



# Catta Talk

CATTA VERDERA COUNTRY CLUB

AUGUST 2018

## Club Championship

August 24th, 25th & 26th

The Annual Catta Verdera Club Championship is here! This year the Club Championship will be 3 rounds for all competitors. You will be flighted with other players of similar handicap. Tees will be assigned based on your handicap. There are no additional divisions. This is a prestigious event and one you do not want to miss. Sign up in the golf shop by August 17th.

## Rombauer Wine Dinner

Friday, September 14th ~ 7:00pm

Save the date and join us for the 7th annual Rombauer Wine dinner. Chef Keelan is preparing a fabulous menu to be paired with Rombauer Vineyards' amazing selection of wines. Menu to come, reservations required.



## 2018 Catta Bella Ladies Invitational September 6th - 8th

It's the summer of love for this year's Catta Bella Ladies Invitational! Dust off the love beads and let out the seams of those bell bottoms! We are traveling back in time for a groovy, hallucinogenic good time...bringing back the Psychedelic 60's. Find your 4-Women team and prepare yourself for a great time. Need help putting a team together, please contact Riye D'Ambra. [Click here](#) to download the registration form. Sign-up required to be turned in to the Golf Shop by August 17th.



A huge thank you to all our sponsors for making this event a great one!

## Summer Jr Golf Camps

August 7th - 9th

There is one remaining 3-day Jr Golf Camp for the summer. Get the kids out on the course before school starts! Contact the golf shop to sign up your Junior Golfer today.

MONTHLY GUEST DAYS

**3rd** 9:00 AM  
Thursday  
— Ladies  
AUGUST 16

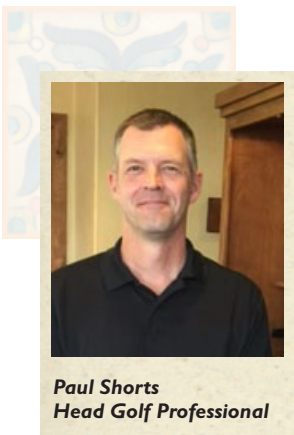
**3rd** 1:00 PM  
Friday  
— Men  
AUGUST 17

## TUNES on the Terrace

Every Thursday ~ 6:00pm to 9:00pm

Join us on the Terrace every Thursday and enjoy a different band and buffet each week, no reservations required. This is a great way to make new friends and enjoy our fabulous patio, so come on down! Remember, the last Thursday of the month is always "All-You-Can-Eat" Prime Rib!





Paul Shorts  
Head Golf Professional

FROM THE HEAD GOLF PROFESSIONAL

This month I had to order another 1,000 of our burgundy cart towels. That got me thinking...which got me researching invoices...which led me to the discovery that we have 'gone through' just over 2,500 burgundy towels over the past 3.5 years. Certainly many have worn out, or been destroyed being used for various cleaning projects, but I'm estimating that there are close to 1,000 that have made their way away from the golf course property and into personal golf cars or cabinets at home. I am declaring August 'Towel Amnesty Month'. A no questions asked period to bring back those pesky burgundy towels you may or may not have laying around your garage. Thank you in advance for any recovery efforts you are able to help us with.

**Upcoming Golf Happenings at Catta Verdera**

Our Club Championship is 3 days this year for all flights and will be held August 24th, 25th, and 26th. The 24th will be a 1:00 pm shotgun start followed by a meal. Saturday and Sunday will be 8:00 am tee times with groups going off both holes 1 and 10. We know the 3 rounds for all players will give us a smaller field, so the plan is to play as 3-Somes this year when possible to help with pace of play. The tees for our championship flight will look something like the tees listed below, so don't be afraid if your index is low. We're trying to make it playable for everyone, not just the long hitters.

	1	2	3	4	5	6	7	8	9		10	11	12	13	14	15	16	17	18		
R1	405	365	430	201	358	200	356	562	406	3283	391	488	363	182	444	549	403	211	412	3443	6726
R2	405	388	408	170	390	185	356	562	385	3249	355	488	340	164	444	549	373	192	412	3317	6566

Obviously the Lower flights will be contested from Orange and Purple Respectively, and the Women's championship will be played entirely from the Yellow Tees.

Our Ladies Invitational, The Catta Bella, is being held September 6th – 8th. Ladies, get your group together and sign up for this Ladies Club signature event!

