



FEBRUARY 2011

THE SEPULVEDA EAGLE

Sepulveda Men's Golf Club
Starter's Phone: (818) 995-1172
Visit website our at
www.smgc.org

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: Irv Chern (818) 348-7626

IrvChern@aol.com

Publisher: Hadi Morshed (310) 487-2280
Hadi.morshed@snakclub.com

Presidents Message

By Bruce Fortune

New Year. New President. I know what you're thinking – same old problems and same old approaches.

I can't do anything about the "problems" related to the City of Los Angeles, but my pledge to you on that one is that I will do something about our Club's "approaches" to those problems.

Indeed, I have already begun to do so. In December I penned a letter to our Councilman, Tony Cardenas, requesting an audience to figure out what we can do together to solve our parking lot's nagging security problems. We have met once with the Council Office, which engaged LAPD West Valley Division, and begun to put together options for a viable security system. In the meantime, LAPD has been conducting special details and giving increased attention to our parking lots. We get back together again on February 3 – the Council Office, LAPD, Recreation & Parks, and a delegation from the SMGC Board. We should then have the information necessary to proceed with some kind of effective security system; and that's what we are going to do.

No whining and gnashing of teeth about how hard it is to get things done in the City; just proactive engagement in the art of the possible! I may not always succeed, but it won't be for lack of quiet persistence. Please note the "quiet" qualifier. My standard is what you get done, not how loudly you protest.

I CAN do something about the "problems" related to our Club, and my pledge to you is that I will tackle them to the best of my ability.

Again, I have already begun to do so. We have some talented and dedicated persons on our Board of Directors. I am putting their talents to work on your behalf. We are going to operate by active standing committees with active committee chairs – membership, handicap, tournaments, championships, finance, special events, and publications.

We are going to again produce and distribute The Eagle once a month – and sufficiently in advance of tournament dates to allow for adequate notice thereof. It will be a shorter version, four pages as opposed to eight, but your Board has deemed shorter, more regular and more timely is best.

We are going to provide somewhat more varied fare with our tournament schedule – something for everyone – Encino/Balboa events, nearby "away" tournaments in the affordable range, a few upscale "away" events, and team competitions galore. We will do a better job of advance promotion and advertising of them in 2011; regular and timely publication of The Eagle will help with that.

We are going to continue the same close relationship with the newly consolidated SCGA as we had with PLGA. I will serve as our Club's SCGA Delegate, and I will do so actively. One of our Board Members, Craig Kessler, is the SCGA's Director of Governmental Relations for the 163,000 members of the merged Association, and I won't be shy about taking advantage of that connection.

Finally, don't be a stranger. This is your Club. This Board works for you. Don't be shy about calling or E-mailing any of us with your suggestions as to how we can be a better Club.

Happy New Year!

Sunday at Wilson

Our February Sunday event will be on Wilson in Griffith Park...on the 13th. It will be a Low Gross/Low Net tournament.

The prize fund is included in the \$50 entry fee (but carts are extra). As you know, the Wilson course is one of only two courses in the LA Municipal group to ever hold USGA and/or PGA events.

Reserve your spot on line with a credit card, or call Gene Vano and bring a check to the tournament.

Get ready for our annual St. Pat's Tourney/Dinner

Our biggest event of the year (so far) is coming up March 24. It's the annual St. Pat's Day Tournament (that's never played on St. Patrick's Day). Highlighting the day will be our traditional corned beef & cabbage dinner in the banquet room, complete with entertainment by Jimmy O'Brien!

We'll play Encino in the morning with a modified Stableford format. We can only field a maximum of 80 players, so sign up in a hurry online with a credit card, or call Gene Vano and bring a check to the tournament.

Along with the evening entertainment, we'll feature door prizes and, just possibly, the return of Razzle Dazzle! Newer members might want to ask the "old guys" just what the heck Razzle Dazzle is all about!

The entire day is all about fun...on and off the greens!

