



**THE SEPULVEDA
EAGLE**

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

November 2015

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

Printer: Rich Nance (818) 422-3748
 richlaproforms@sbcglobal.net

PRESIDENT'S MESSAGE

By Bruce Fortune

November – Follows closely on the heels of Halloween. We hope that all of those scary goblins and ghosts going door to door in the dark, got home safe and sound. Kids aren't the only ones who love playing dress-up, eh boys and girls? We see you out there.

Sunday, October 18th saw us with a fine, fine turnout for the Fifth and Final Major of 2015 – The Dick Goeckner Classic. Due to the evolving makeup of our membership at SMGC, this fine tradition of Two-Man Team, Better Ball is now a one-day event. What was becoming a poorly attended two-day event was a very robust Forty-Seven Team (94 players!) single-day affair for the second year in a row. Winner of the event was the team of Bruce Davies and Robert Glaessner – Net 61, Followed by the 2nd Place team, Brian Czerniak and Ted Johnson – Net 62, with the 3rd Place team, Mark Galper and Michael Melamed rounding out the top 3 pairs. There were 11 teams who finished in the money with 6 teams tied for 6th Place – Net 65. This had all 11 teams within 4 strokes! It was very tough competition. Encino was in good shape (considering we'd punched the greens not that long ago). As always, we thank Evan Beren and the guys who helped in putting on another great tournament. I'd like to thank a member (not a board member, mind you) who has become a real cornerstone of the tournaments, Roger Ikeda. Roger is that stalwart guy you're often turning your scorecards into at the end of the tournament. Really appreciate your willingness to start early and stay until the very last golfer is in, Roger.

Shortly after the Goeckner, on Balboa Thursday 10/22, we held our Election Tournament. While not our most highly attended event, possibly due to following so closely to the Goeckner?, we had great conditions, a shotgun start and rounds that were played in UNDER 4 1/2 hours. Did I mention that SMGC also threw in lunch? Again, that master of the fairways, Evan Beren outdid himself with not only coming in before work to man the check-in, he re-appeared in time for lunch and the election itself. This guy cannot be stopped! Thanks to everyone who helped out and to Bobby Cavanaugh and the guys and gals in the cart barn for getting our carts staged and us out on the course right at 8 AM! I want to thank Tommy Eunice who was our Election Chair for doing such a great job in organizing, not only the nominating process, but the creation of our ballots, and running a one-man Ernst and Young ballot count as well. Thank you Mr. Secretary for taking on this task. Job well done! Lest I forget, I need to mention the fine lunch served by the staff at Monterey Concessions. Great food and drink delivered quickly to a hungry crowd of golfers. Thanks!

The 2016 SMGC Election resulted with my being proud to welcome newcomers Dan Melillo and David Horwitch, along with a former board member, Virgil Budhu. Re-elected to the board were Craig Kessler, Gary Patterson, Everardo Gomez and Tommaso Trinchieri. Alan Stewart, due to complications with his eyesight (which apparently has NOT affected his golf game of late), has stepped down from his duties as membership chair. His wit and wisdom at the Board Meetings will be sorely missed. Our Board now has 14 members, with Evan Beren, Tommy Eunice, Dan Crawford, Michael Levy, Mark Michelini, Rich Nance and myself, Bruce Fortune continuing on for another term. Officers will be elected at the November 5th Board Meeting. I will become immediate past president. You are a great club, with fine members and a hard working, energetic board. It has been my pleasure to serve as President for the past 5 years.

THE NEXT TEE

Upcoming Tournament Notes from Evan Beren, Tournament Director

Our weekend tournament is on Saturday, November 7th. The West Coast Classic @ Buenaventura Golf Course. A fun course, in great shape. First time is 8:00 am, cost is \$80, includes your cart. Sign up today, tournament is almost here.

The Five Club Classic is back. Every year. Any five clubs. Only five clubs. Some think of this as another major, there is a word for those people, it is unprintable. Friday, November 27th, first tee 8:00 am. \$55 includes lunch. Carts and range balls are extra.

For more information on these or any of our tournaments contact Evan Beren at ejberen@me.com or 818-438-0395

CITY CORNER
By Craig Kessler

The long wait is just about over. Global Golf Consultants (GGA), also known as the GBAS, is finalizing its report to the city. The Golf Advisory Committee Liaison Task Force is scheduled to review and comment upon it November 16. The Park Commission's Concessions Task Force will receive it November 18. The full Golf Advisory Committee will receive and comment upon it November 30. The Board of Recreation and Park Commissioners will consider it December 9.

