

SEA TO SAND

THE OFFICIAL MAGAZINE OF THE HI-LO DESERT & GCSASC | VOLUME 19 | ISSUE 4 | OCTOBER-DECEMBER 2021

Industry Hills Golf Club Host of the 2021 GCSASC Election/Annual Meeting

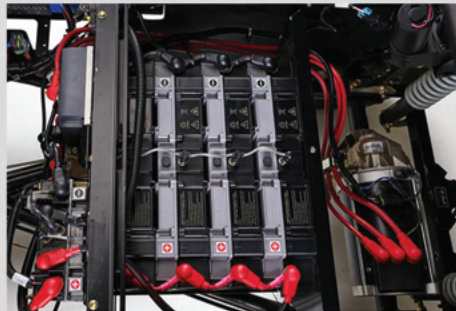
FEATURED IN THIS ISSUE:

- *From the Field*
- *From the Bunker*
- *Where's Zena*

New Workman GTX Lithium-Ion Lifted Raises the Bar



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COVER

Industry Hills Golf Club

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Executive Director's Report

By Marc Connerly, Executive Director, GCSASC and Hi-Lo Desert GCSA



The Golf Course Superintendents Association of Southern California closed out the year with a highly successful Duff Shaw Classic and a dinner the night before celebrating the 30th anniversary of the fundraising tournament.

Attendance at the tournament was reminiscent of pre-pandemic times, with more than 150 players registered for the event, which ultimately raised more than \$44,000 for GCSASC's Benevolent Fund.

The Anniversary Dinner, attended by more than 50 individuals, included presentations of the Jim "Speedy" Lipari Distinguished Service Award to John Pollok and Rich Wagner, as well as very moving speeches by Hal Shaw and Erin Shaw (Duff Shaw's brother and daughter, respectively), "Speedy" Lipari, and the award recipients.

Many companies helped to make the dinner and tournament a success, including Bayer, BioBoost, Brandt Consolidated, Desert Valley Turf, Eagle Pump Services, Earth Movement, Foley Co., Golf Irrigation Consultants, ISCO, Lakeside Golf Club, Shady Canyon Golf Club, Seed King Enterprises, Smith Pipe & Supply, Southwest Growers, Syngenta, TLC Materials, West Coast Turf, and Your Way Tree Service.

Meanwhile, the Hi-Lo Desert GCSA held their 2021 Holiday Party at The Tack Room in Indio. The event, which featured a carnival theme, attracted 65 individuals and featured a prime rib buffet, carnival games, carnival food, and a lively raffle conducted by Nutrien's Jeff Stephenson.

Event sponsors included Desert View Tree Service, Nutrien Ag Solutions and West Coast Turf.

Thank you to the sponsors and attendees of both events for their support and participation!

On a final note, the year concluded with a heavy focus on AB 672, which proposes to incentivize local municipalities to convert their golf courses to affordable housing developments. The bill, which was introduced at the beginning of the year, then stalled, was amended in September to include \$50 million in incentives for local governments, making the bill a much larger threat than in its original form. While I remain cautiously optimistic about the industry's chances of defeating the proposal, our success will rest largely on our ability to rally the opposition of golfers up and down the state.

Watch for much more information and action alerts on this topic immediately after the first of the year.

Happy and safe holidays to you and yours, and we look forward to seeing you at the association events planned for 2022.

Marc Connerly

From The Field

By Jeff Jensen • GCSAA Field Staff • Southwest Region



I hope this finds all of our Hi-Lo Desert and Southern California GCSA members doing well and enjoying some of the cooler fall weather.

It's been quite a year to say the least as we have dealt with record drought, wildfires, more rounds of Covid and a labor shortage that is wreaking havoc on our industry and many others.

As we move closer to the end of the year, there is some good news on the horizon. The GCSAA Conference and Trade Show (formerly the Golf Industry Show) is scheduled to take place in San Diego Feb. 5-10, 2022.

At the time of this article, the show is moving forward (we will be subject to any potential federal/state restrictions) and we are looking forward to having our membership back to "America's Finest City".

