



**THE SEPULVEDA  
EAGLE**  
*Sepulveda Men's Golf Club*  
Visit our website: [www.smgc.org](http://www.smgc.org)  
Encino / Balboa Starter's window  
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## **PRESIDENT'S MESSAGE**

*By Evan Beren*

Its summer, its hot most days, stay hydrated. Drink water or a sports re-hydration beverage, remember, beer does not count as a re-hydration beverage. Sunscreen, use it, and don't be shy about it, the stronger the better. And a hat, wear a hat, if you do nothing else wear a hat on the golf course.

Now guys, we play tournament golf in this club, every month we have 1 or 2 tournaments. Take some time to learn the basic rules. Here are a few that seem to need to be refreshed. All putts must be holed, there are no gimmies in tournament golf. You can not use a training aid during a tournament round. Mark your golf balls so that you will know that it is your ball and not some other players ball before you play it. There is an entire book of rules, it's called the rule book, as golfers it's your responsibility to have a working knowledge of the rules.

Please, post your scores when you play a casual round. Again, we are getting complaints of certain players not posting. Please post. It's easy; you can do it at the course, on your phone with the GHIN app or from your home computer.

The tournament committee has started working on the 2018 schedule. If you have a course you would like us to look into, send me an email and we will check it out.

Remember, this is our club, everything we do is done by volunteers. We are always looking for, and need more help - so send me an email if you have the time and desire to help out.

## **THE NEXT TEE**

*By David Horwitch, Tournament Director*

August brings the heat, and a tournament at Buenaventura on the 13th. Our Thursday tournament will be on the 24th back home at Encino.

Don't forget that next month is the Challenge at Ojai. Please sign up early, it's going to be a great tournament.

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

## CITY CORNER

By Craig Kessler

Some of you will find the following observation crazy, others merely counterintuitive, but what the city is trying to do with its golf program is what the American Golf Corporation is trying to accomplish with its Players Club program.

For those who are unaware, the Players Club is a \$29 to \$49 per month program that enables its members to hit unlimited range balls, secure early priority access to twilight rates, enjoy rates that match the lowest charged by 3rd party vendors (e.g., Golf Now), and receive low cost lessons from PGA Professionals. It amounts to an affinity program on steroids, and its underlying rationale is the re-creation of the high volume conditions that characterized municipal golf courses before modernity allowed golfers to make tee times, make games, join clubs, and meet fellow golfers without having to actually hang out at a golf course. When people “hang out” they play more, they practice more, they spend more, they joint more, and they stick with the game more.

American Golf and Kemper Sports and JC Resorts and Troon Golf – indeed, all of them – are able to recreate the conditions of a better past in hopes of a better future, because they have control of all of the functions at their golf courses – tee times, practice facilities, golf carts, tournaments, banquet facilities, food & beverage. They can bundle them and perhaps just as importantly bundle them via modern electronic means in ways conducive of getting golfers to again “hang out” at golf courses.

By taking control first of golf carts and now driving ranges the city has taken the first set of steps required to put it in the same position as the management companies. When the new state-of-the-art Internet Reservation and Point of Sale System is in place, which with any luck should be before the end of the year, the city will have added the level of electronic sophistication necessary to create its own affinity programs on steroids complete with the marketing tools needed to promote them. While the city will not be able to achieve the same level of food/beverage/banquet control as is enjoyed by the management groups, the new system-wide RFP in end stage development should yield arrangements considerably more amenable to city control than the Balkanized system of ad hoc arrangements now in place at the city’s golf courses. Perhaps not perfect, but eminently workable.

The SCGA’s “Alternative Member Network” (AMN) was crafted for many of the same reasons and to accomplish many of the same ends as these commercial affinity programs. The main reason: Golfers no longer have to physically go to golf courses nor want to physically go to golf courses in order to join a golf club; they expect to find and join online. The clubs don’t have the reach, capacity or online presence to establish the necessary platform, but the SCGA does and did. The main end: To grow the ranks of clubs and in the process the ranks of the game in the municipal sector.

The SCGA has opened discussions with American Golf and the others about integrating their new integrative products into the traditional golf club universe to achieve that same end – grow the ranks of clubs and in the process the ranks of golfers, particularly the ranks of the “avid” golfers who hang out at golf courses, play more golf, and spend more money on the game when doing so. When the city is fully functional I expect that the SCGA and the city will find the same common ground and enter into the same discussion.

Golf clubs tend to be insular, suspicious of change and thus loath to embrace it. But unless they want to get left behind, they’ll need to make the same pivots toward modernity as have the management companies, the city, and the SCGA.

## 2016-2017 BOARD OF DIRECTORS

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

The start of the new season brings a chance for anyone to be Player of the Year. Some familiar names are on top of the leader board already.

