

TeeOff News

Second Quarter 2025



Montecito Country Club



Central California Chapter

GCSAA

President's Message Jose Alvarez



Happy Summer Solstice Everyone! It is a great honor to inform you that our Scholarship and Research Tournament was successful in achieving the goal of raising funds for our Central Chapter to use in order to continue with the commitment of scholarship donations and the financial stability of our local chapter. I appreciate the participation of all of our sponsors and attendees at our recent events. We had over 50 people attend Monarch Dunes, for the Al Glaze, and 92 signups for the meeting at Montecito Country Club. I was able to attend Monarch Dunes; I had a great time! I met with colleagues and sponsors alike at the event and I got to play golf with our host Superintendent Herminio Plata and his assistant Chris Souza. I thank them for the hospitality and great day out on the course. Secondly, I would like to thank superintendent and meeting host, Tennessee McBroom, for gathering us all at Montecito C.C.. Sadly, I was unable to attend due to job responsibilities, but I was told that it was a very nice event, second to none and something that we should all strive to achieve if we can.

I also would like to congratulate our scholarship recipients for this year; Hayden Woodsmall for receiving the Legacy Scholarship and Julian Banda for receiving the Turf Scholarship. I would like to encourage all Central Chapter members to be part of these great events. Participation is key for all of us to keep functioning as a part of this huge GCSAA golf industry. The contributions are well received, either from a country club, public course or vendors in our industry. Special thanks to our executive directors and members of the chapter for their time organizing these events.

“Adios Amigos”

Jose Alvarez

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California Alliance for Golf Monthly Newsletter

Please check out the attached link to the monthly CAG Newsletters.

[CAG Newsletter-April](#)

[CAG Newsletter- May](#)

[CAG Newsletter- June](#)

[CAG Newsletter- June Part 2](#)



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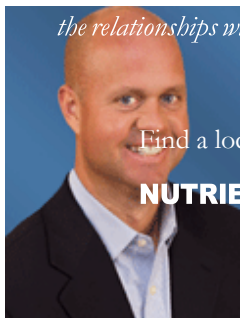
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From the Field Jeff Jensen, GCSAA Field Staff, Southwest Region

GREEN



I hope this finds all of our Central California members doing well and getting ready for what is sure to be a busy summer golf season.

There have been some exciting things going on at GCSAA as we continue to increase our focus on workforce development. The GCSAA Training Video Series was released on May 27. Free to GCSAA members, the crew-based videos cover topics from cup cutting and greens mowing to bunker raking, hand watering and more. This 11-video series aims to help superintendents attract, train and retain employees. The videos can be accessed at <https://learn.gcsaa.org/pages/video-training-series?zs=AHEEN1&zl=dfmm7>. This is a great member benefit for you, your crew and facility!

Additionally, GCSAA just released its biennial Compensation and Benefits Report. The average salary for golf course superintendents has climbed to \$121,238 annually which marks a 10.6% increase over the 2023 study. Superintendents' salaries have nearly tripled in the three decades since that first report (1993), when the average salary was \$44,500.

Assistant superintendents and golf course equipment managers also saw increases in their incomes. Assistant salaries rose 10.5% to \$62,184, and equipment managers saw a 12.5% increase from the average salary two years ago to climb to \$68,154.

The rise in salaries in golf course management professions is outpacing the national average, which, according to the U.S. Bureau of Labor Statistics, rose by 8.1% over the last two years (4.3% increase in 2023 and 3.8% increase in 2024).

The average age of a superintendent is 47.1 years, and the average number of years they have spent in the profession is 15.9 years. The average number of years a superintendent has spent in his or her current position is 9.5 years.

Survey participants can access the report for free, and others can learn more and purchase the report by visiting gcsaa.org/career/compensation-report. We appreciate the support of those who took the time to fill out this important survey.

As always, please reach out to me with any questions or assistance you may need at jjensen@gcsaa.org. You can also follow me on X for industry updates at GCSAA_SW and my regional blog and calendar of events is available at <https://www.gcsaa.org/resources/regional-resources/southwest>. I hope you all have a great summer season and look forward to seeing you at some upcoming events.

Jeff Jensen

Montecito Club– Golf Leadership Summit

June 23, 2025 was a monumental day for the GCSACC. We hosted our first, and hopefully not our last event at Montecito Club in Santa Barbara, CA. It was the perfect weather and an amazing day for education, comradery, and of course golf on one of the most exclusive clubs in the state.

