



Catta Talk

CATTA VERDERA COUNTRY CLUB

APRIL 2018

The Troubadour

**4th Annual Sr. Men's Invitational
April 24th - 25th**

Catta Verdera Country Club welcomes back our 4th Annual Sr. Invitational. This has become an amazing event over the last several years. Eligibility is any Senior Golf Members who will be 55 or older in 2018. The cost is \$280.00/team. Festivities begin with a shotgun start Shamble on Tuesday the 24th finishing with a shotgun start 2-Man Best Ball tournament on Wednesday, April 25th. [Click Here](#) for full details and entry form.



2018 Cabrillo Classic May 16th - 19th

The 14th Annual Cabrillo Classic Men's Invitational is just around the corner. As in years past, to guarantee your entry, those participants who played in the 2017 event and want to play this year were able to sign-up between March 20th - 25th. Open registration began on March 26th. Entries will be accepted and entered as they come in. All entrants will be charged \$300.00 at time of entry. The remaining balance of \$750.00 will be billed on April 15th All entries must be in and complete by April 27th (or 136 players). Total Entry Fee: \$1050/team. [Click here](#) for an official entry form to complete and provide to the golf shop.

Sponsorships are also available again this year...see details in the following pages.

Mother's Day Brunch

Sunday, May 13th

Treat the mom in your life to a special Mother's Day Brunch. We will be doing our exquisite Mother's Day Brunch that will feature an omelet station, seafood station, carving station, dessert station and many other favorites. There will be two seatings; at 11:00am and 1:15pm. More details to come. Reservations are required and can only be made at 645-6721 or at jbraden@cattaverdera.com.

Family Dinner Night

Thursday, April 26th

Join us for the "All-you-can-eat" Family Dinner Night from 5:30 pm to 8:30 pm! This is Chef Keelan's "All-you-can-eat" prime rib buffet with live music and draft beer specials. No reservations required.



Gift Cards make a great Mother's Day Gift. Pick one up for the Golf Shop or a relaxing Massage!

MONTHLY GUEST DAYS

3rd 9:00 AM
Thursday
— Ladies
APRIL 19

3rd 1:00 PM
Friday
— Men
APRIL 20





2018 Cabrillo Sponsorship Opportunities

Last year's Cabrillo sponsorship opportunity was deemed a huge success! Therefore the Cabrillo Committee has launched this sponsorship opportunity again to generate funds to add to the member and guest experience. The committee has again identified a charity that will also benefit from the funds generated. The First Tee of Greater Sacramento will receive a portion of the funds generated. This is a unique opportunity for you to help the event proper and the First Tee of Greater Sacramento.

CABRILLO MENS INVITATIONAL– SPONSORSHIP

Presenting Sponsor: \$2000 Total tournament exposure May 16-19

Includes strategic placement on the first and tenth tee during tournament proper, scoreboard & awards ceremony recognition and custom signage during tournament

\$250 - Includes scoreboard signage and player program recognition (unlimited available)

\$500 - Includes scoreboard signage and strategic placement on the putting green (ONLY 2 available)

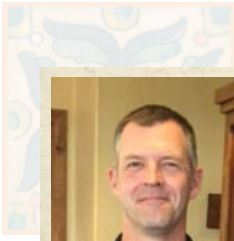
\$500 - Includes scoreboard signage and strategic placement on driving range . (ONLY 2 available)

\$750 - Includes scoreboard signage and strategic placement during skills challenge (ONLY 2 available)/skill

\$1000 - Includes scoreboard signage and strategic placement during skills challenge (ONLY 2 available)/skill

*All sponsorships include recognition in player program and verbal recognition during the awards ceremony.

Your sponsorship will help upgrade the food selection, entertainment and the tee prize. Also, 10% of all sponsorships will be donated to the First Tee of Greater Sacramento



Paul Shorts
Head Golf Professional

FROM THE HEAD GOLF PROFESSIONAL

I had a fun Master's themed article I was working on, but after conversations with several different Members on several different topics, I have decided it is time to write

this article. This is directed at no person or group of people. These are just a collection of observations.

When we step on the golf course, we are not just out for an individual, unrelated exercise. We join a hundreds year old tradition; a tradition of rules, etiquette, courtesy and challenge. Traditions change – like anything, traditions adapt with the times. Jackets and ties are no longer required. Short pants are allowed. And we shouldn't forget, not all of golf's traditions have been good; but thankfully women and minorities are now able to play and enjoy this great game without being scorned or ostracized (yes, I know that's not true universally, but that is not what this is about).

