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PRESIDENT'S MESSAGE

By Evan Beren

June is here and preparations are under way for the 62nd Club Championship. Will David Gilbreath successfully defend his championship win last year? In addition to being club champion, David is also our Senior A Flight Gross champion and our John C. Palumbo A Flight Gross Champion. You might say that he has been on a good run.

More about the Palumbo, played in May on a rainy and windy day on the River Ridge Vineyard course. In addition to Gilbreath, other winners were: Ben Raposas and Andrew Howard, tying for A Flight Low Net. Matt Soule was B Flight Gross champion and Reuben Valles won the B Flight Low Net. Congratulations to all the competitors.

Speaking of congratulations, our own Sean Cavanaugh, a former SMGC Club Champion, was named to the 2017 Colonial Athletic Association Men's Golf All-Academic team for his performance in the classroom. Sean has a 3.41 overall grade point average as finance major. Well done!

At the end of June we begin the President's Cup Tournament, our Match Play Major. Keep your eyes peeled for details which will be available soon.

July starts a brand new golf year, 2017-2018. We have great tournaments planned, some new venues and, of course, some of our old favorites. I hope to see you at a tournament soon.

THE NEXT TEE

By David Horwitch, Tournament Director

The most exciting month in tournament golf is here, the Club Championship has arrived. David Gilbreath, our reigning champion, hopes to repeat.

On June 25th my favorite tournament begins, The Presidents Cup. Unlike last year we will not be holding a qualifying round. All players will play their first round match on the 25th. For those who have not played match play, it's a great format and I recommend signing up. You can learn more about the Presidents Cup under tournament specifics on the website.

Tournament questions and comments may be directed to dhorwitch@gmail.com

CITY CORNER

By Craig Kessler

Everyone knows all too well that golf in America has been on the decline for roughly 15 years – an almost imperceptible decline from 2002 through 2008 that accelerated when the Great Recession struck. Everyone knows that due in some part to the sluggishness of the Great Recession's recovery and in some part to specific demographic factors, the game has not "recovered" its 2002 peak numbers, but rather merely stabilized and begun to move forward again, albeit at a pace considerably slower than previous generations.

Some call it a "new normal;" others call it a correction long overdue after 60 years of uninterrupted growth. Whatever one calls it, what matters isn't definition; what matters is what it means with respect to effective strategies for sustaining the game. For the members of SMGC what matters most is what it means for sustaining the municipal game.

Beyond the obvious strategies – e.g., efficient revenue management, affinity programs, technology, customer service, high maintenance standards – lie strategies less well understood, because they can only be understood by those conversant in the detailed and brutally honest analytics that industry leaders share among themselves but generally prefer not to share with the general public or media.

I don't want to share all the scary stuff with you, lest I be banished from the industry fraternity, but let me share one particular statistic that has a short term upside that is arguably greater than its obvious downside.

We all know the game's dismal record with respect to bringing persons between the ages of 18 and 39 to its ranks. Yes, that swath of the age population has always been a small component of the golf market, but not nearly as "small" as it has become in recent years. Golf is obsessed with finding ways to fix the deficit and finding it difficult in an era suffused by crushing student debt, negativity about future economic prospects, and an inaccessible housing market. And "obsessed" properly so; even the diminished "new normal" cannot be sustained if those numbers aren't improved.

But what the golf industry fails to share publicly is the flip side of that problem. Between 2005 and 2015 the number of golfers between the ages of 55 and 74 doubled. That is what is propping up today's reinvigorated market, and that is why those golf courses, clubs and markets that focus on the needs of this demographic are prospering, while many that put all emphasis upon trying to restore the ranks of the 18-39 market are not doing so well. That is why those regions whose golf markets are disproportionately aged – think the Palm Springs area whose market always has and always be a gray one – are holding up well even when they are so obviously overbuilt.

And let me submit that is why the City of Los Angeles needs to focus as much if not more attention on the "baby boomer" age cohort than it does on either young adults or juniors. That may seem counterintuitive to those of you who read all the blather in national golf publications about the game's need to be more resonant with a younger crowd in order to remain vibrant in the long run. But as Lord Keynes admonished his fellow economists in the 1930's, in the long run we're all dead. Lives are lived and businesses are operated in the short run. Golf, municipal and otherwise, needs to be bolstered first in the short run, which will give us the time required to deal with the much more intractable problems associated with the long run.

