



# THE SEPULVEDA EAGLE

Sepulveda Men's Golf Club  
Visit our website: [www.smgc.org](http://www.smgc.org)  
Encino / Balboa Starter's window  
(818) 995-1170

April 2017

Sepulveda Eagle is the official publication of Sepulveda Men's Golf Club and is published monthly. Copy deadline is the third Friday of each month. Send articles, comments, etc. to Editor Sepulveda Men's Golf Club, PO Box 57373, Sherman Oaks, CA 91413.

Editor: E.J. Beren (818) 438-0395  
[ejberen@me.com](mailto:ejberen@me.com)

Printer: Rich Nance (818) 422-3748  
[richie.nance15@gmail.com](mailto:richie.nance15@gmail.com)

## PRESIDENT'S MESSAGE

*By Evan Beren*

A quarter of the year is already in the books. Have you played more golf yet? I know that the rain we experienced robbed us of some golf days, however, Encino and Balboa Golf Courses are recovering nicely from the wet winter season and it's time to get back on the links.

Last month we played our first ever Cavanaugh Classic at Hansen Dam. 98 players, our largest field so far this year, turned out on a day that featured rain and wind. Our members had the privilege of being the first players to hit range balls off the new grass range at the Dam. We had a 4 hole putting contest, range balls stacked in pyramids, like the pros and a golf course in really nice condition. A special thank you to our own Bobby Cavanaugh, now the Course Operations Manager at Hansen Dam, Bobby went the extra mile to ensure that this tournament was truly a classic.

The Sepulveda Golf Complex is hosting the junior golf championships on April 8,9, and 10. The B and C flight boys and girls play on Saturday, Sunday, and those who make the cut play on Monday as well. We need volunteers for each day to assist with tee announcing, forward tee OB calling, on course assistance, and after round score keeping. Who else can commit time to this important event? Early morning, late morning, and afternoon shifts available. Contact me at [ejberen@me.com](mailto:ejberen@me.com) or 818-438-0395 to volunteer or for more information.

We now move into the final stretch of the SMGC golfing year 2016/2017. This month we have the Senior Championship, May brings the John C. Palumbo Memorial and in June we will have the Club Championship. Plus coming soon will be the kick off of our match play major, the President's Cup. All of these tournaments require that you qualify to compete, check the web site for more information.

As always, if you have any questions you can contact me at [ejberen@me.com](mailto:ejberen@me.com) or at 818-438-0395.

## THE NEXT TEE

*David Horwitch, Tournament Director*

April gets started in a hurry, by dropping us right into the two day Senior Championship. The Senior Championship has a history of coming down to the wire, so make every swing count.

Our end of month tournament is on Thursday the 27th at Harding.

Next month we begin our road schedule with the Palumbo at River Ridge. Spring is here, time to get that game in shape.

***Tournament questions and comments may be directed to [dhorwitch@gmail.com](mailto:dhorwitch@gmail.com)***

## CITY CORNER

By Craig Kessler

There are a few positive updates to report this month.

Now that the rains have subsided, work is set to begin on the short game practice area between the starter building and driving range. The plan is to perform some shaping and contouring to create interest and separation. In addition, there will be practice bunkers and other features that duplicate what one actually experiences on a golf course, akin to features common at country clubs – a nice amenity that certainly adds value to the Sepulveda customer experience and with any luck generates additional foot traffic and play.

The RFP (Request for Proposals) is on the street for a new Internet Reservation system, a new amenity as long overdue as it is central to fully implementing the golf strategic plan. The specifications for the new system call for every technological bell and whistle known to modern reservation systems. This means that when implemented, the new system should be able to provide the platform the city will need to market the system. Marketing, affinity programs, links, etc. – these are the tools essential to success in the modern municipal realm.

The city is getting ready to do something dramatic (and one hopes equally effective) for the golf system's dismal food and beverage functionality. Local municipal facilities that sport much lesser golf courses have coffee shops, restaurants, beverage carts, banquet rooms, and rentable reception areas that outshine the city's offerings. Sepulveda and Griffith Park are far better in that regard than the rest of the system, which says more about the rest of the system than it does about Sepulveda and Griffith Park. The city is forgoing direct revenues and ancillary revenues as a result. I termed what the city is getting ready to do "dramatic," because it is going to encourage prospective vendors to propose on multiple locations in an effort to accomplish by economies of scale what each individual facility is incapable of accomplishing on its own.

