorge Morales • Alta Vista CC

Affiliate Director Steve Plummer • Agri-Turf Distributing

Past President Mike Williams • Mountain Meadows Golf Course

GCSASC wishes the best to and acknowledges the contributions of:

Outgoing Director Nate Radwick • Braemar CC

Affiliate Director Greg Chambers • Turf Star

(CGCOA election results on page 16)

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JOINT MEETING

THE CGCOA ELECTION RESULTS ARE:

New President Lee Finkel • American Golf
Returning Secretary/Treasurer David Kramer • Los Serranos Golf & Country Club
Past President Michael Lautenbach
Directors Bill Aragona • Boulder Creek Golf Club
Tom Frost • American Golf
Josh Heptig • County of San Luis Obispo
George Kelley • Greenway Golf
Rod Metzler • CourseCo
Steve Plummer • Agri-Turf Distributing
The CGCOA VP position is vacant, but expected to be filled soon.

During the joint meeting, the CGCOA annual awards were announced as well. This year's honorees included:

Bill Aragona of Boulder Creek Golf Club • Ted Horton Distinguished Service Award
Jeff Jensen of GCSAA • For the Good of the Game Award
Toby Todd of the City of Anaheim golf courses • Employee Excellence Award
Corica Park • Community Environmental Award
Indian Wells Golf Resort • Course of the Year

CGCOA also presented a special "Goodwill Award" to former Los Serranos Golf & Country Club Superintendent Steve Hall, who worked at Los Serranos for 47 years, including 43 years in his role as Superintendent.

JOINT MEETING SPONSORS

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The day concluded with a reception that provided a sampling of the fantastic food offerings at The Ranch at Laguna Beach. If you have not tried their restaurant, you owe it to yourself to make a visit to experience the resort's outstanding culinary offerings!



NATIONAL NEWS

Registration now open for 2020 Golf Industry Show in Orlando. GCSAA showcases exhibitors, education and tournament at leading industry event.

Lawrence, Kan. (Oct. 16, 2019) - Members of the Golf Course Superintendents Association of America (GCSAA) can now register and make hotel reservations for the annual Golf Industry Show, Jan. 25-30 in Orlando. Non-member registration will open Oct. 29.

GCSAA and presenting partners, the Golf Course Builders Association of America (GCBA) and American Society of Golf Course Architects (ASGCA), will offer a dynamic, progressive week of unparalleled networking opportunities and hands-on access to golf course and facility management solutions for golf industry professionals.

The 2020 Golf Industry Show (GIS) will be held at the Orange County Convention Center and kicks off with the

— continued on page 21

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Where are you originally from?

I grew up in Livonia, MI, about 20 minutes west of Detroit.

Which college did you attend?

I graduated from Michigan State University

What made you get into golf maintenance?

It seemed like the perfect blend of science and art to me. It took a lot of my favorite aspects that I had liked from previous jobs, and combined those with my love for the game of golf.

What is your favorite type of grass to manage and why?

I have really enjoyed the bentgrass grow-ins I've done, and being part of a program that is maintaining poa-free bent is as equally challenging as it is rewarding, so I've really been enjoying that as well.

Who would you consider to be your biggest influences in your life?

Professionally, I've taken bits and pieces from nearly everybody I've worked for, so it's hard to narrow it down. Personally, it would have to be my friend Jason from back home. As long as I've known him, he's always had such a positive attitude, just genuinely always interested in having a good time, so I try to remind myself to be more like that and take things less seriously from time to time.

What is your greatest accomplishment in the industry?

I think it's hard for me to just narrow it down to one thing. I think my biggest accomplishment has simply been my personal growth. When I look at myself now compared to who I was and what I was capable of when I started in this industry, that's what makes me feel accomplished, and I'm looking forward to progressing even further.

Do you have a favorite quote or saying that has influenced you?

I know it's cliché, but "treat others as you would like to be treated" has been a staple in the way I try to live my life, both inside and outside of work.

What do you like to do outside of work? Relax. Having grown up in Michigan, I take full advantage of year-round beach possibilities here in Southern California. It's pretty rare that I don't spend at least some time at the beach on one of my days off. Some of the things I do while I'm there are surf, SUP, swim, read, and find a quiet little Mexican restaurant from which to get a breakfast burrito. I also spend time golfing, or hitting balls at the range trying to improve.

