

EWGA Quarterly Newsletter

SAN DIEGO, CA CHAPTER

First Edition 2012 ♦ February 2012

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In a few weeks, the days will start to get longer and we'll be able to play golf longer into the evening! Definitely my favorite time of the year!

2012 is going to be an exciting year with EWGA San Diego and YOU are going to be a huge part of it! Some fabulous golf events are coming up and YOU are encouraged to volunteer to be an Event Captain! Also, the discussion board on our website has been activated and YOU can join in the discussion with your fellow chapter members.



This is our very own, Nune Richards, celebrating her 21st birthday in style at a restaurant in New York City!!

EWGA San Diego is an ACTIVE chapter with tons of exciting events coming up in 2012. We want YOU to be part of it all!!

EWGA is celebrating its 21st this year at Golfpalooza in Las Vegas this year. How did you celebrate your 21st? Send pictures and stories to communications@ewga-sd.org

President's Corner

by Catherine Schiaffo

I'm not one of those ladies who rues the passing of the holiday season. Indeed, my Christmas tree is down and out of the house on the 26th, and the ice bucket chilled for our New Year's eve champagne. (And on that night, I go to bed early so I can get up to play golf with my EWGA friends! We had a terrific turnout this year!)

2012 marks the 21st anniversary of EWGA and the celebration begins with the Golfpalooza conference in Las Vegas (where else?) in April. Make sure you check out the details on our website and get registered if you want to head over for this amazing conference.

The San Diego Chapter will be acknowledging EWGA's big birthday with a new feature in our quarterly newsletter (and maybe elsewhere during the year): sharing your stories of what you did when you turned 21 (R ratings only, please).

EWGA made a significant marketing change for 2012 by dropping "Executive" from its brand. The name of the association is henceforth **EWGA** without it being considered an acronym for specific words. All new materials will include this new focus and include the descriptor: "EWGA is a golf organization for current and aspiring business and professional women." In conversation, we can pick our own "E": Energetic. Enthusiastic. Exuberant. Engaging. Enterprising. Exceptional. What would you like us to be?



This year, more than ever before, the focus of your Board is membership—attracting new ones, but also making sure we keep you involved and happy to be part of our great Chapter. Please let us know if you have any ideas, suggestions, comments, concerns, etc. We'll be distributing some informal "suggestion box" slips at golf events where you can drop anonymous (if desired) feedback.

I'm looking forward to leaving winter behind and embracing spring. But I also love February—not only for Super Bowl and Valentine's Day, but also the Academy Awards. I recently saw "The Artist" (that's the genesis of my photo this time), and believe it will bring home the big prize. In my house, we try to see as many of the nominated movies as we can and pay close attention to

the food they eat. Then, we make our Oscar night menu to include that food. Some years it's quite a challenge. So far, I've got grapefruit and strawberry ice cream... Hope to see you on the golf course soon!

<http://ewga-sd.org>

coming soon!

February –

Eastlake CC President's Day Tournament
Rules Seminar at Golf Academy of America

March and beyond...

Twin Oaks Casual Golf
St. Patrick's Day Golf
Kia Classic LPGA Tournament at La Costa
Women's Day at CGC
Rally For the Cure
Chapter Championship

<http://ewga-sd.org>

Competitive Play

Represent the San Diego Chapter in this year's competitive events!!

article by Susan Crawford

Last year the San Diego chapter had a very successful year participating in **four EWGA competitive events**.

The **National Championship** consists of 3 progressive rounds beginning with the chapter championship, moving onto a regional event and then finally the national championship. The formats for these events are individual stroke play and scramble. The stroke play is slotted into 4 flights based on handicap. The scramble play consists of 4 players, each hitting their individual shot and then taking the best shot of the 4 to proceed to the next shot. The team is handicapped based on the 4 player's handicaps. Both of these formats encourage all levels of golfers to participate. We had 47% of our members participate in the chapter championship in 2011, a great turnout and we would like to have 50% participation in 2012. **Congratulations to Cretia Hadley who advanced all the way to the national championship!!!**

Our next competitive event was the **LA-Diego cup**, the Los Angeles and San Diego chapters went head to head to bring home the Cup. Once again, the San Diego Chapter was victorious. This format is two-person match play, with the lowest net score winning the hole. We typically have this event in neutral territory, somewhere between LA and San Diego.

