



NORTHERN CALIFORNIA
2009
GOLF ASSOCIATION

ANNUAL REPORT
OF THE
PRESIDENT

NCGA . . . the most important club in your bag

DECEMBER 8, 2009

REPORT *of the* PRESIDENT

With the most difficult economy since the Great Depression hitting us in 2009, our board immediately recognized the need to promote golf more than ever, while maintaining excellent service on a smaller budget. Moreover, we recognized an immediate need to defend against unwarranted taxes and water restrictions that could eliminate our game in many communities.

As the year started, Lyn Nelson jumped right into the middle of battle. With the work of Bob Bouchier and the California Alliance for Golf, we were able to limit the restrictions on water usage to a 30% decrease for all the golf courses in Alameda County. This was a fair resolution to a difficult problem. On top of that, we were able to stave off another effort to single out golf for a special tax by the State of California. Additionally, Lyn and the staff of Poppy Holding did an impressive job cutting more than \$1.8 million in expenses at Poppy Hills and Poppy Ridge while maintaining championship level play at excellent member prices.

We then turned what many considered a lemon into lemonade, after AT&T decided to move the Pro-Am out of Poppy Hills. With the help of the Monterey Peninsula Foundation, we put together an awesome all-week VIP Tournament package for the upcoming event whereby our guests and members will not only get through the gate with free access, but will have inside-the-gate parking at our course, a great morning of play on our championship venue and a free shuttle to and from Poppy Hills to the tournament!

On a broader front, we should all be very proud of the continued charitable commitment to our communities in 2009. We provided affordable golf, while encouraging values and life skills to deserving youth through our Youth on Course Program. I want to recognize the president of the Foundation, Paul Morton, his board, Executive Director Adam Heieck, and my friends Doug and John Goldman, David Garrison, Weldon Wasson, Gary and Barbara Vandeweghe and Sandy Tatum for their generosity and incredible support to bring values and life skills to deserving youth in Northern California. From \$32,000 in giving in 2004, the NCGA Foundation gave out over \$1,000,000 to the children of Northern California in 2009.

Overall, this was a year of growth. We put on more than 360 tournament days and rated more than 60 golf courses, maintained more than 400 computers, offered turf grass services to member clubs, subsidized lessons and golf clinics throughout Northern California to thousands of members for free and provided online handicapping to more than 160,000 members. We held more than 30 member outings at venues most members would never have a chance to play, educated hundreds in our schools on the rules of golf, provided discounts at hotels and mailed all members a new membership card that will give provide discounts at more than 70 NCGA Member Advantage golf courses throughout Northern California.

There are many people who contributed to these accomplishments. First, I'd like to recognize the staff for unwavering commitment to quality service in a difficult time. From efficiencies in tournament play, to the professional way Helen answered the phones, from the input we got from member club presidents, to improving our website and magazine to levels far surpassing any other association in America, the staff was stellar.

I'd also like to thank the volunteers who give so much to the game by rating courses and officiating tournaments. Without them, we wouldn't be here. I also want to recognize the board members who will be leaving at the end of this year. Jim Moriarty may be now one of the most famous tournament officials in the U.S. and we've been honored to have him serve as our Chairman of Rules and Competitions. He not only single handedly designed, but convinced the doubtful to fund and then build the NCGA Junior Golf Tour. Judge Barry Loncke, whose guidance, keen mind and conscience focused us on the importance of making our game open to less fortunate kids of all ages and abilities, will be sorely missed. Brooke Phayer had an incredible impact, not only as an officer to the NCGA Foundation, but to the NCGA Board. He brought humor as well as our first and biggest sponsor, Comcast, to the NCGA. Dr. John Whitelaw's sharp mind and critical focus will not be easily replaced, especially when we approach agronomy, administrative and budgetary issues. Finally, my great friend and Immediate Past President Mark House must be recognized for his hard work, getting our projects done on time and under budget, insight on issues and integrity (but not so much for all the money he took from us as he won almost every board tournament we played).