**Do You 'Decide' to hit Bad Shots**

Even though I don't have as many chances to get out and teach as I'd like, one of the things that I truly love about my job is being able to help golfers get better and thus have more fun playing this game we all love. I'm going to try to begin including some short instructional thoughts in each newsletter. I hope you can glean something from this that can help your game.

Whether doing video lessons, or simply videoing swings of students, I've noticed something that may shock you. Golfers of every ability, from scratch to 20+ handicaps, can make the same swing every time when they are not hitting at a golf ball. Most of these golfers can also repeat a swing even when hitting a golf ball. Then suddenly out of the blue comes a weird swing and the resulting bad shot. Let me add here that this article is purely theoretical, and has not yet been scientifically proven. I believe the chief reason that amateur golfers make an occasional strange swing, (and the only reason that PGA golfers make a bad swing) is due to set-up. I'm defining set-up here as Alignment, Ball Position, Grip Position, Grip Pressure, and Decisiveness about the Shot. When any one of these things is off even slightly, you will have to make a compensation in your swing. This compensation will occasionally fix the error, but more often than not, the result will be a poor shot. The strange swing is not the cause of the poor shot, rather the strange swing was your subconscious effort to fix the poor shot that you caused when you took a poor grip, or put the ball in the wrong place, or aimed wrong, etc.

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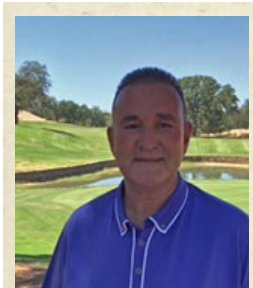
I was watching a Peter Kostis “Swing Vision” analysis of an errant drive the other day hit by a top Tour Pro. The Tour Pro had hit the ball into the woods right. Peter Kostis showed the slow motion shot of that drive, and then another that he had hit right down the middle. He explained that the poor drive was hit well right because of a “dropped right shoulder”, “hanging on with the hands”, and “hips clearing too quickly”. I was sitting there thinking “come on Kostis, you’re telling me that Tour Player X can make the exact same swing 1000 times in a row, and then all of the sudden, out of the blue, he makes an extremely different swing.” I don’t think so, not when the bogey golfers I work with can make essentially the same swing every time. The reason Tour players make an occasional strange swing is because they had something wrong with their set-up. Most likely for Tour Pros that error has to do with ball position or alignment. It could be the grip, but they work on their grips so diligently, that it is more likely one of the other two. I think the shot went right because the ball was a little too far back in his stance; though there was no camera angle to confirm this.

The end result of this theory is to inform you that you typically “decide” to hit a bad shot or make a bad swing before you actually start swinging the club. If you have any of the “set-up” essentials out of whack, you will have no option other than making a weird swing in order to attempt to correct your set-up error. Your only solution for this is to come up with a way to ensure you grip the club the same each time, aim at your target, take the correct stance in relation to the ball location, and then believe you are hitting the correct shot for the given scenario (even if you are not, at least believe that you are). This is all achieved through a pre-shot routine: that quick, simple checklist of things you do to prepare yourself to be able to make your normal swing at the golf ball.

Happy Golfing,

~ Paul Shorts





Curtis Landa  
Membership Director

FROM THE MEMBERSHIP DIRECTOR

## Catta Verdera Membership Offerings

Catta Verdera's goal is to add enough new golf members to reach 275 and become Members Only Thursday thru Sunday.

I encourage all members to reach out to your family, friends, and co-workers regarding Catta Verdera's exciting new Membership program. If you know of a potential new member interested in joining and you're a current member looking to sponsor a new member either golf or social, there are different options you can accomplish this. Simply contact me directly 916-645-6734 or clanda@cattaverdera.com or provide your potential member my information. Please make sure if the potential member contacts me directly have them let me know the member who is sponsoring them before or during the process not afterwards. You can also bring the prospective member out as a guest just contact me before to arrange an introduction.