Then the work begins.

Phase I of that work will involve those things amenable to quick accomplishment – matters such as simplification of the greens fee structure, commencement of an affiliate program, restoration of marshaling programs, adoption of policies conducive of a more robust tournament/special event program, establishment of a basic capital projects funding structure, reestablishment of food/beverage and golf shop functionality at those courses that have lost them, development of bid documents for the procurement of a reservation platform capable of providing the modern technological platform necessary to give the city marketing resonance, and introduction of a rudimentary flexible or dynamic pricing protocol.

Phase II will involve those matters that because of the city's procurement processes require 9-15 months to accomplish – things such as a fully functional affinity program, a comprehensive marketing program, and high priority capital projects.

Phase III will involve the stuff of long-term planning – things such as master plans for the individual courses, a strategic plan to subordinate those individual plans to an overarching vision, and a program to congeal the products and projects of the three Phases into a Los Angeles City golf brand capable of making the system the centerpiece of municipal golf in the region and an object of national honor.

There is much to be gained here. But as with everything in human affairs, there will also be some things lost. Some of them will be no more than old habits that once lost will soon be forgotten, but others will sting.

One of the enduring strengths of the LA municipal golf program is its one-size-fits-all character – not one size in terms of layouts, architecture, or even amenities, but one-size-fits-all in terms of budgets, staffing, equipment, and just plain tender loving care. No class distinctions, no neighborhood preferences, no invidious distinctions of any kind. Whether you tee it up in Pacoima, Wilmington, Los Feliz or Cheviot Hills, you know that the city treats the facility as an equal partner in its 14-course family.

Once the GBAS's business-centric recommendations take full hold, this "strength" is likely to succumb to the same pressures that have routed so many other forms of shared community – not due to intent, design, malice or conspiracy on anyone's part, but due to the triumph of an ethic that is central to accomplishing the very goal of GGA's assignment: The creation of an enterprise fund program sufficiently fertile to not only pay all of its bills, but to generate the capital dollars the system so desperately needs to begin addressing acutely deferred infrastructure needs. No matter how you parse it, this is going to require the establishment of some form of a caste or class system among the courses.

No one will take delight in this – certainly not the managers of the Recreation and Park Department. But neither they nor we can buck the spirit that suffuses our time – a spirit that favors private spaces over public spaces, private enjoyments over public enjoyments, and dollars over public service. We and the LA municipal golf program can either make the compromises, accommodations and adjustments necessary to maintain the viability of the program, or we can fail. And in this day viability equals dollars.

2015 BOARD OF DIRECTORS

Officers

Bruce Fortune, President.....(818) 535-4900
Evan Beren, Vice-President.....(818) 438-0395
Tommy Eunice, Secretary.....(626) 278-0372
Dan Crawford, Treasurer.....(818) 497-6617

Directors

Evan Beren, Tournament Director.....(818) 438-0395
Everardo Gomez.....(818) 429-4664
Craig Kessler, SGCA Dir. - Gov't Affairs.....(310) 941-4803
Mike Levy, Trophies.....(818) 761-7650
Mark Michelini, President's Cup/Goeckner.....(818) 355-6492
Rich Nance, Eagle Publisher.....(818) 422-3748
Gary Patterson, Entertainment Director.....(310) 980-4427
Alan Stewart, Membership.....(818) 633-3105
Tommaso Trinchieri, Handicap.....(949) 231-0097

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

Results as of 27 October, 2015

Hadi remains on top with the Presidents Cup win. However the winners of the Dick Geockner Classic are invading the top spots.

