



# THE SEPULVEDA EAGLE

*Sepulveda Men's Golf Club*  
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**September 2015**

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## PRESIDENT'S MESSAGE

*By Bruce Fortune*

September - summer heat is in a full-throated roar, school is back in session and those early and late afternoon tee times are so very nice to find. If you've been playing at all you've noticed OUR City courses have remained in very, very nice condition. Recycled water at 3/4ths of the City Courses is keeping us green and happy. On that note, I'd like to make a correction to last month's article. I incorrectly stated - "At the last Golf Advisory Meeting, Bob Davis, Chief Superintendent of Maintenance for the LA City Courses, told us that our courses save 1.2 Million Gallons of water annually. That's ALL drinkable water NOT being used on the courses that have recycled water." - That number is 1.1 BILLION Gallons of water annually. Bob reached out to me to say - 'There are six (6) of our 18-Hole courses and one (1) 9-hole/Par 3 course currently irrigating with recycled water. The use of recycled water on these courses combined saves an estimated 1.1 BILLION gallons of domestic drinking water per year. The irrigated acreage on these facilities combined also totals to 76% of the overall acreage in the golf system.' - Those numbers reflect a lot of hard work done by the Golf Division, Rec and Parks Dept and the LADWP. (Not forgetting for a moment, the hard work put in behind the scenes by the likes of our very own Craig Kessler!)

Congratulations to Hadi Morshed for winning the 2015 SMGC President's Cup. Hadi won the final match 3 & 2 over Steven Fox, who witnessed a putting clinic put on by the wily veteran. Armen Mesropian and Sean Cavanaugh tied for 3rd place honors. As a reminder, the payouts for the President's Cup are at an all time high, with 1st Place, \$400 - 2nd Place, \$300 - 3rd Place Tie, \$175 (Payable in scrip, of course - redeemable for merchandise at any Roger Dunn or Golfsmith location in the Southland). For those of you who stayed away because there wasn't enough compensation for the potential six rounds necessary if you made it to the end? You might want to give this great SMGC Major another look. Not only is the winner's name added to the Permanent Trophy, there's a hefty prize fund to be considered. We'd like to thank Mark Michelini for keeping us posted as the rounds progressed and for the huge effort in getting everyone to complete their matches in such a short time. This was the earliest we've ever finished the event. Hope to see you all playing next year.

Our club events this month include playing Balboa Saturday, September 12, Our 60th Anniversary Classic. With an 8 O'clock start, this should finish just as it's heating up. Don't miss out, this tournament includes lunch! The Thursday event will be held, September 24, playing at the venerable Harding Golf Course. The course is in the same great shape we recently found at Wilson. Hope to see you all out there.

One additional note - Last month I failed to include a thank you to Dan Crawford, Treasurer and Board Member, for supplying 50+ cases of water through his employer, Smart and Final of Van Nuys. When Bob Cavanaugh approached our Men's Club for help with the LA City Junior's Program, Dan volunteered to help supply the kids with bottled water. Well done, Dan. We appreciate your giving spirit!!

## THE NEXT TEE

*Upcoming Tournament Notes from Evan Beren, Tournament Director*

September, the kids are back in school, so come out and play!

Saturday, September 12, Our 60th Anniversary Classic on Balboa. Just \$55. Room for 100 players. Carts and range balls are extra, but lunch is included. First Tee is 8:00 am. Sign up today!

Thursday, September 24, we play at Harding Golf Course. In great shape after some renovations, improved tee boxes and cart paths. First tee time is 7:00 am; cost is \$40, or \$30 for seniors with a senior card.

**For more information on these or any of our tournaments contact Evan Beren at [ejberen@me.com](mailto:ejberen@me.com) or 818-438-0395**

## CITY CORNER

By Craig Kessler

*The wheels of the city grind slowly, but they do grind.*

Within a couple of months we should be able to read, touch, hear and smell the recommendations of the consulting firm the city retained to bring a heavy dose of business and strategic acumen to its golf program. Indeed, what we'll soon be reading amounts to a 5-year strategic plan replete with short-term, mid-term and long-term goals, objectives and projects.