The **California Cup** is a 2 day tournament consisting of 12-14 teams from California. The team consists of 12 players. The first day the format is either 2-person match play, similar to the La-Diego cup format, or alternate shot. Alternate shot is interesting because you take turns with your partner; last year I played with Louise Tang. On one hole I encouraged her to lay up, she said "I don't lay up" and proceeded to hit a great shot to the green. The following week I used the same philosophy and played the best round of my life, so thank you Louise! The 2nd day is individual match play. Last year the San Diego Chapter took 5th place out of 13 teams in beautiful Monterey California.



The final event for last year was the **Champions Cup**. This is also a 2 day tournament consisting of teams from the Pacific region and then progressing to a national championship. The team consists of 12 players. Both days the format is individual match play. The San Diego team came in 3rd place out of 9 teams.

We would like to improve our performance in 2012 and need everyone to consider participating in our 2012 competitive events.

Below are the events that are currently scheduled:

National Championship:

- San Diego Chapter Championship – June 10, 2012 – Location TBD
- Regional Finals – July 7, 2012 – Location: Lost Canyons Golf Club, Simi Valley CA
- National Finals – October 5 thru 6, 2012 – Location: PGA National Resort, Hotel & Spa, Palm Beach, FL

California Cup:

- October 20-21, 2012 – Location: Lost Canyons Golf Club, Simi Valley CA

Champions Cup:

- Western/Pacific Regional – September 8, 2012 – Location: Pacific Palms Resort, Las Angeles CA
- National Finals – November 9-10, 2012 - Location: TBD (out west somewhere)

So mark your calendars, participating in these events is a lot of fun, you get to travel to beautiful places and golf courses, and just hang out together ... building relationships to last.

Competing at Nationals

article by Cretia Hadley

With my handicap in the high 30s it never occurred to me to consider competing in our Club Championship until Sonja "cornered" me at one of the events. She assured me that if I would just fill out the application, I would have plenty of time to decide if I wanted to compete or not. As some of you already know, it is hard to say no to Sonja, so I filled out the application and didn't give it any more thought.

Before I knew it, the e-mail went out that it was time to sign up for the competition. I again tried to explain to Sonja that with my handicap and absolutely no experience competing that I had no business in the event. Again she reassured me that I would be competing with other high handicappers so it would be a level playing field and a great experience. So before I knew it I was heading up to the Crossings for the practice round. I admit that I was very nervous - so afraid that it was going to be a humiliating experience. I had never



played at the course and heard it was difficult. I was pleasantly surprised that I did fine so I felt a little better about the actual competition - but no less nervous. The day of the competition I kept telling myself to just have fun....my only goal other than having fun was to not finish last. I relaxed half way through the round when I realized that I was beating two of the ladies in my foursome so there was a good chance that I wasn't going to finish last. I didn't do as well as I did in the practice round but when the scores were posted I won Low Net and finished just a few strokes out of Low Gross. What a surprise !!

So now I had to make the decision about the Semi-finals in Santa Barbara. Again, my first response was "no way". At least at our club championship I was playing with women I knew. Semi-finals meant competing against women from all over the Southwest. I now had a little more confidence so it didn't take too much persuasion to make the decision to compete. Catherine had won Low Gross in my flight and she reassured me that she was going and it would be a great experience.

Monita and I went to Santa Barbara a day early and played a practice round and again I did fine. Everyone who was there from our Chapter met for dinner after the practice rounds. We compared notes about the course, got to know each other better, had a few drinks - it turns out that it was easy to achieve my "have fun" goal.