Player	Points
Hadi Morshed	445
Brian Czerniak	355
Steven Fox	325
Armen Mesropian	315
Bruce Davies	300
Robert Glaessner	300
Sean Cavanaugh	295
Josh Eveland	270
Ted Johnson	245
Ben Raposas	170
Michael Melamed	170
Justin Butler	165
Mark Galper	160
Dan Crawford	155
Michael Saghian	155
Matt Soule	140
David Horwitch	130
Gary Patterson	130
Dustin Watanabe	125
Bruce Fortune	120
Bob McKibben	105
Eric Smutko	105
Sepehr Raafat	100
Bob Surbeck	90
David Longmire	90
Gene Vano	90
George Olteanu	90
Rich Nance	90
Ryan Tumulad	90
Thomas Brandt	90
Brian Nugent	85
David Joslyn	85
Kyle Bermel	85

The complete standings can be found at WWW.SMGC.ORG

Dick Geockner Classic

October 18, 2015

Team Better Ball**61 \$115 each**

Bruce Davies Robert Glaessner

62 \$100 each

Brian Czerniak Ted Johnson

63 \$70 each

Mark Galper Michael Melamed

64 \$45 each

Gene Vano George Olteanu

64 \$45 each

Michael Saghian Rich Nance

65 \$30 each

David Joslyn Virgil Budhu

65 \$30 each

Anthony Bermel Kyle Bermel

65 \$30 each

Said Jabbari Sepehr Raafat

65 \$30 each

Darrell Kato Everardo Gomez

65 \$30 each

Eric Smutko Mike Nichol

65 \$30 each

Allen Freiman Steve Weible

Gross Skins \$175 each**Hole Player**

13 Rich Nance
 14 Dave Nicholson
 15 Marc Cohen
 16 Sean MacDonald

Net Skins \$111 each**Hole Player**

1 Gene Vano
 3 Mark Galper
 9 Rich Nance
 10 Michael Melamed
 14 George Olteanu
 15 Marc Cohen
 16 Sean MacDonald

Closest to the Pin \$90 each

3 Dave Nicholson 5' 2"
 6 Vinod Chhabra 13' 1"
 15 Marc Cohen 23' 9"
 17 James Hahn 1' 8"

Election Day Tournament

October 22, 2015

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

Score	Player	Prize
74	Branden Augustus	\$60
78	Bobby Cavanaugh	\$40
79	Roger Ikeda	\$25

“A” Flight Low Net

68	Mark Reed	\$60
69	David Horwitch	\$35
69	Leonard Zambito	\$35

“B Flight” Low Gross

82	Matt Soule	\$60
84	Brian Nugent	\$40
86	Joseph Rodriguez	\$20
86	Bruce Fortune	\$20

“B Flight” Low Net

68	Alan Stewart	\$60
71	Sepehr Raafat	\$40
71	Todd Mander	\$25

Gross Skins \$22 each**Hole Player**

1 Mark Reed
 4 Mark Reed
 6 Branden Augustus
 5 Tommaso Trinchieri
 8 David Horwitch
 12 Alan Stewart
 13 Brian Nugent
 14 Branden Augustus
 15 Joe Radford
 16 Tommaso Trinchieri

Net Skins \$26 each**Hole Player**

1 Mark Reed
 3 Matt Soule
 4 Michael Teague
 6 Branden Augustus
 8 David Horwitch
 9 Tommaso Trinchieri
 12 Alan Stewart
 13 Brian Nugent
 15 Joe Radford
 16 Tommaso Trinchieri

Closest to the Pin \$45 each

4 Mark Reed 2' 2"
 13 Bruce Fortune 14' 10"

The Honey pot was \$60

won by the team of Reed/Levine

BACKSPIN SHOTS

by The Gapwedge

Knowing full well it's the Native American, not the arrow, Gapwedge still keeps tabs on the latest golf gear hoping to avail himself of advances in technology. Sometimes that's more difficult than you might think, since misinformation and hype are rampant in the marketing of golf equipment. Don't think so? Pick up any issue of Golf Digest and peruse the advertising copy.

In the past few decades, there've been lots of improvements in the engineering of clubheads, shafts and balls. Sure, the improvements can help the average Joe, but only up to a point. In reality, it's the professionals and scratch players who can take full advantage, but that doesn't prevent the equipment manufacturers from puffing their premium wares to all comers, tempting high handicappers to play Pro V-1s and install pricey aftermarket shafts.

The major equipment makers are sure to tell us that their new driver or golf ball has won a number of PGA events, as if the winning players were only lucky bystanders. They also want you to believe the pros are using the same club as what you can buy "off the shelf." They aren't, but then why would most amateurs even want the same equipment Tour players use?

The bottom line is that you can spend a fortune trying to buy a golf game, and the equipment folks are more than glad to oblige. *Caveat emptor* remains good advice whether one is buying a used car, a bridge or a new item of golf equipment.