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

### Golf

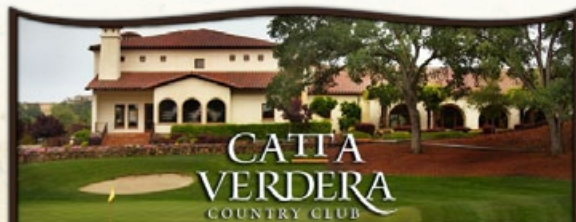
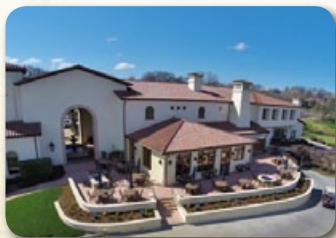
Bob & Jan Wissenback  
Chris & Sondra Nunez  
Wayne Nerland

### Social

Jeff Jensen  
Gilbert & Linda Khachadourian  
Louis Schmidt  
Erie Lumbirt

### Young Executive

Will Coleman  
Burton Ferguson  
Chad Roy



### Catta Verdera Country Club Drive to 275 Membership Program

*Become a member today!*

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

#### Golf Non-Refundable

\$5,000 initiation, No golf dues until January 1st, 2019 or 3 months no golf dues, No Cart fees until 2019 Family and individual category available.

#### Golf Refundable

\$10,000 initiation, No golf dues until January 1st, 2019 or 3 months no golf dues, No Cart fees until 2019 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.

Bring your foursome and Catta Verdera will waive the initiation fee. Bring a group of four or more, start paying golf dues immediately, and start Golfing right away. This is a limited time offer.

#### Golf Member Sponsor

will 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.

#### Social Membership

\$1,000 initiation, Dues start at \$90/month. Enjoy a variety of activities, special events, and limited golf privileges.

# Membership Pricing

## Family Golf

### MEMBERSHIP

Includes unlimited golfing privileges for primary Members and their immediate family members to age 23.

\$5,000 non-refundable initiation fee or \$10,000 refundable initiation fee.

\$600 monthly dues; includes mandatory primary member package (\$40 value).

\$150 quarterly food & beverage minimum.

*Limited to 450 Golf Members*

## Individual Golf

### MEMBERSHIP

Includes unlimited golfing privileges for an individual Member.

\$5,000 non-refundable initiation fee or \$10,000 refundable initiation fee.

\$516 monthly dues; includes mandatory primary member package (\$40 value).

\$150 quarterly food & beverage minimum.

## Corporate Golf

### MEMBERSHIP

Includes unlimited golfing privileges for primary Members and their immediate family members to age 23.

Corporate Membership programs developed to fit specific needs. Contact the Club for further details.

Family \$600 monthly dues, Individual \$516; includes mandatory primary member package (\$40 value).

\$150 quarterly food & beverage minimum.

*Limited to 50 Members*

## Young Executive Golf

### MEMBERSHIP

Includes unlimited golfing privileges for primary Members ages 18-30 and their immediate family members to age 23. Initiation fee is waived. At age 30 years, Member has the ability to continue as an Individual or Family Membership, with the initiation fee waived and paying the current golf dues.

Individual \$397 monthly dues, Family \$460.75

Includes mandatory primary member package (\$40 value).

*Limited to 25 Members*

## Social & Social Plus\*

### MEMBERSHIP

Includes a variety of activities, special events, facility rentals and limited golfing privileges for primary Members and their immediate family members up to age 23.

\$1,000 initiation fee. \$90 monthly dues and \$150 quarterly food & beverage minimum.

*\*Social Plus Membership includes the use of the driving range and practice facilities Tuesday through Sunday.*

*\$1,000 initiation fee. \$160 monthly dues and \$150 quarterly food & beverage minimum.*

*Limited to 300 Members*

*Rates are subject to change without notice.*



# Catta Verdera Women Golfers

**Play Golf, Have Fun**

## Ladies Guest Day - August 16th

**7:00 AM Breakfast ~ 8:00 AM Shotgun**

Ladies Guest Day is a Great Time to Invite Your Catta Bella Team. Let us know if you need help finding a foursome. The format will be a 2-Best Ball of Foursome. \$55 Guest entry fee, \$40 if you own your cart or on the CVCC Cart Program. We are encouraging members to get familiar with the website to sign up for all events. Please give it a try! You will need a username and passcode to begin. If you experience a problem, please contact the golf shop and someone will assist you. Click the links below to sign-up by Aug 12th.

[Guest Day Online Sign-Up](#) | [Printable Sign-up Form](#)

## Thank You CVWG Members!

Please stop by the Golf Shop to pick up your CVWG Member gift the next time you come out to play. We hope you enjoy the small token of our appreciation for being a part of the Ladies Group.