CITY CORNER

By Craig Kessler

The City has retained the services of a consultant to look at many ways it might better manage and maintain its 14-facility golf system. Everything is on the table – every different methodology and every different hybrid of extant methodologies.

That is a tall order; and a scary one if you're a Golf Division employee. Already, many of the part-timers have disappeared; jobs have been consolidated; positions eliminated or not filled. That is not really different from what many privately held public golf courses are going through in this tough economy or many publicly held but privately managed golf courses are going through as well. If anything, private golf clubs may be in worse shape at the moment. What is different is that at the precise moment of such across-the-board difficulty the city's system is going to come under close scrutiny – particularly its costs and management structure.

Few doubt that the status quo can hold; it's just a matter of what system replaces it.

Will it be a system consistent with the long cherished values of the city system – affordable accessibility, public control, public employees, and public values? Will it be inconsistent with those fundamental values? Or will the emergent system be some kind of hybrid, perhaps a unique public/private concoction particularly suited to the city's institutions and history?

The consultant has been charged with performing his investigation in close conjunction with the city's golf stakeholders, including the Golf Advisory Committee. I can testify from personal experience that the selected consultant is more than up to the task and that he will be brutally honest in his assessment; no political correctness – just the facts wherever they lead him.

The cart fiasco didn't help matters. Whatever the cause, the bottom line is that with the whole world watching and a consultant bearing down on things, failure to have those 500 carts in tow for weeks on end after the January 1 transition spoke loud volumes about the city's capacity to maintain public management of the system. The timing couldn't have been worse!

TEE/CUP Chips

By Irv Chernó (Eagle-Eyed Editor)

Cell's Bells

Doctors used to prescribe the game of golf to help harried businessmen free their minds of day-to-day dilemmas at work. The thinking was: give these guys something new to fret about other than lagging sales, marketing goofs, unjust competitors, etc.

The great outdoors...fresh air...an honor system second to none...all wrapped up in the wonderful world of golf, a game that you can play for a lifetime. It worked, too. In fact, most business folks were able to combine a game with helping grow their businesses. New contacts were waiting on the first tee nearly every round.

Then came the cell phone. Oh, sure, it's a great invention. At first, most of us would keep them in the glove compartments of our cars to be used in case of emergency on the road. But soon the clever little gadget found its way into our shirt pockets, tagging along everywhere we happened to go. Including the golf course.

A litting little ring-tone is not really the best thing to hear in the middle of your backswing. In fact, some clubs insist that you turn off your cell phone at the first tee, and leave it off for the entire round. Others permit them to stay on except during tournaments.

Just as slow play is a deterrent to the pure enjoyment of a round, hearing a phone go off on a golf course is just as disturbing. We all got along just fine before we had access to 24-hour-a-day communication devices glued to our ears. It's strange that every golfer you talk to agrees that we should turn 'em off. But very few actually do it.

2011 Board of Directors

Officers

Bruce Fortune, President..... (818) 535-4900
Gene Vano, Vice-President..... (818) 703-0749
Tommy Eunice, Secretary..... (626) 278-0372
Dan Crawford, Treasurer..... (818) 497-6617

Directors

Evan Beren..... (818) 438-0395
Virgil Budhu...Webmaster..... (310) 628-5548
Ezra Gabay..... (818) 325-0587
Ted Johnson...Awards..... (818) 761-9988
Craig Kessler...SGCA Dir. Gov't Affairs..... (310) 941-4803
Mark Michelin...Sunday Tournaments..... (818) 470-0196
Hadi Morshed...Publisher..... (310) 487-2280
Rich Nance...Immediate Past President..... (818) 422-3748
Stu Olster...Handicap..... (818) 222-2516
Alan Stewart...Membership..... (818) 633-3105
Allen Weiss...Entertainment..... (818) 360-8448
Irv Chernó...Past President/Editor..... (818) 348-7626

BACKSPIN SHOTS

By The Gapwedge

Knowing full well that it's the Indian, not the arrow, The Gapwedge still keeps tabs on the latest golf gear hoping. Availing yourself of the advances is sometimes more difficult than you might think because hype is rampant in the golf equipment trade. Don't think so? Just take a look at the ad copy.