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

Ben Raposas, David Gilbreath, and Matt Soule make strong moves with recent wins. The Club Championship will decide who wins.

Player	Winnings	Rank
Ben Raposas	635	1
Armen Mesropian	625	2
Matt Soule	600	3
David Gilbreath	580	4
Steve Hansen	385	5
Danny Longmire Jr.	380	6
Virgil Budhu	375	7
George Olteanu	375	7
David Horwith	365	9
David Longmire	345	10
Erik Rogers	320	11
Dustin Watanabe	320	11
Patrick Warren	295	13
Mark Kessler	290	14
Craig Cacek	265	15
Mark Vaughan	255	16
Gordon Seaberg	255	16
Andy Levine	250	18
Todd Mander	245	19
David Watanabe	235	20
Hadi Morshed	230	21
Bruce Davies	225	22
Johnathan Fernandez	210	23
Gerard Sanders	205	24
Tommaso Trinchieri	200	25
Daniel Sniegowski	195	26
Bob McKibben	195	26
Rich Nance	185	28
Michael Melamed	185	28
Ryan Tumulad	175	30
Bobby Cavanaugh	175	30
Dan Crawford	175	30

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

Thursday @ Harding

April 27, 2017

Format – Low Gross / Low Net

“A” Flight Low Gross

Score	Player	Prize
75	Laurence Silva	\$50
81	Mike Nichol	\$35
82	Dustin Watanabe	\$20
82	Ben Raposas	\$20
82	Kevin West	\$20

“A” Flight Low Net

66	Louie Rivera	\$50
72	Chris Jaskiewicz	\$35
74	David Carlson	\$20
74	Bob McKibben	\$20

“B Flight” Low Gross

86	Matt Soule	\$50
87	Chris Vane	\$35
90	Farhad Keliddari	\$20
90	Steve Hansen	\$20

“B Flight” Low Net

72	Buzz Osborne	\$40
72	Gordon Seaberg	\$40
72	Patrick Warren	\$40
74	Michael Melamed	\$20

Gross Skins \$56 each

Hole	Player
1	Laurence Silva
4	Kevin West
6	Greg Fowble
7	Ben Raposas
10	Chris Jaskiewicz
15	Ben Raposas

Net Skins \$61 each

Hole	Player
1	Laurence Silva
4	Armen Mesropian
8	Brent Harvey
10	Chris Jaskiewicz
17	David Watanabe
18	Damian O’Hare

Closest to the Pin \$55 each

5	Brent Harvey	13’ 6”
13	David Baram	14’ 4”
15	Ben Raposas	0’

Congratulations to**Ben Raposas for his Ace on #15!****The Honey pot was \$160**

winners are :

Melamed/Keliddari - 63
 Melamed/Warren - 63
 Warren/Baca - 63

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

The Palumbo Memorial

May 7, 2017

Format – Low Gross / Low Net

“A” Flight Low Gross

Score	Player	Prize
74	David Gilbreath	\$150
77	Mark Kessler	\$85
77	Mark Michelini	\$85
78	Jeff Prey	\$40
78	Michael Saghian	\$40

“A” Flight Low Net

69	Ben Raposas	\$125
69	Andrew Howard	\$125
72	David Horwitch	\$70
73	Randy Hammock	\$40
73	Andres Talero	\$40

“B Flight” Low Gross

Player	Low Gross	Prize
80	Matt Soule	\$150
87	Brian Nugent	\$100
88	Patrick Warren	\$60
88	Bruce Davies	\$60

“B Flight” Low Net

68	Reuben Valles	\$150
74	Buzz Osborne	\$60
74	Farhad Keliddari	\$60
74	Bob Surbeck	\$60
74	Tony Sands	\$60

Gross Skins \$180 each

Hole	Player
10	David Gilbreath
13	Mark Kessler
18	David Horwitch

Net Skins \$120 each

Hole	Player
2	Jeff Prey
4	Andrew Howard
6	Bob Surbeck
13	Mark Kessler
15	Craig Cacek