**Thank you!**

## New Rules Coming in 2019

In case you were wondering, we have not been sharing a USGA Rules blast each month this year, because the new Rules include significant changes that go into effect January 2019. WGANC and NCGA suggested we not confuse the golf community with too much info about the new Rules until later in the year! The 2016-2017 USGA Rules Book is still the golf bible until 2019!



Date	Event
August 16	Ladies Guest Day
September 6-9	2018 Catta Bella Ladies Invitational
October 18	Boo Shoot

## Saturday Play

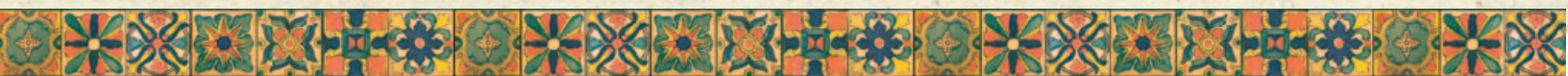
Date: Saturday	Event	Tee Time
August 18	Medallion/Putts	8:30 AM Tee Times Start
September 22	Medallion/Putts	8:30 Am Tee Times Start
September 29	Divas & Cougars	8:30 Am Tee Times Start

## Have a question, suggestion, or comment? We'd like to hear from you!

Contact Cheri Gandy or Beth Hoblit: CVWG Tournament Chairs

Contact Stephanie McCarthy: CVWG Social/Charity and Saturday Play

Contact Linda Bunker: CVWG Captain





## Sponsorship Opportunities

### Catta Bella Ladies Invitational Committee

Michelle Helzer	Cheryl Dibachi
Camille Sylvester	Diana Nyman
Nancy Davis	Riye D'Ambra
Stacey Sommerhauser	Susan Kolb

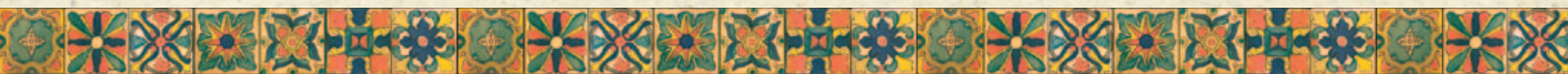
We are actively planning 2018's Catta Bella Ladies Invitational Golf Tournament and invite you to join us as a sponsor. By being a sponsor, you will be promoting your company and services to a group of people who are very loyal to its sponsors. We will also be donating 10% of your sponsorship dollars to The First Tee. Catta Verdera's Catta Bella will be held September 6 - 8.

We are anticipating a highly successful and well-attended tournament. Please see the following sponsorship opportunities available:

Type of Sponsorship	Quantity Available	Cost	Sponsorship Includes
Tournament Sponsor	2	\$1000	Sign at event Full page back of program 1 Hole Sign
Title Sponsor	2	\$500	Full page front of program 1 Hole Sign
Awards Lunch Sponsor	2	\$300	Name in program Name/logo on centerpieces 1 Hole Sign
Hole Sponsor	unlimited	\$250	Sign on Tee Box Name in program
Driving Range & Putting Green Sponsor		\$100	Sign on Practice Area Name in program

To become a sponsor, please email [pshorts@cattaverdera.com](mailto:pshorts@cattaverdera.com).

A huge thank you to all our past sponsors for making this event a great one!





Ramiro Sena  
Course Superintendent

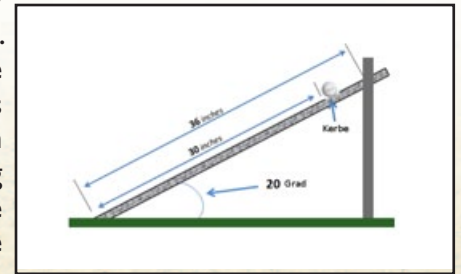
#### FROM THE COURSE SUPERINTENDENT



Who is Edward S. Stimpson? Stimpson was an accomplished golfer and the inventor of the Stimp meter.

After watching the golfers baffled by the speed of the greens during the 1935 U.S. Open at Oakmont Country Club, Stimpson realized that golf course superintendents needed a way to measure green speeds. And that is when the Stimp meter was created. They were originally wooden, but the modern Stimp meter is aluminum.