Expect to see a complete reworking of the pricing structure – flexible/dynamic pricing, no more counterproductive resident/non-resident distinctions, and affinity programs for both individuals and club members. Expect to see a state-of-the-art reservation system that doubles as a marketing platform capable of filling open tee sheets. Expect to see a mechanism that guarantees a stream of capital improvement dollars. Expect to see a capital improvement plan that is strategic, not ad hoc. Expect to see some real solutions to speeding up play on city courses. Expect to see mechanisms capable of increasing food/beverage service on our courses. Expect to see something with respect to restoring defunct golf shop functionality. Expect to see much greater attention to customer service. But most of all expect to see an attitude that replaces the old “open it and they'll come” philosophy with “provide great value and great customer service and they'll come” philosophy.

That's a tall order! It won't happen overnight. Some things will happen immediately, others a couple of years down the line. But so long as some measurable progress is made in every one of them, the system will show improvement in each year of the 5-year plan. And after 7-10 years the city golf program won't be recognizable; it will be the jewel its bones make possible and our collective effort will make happen.

I have been involved with the Los Angeles municipal golf program for roughly a quarter century, and I have never witnessed the level of common ground and purpose as exists at this moment. All hands on the deck of this ship are truly committed to working together and making their best effort to turn a series of recommendations on a piece of paper into a reality capable of delivering a great municipal golf program.

These moments are all too rare. Let's take advantage of this one.

### 2015 PRESIDENT'S CUP

by Mark Michelini

HADI MORSHED defeats Steven Fox 3 & 2  
CONGRATULATIONS HADI

Once again I would like to thank all participants for a wonderful tournament. Looking forward to next year. Check the Presidents message for prize money payouts.

Thanks,  
See you on the links

## 2015 BOARD OF DIRECTORS

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Bruce Fortune, President.....(818) 535-4900  
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## Tournament Player of the Year

### Trophy in Memory of Ed Cohn

#### “On the Other Hand”

Results as of 25 July, 2015

Josh and Ben pass Gary for first and second. Gary Patterson loses the lead but holds fourth. As the saying goes, plenty of golf left for the others to catch up. Dan Crawford with steady play over 4 rounds is holding third, retirement looks good on you, Dan.

Player	Points
Josh Eveland	205
Ben Raposas	170
Dan Crawford	155
Gary Patterson	130
Sean Cavanaugh	120
David Horwitch	95
Bob Surbeck	90
Brian Czerniak	90
David Longmire	90
Dustin Watanabe	90
Justin Butler	90
Thomas Brandt	90
Erik Rogers	80
Armen Mesropian	75
Gordon Seaberg	75
Louie Rivera	75
Michael Radtke	75
Brandon Wahl	70
Bruce Fortune	70
Daniel Melillo	70
Lupe Escobedo	65
Bill Brandel	60
Daniel Longmire	60
Leonid Levin	60
John Blake	55
Bob McKibben	50
Charles Kaloustian	50
Danny Longmire	50
Marc Cohen	50
Richard Hadnett	50
Scott Feldman	50

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

**Thursday @ Hansen Dam**

July 30, 2015

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

Score	Player	Prize
68	Josh Eveland	\$70
72	Liam Cavanaugh	\$40
72	David Longmire	\$40
73	Daniel Melillo	\$20

**“A” Flight Low Net**

67	David Horwitch	\$60
67	Daniel Longmire	\$60
70	Ben Raposas	\$20
70	Scott Feldman	\$20
70	Alfredo Picolomini	\$20
70	Ryan Tumulad	\$20