The Golf Division continues to work on developing a program to provide some kind of golf shop functionality. Before the city took over operation of the driving ranges (the city assumes control at Griffith Park August 1), it was common practice for vendors to operate golf shops at a loss if necessary in exchange for the opportunity to operate these lucrative ranges. When the Barbers depart Griffith Park August 1 Sepulveda will be the last golf shop operated by a concessionaire. Something has to be done; golfers expect a golf shop when they patronize a golf course. They may shop online these days, but they expect to see a golf shop nonetheless. Millennials may change that, but Baby Boomers still rule the roost in golf.

New Golf Manager Laura Bauernfeind has been in place for 90 days now and it is pretty clear that she is in a hurry to get things done. Expect more "positive updates."

## 2016-2017 BOARD OF DIRECTORS

### Officers

Evan Beren, President ..... (818) 438-0395  
Tommaso Trinchieri, Vice-President ..... (949) 231-0097  
Tommy Eunice, Secretary ..... (626) 278-0372  
Dan Melillo, Treasurer ..... (917) 363-9070

### Directors

Evan Beren, Tournament Chairman ..... (818) 438-0395  
Virgil Budhu, Membership ..... (310) 776-0156  
Bobby Cavanaugh..... (818) 606-5556  
Bruce Fortune, Past President ..... (818) 535-4900  
Everardo Gomez, Recording Secretary..... (818) 429-4664  
David Horwith, Tournament Director..... (818) 486-2598  
Craig Kessler, SGCA Dir. - Gov't Affairs ..... (310) 941-4803  
Mike Levy, Trophies ..... (818) 761-7650  
Dan Melillo, Asst. Tournament Director ..... (917) 363-9070  
Mark Michelini, President's Cup/Goeckner .... (818) 355-6492  
Rich Nance, Eagle Publisher ..... (818) 422-3748  
Gary Patterson, Entertainment Director ..... (310) 980-4427  
Tommaso Trinchieri, Handicap ..... (949) 231-0097

## Tournament Player of the Year Trophy in Memory of Ed Cohn "On the Other Hand"

Ben Raposas holds second place after Armen takes the top of the leader board. Danny Longmire makes a move after recent wins. Places 3 through 7 are still very close. Hopefully the rain is gone for this season.

Player	Winnings	Rank
Armen Mesropian	525	1
Ben Raposas	490	2
Danny Longmire Jr.	380	3
Virgil Budhu	375	4
Matt Soule	370	5
David Longmire	345	6
Erik Rogers	320	7
George Olteanu	320	7
Dustin Watanabe	300	9
David Horwitch	295	10
Craig Cacek	265	11
David Gilbreath	255	12
Todd Mander	245	13
David Watanabe	235	14
Johnathan Fernandez	210	15
Mark Kessler	205	16
Mark Vaughan	200	17
Daniel Sniegowski	195	18
Patrick Warren	195	18
Steve Hansen	190	20
Bob McKibben	175	21
Dan Crawford	175	21
Bobby Cavanaugh	175	21
Ryan Tumulad	175	21
Sean Cavanaugh	170	25
Bruce Davies	165	26
Michael Melamed	165	26
Justin Butler	160	28
Michael Levy	160	28
Gerard Sanders	150	30
Vinod Chhabra	150	30

The complete standings can be found at [WWW.SMGC.ORG](http://WWW.SMGC.ORG)

**Sunday @ Hansen Dam**

March 5, 2017

**Format – Low Gross / Low Net****“A” Flight Low Gross**

Score	Player	Prize
69	David Longmire	\$75
73	Josh Eveland	\$35
73	Danny Longmire Jr.	\$35
73	Justin Lestrangle	\$35