Finally, I want to thank the board for taking many bold and courageous steps this year. This board recognized projects that needed to be addressed to serve our members and golf in general. This board committed funds toward growing the membership so dues increases won't be such an issue down the road, and committed to building the computer systems for a world-class database to better serve of our members. I appreciate your courage, insight, support and willingness to stand up as a team, allowing us so many successes this year.

It has been one of the great honors of my life to serve as president and I look forward to relaxing in my rocking chair for about a week before jumping back in and seeing where I can help.



Michael T. Hexner

REPORT *of the* NOMINATING COMMITTEE

Secretary, Northern California Golf Association
NCGA Nominating Committee
October 13, 2009

In accordance with NCGA bylaws, Article V, Section 3 – Election of Directors; Nominations; Eligibility - the Nominating Committee selects the following slate of Directors for the year 2010 to be voted on at the Annual Meeting December 8, 2009:

First year of two-year term / Commence January 1, 2010 and expire December 31, 2011:

Tom Bone, North Ridge CC

Second year of two-year term / Commence January 1, 2010 and expire December 31, 2010:

Mark Battey, Lake Merced GC
Tony Muller, Monterey Peninsula CC
Patrick Quinn, San Jose CC
Loretta Walker, Morgan Creek GCC

Third year of three-year term / Commence January 1, 2010 and expire December 31, 2010:

John Erskine, The Castlewood CC

New one-year term / Commence January 1, 2010 and expire December 31, 2010:

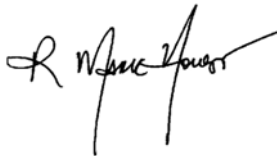
Chris Clark, Pasatiempo GC	Bill Downs, Oakmont GC
Lee Gidney, Cypress Lakes GC	Kerry Gordon, North Ridge CC
Dan Hansford*, The Castlewood CC	Michael Hexner, The Olympic Club
Vaughn Kezirian, Fort Washington GCC	Brian Morse, Merced GCC
John Ronca, San Luis Obispo CC	

*Nominated by the Nominating Committee for a seventh and final one-year term

The Nominating Committee has previously nominated the following officers:

President - Vaughn Kezirian
Vice-President - Kerry Gordon
Secretary/Treasurer - Chris Clark
Immediate Past President – Michael Hexner

Respectfully Submitted,



R. Mark House
Chairman, Nominating Committee

2009 NOMINATING COMMITTEE

Kerry Gordon
Dan Hansford
Mike Hexner
Vaughn Kezirian
Brian Morse

POPPY HOLDING, INC.

LYN NELSON, *CEO/Executive Director*

Poppy Holding, Inc. formed in 2000 to operate the NCGA's two championship golf courses in Northern California.

It was announced earlier this year that Poppy Hills will be replaced by the Shore Course at Monterey Peninsula Country Club as one of the venues for the AT&T Pebble Beach National Pro-Am in 2010. Although it won't be able to participate with the PGA Tour to generate funds for local charities, Poppy Hills continues to represent publicly accessible golf, especially for juniors. Poppy Hills allows juniors to play for \$2 through the award-winning Youth on Course program, and it also hosts regular golf clinics with kids who've never been exposed to the game.

Our key accomplishments include:

- ⊙ Community donations
- ⊙ Personnel elected into PGA membership
- ⊙ Started Poppy Club
- ⊙ Offered senior rates
- ⊙ Personnel elected into PGA membership
- ⊙ Nine-hole beginner course created
- ⊙ Offered twilight rounds
- ⊙ Completed fescue removal project
- ⊙ Launched weekly blog by superintendent
- ⊙ Water conservation practices
- ⊙ Participating youth on course facilities
- ⊙ Free clinics
- ⊙ Gate access

NCGA FOUNDATION

ADAM HEIECK, *Staff*

The NCGA Foundation provide deserving youth the opportunity to develop life skills and values through golf.

Department highlights include:

- ⊙ Invested more than \$1,000,000 in deserving youth through program services
- ⊙ Increased registered kids in Youth On Course to 15,000
- ⊙ Funded more than 20 clinics for deserving youth in underserved communities
- ⊙ Funded nearly \$100,000 in youth development grants
- ⊙ Subsidized more than 60,000 rounds of golf through Youth on Course
- ⊙ Subsidized more than 90,000 buckets of range balls through Youth on Course

COMMUNICATIONS *and* MARKETING

HILARY HEIECK, *Staff*

The communications and marketing department continued to promote NCGA programs and initiatives, with an emphasis on social media and interacting with members.

