

SEA to SAND

THE OFFICIAL MAGAZINE OF THE HI-LO DESERT & GCSASC | VOLUME 16 | ISSUE 8 | SEPTEMBER 2020

FEATURED IN THIS ISSUE

- GOLF COURSE WATER FEATURES

- Member Alma Maters

- Where is Zena?





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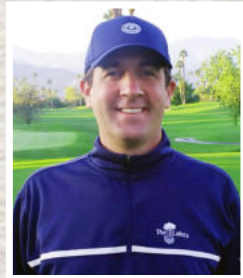
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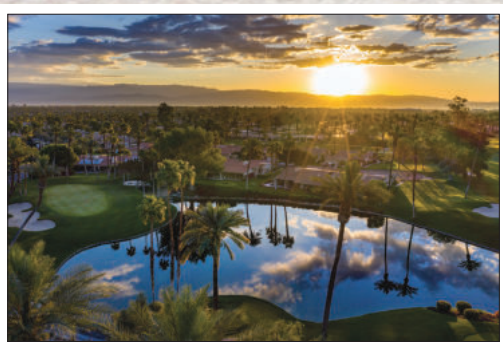
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GCSASC President's Message

By John Nachreiner • Superintendent • Shady Canyon Golf Club



As summer concludes and fall approaches, 2020 will soon be in the rearview mirror. With all that has transpired thus far, it is hard to imagine that the remainder of the year could get any more eventful, but with an historic presidential election and a hotly debated Supreme Court nomination on the horizon, the next three months figure to be every bit as remarkable as the first nine!

Although the pandemic has caused GCSASC to cancel virtually all of our events this year, we remain committed to holding an S & R tournament in November and the Duff Shaw as scheduled in December. We will all need to be flexible in our expectations, as we adapt to current health safeguards for large events, but the Board believes, and we hope our members agree, that creating the opportunity to get together, see friendly faces, and support the important causes of the association are worth the necessary sacrifices. So, please watch for details on both of those events in your email inbox soon.

One thing of which this year has not robbed us is the opportunity to aid and support others in need of our assistance. The recent wildfires ravaged not just California, but large portions of Oregon and Washington as well. The GCSASC Board recently learned that a South Oregon Golf Employees Fire Relief Fund was formed to assist Oregon golf industry employees facing hardships as a result of the fires. Several GCSA chapters across the country contributed to the fund, and the GCSASC Board joined the effort by donating \$1,000.

On a different note, but still in the vein of support and assistance, GCSASC was recently asked by the Southern California PGA Section for assistance with maintenance of the Compton Par 3 Golf Course owned by the City of Compton, including aeration of the greens and tees. SCPGA has long been a valued ally and supporter of GCSASC, so the Board very eagerly and willingly agreed to step in and assist where we can. Dan Pollack and Ryan MacNair, Assistant Superintendent Liaisons to the GCSASC Board, will head up this community project, including assessing the scope and needs, then coordinating necessary resources to improve the conditions of the course.

SCPGA is working to introduce youth in the City of Compton to the game of golf, and GCSASC is very happy to be a part of that project. We hope to share more details and photos of the progress as the endeavor unfolds.

What these examples illustrate is that trying times and misfortune provide us the opportunity to step up, help out, and lead the way to a better tomorrow.

Here's hoping you, your families, and your employees are finding the resources and support you need. Please call on a GCSASC Board member or the staff at the GCSASC office if we can help in any way. Our information is in the front of this magazine, and we are here to help you.

John

HI-LO DESERT GCSA Message

By Jim Schmid • Superintendent • The Lakes Country Club



Consistency is something that we all strive for on our courses. Consistency from green to green, consistency from day to day, consistency from one bunker to the next, etc. I've found that the only thing that I can count on for consistency consistently is the Haters. They can always be counted on to find something to complain about.