The day started off with a great lineup of speakers. Pat Finlen and Brian Hall kicked us off with a “KC to Hollywood” message.

Jeff Jensen hosted a very informative Round Table discussion featuring Kevin Sunderman, GCSAA, Jay Karen, NGCOA, Nikki Gatch, LPGA, Zach Moran, SCGA/ USGA, Edrik Funk, Toro, and Andy Staples, ASGCA. We finished the speaking portion with a heartfelt tribute from Bronco McBroom to his dad, and all in the golf profession, and finally Tennessee gave us a quick overview of the work that is planned at Sand Piper Golf Course.

Lunch, Golf, and a fabulous after dinner reception capped off the day. Needless to say, there were “Rave Reviews” all around.



New Members

Michael Bova
Davey Resource Group
Affiliate

John Oles
Class C
Dairy Creek

Kevin Staunton
Santa Barbara Golf Club
Class A

Kevin O'Connor
Valley Club at Montecito
Class A

Roland McPhearson
Almaden GC
Class EM

Fred Carlyle
Fort Washington CC
Class A



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Superintendent Profile

*Tennessee McBroom
Montecito Country Club*

For this Quarters newsletter we sat down with the Host of our Turf symposium, Tennessee McBroom of Montecito Club. He took some time to let us get to know him just a little bit better.

Q: Where did you grow up? **Kansas City**

Q: How did your interest grow for the golf course industry? **My grandparents had a farm in Concordia, Missouri. Agriculture was in my blood from a young age of riding on my grandfather's 55 Ferguson Tractor. the business and golf interest came later.**

Q: Where did you go to school and what was you major? **Kansas State University – Bachelor of Science in Agriculture, Specialization in Golf Course Management, Business Management Minor**

Q: What was your first paying job in the industry? **Quivira Lake & Country Club in Kansas City with Pat Finlen – I was 16 years old**



Q: What part of your job excites you everyday? **Putting my boots on and a hot cup of coffee, with the anticipation of having a good plan, and then seeing what the day brings us and adapting that plan as needed.**

Q: What tool/s do you need to have everyday to make your job easier? **Its all about the TEAM that creates our success, good communication including a phone and a truck, we manage multiple properties at the highest level, its takes everyone to win.**

Q: What hobbies or hidden talents do you have? **Currently my lovely wife Dodie and I are kid UBER's – both of our kids play on travel hockey teams, our son Bronco, 12 years old, is the goalie on the Ice Hawks and our daughter Cricket, 10 years old, is a defensive player. Outside of family time and travel, I love to fly fish.**

Q: What is one dream vacation destination? **St Andrews Links – The Home of Golf, and maybe a trip to the Florida Keys to Fly Fish for Tarpon**

Q: What is your favorite food or meal? **KC BBQ**

Q: What music do you enjoy listening to? **Rock/Country**

Q: What sports do you enjoy watching? Favorite teams? **KC Chiefs/Royals, Hockey**

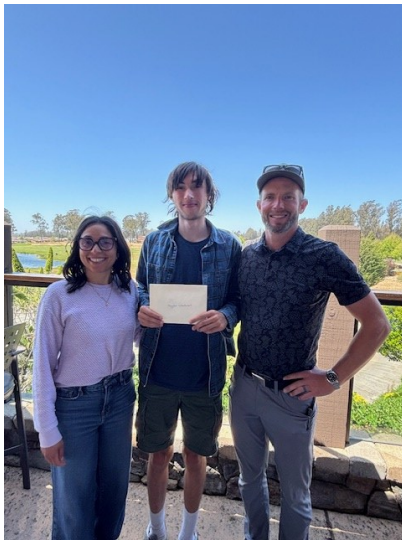
Q: If you could give your younger self some advice, what would that be? **Learn how to develop a business and own one, you can do anything you put your mind to, hard work always succeeds**

Q: What advice would you give to someone wanting to get into the golf industry? **Ask a lot of questions about living the golf course life; it's a passion and an industry, its early mornings and hard work, answering the call at all hours of the day/night, the weather never stops changing, you really have to love Agriculture, Business and Golf**

Scholarship Recipients

This years Scholarship Recipients took home \$4000 in total. It was a pleasure to be able to host them at Monarch Dunes GC.