Department highlights include:

- ⊙ Unveiled a renovated homepage of ncga.org with a flash section
- ⊙ Continued to publish and sell the leading golf association magazine
- ⊙ Debuted an NCGA Facebook page and Twitter feed
- ⊙ Added more than 40 products to the online store. NCGA, Poppy Hills/Ridge and Foundation gear are available
- ⊙ Sent 29 dedicated eblasts with specific offers to NCGA members
- ⊙ Created a majors section of ncga.org to enhance tournament coverage
- ⊙ Shared Flickr galleries after NCGA and NCGA Foundation events

COURSE RATING *and* HANDICAPPING

JIM COWAN, *Staff*

The course rating and handicap department provided the best USGA-authorized handicap service and support available and ensured efficient, consistent course ratings.

Department highlights include:

- ⊙ Rated nearly 70 courses utilizing new methodology and forms that allow for more consistent and accurate ratings with fewer raters
- ⊙ Conducted 117 club visitations to upgrade computers and educate club officials
- ⊙ Staged two handicap certification seminars and completed the ground work for an online version of the program.
- ⊙ A total of 236 of nearly 16,700 entrants were impacted by the Net Score Database, which seeks to improve handicap competition for NCGA events

ENVIRONMENTAL *and* WATER RESOURCES

MIKE McCULLOUGH, *Staff*

The environmental and water resources department provides technical support and guidance for golf courses and allied golf industry associations for creating visibility and credibility regarding the industries use and stewardship of environmental and water resources.

Department highlights include:

- ⊙ Continue the oversight of a recycled water research project to determine if golf courses can be an effective biofilter for recycled water
- ⊙ Monitor the development of research associated with nematode problems on golf courses throughout Northern California
- ⊙ Oversee the placement and advancement of individuals selected to be in the Superintendent Intern Program
- ⊙ Maintain, track and disseminate information regarding current legislation that pertains to the golf industry and more specifically water issues
- ⊙ Serve as meeting coordinator for the Assistant Superintendent Boot Camp

INFORMATION TECHNOLOGY

ERIK CHANEY, *Staff*

The information technology department applied technology resources to create reliable systems that supported and enhanced the company's mission.

Department highlights include:

- ⊙ Implemented Microsoft Customer Relationship Management (CRM) system
- ⊙ Implemented Microsoft Communications Server
- ⊙ Incorporated Apple technologies into our network infrastructure
- ⊙ Incorporated virtual server technology into our network infrastructure
- ⊙ Implemented data warehousing system
- ⊙ Implemented wireless network infrastructure at Poppy Hills and Poppy Ridge

MEMBER RELATIONS *and* DEVELOPMENT

TOM BOWDEN, *Staff*

The member relations and development department created outstanding member experiences through a variety of innovative and valuable programs and services for members of all backgrounds, abilities and interest levels.

Department highlights include:

- ⊙ Launched NCGA Member Advantage which provides members with discounts and benefits at 70 facilities throughout Northern California
- ⊙ Administered 35 members-only outings at courses such as Mayacama, Lake Merced and Pasatiempo with more than 2,500 members participating
- ⊙ eClub membership grew to 10,500
- ⊙ Junior membership increased by 29% to 18,000

RULES & COMPETITIONS

ROGER VAL, *Staff*

The rules and competitions department offered the most extensive state/regional golf association tournament program in the country and provided an affordable experience for all NCGA members.