This year, we experienced the best set of summer conditions that I have seen in my 15 years in the desert... by far. Greens fully transitioned and filled in by May; zero bare spots in the fairways. Why? Well, part of it was that we decided to take advantage of the temporary closure order issued by Riverside County to spray out the ryegrass earlier than ever before. The rest of it? Who knows. Every time I think we have the transition figured out (winter was too hot, winter was too cold, dormancy was too long, there was no dormancy), I get proven wrong again.

Anyway, regardless of the reasons, we had the best turfgrass conditions that I could have hoped for by May, and that persisted throughout the summer. Should have been an easy, stress-free summer. But, nope, the haters, seemingly re-energized by the COVID crisis, didn't miss a beat. Rough was too short, we didn't change cups enough, any great golf course mows greens every day no matter what, and whatever other nonsense they could come up with.

The Haters comprise a relatively small percentage of the population at most facilities (usually no more than 5% of the population), yet they are often responsible for 99.995% of all complaints. Earlier in my career, I used to foolishly try to accommodate the nonsensical demands of this group and worry that if I was unable to, my job would be in jeopardy.

Every club has members who won't be happy no matter what. In fact, the more miserable they are, the more content they are. These are people who are not going to be happy no matter what you do, or how good the conditions are.

Over the past few years, I've taken a different approach to dealing with this lovely group of people. Rather than working to achieve their unrealistic demands, or change their minds, I've worked to change the minds of the rest of the membership. Every demand or request that I get from this group, which is usually in the form of a disrespectful email following happy hour, gets forwarded to the Golf Committee. During the committee meeting, I give a rational explanation of why the request won't work, or what the cost of it would be. After the golf committee reviews the request and explanation, and supports our recommendation not to implement the request, I send out a response to the request, and copy the Golf Committee and Board of Directors.

It doesn't take long for the Committee and BOD to realize what's going on, and for the chronic complainers to lose all credibility.

If you're struggling to deal with chronic complainers, or disrespectful or abusive members, consider passing their sentiments along to the more level-headed leaders at your facility. At that point, the haters are doing nothing more than marginalizing themselves.

Jim

Executive Director's Report

By Marc Connerly • Executive Director • GCSASC / Hi-Lo Desert GCSA



Both the GCSA of Southern California and the Hi-Lo Desert GCSA fully expect to hold their S & R tournaments this year, and GCSASC still has every intention of hosting the Duff Shaw on December 14, so please look for details on all of those events in the coming weeks.

We do know that the GCSASC S & R will be at The Saticoy Club on Monday, November 16, and as always, the Duff Shaw will be at North Ranch Country Club. The date and location for the Hi-Lo S & R are still being finalized, but we expect to have that information soon.

On the educational front, we will soon begin promoting a series of webinars developed by the Carolinas GCSA and made available to GCSA chapters nationwide. There will be a total of thirty (30) two-hour webinars presented at the rate of one per day from November 2 through December 18. The webinars will be recorded, so those who cannot attend live will have up to 30 days to watch the webinar(s) of their choosing. We are in the process of communicating with DPR to determine whether the courses will meet DPR's requirements for online courses to qualify for continuing education hours, and hope to have those answers soon.

We are also in the process of planning a webinar presented by Dr. Jim Baird that will provide that will definitely provide an opportunity for DPR hours. That is expected to occur in late October, so watch for details soon.

Please reach out to our staff or to me any time you have a question or are in need of help in finding a resource. We are here to make your job easier!