In recent decades, there've been lots of improvements in golf equipment engineering. Sure, the improvements can help the average Joe, but only up to a point. In reality, it's the top echelons of golfers (read pros and scratch players) who can take full advantage, but that doesn't prevent the equipment manufacturers from puffing their wares to all comers, tempting high handicappers to play unnecessarily pricey equipment.

Want to go high-tech? Cheap knockoffs and counterfeit stuff are to be avoided. And be careful about buying an expensive driver fitted with a big-name shaft. That shaft can be eons different than the same manufacturer's premium shaft of the same model designation and markings.

Speaking of selling clubs, maybe you've noticed that the big name equipment manufacturers come out with new models every other Tuesday, implying that their previous model is obsolete. Smart and thrifty golfers can get great clubs at bargain prices by buying last week's club at closeout or on ebay.

And 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 didn't participate. They also want you to believe the pros are using the same club as you can buy "off the shelf." They aren't, but then why should average players even want the same equipment they use on the tour?

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, furiously advertised item of golf equipment.

Golf is a game whose aim is to hit a very small ball into a very small hole with weapons singularly ill-designed for the purpose.

Sir Winston Churchill

Sunday Tournament

Woodley Lakes, January 9

A Flight Gross

1--77 Beeli Meza...\$60
2--75 Dan Melillo...\$40
3--77 Mike Levy...\$30
4--78 Tom Ortiz...\$20

A Flight Net

1--68 Jim Jordan Jr....\$60
2--70 Len Zambito...\$40
3--71 Marc Carter...\$30
4--73 Neil Zaniboni...\$20

B Flight Gross

1--83 Ted Johnson...\$60
2--90 Leo Levin...\$40
3--91 Greg Petrovich...\$15
3--91 Sonny Fink...\$15
3--91 Mike McKenna...\$15

Low Net

1--69 Bob Surbeck...\$50
1--69 Yoichi Fujiki...\$50
3--71 Rand Jackson...\$30
4--72 Mike Teague...\$10
4--72 Julian Zhitnitsky...\$10

Gross Skins (\$94 each)

#7--Randolph Hammock
#2--John Harbaugh
#3--Michael Levy
#8--Larry Scott
#9--Mark Spicer

Net Skins (\$77 each)

1--Larry Zuckerman
2--John Harbaugh
3--Michael Levy
8--Larry Scott
9--Mark Spicer
15--Alan Stewart
18--James Jordan Jr.

Closest to Pin (\$65 each)

#3--Mike Levy
#7--James Jordan Jr.
#12--Bill Brandel
#15--Daniel Melillo

Two teams shared the Honey Pot with 67's. Each team gets \$130.00

Fortune & Morshed
Scott & Vano

Mulligan: invented by an Irishman who wanted to hit one more 20 yard grounder.

Jim Bishop

MGA Highlights

By Pete Heller

BOTH SEPULVEDA TEAMS BLOWN AWAY BY HANSEN DAM WIND

Hansen Dam Golf Course - January 20, 2011

After finishing a respectable third in 2010, The Sepulveda Seniors Team met Champion Griffith Park and was administered a dose of reality. Captain John Lanza with teammate Dean Abston got the group off on the right foot by winning both individual matches as well as the two man by scores of 6-0, 6-0 and 6-0. The rest of the team could not post as many points combined as the Seniors went down 47-22 and 28-8. Sepulveda Men's did only slightly better getting wins from Captain Len Zambito and a few others before they went down to Paul Andrews' Hansen Dam Team 43-29 and 29-7. Of course H.D. did have the home course advantage.

In the other matches Rancho Park routed Woodley Lakes 40-23 and 22-8. Remember Rancho Park, last year, came in tied for first place but lost their championship on a tiebreaker. That was a tough break they don't want to see repeated.