Department highlights include:

- ⊙ Conducted 335 tournament days in 2009
- ⊙ 200 tournament officials (volunteers) helped administer NCGA, CGA, USGA and college championships and qualifiers
- ⊙ NCGA Junior Tour completed its second year with four new events totaling 12 with great success
- ⊙ The CGA Amateur Championship was played at Lake Merced GC in its new north/south rotation
- ⊙ The CGA Board elected to rotate the CGA Senior Championship north/south on the opposite years of the CGA Amateur Championship
- ⊙ Updated and conducted five Rules of Golf seminars and four on-course rules seminars for more than 300 attendees
- ⊙ Presented the Rules of Golf to 891 individuals from NCGA member clubs and high school golf teams
- ⊙ Introduced and maintained the very popular “Stump the Rules Wizards” section of the NCGA website
- ⊙ Continued collaboration with other organizations in tournament administration and the teaching of the Rules of Golf

2009 TOURNAMENT RESULTS

CHAMPIONSHIP	WINNER	SCORE	LOCATION
Amateur Match Play Championship	George Gandranata, University of California	1 up	Spyglass Hill
Amateur Stroke Play Championship	Rick Reinsberg, Moraga	209	Poppy Hills
Associate Club Championship	Agilent Soco GC	248	Poppy Hills/Spyglass Hill
Associate Club Net Amateur	Shane Kittle, G.A.G.L	144	Poppy Hills GC
	President's Flight		
	Byron Sudduth, Cherry Chase	138	
	Director's Flight		
	Aaron Walburg, Univ of Calif GC	135	
	Secretary's Flight		
Associate Club Four-Ball Net	Wence Galindo and Mark Patterson	128	Poppy Hills/Spyglass Hill
	Sacramento Federal Employees		
Central Valley Zone	Spring Creek GCC	254	Poppy Hills/Bayonet
CIF High School Championship	Rocklin	369	Richmond CC
CIF Girls High School Championship	St. Francis	395	Almaden
East Bay Zone	Fremont Park	260	Bayonet/Poppy Hills
East Sacramento Zone	Whitney Oaks GC	248	Poppy Hills/Bayonet
Four-Ball Championship	Taylor Travis and Ryan Sloane	202	Spyglass Hill
	Castlewood CC & Fifth Major		
Four-Ball Net Championship	Glen Gallegos and David Cripps	126	Spyglass Hill/Poppy Hills
	Wilcox Oaks		
Junior Championship	Michael Weaver (Boys)	208	Spyglass Hill
	Haley Andreas (Girls)	143	
Junior Players Championship	Bryson Dechambeau, Belmont	86	Rancho Canada
	Hannah Suh, Santa Teresa	84	
Master Division Championship	Randy Haag	144	Spyglass Hill
	Olympic Club		
Master Division Four-Ball	John Driver and Ken Helwig	65	Bayonet
	Stevinson Ranch and Silver Creek Valley		
Mixed Championship	Craig Baize and Karen Buchler	136	Poppy Hills GC
	President's Flight		
	Jerry and Lynda Toenyes	128	
	Director's Flight		
	Carl and Sandra Munio	127	
	Secretary's Flight		
Net Amateur	Michael Kelly, Castlewood CC	142	Poppy Ridge GC
	President's Flight		
	Travis Early, Shelter Cove	135	
	Director's Flight		
	Leonardo Santiago, Callippe Preserve	134	
	Secretary's Flight		
North Zone	Wilcox Oaks	252	Poppy Hills/Bayonet
North Bay Zone	Mayacama	255	Bayonet/Poppy Hills
North Sierra Zone	Ponderosa	260	Poppy Hills/Bayonet
North Valley Zone	Peach Tree	252	Bayonet/Poppy Hills
Northeast Bay Zone	Moraga CC	260	Poppy Hills/Bayonet
Parent/Child Championship	Kyle and Steven John, Monterey Peninsula	144	Poppy Ridge GC
	President's Flight		
	Christopher and Henry Mata, Brighton Crest	138	
	Director's Flight		
	Sandra Hinzmann and Charles Huff, SRI	132	
	Secretary's Flight		