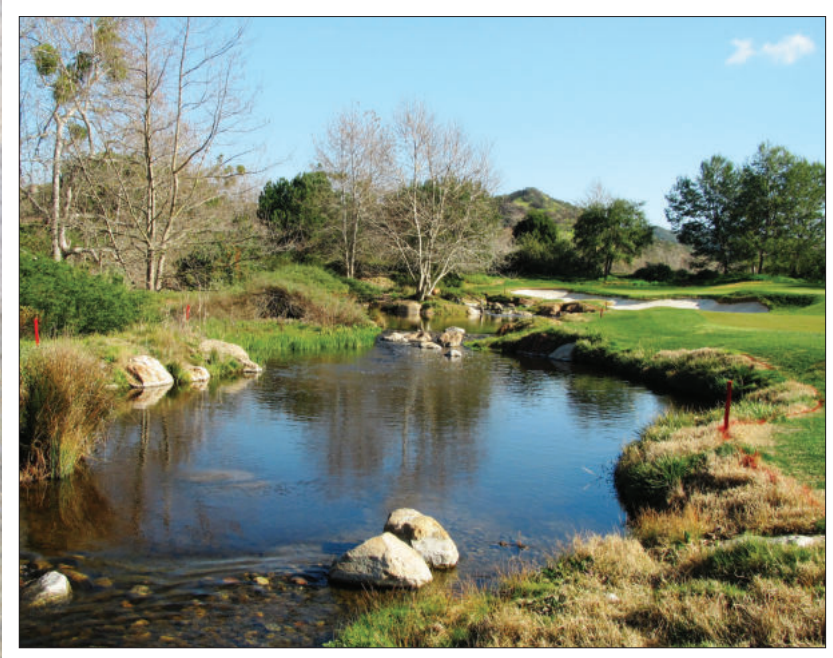
Marc

Golf Course Water Features

Can You Name These Courses



Answers on page 26.





**Can You Name
These Courses**
Answers on page 26.





FROM THE BUNKER

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

2020 has been quite the confounding year. Just when you diminish hopes and expectations, reality strikes in the form of unexpectedly good news.

When the state shut down in mid-March, we had hoped to be the first “non-essential” activity restored, but we didn’t expect it to necessarily be the case – a goal yes, an expectation, hardly. And we certainly didn’t think it would happen as fast as it did. But we were indeed first in nine out of Southern California’s 10 counties, beating out hiking/walking trails, picnic areas, and beaches among other outdoor recreational activities. We had hoped to see a semblance of play once golf was reintroduced. What we got was four and a half months of uninterrupted 20% increases over last year’s numbers, and last year’s numbers were pretty good. We also managed to enjoy the fruits of 10-12 minute tee intervals in the municipal sector that proved the point once and for all that you get more play and more revenue when you stretch the interval, not less. Eureka: the municipal sector has restored the value of midday tee times, and in the process

seen a run on times that went unsold pre-COVID-19! It won’t last forever, but golf has been given the opportunity to engage these new and more frequent golfers, engage and hopefully retain many of them once the normal order returns.

The California golf community got some pleasant surprises when midnight struck August 31 and the 2020 legislative session came to an end.

It was a session like no other in recent memory, dark for many weeks followed by periodic shutdowns leading us to conclude that only those matters of most pressing concern – COVID-19 and busted budgets would be taken up. Wait until next year is what SCGA counseled everyone to expect.

But we were wrong. While still not quite perfected, the healthy measure of relief PGA golf professionals desiring to continue plying their profession as independent contractors, received in the form of AB 5’s “business to business for professional services exception” was made healthier in the form of a gut-and-amend job known as AB 2257. It amended Section 2776 of the California Labor Code to create a new 12-prong test much more amenable to the independent contracting teaching model than the 12-prong test it replaced. The new test has eliminated all but one of the pillars that we found troublesome in AB 5 – “troublesome” yet still amenable to a form of independent contracting per certain strictures.

AB 2257 also created a new Section 2777 in the California Labor Code to now allow a “Referral Agency” to act on behalf of multiple “Service Providers” under a contract to provide connections between clients and service providers.

Under this new exception to the ABC Test in the California Supreme Court’s Dynamex decision, service providers providing services to clients via written contract with a referral agency, may only have to satisfy the elements of the old “Borello Test”; a much lower bar for enabling independent contracting. Because both “caddies” and “youth sports coaches” are referenced as subject “referral services,” the legislature has created a clear path to enabling both on independent contracting bases. A boon for the state’s private clubs that employ caddies and nonprofit junior golf programs that make extensive use of part-time coaches.