**“B Flight” Low Gross**

77	Brandon Wahl	\$70
62	Sean MacDonald	\$45
84	Craig Cacek	\$25
84	John Blake	\$25

**“B Flight” Low Net**

63	Dan Crawford	\$70
71	Bruce Fortune	\$40
71	Armen Mesropian	\$40
72	Joseph Rodriguez	\$20
72	Erik Rogers	\$20

**Gross Skins \$84 each**

Hole	Player
3	Dustin Watanabe
6	Liam Cavanaugh
7	Roger Ikeda
10	Alfredo Picolomini
14	Josh Eveland

**Net Skins \$150 each**

Hole	Player	Score
2	Khody Azari	
7	Roger Ikeda	
13	Armen Mesropian	

**Closest to the Pin \$50 each**

7	Chris Halfon	8' 11"
9	Roger Ikeda	6' 10"
13	Armen Mesropian	3' 8"
16	Ryan Tumulad	2' 8"

**The Honey pot was \$180**

won by the teams of  
Crawford/Nugent 59,  
Crawford/Radtke 60.

**Saturday @ Olivas Links**

August 8, 2015

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

Score	Player	Prize
68	Dustin Watanabe	\$90
69	Josh Eveland	\$60
70	Sean Cavanaugh	\$40
73	Scott Feldman	\$30

**“A” Flight Low Net**

62	Justin Butler	\$90
63	Bill Brandel	\$60
65	Larry Scott	\$35
65	David Horwitch	\$35

**“B Flight” Low Gross**

78	Thomas Brandt	\$90
80	Brian Czerniak	\$60
83	Armen Mesropian	\$35
83	Mark Vaughan	\$35

**“B Flight” Low Net**

64	Bob Surbeck	\$90
67	Leonid Levin	\$60
68	Matt Soule	\$35
68	Erik Rogers	\$35

**Gross Skins \$152 each**

Hole	Player
8	Justin Butler
12	Josh Eveland
14	Dustin Watanabe
18	Dan Crawford

**Net Skins \$175 each**

Hole	Player
3	Bill Brandel
7	Bob Surbeck
8	Justin Butler
10	Jack Barton

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

5	Patrick Warren	3' 2"
8	Justin Butler	7' 9"
13	Michael Levy	2' 8"
17	Justin Butler	1' 5"

**The Honey pot was \$270**

won by the following teams;  
Virgil Budhu / Erik Rogers - 57  
Marc Carter / Bob Surbeck - 57  
Bill Keanu / Leo Levin - 57  
David Horwitch / Brandon Wahl - 58  
John Blake / Bob Surbeck - 58  
Bruce Davies / Tal Almquist - 58

**MGA Highlights**

By Pete Heller

**SENIORS AND MENS CLUB MEET,  
PLAY AND SPLIT**

Out for Sepulveda bragging rights and respectable standings Len Zambito's Mens' Club and John Lanza's Seniors bumped heads and came away with predictable results. Ho Hum. The higher handicapped Seniors won the best ball competition 20-16. The lower handicapped Mens Club took the individual matches 40-32. A look at the history of this format will tell you that more often than not these events will go this way. The Seniors can help the Men's Club next month as they face first place Rancho Park. The Zambitos play Woodley and should have no trouble....if they bring their A game.

In the other matches Rancho Park defeated Hansen Dam 39-21 and 21-9, while Griffith Park topped Woodley Lakes 40-32 and 21-15.