Our Legacy was Hayden Woodsmall- Son of Joe Oles of Dairy Creek GC
 Hayden is Graduating from Templeton High School with a 3.8 GPA
 He will be attending Colorado School of Mines majoring in Computer Science in the Fall. He hopes to become a computer programmer/ work in the software world after graduation.
 Hayden's hobbies include making and playing music. He plays in the band at school and at home in his own band.



Above is Hayden with his parents, and with GCSACC President Jose Alvarez

Our Turf Scholarship was awarded to Julian Banda- Son of Juan Banda, Superintendent at River Island Country Club since 2024. Julian is also currently the assistant Superintendent at River Island. Prior to this position he was an assistant in training at The Links at River Lakes since 2020.

Julian is hoping to Graduate from University of Riverside with a degree in Turfgrass Mngmt. in December of 2025. He plans to be a Superintendent.



Above is Julian with GCSACC President Jose Alvarez, and with his dad Juan and Scott Figura

Al Glaze Scholarship and Research Tournament Monarch Dunes Golf Course

The 2025 Al Glaze Scholarship and Research Tournament was a huge success. We hosted almost 60 members and guests to the “Hole in One” Challenge Course event. Monarch Dunes was in a great shape, and the weather was even better. While no one took home a hole in one, we did have a Closest to the Pin winner on each hole. It was a fun day of competition and comradery, all for a good cause. With our raffle and auction we were able to raise over \$10,000 to put towards next years scholarships, research donations, and our benevolent fund. We want to issue a special “Thank you” to our Board member, and event host, Herminio Plata. He and his team work hard to give us a great event. We also want to thank our sponsors and auction donors. Without the constant support, we would not be able to have these wonderful events.



Candy Ortega, Lonnie Stevens, Dario Olivares



Candy Ortega, Lonnie Stevens, Dario Olivares



Candy Ortega, Lonnie Stevens, Dario Olivares



Hermino Plata, Jose Alvarez, Eagle Springs Guest, and Chris Souza



Above: Monarch Dunes Superintendent Herminio Plata, and GCSACC President Jose Alvarez.



Andy Cordova, John Allan, Mike Scott, and Mike Cline



Right: Kevin Eppich and son Kevin

Left: Herminio Plata enjoying the delicious lunch spread provided by the club.





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Safety Message

Heat-Related Illness Prevention Plan

1. Understand the Risks

Heat illnesses include:

- **Heat Exhaustion:** Heavy sweating, weakness, nausea, dizziness.
- **Heat Stroke** (*medical emergency*): Confusion, high body temp (>103°F), no sweating, unconsciousness.

High-risk groups:

- Older adults
- Young children
- Outdoor workers
- People with chronic illnesses or limited mobility

2. Stay Cool

- **Stay indoors** during peak heat (10 a.m. – 4 p.m.)
- Use **fans, AC, and cooling centers** (California offers many public cooling centers—check local listings)
- Wear **light-colored, loose-fitting clothing**
- Take **cool showers** or baths

3. Stay Hydrated

- Drink water **regularly** (even if not thirsty)
- Avoid alcohol, caffeine, and sugary drinks
- Eat hydrating foods (fruits, vegetables)

4. Plan Ahead

- Check **weather forecasts and heat advisories**
- Identify nearby **cooling centers** (city websites or 2-1-1 hotline in California)
- Develop an **emergency contact list**
- Keep a **thermometer** to monitor indoor temperatures

5. Educate and Communicate

- Train staff/family on recognizing and responding to heat illness
- Check in regularly on **vulnerable individuals**
- Post **heat safety tips** at workplaces or community centers

6. Modify Activities

- Schedule outdoor work/exercise for **early morning or evening**
- Take **frequent breaks** in the shade or cool areas
- Use **cooling towels, hats, and umbrellas**

7. Emergency Response

If someone shows signs of heat stroke:

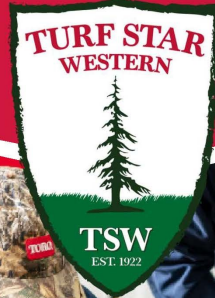
- **Call 911 immediately**
- Move the person to a **cool area**
- Apply **cool, wet cloths** or **ice packs** to the neck, armpits, and groin
- **Do NOT give fluids** if unconscious