It’s not all candy canes and rainbows. Golf has done better during COVID-19 than all others save home office equipment and virtual meeting platforms. But there are storm clouds on the horizon. We are facing a prolonged economic recovery; at least, that’s what the economists tell us. Golf is still an inherently expensive discretionary activity. They don’t fare well during recessions. The honeymoon may well founder even before COVID-19 has run its course. And let’s not forget the havoc we’re already witnessing by virtue of the two and a half degree increase in the state’s average temperature – reduced Sierra snowpack, deeper and more frequent droughts, and longer and deeper fire seasons.

Or not. We’ve been wrong so far – delightfully wrong, but wrong, nonetheless. Perhaps, the view from the “bunker” will look just as bright six months from now. Time will tell; it always does. In the meantime, stay safe, stay healthy and enjoy.

Craig

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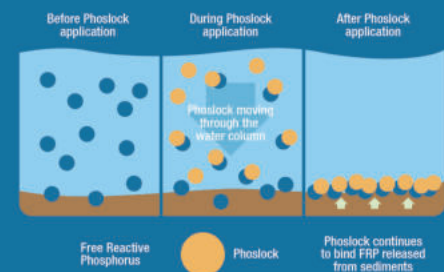
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From The Field

By Jeff Jensen • GCSAA Field Staff • Southwest Region



GCSAA President John Fulling recently announced that the annual Golf Industry Show scheduled for January 30th through February 4th in Las Vegas, will now be conducted in a virtual format the first week of February.

With the ongoing health concerns caused by the coronavirus, travel restrictions, global economy, monitoring of other national tradeshow, and bans on large gatherings, it was decided by GCSAA and its presenting partners, The American Society of Golf Course Architects and Golf Course Builders Association of America, that it was in the best interest and safety of all parties involved to move to a virtual format.

GIS 2021, “Your space. Your pace. All in one place.”, will take place the first week of February and will allow show participants the opportunity to attend from the safety of their homes or workplaces, while still consuming all of the great content that GIS is known for.

Education, trade show, and special events will take place live via the virtual platform and attendees will also have the opportunity to view or review the events, education, and materials for an extended period after the conclusion of the live event.

Registration for GIS 2021 will open October 13th at <https://www.golfindustryshow.com/>. At the time of this article, registration costs

for the event are still being determined. A short demo video of the virtual platform is available at <https://player.vimeo.com/video/447145809>.

While moving to a virtual format was a difficult decision, it will allow those who have attended GIS in the past to save on travel costs this year, while also granting many others who have never had the opportunity to attend a chance to see what great opportunities and education that GIS has to offer. The safety of our members, vendors, sponsors and other attendees always comes first.

In other related news, an upcoming announcement on the status of the GCSAA Golf Championships scheduled to be held in Palm Desert, CA. January 30th- February 1st will be made shortly.

I hope that you and your families are safe during these unusual times and we appreciate your continued support of GCSAA and our affiliated chapters. If I can be of any assistance to you, please don't hesitate to contact me at jjensen@gcsaa.org and follow me on Twitter @GCSAA_SW for daily industry updates.

don't hesitate to contact me at jjensen@gcsaa.org and follow me on Twitter @GCSAA_SW for daily industry updates.

Jeff

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A typical day: Wake up. Check your phone for texts and social media. Brush your teeth. Shower. Make coffee. Have breakfast. Go to work. Get the crew out. Do tasks. Check emails. Go to lunch. More tasks and email. Go home. Maybe exercise. Make dinner. Watch TV. Go to sleep. Wake up and start it all over again.

By GINA RIZZI, Radius Sports Group/ARCUS Marketing Group

Each and every day we have a choice to stick to our routines or break the mundane. No doubt, some amount of routine can be healthy - it helps us feel organized, reduces risks, and lowers stress. But it can also prohibit growth. We can grow accustomed to mediocrity. Unless we make the choice to create an extraordinary routine, or a sort of anti-routine. As we press through the challenges of 2020, it's a great time to resist falling into headline news negativity, and renew our commitments to everyday innovation.

