



The Business of Golf and Water

Did you happen to watch the recent British Open held at Carnoustie? The entire course was baked and brown (other than the greens) due to a lack of rain this summer in Scotland. Would you want to pay to play a course that looked like this? Is golf in Southern California heading in this direction? All very pertinent questions when one considers our current drought situation and the impact it is having on the cost of water which is leading to golf course closures.

If we maintained our course to the recent conditions of Carnoustie, there would be no end to the criticism detailing poor course conditions. And yet Carnoustie was good enough to be a host site for a major! Instead, the casual North American golfer is looking to play a course in the condition of Augusta National and usually for a discounted fee!

To add perspective, consider the fact that our daily green fees in 2006 were \$65 on weekdays and \$85 on weekends. In 2018, they are \$69 on weekdays and \$89 on weekends. Meanwhile an acre foot of water in 2006 cost \$400 and in 2018 it costs \$2800. This is the staggering reality of the current state of the golf business!

And yet Steele Canyon continues on in the face of this reality. How is this possible? To begin, we now use less than half of the water used in 2006 to irrigate the course. This was accomplished by making significant changes like; converting the course to Bermuda turf, installing a state-of-the-art irrigation control computer, installing more water-wise irrigation heads, using drip irrigation, using wetting agents to improve soil conditions and removing unnecessary turf.

Every day we manage the delicate balance between operating the business efficiently, golfers' expectations, drought conditions, and the high cost of water but we do not lose sight of the fact that we must provide an exceptional product and can proudly say that we do. Thank you to all of our Members that continue to support the Club!

By the way, the current green fee to play Carnoustie is \$262.53 for 18 holes which does not include a cart!



Welcome to our New Silver Knight Member



Andy Parashos



Men's and Ladies Club
Red, White & Blue

July 14, 2018

Men's Canyon Flight Results		Score
Low Net (card off)	Milt Schwarzentraub (\$100)	66
2nd Net	Matt Hess (\$80)	66
3rd Net	Mike Rahn (\$60)	68

Ranch Flight Results		Score
Low Net	Spike Rahn (\$100)	68
2nd Net	Tom McFarlane (\$80)	69
3rd Net	Anh-Chi Furey (\$60)	70

**Men's & Ladies Canyon Challenge
June 2, 2018**

Canyon Flight Results		Score
Low Net	Matt Hess (50)	69
2nd Net	Brian Bane (\$40)	70
3rd Net	Rod Mason (\$20ea)	71
Tie	Joe Ryan	71

Vineyard Flight Results		Score
Low Net	Barb Savaglio (\$30)	62

**Callaway Fitting Day
Saturday August 25th 10am-2pm**



DEMO OUR EXCITING NEW PRODUCT RANGE

**BOOK YOUR
APPOINTMENT NOW**

Calendar Of Events

- August 4 — Canyon Challenge
- August 6 — SC Guest Invitational
- August 18 — Match Play Starts
- August 23 — Summer BBQ Scramble
- August 24 — A Taste Of Spain

MOST IMPROVED GOLFERS

Congratulations to the following golfers for being the most improved for the month of July.

**Men – Tony Ventura +0.1 to a +1.7
Terry Shippen 2.9 to a 1.2**

Ladies – Kathie Rutledge 19.7 to a 12.5

**Please Welcome our
New Associates for 2018**

Stephen Blake, Eric Jackson, Art Quesada,
Kenny Canche, Lance Deines, Ed Fialkowski,
Chris Smith, Kyle Kriebel, David Racan



Summer BBQ Scramble Series

August 23 - September 27

Time

3:30pm Shotgun start

Format

2 Person scramble

Price

\$23 Full Members, \$40 Associate Members, \$45 Non-Members

Golfers bring a significant other for dinner only with 2 drinks for \$20

Reservations are required

Includes

9 holes of golf, buffet, & 2 draft beers or glasses of house wine



**For reservations contact
Golf shop at (619)441-6900**



As summer begins drawing to its conclusion, we are still in full swing with our club events!

Next up is the very popular Taste of Spain on Friday evening, August 24th. The menu includes authentic Paella, Tapas and Empanadas served on the Sunset Deck accompanied by fantastic Flamenco Guitar music provided by Anthony Garcia. Anthony is returning after rave reviews from his 2016 performance at our Taste of Spain event. WE will be featuring several specially selected wines to pair with the cuisine. Your first taster is included with admission with additional tasters priced at three for just \$10. Come and join us for this very special evening. The price is just \$36.95. Reservations are being accepted via email at brice@steelecanyon.com or by calling 619-441-6907. We'll see you at the club!