With all of that in mind, we come to the topic of rules and etiquette as they relate to CattaVerdera. For the sake of this discussion, rules will not be about the Rules of Golf (changing in 2019 – stay tuned for updates), but rather about rules with regard to golf car usage and general behavior. Our golf car rules for example, may seem silly and trite to some, but are in place to ensure the maximum enjoyment for the maximum number of Members. What's past is past, however, moving forward I would ask that all members abide by our golf car rules. That means keeping them on the path when requested, keeping them out of the walnut shells when possible, staying out of the rough except when entering and exiting the fairway, not driving past the signs which direct you back to the path, not driving near or around tee boxes, and pairing up to share a golf car whenever possible. This last

one has a larger impact than most understand. Not only does it prematurely age our batteries by having more golf car loops than we should, but it does extra damage to the golf course as well. Not sure about that one? Just imagine if every 4-some took 4 golf cars rather than 2; that is twice as much traffic through the rough and across the stressed areas that Ram is trying desperately to get healthy. Twice as many carts driving over seed that is trying to grow. By not pairing up or by driving where you shouldn't, you are for all practical purposes acting as an enemy of the club by causing higher golf car maintenance costs, and an enemy of Ram by causing extra damage (even when not intentional) to the golf course. We need to all be allies rather than enemies. Etiquette – Basically how we act, what we say and do, how we dress... These are the unspoken behavioral 'rules' that we all follow throughout our lives so that we can function as a society. The golf course is just a microcosm of our society as a whole. There are those who follow correct golf etiquette and those who do not. The more we get on board, the easier it is to have the type of club that most of us desire. These golf etiquette mores can be simply summed up with "respect of the course and the other golfers who are also enjoying the course". I was told early on in my golfing life, "leave the course in better shape than it was when you arrived". That means making sure the bunker you went in is in better shape than it was before you got in it. That means making sure the putting surface is in better shape when you walk off, than it was before you hit your shot into it. That means making sure your fairway is in better shape than it was before you entered it. It basically means - Don't be a consumer of the Club, be a contributing part of the Club.

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FROM THE HEAD GOLF PROFESSIONAL

Another etiquette topic which is definitely changing is music on the golf course. I love music, and enjoy playing with music that I like playing in the background. Music on the golf course is most likely here to stay, whether you like it or not, and will probably become more prevalent as time moves on. The only things that will alter its current course are people playing it so loudly that it negatively impacts other golfers on the course, playing music with lyrics that offend other golfers who are trying to enjoy their round as well, or so many people playing so many different songs at once so loudly that the entire golf course becomes a dissonant cacophony of noise. As a music lover, I don't want to see that happen. Another thing to be aware of with regard to music... There is a reason many tour players practice with headphones in, but don't play with the headphones in. Music can set tempo, and playing with an aid that assists you in finding correct tempo is against the Rules of Golf and could involve a penalty, or loss of hole. I'm not saying that's why most people are playing music on the golf course, but it could come up.

A final etiquette topic that needs to be addressed

is pace of play. Playing loud offensive music, or launching into tirades of profanity and club throwing after poor shots only affects those in your group, or perhaps a group or 2 in your near vicinity. It negatively impacts to many people to be in good taste, but the circle of damage is relatively small. When you play at a 5 hour pace, you negatively impact every group on the golf course behind you for the rest of the day. There's nothing you can do on the course to ruin the day of more people than to fall behind the group ahead of you and stay slow and out of position the entire round. I've gone too long in this article, however, some pace of play pointers will be coming in the near future.

For anyone who might fall into one of the categories of which I'm critical; what happened yesterday is of no concern. What happens tomorrow is up to you. Let us work together as one Club united, as we all make an effort to be better 'citizens' of Catta Verdera Country Club. *Note: Repeated violations of golf car policy or egregious breaches in etiquette may result in sanctions being imposed by the Advisory Committee and Management of Catta Verdera Country Club.*



Chrome Soft Ball Promo

Callaway is offering a Buy 3 Get 1 free promotion similar to the spring promotion many of you are familiar with from Titleist. There are 3 ways to place your order. Click on the image below and fill out the online form with what you would like then save it to your computer and email it back to Kyle - kverle@cattaverdera.com, or bring it into the golf shop next time you are in, or let us know what you would like

and we'll fill out the form for you. The offer is good now through April 15th. Don't miss a great deal on some new golf balls!

A DIFFERENT BALL AND A GREAT OFFER

BUY 3 DOZEN PERSONALIZED 2018 GOLF BALLS, GET 1 DOZEN FREE

BUY NOW

CHROME SOFT | CHROME SOFT X

*Offer valid 3/15/2018 - 4/15/2018 at participating green grass facilities with a Callaway Staff professional in the U.S. and Canada and only while supplies last. Not valid on Chrome Soft TruSoft golf balls. Additional restrictions apply. Void where prohibited.