Sepulveda Mens' Club Match Winners:

Individual: Len Zambito, Hadi Morshed and Bruce Fortune

Two Man: Vano/Zambito

Sepulveda Senior Match Winners

Individual: Dean Abston, John Lanza and Allen Lipsky

Two Man: Abston/Lanza

Standings	W	L	T	Points
Griffith Park	2	0	0	2
Hansen Dam	2	0	0	2
Rancho Park	2	0	0	2
Sepulveda Mens	0	2	0	0
Sepulveda Srs.	0	2	0	0
Woodley Lakes	0	2	0	0

Next: February 17, 2011 - Balboa Golf Course

7:00 Griffith Park vs Hansen Dam
7:45 Sepulveda Srs. vs Rancho Park
8:35 Sepulveda Mens vs Woodley Lakes

Thursday Tournament

Woodley Lakes, January 27

Team Better Ball

A Flight Net

1—62 Crawford/Radke...\$80
2—63 Fortune/Johnston...\$60
3—64 Pistotnik/P. Nance...\$40
4--64 Otteanu/Blind Draw...\$20

B Flight Net

1—62 Sable/Melillo...\$80
2—63 Licht/Melamed...\$60
2—63 Morshed/Azari...\$60

Low Net

1—66 Sable...\$60
2—67 Morshed...\$40
3--68 Melamed, P. Nance...\$20 each
4—69 Crawford, Schlele, Bryson...\$10 each

Gross Skins (\$54 each)

#5, #6—Levy
#8—Radke
#15—Platt
#16—P. Nance

Net Skins (\$56 each)

#2, #8—Licht
#4—Crawford
#5—Levy
#15—Melillo
#16—P. Nance

Closest to Pin (\$40 each)

#3—Platt
#7—Fortune
#12—Bridge
#15—Platt/Green (\$20 each)

GOLF CART UPDATE

As The Eagle went to the press (January 31), here is what we knew about when we might be getting that promised citywide fleet of 500 new carts. The arrangement with Club Car fell apart on January 24 due to Club Car's inability to secure financing for the quote they gave the city for providing and servicing the fleet. The city is in the process of connecting with the other two major companies that provided quotes last autumn, and the city may also be considering how it might purchase a new fleet should these companies be either unable or unwilling to secure the necessary financing. Apparently, this "deal" was not as "done" as we were led to believe back in November. Stay tuned. There may other solutions under consideration of which we are unaware.

HANDICAP CHATTER

By Stu Olster, Handicap Chairman

My compliments and congratulations to the Southern California Golf Association and the Public Links Golf Association of Southern California. They are parallel golf associations certified by the USGA to guide their member clubs in observing the USGA's rules, especially with regard to handicapping.

Through the intense and focused effort of these organizations last year, changing their handicap support company from a entrepreneurial firm to GHIN, a non-profit affiliate of the USGA, was as seamless as one could have hoped. I expected to encounter many more problems but was pleasantly surprised. Kudos also to GHIN for its invaluable support and guidance during the transition.

The SCGA and the PLGA merged effective January 1, 2011 in order to combine their respective strengths to make golf a better experience for all So Cal golf club members. Again they worked hard and cooperatively to successfully make the transition painless.

The SCGA hosted a luncheon at Sepulveda on December 3 to introduce interested PLGA club directors and members to the staff with whom we will be working. I came away very impressed by the competence of the staff directors and their determination to assist its member clubs.

From a handicap perspective, the changeover seems to have had no ill effects on club members, whose GHIN numbers remain the same. There are a few wrinkles affecting handicap administration and membership which I don't think will cause any problems.

As members of SMGC, each of should have received a mailing from the SCGA containing its glossy newsletter and other information about the Association. Part of SCGA's program is to establish business relationships with firms to get benefits for its club members, which is why we also received a generous voucher for Roger Dunn stores.



THE SEPULVEDA
EAGLE

Sepulveda Men's Golf Club
Phone: (818) 995-1172
Visit our website at
www.smgc.org

FEBRUARY 2011