**“A” Flight Low Net**

69	Daniel Longmire	\$70
70	Romel Yordi	\$40
60	Hector Moreno	\$40

**“B Flight” Low Gross**

69	David Horwitch	\$60
69	Chang Kim	\$60
71	Roger Ikeda	\$20
71	Lupe Escobedo	\$20
71	Brent Harvey	\$20
71	Michael Radtke	\$20

**“B Flight” Low Net**

69	Armen Mesropian	\$50
73	Daniel Sniegowski	\$35
75	Greg Zopko	\$25
77	David Patterson	\$15
77	Allan Lipsky	\$15
77	David Watanabe	\$15

**“C Flight” Low Gross**

83	Steve Hansen	\$75
87	David Joslyn	\$45
89	Juan Lopez	\$25
89	Anthony Zaccaro	\$25

**Gross Skins \$385 each**

Hole	Player
5	David Longmire
8	Jeff Prey

**Net Skins \$182 each**

Hole	Player
1	Todd Mander
8	Daniel Sniegowski
10	Mitchell Weiner
11	James Hahn
14	Ray Hassanlou

**Closest to the Pin \$85 each**

4	David Gilbreath	5' 11"
7	William Nelson	8' 9"
15	Josh Eveland	1' 11"
17	Mark Vaughan	4' 8"
	Sam Schatz	4' 8"

**The Honey pot was \$330**

won by the team of Horwitch/Soule with a score of 62.

**The Putting Contest** was won by Josh Eveland and Justin Lestrangle with scores of 6. Each player won \$275 and \$275 goes to Junior Golf.

**Thursday @ Balboa**

March 23, 2017

**Format – Low Gross / Low Net****“A” Flight Low Gross**

Score	Player	Prize
71	Bobby Cavanaugh	\$60
73	Steve Weible	\$35
73	Dustin Watanabe	\$35
76	Rich Nance	\$20

**“A” Flight Low Net**

69	Bob McKibben	\$45
69	David Baram	\$45
69	Ben Raposas	\$45
70	Everardo Gomez	\$15
70	Michael Lindberg	\$15
70	Laurence Silva	\$15

**“B Flight” Low Gross**

77	Michael Melamed	\$60
82	Dan Crawford	\$30
82	Jeff Sable	\$30
82	Mark Vaughan	\$30

**“B Flight” Low Net**

64	Gordon Seaberg	\$60
65	Roy Bernhardt	\$40
67	David Watanabe	\$20
71	Ted Johnson	\$15
71	Joseph Rodriguez	\$15
71	Matt Soule	\$15

**Gross Skins \$170 each**

Hole	Player
4	Philip Boyd
16	Bobby Cavanaugh

**Net Skins \$184 each**

Hole	Player
2	Michael Melamed
3	Ted Johnson
5	Roy Bernhardt
12	Michael Melamed
16	Bobby Cavanaugh

**Closest to the Pin \$70 each**

4	Rich Nance	6' 0"
13	Sam Schatz	12' 11"
17	Daniel Sniegowski	13' 9"

**The Honey pot was \$240**

Melamed/Gomez-52,  
Melamed/McKibben-55,  
Melamed/Rojas-57,  
Melamed/Horwitch-57,  
Crawford/Cavanaugh-58,  
Sable/Crawford-58,  
Seaberg/Crawford-59 and  
Melamed/Warren-59.

**Prize Money**  
*All tournament place winnings  
are paid in gift certificates.*

**BACKSPIN SHOTS**

by The Gapwedge

How do you feel about the proposed changes to the Rules of Golf?

You can read some of the highlights in this month's Handicap Chatter column. And for a concise comparison of the proposed rules with corresponding existing rules in an easy-to-read format, take a look at

<http://www.golfchannel.com/news/golf-central-blog/test-item-graphics/>

The proposed changes are recently disseminated and have not yet been widely discussed. The final versions won't be in effect until 2019, so there's ample time for those with different viewpoints to contribute to the conversation. Some of the proposed changes are fairly radical and should stimulate considerable conversation among club members and other golf enthusiasts.

