

Poppy Hills Golf Course Receives Top Honor as 2015 CGCOA Course of the Year

Sacramento, CA- The California Golf Course Owners Association (CGCOA) honored its 2015 award winners at the association's annual meeting and education conference held at Black Gold Golf Course, a Kemper Sports-managed facility in Yorba Linda, CA.

Poppy Hills Golf Course (Pebble Beach, CA), "home course" of the Northern California Golf Association (NCGA), was recognized as the *2015 CGCOA Course of the Year*, the highest honor presented to a golf facility. On hand to accept the award on behalf of Poppy Hills Golf Course and the NCGA was General Manager **Brad Shupe, PGA**.

This recently-renovated public golf facility is recognized for its commitment on a variety of levels: quality of course, environmental stewardship, customer service, contributions to community, and its efforts to help grow the game of golf.

Located in the Pebble Beach Forest, this championship course underwent a recent \$14 million dollar renovation, and in doing so, was able to reduce irrigated turf areas from 86 to 62 acres, with a commitment to fescue grass fairways and tees which require less water and other inputs. Through its partnership with Toro and its most modern irrigation system (coupled with field testing Turf Guard moisture sensor technology and Precision Sense soil mapping and auditing) Poppy Hills Golf Course has been able to reduce its water consumption by 25%.

The facility, led by its professional management staff, continues to exhibit excellence in a variety of ways. Annually, they provide more than \$1.5 million in green fee discounts to NCGA members, and because of their excellence in golf shop operations and customer service, Poppy Hills Golf Course was named 2015 Merchandiser of the Year by the Northern California Section of the PGA. The course also serves as a venue for major tour events.

The course hosts 70+ NCGA and Junior Tour events annually and all at reduced fees, and have been recognized nationally for their innovative Youth on Course Program. The course's contributions to the community include hosting 1,095 Youth on Course rounds for \$5; the #1 Caddy facility for Youth on Course where the junior caddy receives \$25 from the golfer, \$25 from Youth on Course, and \$50 in a scholarship account from local fundraising. They host high school matches for local schools while also providing them free access to the practice facility.

"We are extremely proud to have Poppy Hills Golf Course as the recipient of our 2015 Course of the Year Award," said CGCOA Executive Director Marc Connerly. "They

excel in all categories and serve as the consummate role model for other golf facilities within our association.”

Additionally, this award-winning facility belongs to and plays an active role in a variety of golf-related organizations, including NGCOA, CGCOA, CAG, USGA, NCGA, NCPGA, CMAA, GCSAA, GCSANC, and MCHA.

Poppy Hills Golf Course hosts educational seminars spanning topics from the rules of golf to best practices on water conservation. They provide learning opportunities for assistant golf course superintendents through a popular boot camp-style conference which they host annually. They are loyal supporters of the California Alliance for Golf (CAG), the leading advocacy group for the California golf industry, and they also work with UC Riverside to help fund turfgrass research and provide resources for testing.

In conjunction with the CGCOA’s awards ceremony, the association held its annual education conference entitled: *Lessons from Other Industries*. Informative presentations were provided by Evan Bailey (Marriott International), Ryan Vance (Los Angeles Angels of Anaheim), Brett Darrow and Shannon Lanyi (Quick18), and Tommy Zraick (Disney). The CGCOA annual meeting, awards ceremony and education conference were made possible through the generous support of **Topgolf** and **Agri-Turf Distributing**.

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