Catta Verdera Membership



Curtis Landa
Membership Director

It is officially Spring and no better time to take advantage of Catta Verdera Membership offering program Drive to 275.

Catta Verdera and its membership would like nothing more that to add Thursday's as Members Only. The Drive to 275 reflects the number of Golf Members need to achieve Thursday, Friday, Saturday, and Sundays as members only.

If you know of a potential new member who might be interested in joining I encourage everyone to see if your family, friends, or co-workers of Catta Verdera's membership offering program. I have been asked by several people how long is the current program going to offered? Most potential new members have expressed interest in joining during April or May and I explain to everyone I know Catta Verdera will be offering our current program until the end of April.

On behalf of Catta Verdera and our entire staff I would like to offer a warm welcome to the following new members.

Phil Zimolzak - Golf Member
Ellen Grivna -Social
Giancarlo A Foti - Social

I would also like to thank Bill & Susan Kincaid for sponsoring their Son in Law, Phil Zimolzak who joined under Catta Verdera's new Legacy Membership program.



Catta Verdera Country Club Drive to 275 Membership Program

Become a member today!

Choose from Family, Individual, Corporate, or Young Executive Golf Memberships. New Social Plus Memberships are also available.

Golf Non-Refundable

\$5,000 initiation, 3 months no golf dues, No Cart fees until 2019, and 6 guest passes, family and individual category available.

Golf Refundable

\$10,000 initiation 3 months no golf dues, No Cart fees until 2019, and 12 guest passes, family and individual categories available.

Legacy Membership

ZERO initiation fee, just start paying dues. Need to be Family member; Father, Mother, Brother, Sister, Son, or Daughter of current golf member.

Welcome Package for New Members

To be used within the first 30 days of joining
Dinner for 2, 1 appetizer, 2 Desserts, and Sunday Brunch for 2 with complimentary beverage.

Golf Member Sponsor

Receive 2 months golf dues credit after 1-year anniversary of sponsored Golf Member.

Social Plus Membership

\$1,000 initiation, Dues start at \$160 month
This new category of Social membership includes all the Social benefits with the ability to use the driving range & practice facilities Tuesday through Sunday.



Catta Verdera Women Golfers

April 2018 Happenings!

Play Golf, Have Fun



Sign Up For the Spring "Nine and Wine" April 22nd!!

Always a crowd pleaser!! All Ladies of Catta Verdera are welcome to join in the fun.

Spring is here and so is our Annual Nine & Wine gathering. Whether you want to golf or just join the social gathering this is the event for you.

Starting at 2:45pm we will conduct a fun nine hole tournament and then we will meet at Debbie Ahlstrom's home around 4:30pm for some food, wine and fun. The address and gate code will be sent out prior to the event.

Each participant will bring a bottle of wine and an appetizer, main dish or dessert. Don't worry! You don't have to cook for an army as there will be plenty of dishes, we just want to make sure we have a good mix.

This is also the time we like to invite social members or others who are thinking about joining CVWG, so if you know of anyone let us know or forward this invitation to them.

Please click on the link below and let us know if you will be attending, if you are golfing, what dish you will bring and if you know of a golfer who might be interested in joining us.



Ladies Guest Day

The Secret Garden Ladies guest day is coming up soon! And, it's not too soon to get your team together. No guest, No problem. Let us help you find your playing partners. There will be a 7:30 am breakfast and 9:00 am shotgun. We look forward to a great day of golf, a beautiful luncheon, laughter & prizes. [Click here to sign up now!](#)

Ladies Play Dates

Call the Golf Shop by Wednesday noon to sign-up for a 9:00 am tee time for Thursday Games and scheduled tee times for Saturday games! Sweep will be available, but are strictly voluntary!

Thursday Games

April 5th - Stroke Play & Closest to the Pin

April 12th - Low Putts & Medallion Day

April 19th - O-N-E-S

April 26th - 2-Person Team Odd-Even

Sunday Game

April 22nd - Nine & Wine

Remember you are responsible for posting your own score when you play on a Thursday or Saturday with the CVWG.

Employee of the Month



Employee of the Month for January: **Juan Ramirez**

Juan Ramirez started with us in 2005 mowing greens. Since then he has been learning the proper operating on most of the equipment. However, his commitment and responsible demeanor allowed us to promote him to irrigation practices and repairs. He currently spends most of his time perfecting the irrigation on the course, but assists with special projects as well. Juan spends his free time as a musician, playing Clarinet in some of the Sacramento Valley Spanish bands. He is a great asset to the turf care team and we are thankful for his dedication!