A number of touring pros have stated their first impressions. Traditionalists generally disfavored the changes with some of them suggesting the PGA develop its own rules for its events and allow the USGA and R&A's rules to govern amateur play. Others favored some of the changes but not others. And, as in virtually every poll ever taken, there were those with no opinion. BTW, Gapwedge doesn't care whether he plays the same rules as Jordan Speith, Jason Day and Dustin Johnson as long as he and his fellow hackers play by the same rules.

At first glance, it appears to Gapwedge that the proposed rules are simpler to apply and more friendly to amateurs than current rules. The artificial distinction between a ball divot and a spike mark on the putting green would be eliminated, which is a good thing (although none of us has seen a spike mark on a green for ten years or more). Reducing the time to search for a lost ball from five minutes to three assures increasing demand for new Titleists and Bridgestones at the pro shop.

The whole exercise is being done to clarify and simplify the Rules and to promote faster play. Whether and to what extent these worthy goals can be realized in practice is an open question that time will answer.

If you have knowledge of a hole-in-one by a member of the SMGC please contact Mike Levy by email at [mikelevy69@gmail.com](mailto:mikelevy69@gmail.com) or by phone at (818) 427-1925

# HANDICAP CHATTER

by Tommaso Trinchieri, Handicap Chairman

## Proposed Rule Changes

The USGA and R&A have unveiled a preview of proposed new Rules of Golf, as part of a joint initiative to modernize the Rules and make them easier to understand and apply to take effect January 1, 2019 (if approved).

The proposed 24 new Rules, reduced from the current 34, have been written in a user-friendly style with shorter sentences, commonly used phrases, bulleted lists and explanatory headings. The initiative also focuses on assessing the overall consistency, simplicity and fairness of the Rules for play.

Highlights of the proposed Rule changes include:

- **Elimination or reduction of “ball moved” penalties:** There will be no penalty for accidentally moving a ball on the putting green or in searching for a ball; and a player is not responsible for causing a ball to move unless it is “virtually certain” that he or she did so.
- **Relaxed putting green rules:** There will be no penalty if a ball played from the putting green hits an unattended flagstick in the hole; players may putt without having the flagstick attended or removed. Players may repair spike marks and other damage made by shoes, animal damage and other damage on the putting green and there is no penalty for merely touching the line of putt.
- **Relaxed rules for “penalty areas” (renamed from “water hazards”):** Red and yellow-marked penalty areas may cover areas of desert, jungle, lava rock, etc., in addition to areas of water; expanded use of red penalty areas where lateral relief is allowed; and there will be no penalty for moving loose impediments or touching the ground or water in a penalty area.
- **Relaxed bunker rules:** There will be no penalty for moving loose impediments in a bunker or for generally touching the sand with a hand or club. A limited set of restrictions (such as not grounding the club right next to the ball) is kept to preserve the challenge of playing from the sand; however, an extra relief option is added for an unplayable ball in a bunker, allowing the ball to be played from outside the bunker with a two-stroke penalty.
- **Relying on player integrity:** A player’s “reasonable judgment” when estimating or measuring a spot, point, line, area or distance will be upheld, even if video evidence later shows it to be wrong; and elimination of announcement procedures when lifting a ball to identify it or to see if it is damaged.
- **Pace-of-play support:** Reduced time for searching for a lost ball (from five minutes to three); affirmative encouragement of “ready golf” in stroke play; recommending that players take no more than 40 seconds to play a stroke and other changes intended to help with pace of play.
- **Simplified way of taking relief:** A new procedure for taking relief by dropping a ball in and playing it from a specific relief area; relaxed procedures for dropping a ball, allowing the ball to be dropped from just above the ground or any growing thing or other object on the ground.

For more information, a series of materials of the proposed Rule changes are available at [usga.org/rules](http://usga.org/rules). All golfers are encouraged to review the proposed changes and submit feedback online at [usga.org/rules](http://usga.org/rules) through August 31, 2017. The feedback will be reviewed by the USGA and R&A in establishing the approved final version of golf’s new Rules. These are due to be released in mid-2018 ahead of a January 1, 2019 implementation.

Players are reminded that the current 2016 Edition of the Rules of Golf remain in force when playing, posting scores or competing, until the new Rules are officially adopted by the USGA and R&A in 2019.