According to Psychology Today, "Every time you try something new and allow yourself to be open to whatever experience arises, you are learning, and expanding your repertoire of life skills and self-knowledge." (Dr. Brenner, 2015.) This type of knowledge feeds innovation. A personal exercise that I use to spark innovation is called CAMPS™. The acronym stands for *Connectivity, Action, Moving the Pieces, Partnerships, and Self-Improvement*.

CONNECTIVITY means communicating, putting yourself out there, and connecting with others. Not only friends or family, but new friends or associates. Send a text message, a note through LinkedIn, or pick up the phone - make a connection. Check in. Especially now. Through simply interacting, you ignite the power to grow and intentionally open the door to think differently. Set a goal to

connect with at least one new person and reconnect with someone at least once per week.

With ACTION, be deliberate and random. Make a deliberate choice to do things out of your comfort zone that may feel random or awkward. One of the most useful inventions of our time was sparked by deliberate, random action - a man and his dog on a hunting trip. The man was inspired by burrs sticking to his dog's fur, and in 1955 George de Mestral invented and patented Velcro.

As adults, we don't always consider "play" time, yet it is crucial for creativity. Go on a picnic. Listen to podcasts. Run a virtual race for a charity. Be visible - volunteer, join a board. You will ignite a spark by NOT opting out.

MOVING THE PIECES is equivalent to 'delegating meets chess' on a bigger, strategic scale. For example, if you work with a general contractor at your course, ask them for help beyond the traditional to move the pieces. Perhaps they can write a series of articles for your member newsletter or deliver training modules for your crew. This saves time, provides value, and shifts you toward strategic, innovative thinking. Consider what things in your life you can shift. Do this at least twice per month.

Pursue unique PARTNERSHIPS that make sense for you using the assets you have. If a start-up is launching, offer your expertise in exchange for equity. If you love taking photos of the course - many of you take beautiful pictures - partner with a local artist to design custom greeting cards, paintings, or calendars from your photos. Look for partnerships that align with your personal passions. Aim for one per quarter.

Lastly, always seek ways of SELF-IMPROVEMENT. Take classes, get a certification, read, listen to podcasts, meditate, exercise...the experience of education spurs questions, ideas, and knowledge to expand your thinking. In the words of Louis Pasteur, "Chance favors the prepared mind." Knowledge and self-awareness help arm us to approach tasks with passion, confidence, and vigor. Try to push yourself to improve - in some fashion - daily.

Try CAMPS™. Check in with a loved one or friend once per month to make sure you are doing it. Accomplish these items and you will create a spark in your routine for innovation in every day.

Gina Rizzi is located in San Francisco and Reno. Contact her at 312-848-9584 or gina.rizzi@radiusportsgroup.com if you have questions or need assistance.



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Santa Barbara Golf Club partners with the City of Santa Barbara creeks division to help facilitate wildlife environments, while managing storm water runoff. This pond is located between Hole #5 and 18

Member Alma Maters.

We asked members to share their alma mater with Sea to Sand. Read below to see where GCSASC and Hi-Lo members attended college, followed by a quiz featuring famous alums from the same institutions!