The 2022 show offers a new pricing option in addition to the traditional Full Pack and Trade Show Only Registration. An All-Access option is available and allows the member full access to the show including all of the in-person education seminars as well as access to 32 virtual sessions that will be available following the show on Feb. 23-24. The virtual access is good for an entire facility and members purchasing an All-Access package will receive 2.5 education points. See the below chart for package and pricing options:

Continued to page 9

GCSAA Conference and Trade Show		PACKAGES AT A GLANCE SAN DIEGO FEB 5-10, 2022				
PACKAGES	BENEFITS				PRICING	POINTS
	Unlimited access to in-person seminars Feb. 7-10	Unlimited access to in-person Power Hours Feb. 7-10	Trade show floor (exhibits and education on stages) Feb. 8-10	Unlimited access to 32 sessions of virtual education – for the entire facility Feb. 23-24 + Extended on demand (95% of education will be different than what is offered during in-person, plus crew content and more)		
ALL ACCESS	✓	✓	✓	✓	MEMBER \$1,195 NON MEMBER \$1,395	2.5
FULL PACK	Can register for seminars a la carte for additional fee per seminar	✓	✓	Additional cost equal to cost of virtual only	MEMBER INDIVIDUAL \$550 NON MEMBER INDIVIDUAL \$700	1.5 Plus additional based on number of seminars purchased
TRADE SHOW ONLY	–	–	✓	Additional cost equal to cost of virtual only	MEMBER \$400 NON MEMBER \$500	0
VIRTUAL	–	–	–	✓	MEMBER INDIVIDUAL \$400 ENTIRE FACILITY \$550	1

“The Ambassador program has broadened my horizons allowing me to experience an entirely different side of the industry many GCSAA members need to be more aware of. The decisions made by Congress are very important to the daily operations of golf facilities and getting involved in the process has been both eye opening and rewarding. “

Brandon Williams
Director of Agronomy
St. Mark Golf Club [CA-50]



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Ambassador Jim Ferrin, CGCS at
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- Advocating improves professional development which can advance your career
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Hi-Lo Desert Events

Saturday, December 4
Hi-Lo Christmas Party
Tack Room Tavern

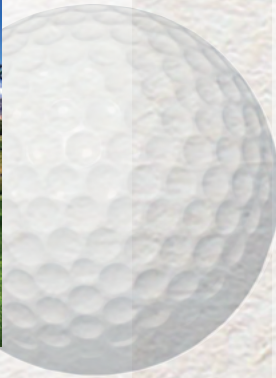


GCSASC Events

Tuesday, November 16
GCSASC Annual Meeting
Industry Hills Golf Club

Sunday, December 12
Duff Shaw 30th Anniversary Dinner
North Ranch Country Club

Monday, December 13
Duff Shaw Classic Golf Tournament
North Ranch Country Club





“Where’s Zena?”

1. Country club is a part of a 55 plus community in Banning, CA
2. The golf course opened in 1986
3. Features 7,017 yards of golf from the longest tees for a par of 72.

(You will find the answer on page 30)

Continued from Page 6 - From The Field

Registration and housing for the Conference and Trade Show opens on Nov. 2 and you can complete the process online at <https://www.gcsaaconference.com/>.

In addition, the annual California Room will be held on Wednesday, Feb. 9 aboard the USS Midway in San Diego Harbor. Always one of the premier networking opportunities of the week, the California Room offers a great night of food, drinks and fun. Tickets are \$70 if you register before Dec. 31 and the price includes hosted beverages, hors d'oeuvres and guided tours of the USS Midway. Registration is available at <https://cgcsa.wildapricot.org/event-4465974>.

Numerous sponsorship opportunities for the California Room are also available and it's a great way to promote your business and products to nearly 600 golf industry professionals.

If you have any questions, please don't hesitate to contact me at jjensen@gcsaa.org and make sure to visit my regional webpage at <https://www.gcsaa.org/resources/regional-resources/southwest> for update information from around the Southwest. I look forward to seeing all of you in San Diego!

Jeff

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FROM THE BUNKER

By Craig Kessler • Director • Governmental Affairs
SOUTHERN CALIFORNIA GOLF ASSOCIATION

THE INDUSTRY ACCOMPLISHED ITS GOALS REGARDING TWO BILLS IT TARGETED IN THE 2021 SESSION – AB 672 & AB 1346

Much attention in the 2021 legislative session went to AB 672 (Garcia; D-Bell Gardens), a bill that would have removed 22% of California's golf courses (municipal) from the protections of the Park Preservation Act, Surplus Land Act, Environmental Quality Act, and local zoning prerogatives in order to expedite their conversion to affordable housing complexes. And for good reason! That bill would have eviscerated the state's golf industry and robbed it of the sector most responsible for its growth and sustenance.