2009 TOURNAMENT RESULTS *contd.*

CHAMPIONSHIP	WINNER	SCORE	LOCATION
Public Links Championship	William Moore, Bayonet/Blackhorse	144	Spyglass Hill
	President's Flight		
	Joey Martin, Emerald Lakes GC	138	
	Director's Flight		
	Ahmed Shah, Cisco CC	143	
	Secretary's Flight		
Sacramento Zone	Bass Lake	253	Bayonet/Poppy Hills
San Francisco Bay Zone	The Olympic Club	255	Poppy Hills/Bayonet
Senior Championship	Gary Vanier, The Olympic Club	146	Spyglass Hill
Senior Four-Ball Championship	Douglas Johnson, Fig Garden	204	Poppy Hills
	Rob Adolph, San Joaquin		
Senior Match Play Championship	Jeff Burda, Del Rio	6 and 4	Spyglass Hill
Senior Net Championship	Mark Rosenthal, Crystal Springs	139	Poppy Hills
	President's Flight		
	Barry Hanson, Harding Park	135	
	Director's Flight		
	Mark Oase, Pacific Service Emp	132	
	Secretary's Flight		
South Bay Zone	Saratoga CC	251	Poppy Hills/Bayonet
South Coast Zone	Monterey Bay GC	258	Poppy Hills/Bayonet
South Sierra Zone	Sequoia Woods CC	254	Bayonet/Poppy Hills
South Valley Zone	Tulare GC	261	Bayonet/Poppy Hills
Team Match Finals	Riverside of Fresno (Overall and Saturday)		Poppy Hills
	Tehama (Thursday)		
Valley Amateur Championship	Steven Chung, Morgan Creek GCC	133	Turlock GCC
Valley Amateur Senior Championship	Herb Jensen, Del Paso CC	147	Turlock GCC
Women's Championship	Joanne Lee, Mariners Point Linksters	155	Spyglass Hill/Poppy Hills
Women's Four-Ball Championship	Leslie Voegtly and Stephanie Bellato	136	Black Horse GC
	Chardonnay Flight		
	Myrna DeMartino and Patricia Albo	139	
	Merlot Flight		
	Malin Giddings and Laura Bellows	131	
	Zinfandel Flight		
Zone Championship	Monterey Peninsula CC	254	Spyglass Hill/Poppy Hills

2009 NCGA Points List			
NAME	CLUB	POINTS	
* Randy Haag	Olympic Club	1735	
George Gandranata	University of Calif.	1356	
Ricky Stockton	Salinas	1265	
Casey Boyns	Monterey Bay	1005	
Geoff Gonzalez	Diablo	965	
Steven Chung	Morgan Creek	847	
Chris Marin	Caddy Club of PB	772	
Taylor Travis	Castlewood	697	
Reid Scarff	Butte Creek	681	
Rick Reinsberg	Moraga	640	

2009 NCGA Senior Points List			
NAME	CLUB	POINTS	
* Mark Miller	Roddy Ranch	1895	
Gary Vanier	Olympic Club	1810	
Jeff Burda	Del Rio	1763	
Herb Jensen	Del Paso	1265	
Jim Knoll	Rooster Run	1113	
Rob Thompson	Merced	913	
Doug Johnson	Fig Garden	730	
Paul Balatti	Mayacama	638	
Dan Bieber	Green Valley	630	
Bob Fleming	Haggin Oaks	610	

* Player of the Year

2009 TOURNAMENT RESULTS *contd.*



Boys	City	Total
* Shotaro Ban	San Jose	2866
Bryson DeChambeau	Clovis	2418
Michael Weaver	Fresno	1725
Justin Marchiando	Carmel	1295
Kurt Kitayama	Chico	1228
Austin Roberts	Carmichael	1165
Chris Parkinson	Danville	1133
Jonathan De Los Reyes	Antioch	912
Andrej Bevins	Elk Grove	880
Richard Ayala	Hillsborough	785

Girls	City	Total
* Hannah Suh	San Jose	2364
Mariko Tumangan	San Jose	2275
Bonnie Hu	Fremont	1923
Casie Cathrea	Livermore	1853
Page Lee	Folsom	1752
Betty Chen	Castro Valley	1659
Alexandra Sborov	Pleasanton	1559
Haley Andreas	Pacific Grove	1365
Christine Uhalde	Modesto	1048
Tiffany Lim	San Jose	999

* Player of the Year





MISSION STATEMENT

*To support and promote the game of
golf in Northern California and to
enhance the knowledge, enjoyment
and participation of NCGA members.*