8. Resources for Californians

- **Cooling Centers:** Call 2-1-1 or visit your **county or city emergency website**
- **Cal OES** (Office of Emergency Services): Offers heat wave alerts and preparedness tips

OSHA: Has guidelines for employers to prevent heat illness among worker

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- 3: Let the service advisor know you would like a quote for the Rent-A-Tech Program

Save The Dates

2025

August 11
Tri-Chapter Event
Hosted by Nor-Cal
Berkley CC

September
TBD

November
Charity Tournament
Bakersfield GCC

December 6
Windows on the Water

2026

January
Annual Meeting
TBD

February
GIS
Orlando, FL.

March
Mechanic Seminar
Copper River CC

June 15
Al Glaze S&R
Monarch Dunes GC



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VENDOR PROFILE***Michael Bova– Davey Resource Group*****Q: Where did you grow up?**

Grade school was in La Mirada, high school was in Lake-wood, and then the Bellflower/Long Beach area before moving up to the Central Coast in 1990.

Q: How did your interest grow for the golf course industry?

It wasn't until I began working with The Davey Tree Expert Company and Davey Resource Group did I recognize the important role trees play in golf and the urban forest overall. For better or worse, penalty or strategy, trees are part of golf and connect with the greater urban environment.

Q: Where did you go to school and what was your major?

I got my Associate of Science degree in Agriculture at Cerritos College, Bachelor of Science in Agriculture at Cal Poly Pomona, and Master of Science in Agriculture at Cal Poly San Luis Obispo with a Specialization in Education. With that, I taught high school Ag for a while starting in 2002 before I realized I didn't like other peoples' kids as much as my own and went back into the private sector.

Q: What was your first paying job in the industry?

My first job was in landscape installation and maintenance; lots of hard work, in the sun, with long hours. Fine for a very young man, but not sustainable for me. First real job maintaining/caring for turf was as a pest control supervisor at Cal State Long Beach. Did all the pest/weed control on the athletic fields. Even have a signed letter of appreciation from George Allen who finished his coaching career there. Then I began to "look up" and trees became my focus.

Q: What part of your job excites you everyday?

Helping clients improve their urban forest while protecting the environment and watching trees grow to their full benefit potential. Today we use lots of technology, like sonic tomography and GIS mapping, which is really exciting.

Q: What tool/s do you need to have everyday to make your job easier?

Today's technology in the tree and turf industry is amazing. We use the latest tech to get our work done which sets us apart from others. But, I'm old enough to have seen a workday change from landlines to Get Smart sized cell phones to having a computer in your hand. I think the greatest tool is communication. However, nothing beats a face to face connection.

Q: What hobbies or hidden talents do you have?

Hobbies mainly include gardening and puttering around our house. Absolutely NO talent, hidden or not!

Q: What is one dream vacation destination?

My wife Heather and I travel quite a bit in our RV (30ft trailer) and our plan is to go full time in a few years. We hope to criss-cross the country as many times as possible and fill up our National Park passport. We also have some bucket list travel plans this fall, a Mississippi river cruise, and a trip to Ireland in two years.

Q: What is your favorite food or meal?

I tend to do most of the cooking and Heather does the best baking. I grill, smoke, and now have a Blackstone flattop. I would say tri-tip and ribs are my favorite ones to cook and eat.

Q: What music do you enjoy listening to?

Well, I experienced punk's first wave in the early 80's, also love classic rock, and Heather enjoys country music. So now I have over 4,000 songs on my phone with just about every genre. With it on shuffle, we listen while we travel.

Q: What sports do you enjoy watching? Favorite teams?

Mostly football, both NFL and some college (49ers, Ohio State, and Ducks), and also enjoy baseball (Angels). Just went to our local baseball team, San Luis Blues, game for a fun Sunday afternoon.

Q: If you could give your younger self some advice, what would that be?

Don't wait, live for now. Making work too much of a priority can have consequences. Time is so short and waiting to enjoy new things or take that trip only leaves you less time for it to actually happen.

Q: What advice would you give to someone wanting to get into the golf industry?

Just be present at as many events as you can and look for opportunities to speak and share your expertise. Don't try to "sell" anything, just build relationships. The sale will come if you have the right solutions. Listen, learn, and make clients the center of your business and they will come to you for



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