Player	Winnings	Rank
Ben Raposas	85	1
Josh Eveland	85	1
Brent Harvey	70	3
George Olteanu	70	3
Lupe Escobedo	70	3
Michael Melamed	70	3
Gerard Sanders	55	7
Juan Lopez	45	8
Louie Rivera	45	8
Dan Melillo	35	10
Patrick Warren	35	10
Rhoneil Santo Tomas	35	10
Brandon Wahl	25	13
Greg Fowble	25	13
Virgil Budhu	25	13
David Gilbreath	15	16
Dustin Watanabe	15	16
Paul Nance	15	16

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

**Sunday @ River Ridge**

July 9, 2017

**Format – Low Gross / Low Net**

**BACKSPIN SHOTS**

*by The Gapwedge*

**“A” Flight Low Gross**

Golf can be a serious game but it’s not without humor:

Score	Player	Prize
72	Josh Eveland	\$85
75	Gerard Sanders	\$55
76	Dan Melillo	\$35
79	Paul Nance	\$15
79	David Gilbreath	\$15
79	Dustin Watanabe	\$15

A rich old man goes for his regular round of golf with his friends but this time he brings along a gorgeous young lady.

“Guys, meet my new fiancée,” he says full of pride as he introduces her to his pals.

For the rest of the afternoon his friends can’t take their eyes off the stunning beauty.

**“A” Flight Low Net**

70	Ben Raposas	\$85
72	Juan Lopez	\$45
72	Louie Rivera	\$45
73	Brandon Wahl	\$25

After the round of golf the rich man goes up to the bar to buy drinks for the group.

**“B Flight” Low Gross**

One of his friends goes with him and when at the bar asks him, “How on earth did you manage to hook up with such a beautiful young lady? You’re seventy. She must be at least forty years younger than you!”

83	Brent Harvey	\$70
83	Lupe Escobedo	\$70
85	Patrick Warren	\$35
87	Greg Fowble	\$25

The old rich guy says, “I lied about my age.”

**“B Flight” Low Net**

His friend says, “And she believed you? How old did you say you were?”  
“I told her I was ninety.”

66	Michael Melamed	\$70
66	George Olteanu	\$70
67	Rhoneil Santo Tomas	\$35
71	Virgil Budhu	\$25

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**Gross Skins \$122 each**

Why is it that the slow groups are always in front of you and the fast groups are always behind you?

Hole	Player
1	Dustin Watanabe
5	Brent Harvey
9	George Olteanu
10	George Olteanu

\*\*\*\*\*

If your opponent has trouble remembering whether he shot a six or a seven, it means he probably shot an eight.

**Net Skins \$98 each**

\*\*\*\*\*

Hole	Player
1	Dustin Watanabe
5	Brent Harvey
8	Michael Melamed
9	George Olteanu
10	George Olteanu
11	George Olteanu

After the honeymoon, the new wife tells her husband, “I think it’s time for you to stop playing golf. In fact, you might as well sell all of your clubs.”

The husband replies, “You’re starting to sound like my ex-wife.”

His wife says, “I thought you said you’ve never been married before?”

The husband says, “I haven’t.”

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**Closest to the Pin \$45 each**

The new LPGA dress code. Bend over and it’s a 2-stroke penalty.

5	Lupe Escobedo	2’ 9”
7	Mike Nichol	2’ 11”
11	Josh Eveland	4’ 1”
15	Bob McKibben	8’ 6”
17	Mark Michelini	8’ 2”

**The Honey pot was \$370**

won by the teams of  
Melamad/Warren-55  
Melamed/Harvey-56  
Melamed/Stronberg-58  
Melamed/Nugent-59  
Melamed/Lopez-59  
Warren/Harvey-60

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

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

## HANDICAP CHATTER

*by Tommaso Trinchieri, Handicap Chairman*

### **To Post, Or Not To Post**

To post, or not to post that is the question. Which scores do you have to post for your USGA Handicap Index and which scores are you not allowed to post? It's certainly not as big a dilemma as Shakespeare's Hamlet faced, but it's still an important question that you must answer.

#### To Post

Here are the basic guidelines. Generally, you should post all scores no matter where you play. But there are a few specific rules to follow in particular cases:

- Post your score when you play at least 7 holes. On the holes you didn't play, record a par plus any handicap strokes you would have received.
- Post a score if you play two nines even if it's the same nine, or nines from different days. Simply post the nines individually and GHIN will combine the scores for you.
- When you pick up on a hole, jot down the score you most likely would have made. If this score is higher than the maximum number you are allowed under the ESC system, then you need to adjust your score to this maximum.
- You must play by the principles of the Rules of Golf in order to post your score. For instance, if you use a mulligan, you aren't playing a hole under the Rules of Golf, so treat it as a hole not played and record par plus any handicap strokes you would have received.

#### Not to Post

When don't you post scores?

- When fewer than seven holes are played;
- When made on a golf course in an area in which an inactive season established by the authorized golf association is in effect (does not apply in SoCal);
- When a majority of the holes are not played in accordance with the principles of the Rules of Golf;
- When, as a condition of the competition, the maximum number of clubs allowed is less than 14, or types of clubs are limited as, for example, our annual Five-Club Tournament;
- When scores are made on a course with no USGA Course or Slope Rating;
- When a player carries or uses non-conforming clubs or uses non-conforming balls;
- When artificial devices (as defined under Rule 14-3) are used during the execution of a stroke.

And as a final reminder, SMGC will always post your scores for our club events, no need to post these scores.