Employee of the Month for February: **Isaac Avalos**

Isaac is a familiar face to most of our club members as he has been keeping our club beautiful since July 2007. He and his wife “Letty” maintain the clubhouse and the terraces. Isaac works nights mainly at Catta Verdera and during the day works full-time for one of our member’s construction company.

Isaac and his wife live in Citrus Heights and when he is not working, Isaac likes to spend time with his children and two grandchildren. The next time you see Isaac, take a moment to congratulate him on his selection as employee of the month.



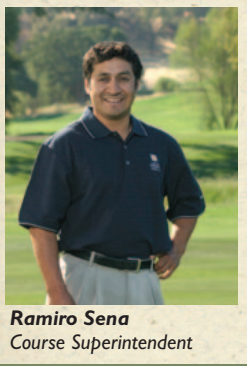
Employee of the Month for March: **Rich Crane**

Rich has been a fixture behind the bar in Quixote’s since 2010. In addition to his ability to serve “swing juice”, Rich is always ready to give golf advice and he has been known to win a dollar or two on the golf course. He is a proud graduate of Fresno State and admits that their program has gotten better since he left. Rich lives in Rocklin with his daughter and was recently nominated for “Cheer Dad of the Year”. Rich’s ability to remember member’s names and more importantly, their drink, makes him a valuable member of the Food & Beverage team. The next time you are in Quixote’s say hello to Rich and congratulate him on his selection as employee of the month.



Easter at Catta Verdera





Ramiro Sena
Course Superintendent

Superintendent's Update

The weather has been amazing this week. It's so encouraging to do all your outdoor activities such as gardening, landscaping, or enjoying a new patio.

We are taking advantage of the good weather on the golf course too. In fact we just did the Spring aerification on greens, tees, approaches, and practice areas. The weather was perfect for it everything went great, with no major brakes on the equipment. Brett kept everything running smoothly!

Just bear with us during the next week while we catch up with the mowing since everything is growing out of control due to over five inches of rain during the last couple weeks. We take the entire staff from the regular mowing schedule to focus on the aerification. Therefore, everything is growing out of control right now. We hope these great temperatures speed up the turf recovery. Also, we are applying the pre-emergents on the turf and landscape areas. It's that time of the year, don't forget to have your landscaper apply the pre-emergent products to prevent those unsightly weeds.

Thank you for your support.

We want to provide you with the best possible conditions for season!

Your Turf Care Team ~Ram Sena

Calendar at a Glance - Club Events

April 2018



SUN	MON	TUE	WED	THU	FRI	SAT
1 Easter Brunch	2	3	4	5 Ladies Day	6	7
8	9	10	11	12 Ladies Day	13 Course Closed Outside Event	14
15	16	17	18	19 Ladies Guest Day	20 Men's Guest Day	21 Cleveland Wedge Clinic
22 Ladies Nine & Wine	23	24 Troubadour Senior Invitational	25 Troubadour Senior Invitational	26 Family Dinner Night Ladies Day	27	28
29	30					

Coming in May...

Thursday, May 3rd
Ladies Day

Friday, May 4th
Course Closed

Saturday, May 5th
Men's & Ladies Cinco De Mayo Edition

Thursday, May 10th
Ladies Day

Sunday, May 13th
Mother's Day Brunch

May 16th - 19th
Cabrillo Classic

Thursday, May 24th
Course Closed

Monday, May 28th
Memorial Day-Club Open

Tuesday, May 29th
Club Closed

Thursday, May 31st
Family Dinner Night

Thursday, May 31st
Ladies Mini Invitational



**CATTA
VERDERA**
COUNTRY CLUB

Where everyone wants to be.

CLUB STAFF

Jeff Wilson x226
General Manager
Ram Sena x215
Golf Course Superintendent
Paul Shorts x202
Head Golf Professional
Jim Braden x205
Director of Food & Beverage
Keelan Glenn x207
Executive Chef
Yanti Jensen x206
Controller
Curtis Landa x213
Membership Director/Tournament Sales

PHONE NUMBERS

Clubhouse 916.645.7200
Fax 916.645.6729
Membership 916.645.6745
Events 916.645.6722
Quixote's 916.645.6742

HOURS OF OPERATION

Administrative Office
Tuesday through Friday
8:30 am - 4:30 pm

Golf Shop
Tuesday through Sunday
6:00 am - 6:00 pm
First Tee Time: 7:00 am

Range Hours
Tuesday through Sunday
6:30 am - 6:00 pm

Stables Grill
Tuesday through Sunday
10:00 am - 5:00 pm

Quixote's Members' Lounge
Tuesday 11:00 am - 8:00 pm
Wed & Thu 11:00 am - 9:00 pm
Friday 11:00 am - 10:00 pm
Saturday 9:00 am - 10:00 pm
Sunday 9:00 am - 8:00 pm