If you have knowledge of a hole-in-one by a member of the SMGC please contact Leonard Zambito by email at leonardzambito@hotmail.com or by phone at (818) 761-3846.

Prize Money

All tournament place winnings are paid in gift certificates.

HANDICAP CHATTER

by Tommaso Trinchieri, Handicap Chairman

Play the Ball as It Lies? Not Always.

The most basic rule and principle of the Rules of Golf is to play the ball as it lies. Throughout the rest of the Rules of Golf, however, are all kinds of exceptions to that principle. For example, when a player has interference from an obstruction, he or she may take relief and play the ball from somewhere else. It is possible to get yourself into trouble under some of those rules, because they require you to drop and play the ball from a very specific new position. If you don't play the ball from where the rule requires, you have played from a wrong place and will incur a penalty.

Rule 20-7 states that a player has played from a wrong place, "If he makes a stroke at his ball in play (i) on a part of the course where the Rules do not permit a stroke to be made or a ball to be dropped or placed; or (ii) when the Rules require a dropped ball to be re-dropped or a moved ball to be replaced."

One important note about playing from a wrong place is that the penalty does not occur until a stroke is made from the improper location. There is no penalty for dropping or placing in a wrong place, and Rule 20-6 permits a player to lift a ball that has been improperly put into play and correct the mistake prior to playing the ball. The penalty only occurs once a stroke is made from that incorrect spot. In match play, the player loses the hole. In stroke play, the player incurs a two-stroke penalty under the applicable Rule.

The emphasis on "under the applicable Rule" is important because playing from a wrong place happens when OTHER rules are breached. From the two categories above, playing from a wrong place can be simplified to: (i) playing a ball from somewhere the rule you were proceeding under did not permit, e.g. two club-lengths from the nearest point of relief or from on a wrong putting green; and (ii) you did not re-drop or place a ball when Rule 20-2 required you to lift and re-drop or place. Category (ii) is governed by Rule 20-2 and category (i) is governed by everything else.

Recently on the PGA Tour, Seung-Yul Noh was penalized two strokes for playing from a wrong place in breach of Rule 25-3. His situation was not one where he dropped or placed a ball in the wrong place and then played, but rather he played the ball from a place the rules did not permit—a wrong putting green. Rule 25-3 requires a player to lift and drop the ball off the wrong putting green. Since Noh did not do so, he incurred a two-stroke penalty under Rule 25-3 for playing from a wrong place.

Just as frequently, players play from a wrong place under the second category because they do not re-drop a ball that the rules require to be re-dropped, or they decide to re-drop a ball when the rules did NOT require it. Rule 20-2 gives us the various situations that require a player to re-drop, including rolling more than two club-lengths from where the ball first struck the course, rolling into a hazard, rolling nearer the hole than the reference point for relief or rolling into a position that still has interference from the original condition.

Last year, Rory McIlroy played from a wrong place in this manner when he played a ball that Rule 20-2c required to be re-dropped. When he played the ball, his foot was still touching the line defining the ground under repair he was taking relief from. Because he failed to re-drop the ball, he incurred a two stroke penalty in breach of Rule 20-2c.

As always, it pays to know the rules.

General Election Results

Congratulations to the new and returning board members! As an all volunteer organization, Sepulveda Men's Golf Club relies solely on your interest and passion for the club and the game of golf. Our board decides on important issues such as our charitable contributions, tournament rules and locations, and volunteer support for LA City tournaments. We are looking forward to a productive and enjoyable 2016 season! Board members re-elected: Craig Kessler, Gary Patterson, Everardo Gomez, Tommaso Trinchieri. New or Returning Board Members elected: Virgil Budhu, David Horwich, Dan Melillo.

Most requested courses for tournaments next year:

Course	Count
Rustic Canyon	8
Knollwood	5
Los Verdes	4
Olivas Links	3
Sterling Hills	3
Oak Quarry	3

The updates to the bylaws and constitution were passed unanimously:

Update ARTICLE IV Section 1 to read:

SECTION 1. ... The Directors shall be chosen by secret ballot by the general membership at the annual meeting held in October....

[also a similar update to Section 3.2 of the By-laws]

Update ARTICLE VI Section 1, Quorum to read:

SECTION 1. A quorum of the Board of Directors shall consist of a majority of all Board members.