**Sepulveda Men's Match Winners****Individual:**

Gene Vano, Jason Peterson, Butch Chase,  
Pete Ruiz, Roger Ikeda, Len Zambito  
and Alfredo Picolomini

**Two Man:**

Mander/Peterson and Ikeda/Fortune

Standings	W	L	T	Points
Rancho Park	11	2	3	25
Griffith Park	10	5	1	21
Sepulveda Mens	9	7	0	18
Sepulveda Seniors	6	8	2	14
Woodley Lakes	7	9	0	14
Hansen Dam	2	14	0	4

**Next Matches: September 17, 2015**

Sepulveda Seniors vs Rancho Park  
Woodley Lakes vs Sepulveda Mens  
Hansen Dam vs Griffith Park



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*

### ***Two if by Penalty, One if for Free***

Is it one or is it two? No, I'm not talking about picking Door #1 or Door #2 on "Let's Make a Deal," I'm talking about club-lengths as a measuring device when taking relief. First things first: You can use any of the fourteen clubs in your bag that you selected for play to determine a "club-length." This means you are free to use your driver or you could use your long putter (if you continue to carry one). You can also use your partner's or opponent's club to measure, provided that the club you borrow is no longer than the longest club in your own bag.

Why is a club-length the unit of relief? Why not make it three feet or four feet so that it's the same for everyone? The obvious answer: If you're playing golf you'll have a golf club with you; not everyone carries a tape measure or ruler. You don't have to pull out an actual club and measure before dropping. You can judge the distance by eye – but you'd better be accurate, because if your estimate of a club length is longer than your longest club it might lead to dropping in a "Wrong Place." There is no penalty for dropping in a Wrong Place, but there is if you play from a wrong place. So, if you drop in a wrong place you can correct that error – without penalty.

What's the penalty if I drop and play from a Wrong Place? In Match Play you lose the hole – ouch! The penalty in Stroke Play is pretty severe, too – two strokes – and it's worse if you gave yourself a significant advantage, which in Rules Talk is called a "serious breach." (Here's an example of a serious breach: you hit into a water hazard fronting a putting green, and drop on the putting green side of the water when the Rules required you to drop on the far side of the hazard –a serious breach of Rule 20-7.)

If the wrong place you played from rises to the level of a serious breach you still get the two-stroke penalty, but you must also play another ball from the correct place – and you must do it before you play from the next tee or you will be disqualified!

How do I know if I get one or two club lengths relief? In general, if the relief involves a penalty (Unplayable Ball; Lateral Water Hazard) you get two club-lengths relief. If there is no penalty involved, you're entitled to only one club length (Immovable Obstruction; Ground Under Repair; Casual Water and other abnormal ground conditions).

It sounds simple, but even the professionals can get confused. During the China Open, Ian Poulter hit his tee shot into an Unplayable Lie, and chose the option of two club-lengths relief in addition to a one-shot penalty. His drop left him on a cart path, and he decided to take the free relief to which he was entitled. Unfortunately, he gave himself another two club-lengths, rather than one, and when he played from the place of that wrongly measured drop he incurred a two-stroke penalty. The result was a triple-bogey eight.

## **BACKSPIN SHOTS**

*by The Gapwedge*

Over the summer lots of folks sent their kiddies to a golf camp to introduce them to the game and keep them off the street.

Gapwedge was on the practice green aggravating himself recently when a horde of very young kids came along, running amok on the green while yelling and screaming the way kids do. Gapwedge wondered why the baby sitters hadn't given them a lecture or two on golf etiquette before trying to teach them how to hold a club.

It didn't take long for Gapwedge to find out. Two different instructors managed to walk casually between Gapwedge and the hole to which he was putting—about 15 feet away! If teaching by example works, a bunch of 8 year olds might have concluded that courtesy and consideration were not significant parts of the game and walking in somebody's putting line is OK.

Gapwedge concedes that young kids are the future of the game. If the game is to flourish and regain some of its lost allure, youth has to be introduced to the game in a way that sparks its interest. But a failure to impress upon the beginner the importance of observing golf etiquette and common courtesy assures a new generation of inconsiderate golfers, and that's not good for the game.

It's important to note that this did NOT happen at Sepulveda where Course Manager, Bobby Cavanaugh, takes great pains to teach junior golfers to always observe good golf etiquette, nor did it happen at any other LA City or County Course. A hearty "thank you!" to Bobby and the other LA instructors who do it the right way.