Closest to the Pin \$70 each

3	Hector Moreno	5’ 6”
7	Everardo Gomez	6’ 11”
9	Bob Surbeck	11’ 5”
12	Jeff Prey	4’ 7”
18	David Horwitch	3’ 0”

BACKSPIN SHOTS

by The Gapwedge

Many years ago Gapwedge celebrated a birthday with a round of golf up at Hansen Dam. It was a beautiful day and the course was nice, but the best part was that he was sent out with a three-some of young men who could not only handle their sticks but who obviously had respect for one another and for the game.

Play the public courses and you run the risk of being paired with a variety of annoying types. In his earlier years, when Gapwedge played often as a single, he was sometimes obliged to play with the rude, the boisterous and otherwise obnoxious players, many of whose golf skills matched their complete lack of golf etiquette. Having one or two of these clowns in the foursome diminishes the golf experience. Having three (the trifecta!) can completely ruin your day.

Maybe you’ve noticed that golf is plenty challenging. Playing good, consistent golf takes concentration and focus, and having the distraction of a couple of buffoons in the foursome makes it damned near impossible. Not that these folks are bad guys. They just seem to have a little trouble differentiating golf from, say, hockey or football.

Don’t get Gapwedge wrong. The courteous and etiquette-conscious far outnumber the other kind but there are enough of the latter to occasionally spoil a guy’s round, and it’s a real shame if the round happens to be part of a birthday celebration.

Thinking back, Gapwedge’s best rounds have been played with good partners—guys who were interested in playing the game as it has traditionally been played—quietly, courteously and by the rules. It makes a big difference.

There’s a moral to this story. All of The Gapwedge’s stories have morals. Pick your playing partners carefully when you have that luxury. When you don’t and need to take pot luck, keep your fingers crossed, at least until it’s your turn to hit.

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 or by phone at (818) 427-1925

HANDICAP CHATTER

by Tommaso Trinchieri, Handicap Chairman

Preparing to Play in a Tournament

With the 62nd Annual Club Championship starting this weekend, we would like to take a few moments to see how you can best prepare to play in the tournament. So, the question becomes how do I control these emotions so that I can play to the best of my ability? Jack Nicklaus once said, "The difference between being nervous and scared is being prepared." When you do show up for that next important round you will feel like you've done just that little more than the next guy.

As recapped by Doug Wade, former college and mini tour player:

"When you show up on the day of the event, there are a few things that you can do to try and squash that self-doubt. While nothing is more important than preparing BEFORE you show up that day, getting there early enough to hit a few of the different shots you'll face that day can be very reassuring. My routine warming up for a tournament goes like this: Show up a good hour beforehand. First thing I do is go directly to the putting green and hit a lot of long putts to try and establish a feel of the greens. During this first session, I try not to hit any short putts because I don't want to see anything miss quite yet! After about fifteen minutes, it's on to the driving range where I work through the bag starting with the lob wedge and hitting a few with every other club. What I would highly recommend doing when you're warming up is to try and get yourself nervous. I know this sounds odd, but try and visualize a few shots from the course and think to yourself "this shot counts." This not only will give you a better idea how you're hitting it that day, but when you get to that particular shot on the course, it will feel a little easier since you've already hit it. Almost all golfers, when they get under some pressure, tend to speed up their swing and get too quick, so while you're warming up, really focus on that tempo and balance. When you finally work up to that driver, make sure you hit a few shots envisioning you're on that first tee. It will make a big difference when you finally stand up there. After I'm done, warming up, it's to the chipping area for a few bunker and chip shots, then back to the putting green where I try and see as many 4 footers go in as I can.

Going through a routine like this will only make you feel more prepared when your big round starts but nothing is going to cure you of all your nerves. I try to remember that being nervous is why I play the game. I try to embrace being in a position where my shots mean something, and even though it's easier said than done, this is the kind of attitude you need to find before you step on that first tee. After all, golf is a game, it's meant to be fun, it's not life and death, so don't be afraid of failure and believe in your abilities. And remember, the guy standing next to you is going through the same emotions you are!!"