The SCGA and GCSAA did a full court press to defeat AB 672, a "press" that proved sufficiently successful to keep the bill from so much as getting docketed on the agenda of either of the two committees to which it was referred. The fact that the bill was an example of clumsy overreach helped, but the golf community response, even though almost entirely targeted to the Southern half of the state, did much to alert officeholders that a lot more persons than they thought find the golf courses in their communities to be valuable assets to those communities – assets for golfers and non-golfers alike.

Much less attention went to the other major bill the California golf community worked on this session, work equally productive, albeit much more nuanced than the all-in response triggered by AB 672. That bill: AB 1346 (Berman; D – Menlo Park) – a piece of legislation directing the California Air Resources Board (CARB) to adopt a Rule phasing out the sale of all gas-powered equipment less than 25 horsepower by 2024 or another date or set of dates deemed more feasible by CARB during its administrative rulemaking process.

Armed with the understanding that to persuade the State of California to not pursue the substitution of electric power for gas power is a fool's errand, the California golf community determined to pursue the wise person's alternative; otherwise known as the pursuit of language in the bill directing CARB to apply measures of feasibility, flexibility, and affordability in the adoption of the Rule. In other words, language ensuring that when CARB sets these dates, battery powered equipment that is fit for intended use by the golf industry is commercially available, different dates for different classes of equipment are established where commercial unavailability requires, and both agency and legislature consider the creation of ways to incent the users of such equipment to phase out their gas-powered equipment in favor of electric powered equivalents – e.g., rebates and tax credits.

Continued to page 14

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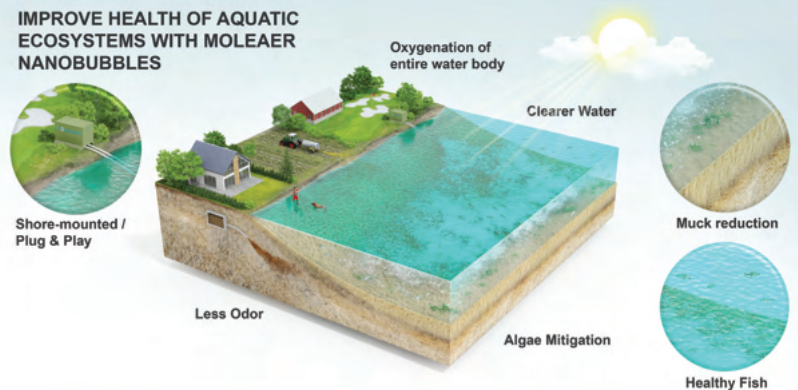
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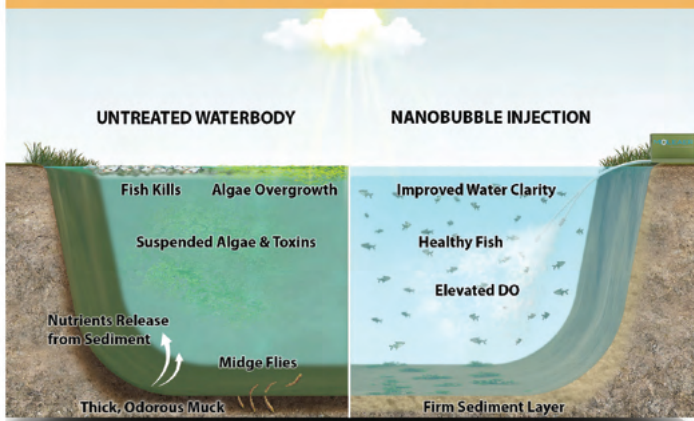
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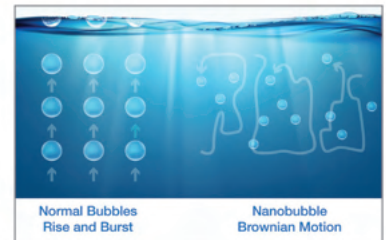
Pain Point(s)	Moleaer Solution
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Notes: EPA Establishment Number 94231-CA-1