What are your favorite sports teams?

I still root for all of Michigan's professional teams, and then of course the Spartans.

What would you like to do when you retire someday? I could see myself retiring to another country, somewhere tropical where there are beaches and golf courses nearby so I can really enjoy myself.



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NATIONAL NEWS

2020 Golf Industry Show (cont.)

annual GCSAA Golf Championships, followed by four days of innovative education and a trade show designed for golf facility owners and managers, including the association’s 18,000 members, as well as for the industries that market to those facilities.

“Orlando continues as a favorite among attendees and exhibitors for its great facilities and family-friendly locale that provides a wonderful backdrop for the educational and networking opportunities the Golf Industry Show is known for,” said Rhett Evans, GCSAA CEO. “We are also excited for the enhanced opportunities for attendees this year thanks to our new presenting partners, GCBA and ASGCA.”

The GCSAA Education Conference will provide more than 400 hours of content and is full of new offerings for 2020. The 103 seminars offered include 59 new and 44 returning favorites. All 23 free sessions in Orlando will debut new content. A focused education track on labor issues will make its debut,

along with an expanded emotional health track and other tracks dedicated to best management practices, water, equipment management, business and environmental management.

More than 500 exhibitors are expected to fill the trade show floor of the convention center. Returning for 2020 will be “Inside the Shop,” a full, interactive replica of a maintenance facility that showcases an efficient, cost-effective and safe work environment with live education and demonstration activities. In addition, the Tech Education Pavilion will include a hands-on zone for drones.

Spotlight events during GIS will include the Opening Session on Wednesday morning before the tradeshow opening, and the Trade Show Block Party and Closing Celebration on Thursday.

The upcoming rotation of cities for the Golf Industry Show will be Las Vegas in 2021 and San Diego in 2022. •••

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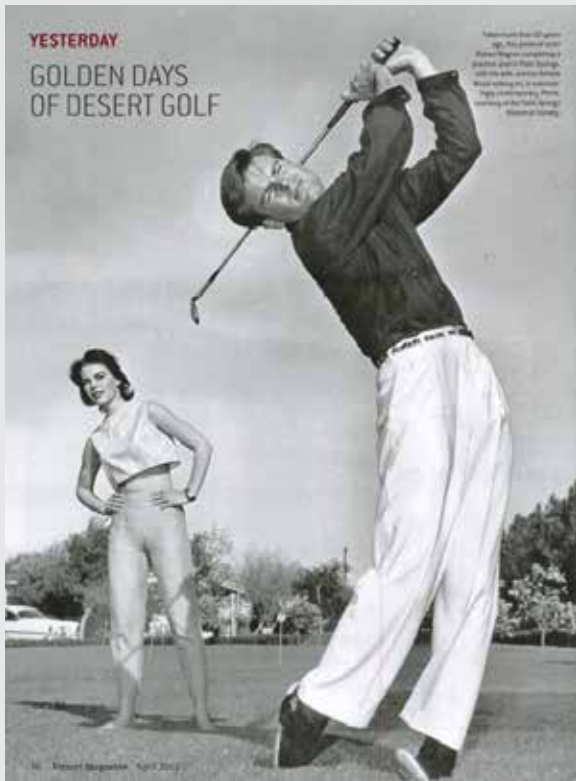
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Golden Days of Desert Golf is a fascinating look at the history of golf in the desert. You can read the article in its entirety at <https://thewillowspalmsprings.com/wp-content/uploads/2014/10/Golden-Days-of-Desert-Golf-April-2012.pdf>



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The first caddie strike in Southern California occurred at the Pasadena CC in July, 1898. The caddies demanded higher pay, and the Los Angeles Times reported, "... they claim that 15 cents a round is too little money to run all over a twenty-acre lot chasing golf balls and carrying the sticks. The price paid in Oakland is 10 cents a round, and the links are longer, but that makes no difference to the Pasadena youth, who is too heathy -- or too proud -- to work for anything less than what his conferees in other cities get."



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