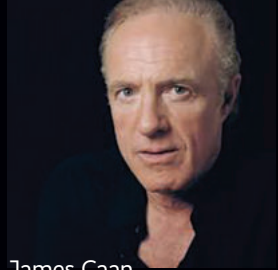


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- Humboldt State University (Major in Botany) - **Jim Culley** (Seedking Enterprises)
- Iowa State University - **Megan Zeiger** (Wilbur Ellis)
- Kansas State University - **Steve Plummer** (Agri-Turf Distributing)
- Michigan State University - **John Nachreiner** (Shady Canyon Golf Club), **Michael Wolpoff** (Arroyo Trabuco Golf Club)
- The Ohio State University - **Mike Williams** (Mountain Meadows Golf Course)
- Oregon State University - **Jeff Stephenson** (Nutrien Ag Solutions)
- Rutgers University - **Jim Schmid** (The Lakes Country Club)
- St. Olaf College (BA in Studio Art, Minor in Environmental Sciences) / Anoka Technical College (AS in Golf Course Grounds Management) - **Dan Cruse** (Santa Ana Country Club)
- SUNY Cobleskill (State University of New York) - **Daniel Pollack** (Wilshire Country Club)
- University of Arizona - **Nick Leitner** (El Dorado Country Club)
- University of Minnesota - **Gerard Nelson** (Porcupine Properties)
- University of Rhode Island - **Marc Lilliberg** (El Dorado Country Club)



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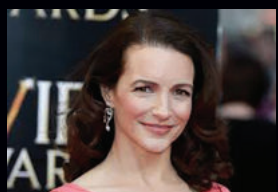




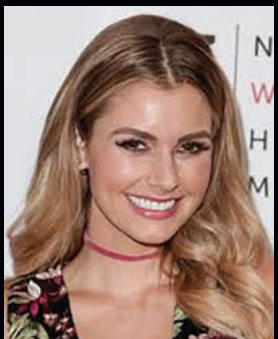
James Caan



Weird Al Yankovic



Kristen Davis



Brianna Brown



Hubert H. Humphrey



Magic Johnson



Eric Stonestreet

Alma Mater Quiz

Are you able to match the famous alumni to their alma mater?

Hint: All of them attended an institution named by one of our members. Eight of the famous alums below attended the same institution as another famous alum. (Match a letter representing one of the alma maters below to each famous alumni, then check the answers on page 26 to see how you scored.)

Famous Alumni

1. James Caan (Actor)
2. Brianna Brown (Actress)
3. Eric Stonestreet (Actor)
4. Leslie Jones (Comedian and Actress)
5. Kenneth Fisher (Billionaire Investment Analyst)
6. Kristen Davis (Actress)
7. Hubert H. Humphrey (Former Vice President of America)
8. Mark Derwin (Actor)
9. Magic Johnson (NBA Hall of Famer)
10. Dennis Mulienburg (Former CEO of The Boeing Company)
11. Ozzie Smith (MLB Hall of Famer)
12. Kristen Wiig (Actress)
13. James Gandolfini (Actor)
14. Gary Payton (NBA Hall of Famer)
15. Carson Daly (TV Host)
16. Weird Al Yankovic (Singer)
17. Jerry Bruckheimer (Producer)
18. Forest Whitaker (Actor)
19. Jesse Owens (Track and Field Olympian)
20. Christiane Amanpour (Journalist)

Alma Mater

- | | |
|------------------------------|-------------------------------|
| A. Cal Poly Pomona | F. Iowa State University |
| B. Cal Poly San Luis Obispo | G. Kansas State University |
| C. College of the Desert | H. Michigan State University |
| D. Colorado State University | I. The Ohio State University |
| E. Humboldt State University | J. Oregon State University |
| | K. Rutgers |
| | L. St. Olaf College |
| | M. SUNY Cobleskill |
| | N. University of Arizona |
| | O. University of Minnesota |
| | P. University of Rhode Island |



Jesse Owens



Forest Whitaker



Leslie Jones



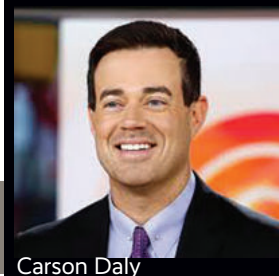
James Gandolfini



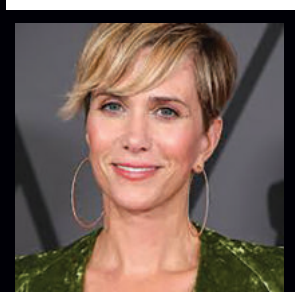
Gary Payton



Ozzie Smith



Carson Daly



Kristen Wiig

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Can you identify the course where this picture of Terry La Curan's faithful companion Zena was taken?