The next morning I was a really nervous. This was my first time playing in a foursome with three women who I had never met but I got lucky with the pairings. All three were really nice and not intimidating in any way. One of them had a terrible time on the 4th hole - it took her 15 tries to get over a hazard. It was hard to watch but she was a trooper and didn't give up. I felt bad for her but again I relaxed because now I was pretty sure I wouldn't finish last. In fact I had a great game and when we finished the round and posted our scores, I finished Low Net again! I was beginning to like that high handicap.

So on to Nationals - a two day event in Palm Desert. There would be over 200 women from all over the United States competing - 24 in the 4th flight. I was the only one advancing from the SD Chapter so I was giving serious thought about not going. Dorothea came to my rescue. She offered to be my caddy and to go with me the weekend before the event so she could help me work on my game. I am sure that I wouldn't have had the nerve to compete without her support and others from the Chapter who made the trip to the desert to either play in the practice round or walk the course the day of the event and cheer me on. I had no expectations about winning - I just wanted to be able to finish both rounds, have fun and not be in last place at the end of the 2nd day. I finished in 17th place - not good but I did finish and I wasn't last! And as everyone told me it would be - it was a great experience - not only golfing on such a beautiful course but meeting golfers from other chapters, the awards banquet - it was great fun. I am so glad that I accepted the challenge and plan to compete again this year. I encourage all of you with high handicaps who might be hesitant to sign up for the competition. You will have so much support from everyone in our Chapter. Thanks again to all of you who encouraged me with special thanks to Dorothea. You are the best!!

2011 virtual league

article by Beth Gaff

Thanks to everyone who participated in the Virtual League in 2011. We had a total of 14 players and the league consisted of 5 different games that rotated during our long course events. To be eligible for prizes, each play was required to play 5 total rounds for a score using that day's game plus a short course event. Lowest cumulative scores in each of 2 flight were awarded 1st, 2nd, and 3rd place – so 6 people received prizes. 2011 winners were:

	First Flight	Second Flight
1 st Place	Sonja Stevenson	Nune Richards
2 nd Place	Meinir Heilbrun	Chris Shorkey
3 rd Place	Dorothea Sledge	Pat Haberman

Sign up for the 2012 Virtual League is available NOW on our website and games will start in Feb, so please sign up early to play.

2011 Participants included: *Sonja Stevenson, Meinir Heilbrun, Dorothea Sledge, Beth Gaff, Sharon Council, Annaliza Apostol, Nune Richards, Chris Shorkey, Pat Haberman, Wendy Eagle, Mary Lou Okeefe, Catherine Schiaffo, Nancy Homer and Lauren Mahan.*



You've all been to EWGA events. Our goal is that they are well organized and fun for all. That doesn't just happen magically—we pull it off thanks to the efforts of the Event Captain.

◆Each event has an Event Captain. You see what they do on the day of the event, but inquiring minds want to know what they do behind the scenes.

So, here's the scoop:

◆After the event is published on the website, up until the date registration closes, the Event Captain will occasionally check on the status of registrations to get a general idea how many players are signing up. Also in that time frame, you may be receiving emails from registrants requesting special pairings or early or later start times.

◆When registration closes, you will create the pairings and send the list to the designated contact at the golf course as well as to the registrants. You also will get to pick the game of the day and other skills challenges for which you will award prizes.

◆The day of the event, you'll check people in and send them to the range or to their carts.

◆And at the end of the day, you will have the great honor of congratulating everyone on finishing their round, announce the winners and distribute the grand prizes. You will also announce and welcome any guests and new members as well as board members who are present.

◆The job of the Event Captain is not a thankless task—it is one that is **appreciated by all**. It's also fun to be involved and get to know all the players better. The above is just a general outline—you will be provided with a much more detailed description of the tasks involved. And it's not a lonely job—the Event Chair will work with you all along the way.