They measure 36" inches long and have a notch 6" inches from the end where the ball is placed. After the ball is placed on the notch the end is lifted slowly @ 20° in order for it to roll off the Stimp meter by gravity. It is imperative to let the ball move by gravity to achieve a true reading rather than lifting the device with a push. We would perform this operation in various directions taking accurate measurements every time in order to obtain accurate readings. There is a groove down the middle of the Stimp meter which keeps the ball on track as it rolls down. How far the ball rolls (in feet) before stopping becomes the "Stimp Rating", indicating green speeds. This is how the green speed is measured. The Stimp meter was finally adopted by the USGA in 1978 for use on the golf courses around the country.



There has always been a misconception about how good the greens are based on how fast they are rolling. Unfortunately, not every course can produce parallel green speeds as the televised events.

Is it fair to say in our defense, "How can't you hit the ball as far as the participants on the professional event"? Here is why:

- ◆ Those events we see on TV have been preparing the previous 4 years for the event.
- ◆ The athletes probably do nothing else other than go to work PLAYING golf every day of the week.
- ◆ They club does not care if they have to replace the greens after the event is over.
- ◆ Every course has different agronomics and cultural practices based on the green type (such as USGA, California Style, Push up Green etc..)
- ◆ Every course is designed with a different green slope.
- ◆ Every course is built with a different sand type which dictates how quickly it compacts.
- ◆ Every course has its own micro-climates. We have several different micro-climates that we can see here at CVCC, which is the most challenging factor we face on a daily basis.
- ◆ Every course has different turf variety, and even with same turf type most golf courses would react differently with everything we as superintendents do, due to their micro-climates. (A bent grass green doesn't mean it's the same variety, it would have different grain, blade, density, turgid etc..)

I feel we have a very competitive, and often weather permitting, superior green speeds as our competition. The green speeds can not be altered by much from one day to the next. We tend to run them a bit slower in the Summer due to our micro-climates within the property.

*Just to share this note:* I have had seven different disease outbreaks just on the greens throughout this season and the heat it's not over yet. So I make sure that I manage them adequately since fast speeds can favor the disease any day. Here at CVCC we run them between 11-12 in the Summer months, 12-13 in the shoulder season and Winter can be good or bad. (Not much control there due to rains.)

I hope this is useful information! Feel free to stop me on the golf course if you want more hands on information.

Thank you for all your support! Your golf course superintendent, Ram Sena

## Employee of the Month

This month we are recognizing two of our outside service personnel. They are both newer employees so many of you may not even know them yet. Matt Shirley and Josh Von Pohle have both exemplified what we want the outside service position to become. They have both not only gone out of their way to help and recognize Members when they see them, but have also taken the initiative to clean and detail during the slow times; in essence, having a vision of things that will help the golf operation improve, without having to be prompted each time. Each of them are excellent golfers, and both have future plans for careers in the golf industry. If you see Josh Von Pohle or Matt Shirley out there, be sure to congratulate them on being July's Joint Employees of the Month!



Josh Von Pohle



Matt Shirley

## Calendar at a Glance - Club Events August 2018

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2 <b>TUNES</b> on the Terrace Ladies Day	3	4
5	6	7 Junior Golf Camp	8 Junior Golf Camp	9 <b>TUNES</b> on the Terrace Junior Golf Camp Ladies Day	10 Course Closed	11
12	13	14	15	16 <b>TUNES</b> on the Terrace Ladies Guest Day	17 Men's Guest Day	18 Ladies Saturday Play
19	20	21	22	23 <b>TUNES</b> on the Terrace Ladies Day	24 Club Championship	25 Club Championship
26 Club Championship	27	28	29	30 <b>TUNES</b> on the Terrace Ladies Day	31	

### Coming in September...

Monday, September 3rd  
**Labor Day - Club Open**

Thursdays - Sept. 13th, 20th, 27th  
**Ladies Day**

Thursdays - 6th, 13th, 20th, 27th  
**Tunes on the Terrace**

September 6th, 7th & 8th  
**Catta Bella**

September 11th & 12th  
**Course Aerification**  
Friday, September 14th  
**Rombauer Wine Dinne**

Friday, September 21st  
**Men's Guest Day**

Saturday September 22nd  
**Ladies Saturday Play**

Sunday, September 23rd  
**Couples Guest Day**  
Wednesday, September 26th  
**Course Closed**  
Friday, September 28th  
**Course Closed**  
Saturday, September 29th  
**Divas & Cougars Tourn.**

### 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