(Answer on page 26)

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- Hosted 1948 US Open, and 1983 and 1995 PGA Championships
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Zena wearing her COVID-19 mask

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Can You Name These Courses?



Desert Willow Golf Resort
(from Danielle Scardino)



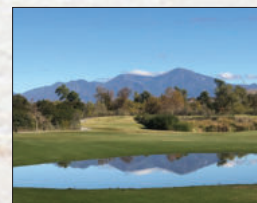
Bighorn Golf Club Water
Feature (from Danielle
Scardino)



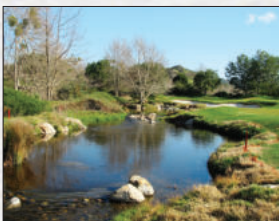
#7 The Madison Club,
Courtesy of Stu Rowland



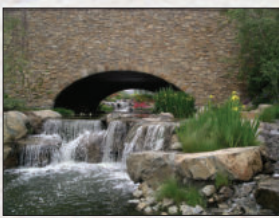
Black Gold Golf Club
Annual Occurrence (Water
for Fires), Courtesy of Bill
Houlihan



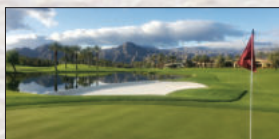
Arroyo Trabuco Water 4
Courtesy of Michael Wolpoff



Shady Canyon Hole 10 –
designed by Pinnacle Design,
Golf Course by Fazio Design



The Bridges at Rancho Santa
Fe – Designed by Pinnacle
Design Company, Golf
Course Architect RTJI



Toscana South Course, Hole
18, Courtesy of Jared Stanek



The Vintage Club, Mountain
Hole 7, Pinnacle Design
Company, golf course architect
Tom Fazio Design



Zena at
Riviera
Country Club

QUIZ

Alma Mater Quiz - Answer Key

1. James Caan: H, Michigan State University
2. Brianna Brown: L, St. Olaf College
3. Eric Stone Street: G, Kansas State University
4. Leslie Jones: D, Colorado State University
5. Kenneth Fisher: E, Humboldt State University
6. Kristen Davis: K, Rutgers University
7. Hubert H. Humphrey: O, University of Minnesota
8. Mark Derwin: M, SUNY Cobleskill
9. Magic Johnson: H, Michigan State University
10. Dennis Mulienburg: F, Iowa State University
11. Ozzie Smith: B, Cal Poly San Luis Obispo
12. Kristen Wiig: N, University of Arizona
13. James Gandolfini: K, Rutgers University
14. Gary Payton: J, Oregon State University
15. Carson Daly: C, College of the Desert
16. Weird Al Yankovic: B, Cal Poly San Luis Obispo
17. Jerry Bruckheimer: N, University of Arizona
18. Forest Whitaker: A, Cal Poly Pomona
19. Jesse Owens: L, The Ohio State University
20. Christiane Amanpour: P, University of Rhode Island



Indian Wells Golf Resort,
courtesy of Channing
Benjamin Photography, www.
channingbenjamin.com"

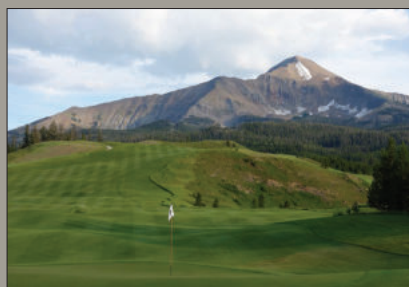


Desert Horizons Country
Club, Channing Benjamin
Photography, www.
channingbenjamin.com"



The Quarry at La Quinta,
Photo by John Dost, Course
designed by Pinnacle Design
Company and Fazio Design

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—Nick Hanson, Sunnylands

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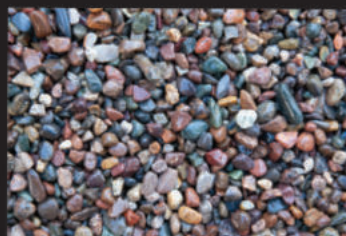


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