Planning an event?

Our Next Preview

Of Steele Canyon's Banquet Venue

September 30th

10:00am - 2:00pm



ABM PHOTOGRAPHY



STEELE CANYON
PRESENTS...



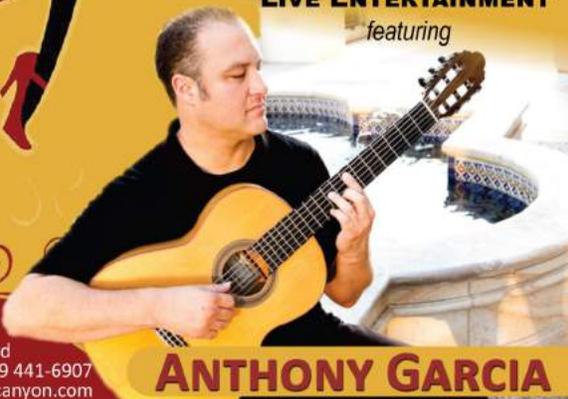
Taste of Spain

WINE & MUSIC & FUN
Friday, August 24th
7:00PM - 10:00PM

Join us on the Patio
Spanish Tapas, Paella & Empanadas perfectly paired with outstanding Spanish Wines.
First wine taster is included;
wine flights available for purchase.

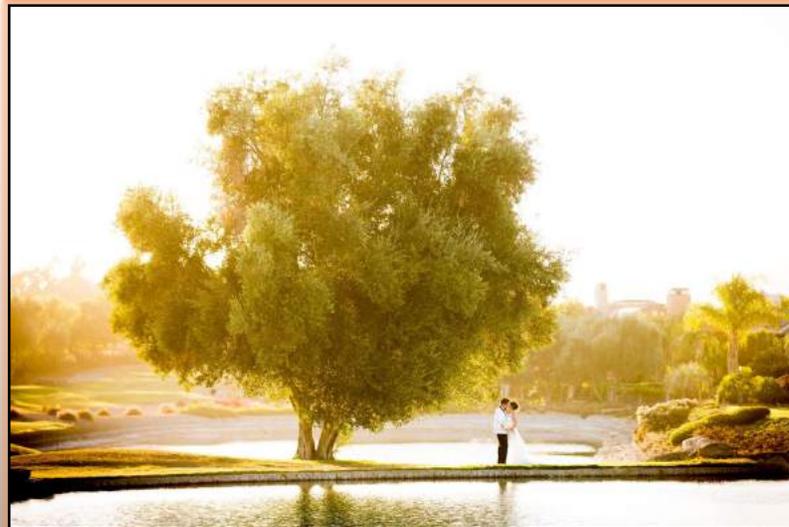
Only \$36.95 per person
Event card is valid for this event

LIVE ENTERTAINMENT
featuring



ANTHONY GARCIA

Space is Limited
Reservation Required
Call Barry Rice at 619 441-6907
email brice@steelecanyon.com



ABM PHOTOGRAPHY



Course Maintenance

Our team continues to work very hard maintaining the course this summer. Due to the recent heat wave the golf course is showing a few areas of heat stress. However, we usually do not turn our big sprinkler heads to hit those spots because they often miss them and end up wasting a lot of water. Instead, we are out there using the small sprinkler hoses that everyone sees when golfing. It's a lot of work setting those sprinkler hoses and continuing to move them throughout the day, but if we didn't use them, we would be using twice as much water in the day time while spot watering.

During these drought conditions, it is normal for tree roots to seek extra water and sometimes they end up creeping into the greens to get at the moist soil under this turf. We recently experienced this problem on the back of Canyon #1 green as the tree roots were growing into and pushing up on the turf creating a hump. This hump caused the mowers to scalp that area and therefore ruin that part of the putting surface. To solve the problem, we had to sod cut a big square in the green to allow us to dig out and get to the roots to cut them out. Then we had to refill the area with compacted sand and finished by using sod from our greens nursery located by Vineyard #4 tee.

Finally, we are continuing to take out the old and contaminated sand in some bunkers and replace it with new white Caltega sand (ie. Ranch #7). It's hard to keep the sand as white as it is when we put it in due to gophers and rabbits. As gophers dig under the sand traps, they push up the dark soil and leave dirt piles on top of the white sand. We try to clean it up the best that we can but with time, it just gets mixed in and the white sand gets darker. As a side benefit, we do use the old sand that is removed to repair divots and to top dress the driving range which saves on buying expensive topdressing soil.