Continued from Page 12 - From The Bunker

Excerpted from AB 1346 as it passed to the Governor for his signature:

1. **By July 1, 2022, the state board shall, consistent with federal law, adopt cost-effective and technologically feasible regulations to prohibit engine exhaust and evaporative emissions from new small off-road engines, as defined by the state board. Those regulations shall apply to engines produced on or after January 1, 2024, or as soon as the state board determines is feasible, whichever is later.**
2. **In determining technological feasibility pursuant to paragraph (1), the state board shall consider all of the following:**
 - (A) **Emissions from small off-road engines in the state.**
 - (B) **Expected timelines for zero-emission small off-road equipment development.**
 - (C) **Increased demand for electricity from added charging requirements for more zero-emission small off-road equipment.**
 - (D) **Use cases of both commercial and residential lawn and garden users.**
 - (E) **Expected availability of zero-emission generators and emergency response equipment.**

Consistent with the regulations adopted pursuant to this section and relevant state law, the state board shall identify, and, to the extent feasible, make available, funding for commercial rebates or similar incentive funding as part of any updates to existing, applicable funding program guidelines for districts to implement to support the transition to zero-emission small off-road equipment operations.

The California golf industry has all the tools it needs to protect its interests when CARB crafts a Rule to phase out the sale (albeit not the use) of some of the gas-powered equipment the industry now routinely uses. And we are ready and quite able to use those “tools” to work with CARB to fashion a Rule the industry can live with. Indeed, we have already begun to assemble the theory of our particular case and the facts cum arguments in support of that case.

GCSAA’s Jeff Jensen is already coordinating with the coalition of manufacturers and landscapers that is fleshing out the details of that “case” and the “facts cum arguments” in support thereof. Precisely because this particular public policy issue involves technical issues that are the domain of the superintendents, Jeff is taking the lead role for the allied associations/organizations.

That’s how we roll in California and probably the main reason we have as many positive public policy outcomes as we do, notwithstanding the challenging political terrain we work in. SCGA may have taken the lead re AB 672 and may have been the leader with respect to the issues surrounding the protection of certain forms of golf industry independent contracting, but for AB 1346 and the Rulemaking process about to go forward at CARB, Jeff Jensen is the lead dog. The rest of us will follow and support his lead.

If there is a lesson in that, or more precisely two lessons in that, allow me to suggest that they are: 1) Cooperation and collaboration among the game’s leadership organizations make for success in the public arena, while competition and turf protection make for failure, and 2) there is wisdom for the other allied associations/organizations, including the California Alliance for Golf (CAG), in the fact that the “lead dogs” for all these campaigns are paid staffers.



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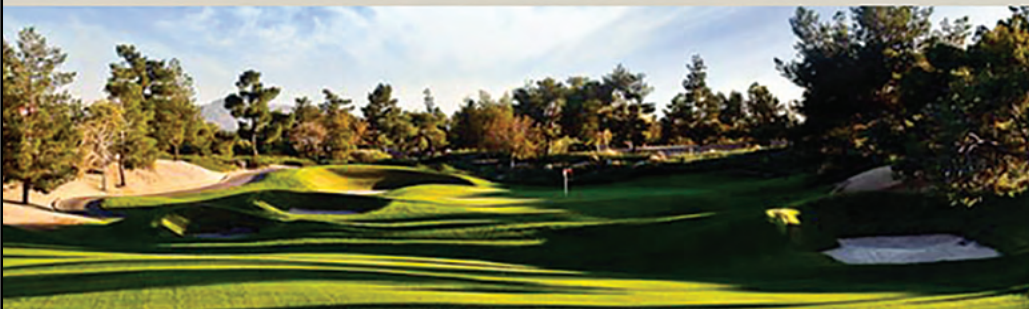
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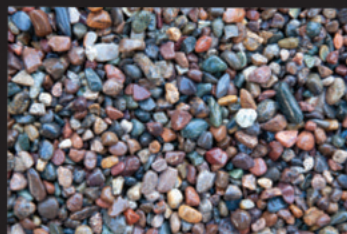


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