◆**We need you** and would love to have you volunteer for an upcoming event.

◆Please contact **Chris Shorkey at golfevents@ewga-sd.org**.



Leaderboard **Concept:** EWGA San Diego believes it is important to recognize those members who are active in our chapter. To do so, we have the "Leaderboard" which comprises numerous ways to get points by attending events, assisting with events, bringing guests, improving your golf skills and much more. At the end of the year, the top point winners are announced and awarded at the Holiday Party. Below is a table of the points available for 2012.

Leaderboard Tracking: We can track your attendance at our events (attending an event, bringing a guest to an event, being an event captain or volunteering), but most of the other point criteria is "self reporting", meaning that in order to get credit, for example, for reducing your index by one point in a quarter or bringing in a new member, **you must communicate that fact to Leadership Chair, Cathy Wright at: leadership@ewga-sd.org**

-So please review the criteria below, and if you have accomplished any of the non event items (which many of you have!) since January 1, then just send an email to Cathy noting what you did and when.

-Rankings will be published on our San Diego website (<http://ewga-sd.org>) regularly, so you will be able to see how you rank among the membership. It will be under Members, Leaderboard.

-Points will be tabulated through mid-November, 2012, with prizes to be awarded to the top three non-board members and board members. Prizes will be determined further into the year, but no doubt will be rewarding! So let's hear about those eagles, holes in one, and new member sign-ups!

Activity		Volunteering Activities	
Attend 1st event as a new EWGA member	3 pts.	Event Captain (12 pts. Max/ year)	4 pts.
Establish an Index	3 pts.	Assist at an event (scoring, sweeps, registration, etc.) (10 pts. Max/ year)	2 pts.
Attend an event (golf, social, leagues)	1 pt.	Social event volunteer	4 pts.
Golf Skills pts. (self-reporting)		LPGA/non-EWGA SD event	2 pts./ day
Hole in One	10 pts.	Fairway Friends -Mentor or Mentee	2 pts.
Eagle	4 pts.	Chapter Leadership Activities	
Reduce your index by 1 point in a calendar quarter	2 pts.	Serve on a board committee (8 pts. Max/ year)	4 pts.
Participate in the Chapter Championship	3 pts.	Purchase something from one of our sponsors	3 pts.
Membership Activities			
Upgrade your membership	10 pts.	Bring a potential member to any golf event	4 pts.
Attend the Membership Kickoff	2 pts.	Bring a guest to any golf event	2 pts.
Bring a prospective member to the Membership Kickoff	5 pts.	Refer a new member to join our chapter	8 pts.
If that member joins us that day...	10 pts.	▼▼▼▼▼▼▼▼▼▼▼▼▼▼▼▼	
SD Chapter Discussion Board Online Participation **NEW FOR 2012** http://ewga-sd.org			
Initiate a new discussion topic	3 pts. (board members ineligible)		
Participate in an already going discussion	2 pts. per month (for each month you participate)		
Prizes awarded to top 6 Chapter Members			

San Diego Chapter Sponsor Spotlight

Want to hit the ball farther and feel more comfortable at the end of the game? **Translation: better score and no tweaked out back, shoulders, or wrists at the end of the day?**

Even though most people have heard the word pilates, many people still don't know what it is. Pilates is not Yoga.

Developed by Joseph Pilates in the early 1900's, it is a system of exercise which focuses on strengthening the core (abdominals, low back, gluteals, hips, and thighs). Because each exercise is done from a specific stable body position, the body is being stretched at the same time it is being strengthened. Hmm..perfect combination of stability and mobility. Sound like a good golf swing?



Pilates by Claire is a fully equipped pilates studio. Claire Maund, EWGA member and sponsor, has been specialized in the pilates method since 2003. She has been training individuals and corporations for 20 years. Recently she has added TRX "suspension" strength training systems for those who want to feel stronger.

What is TRX? Developed by the Navy SEALs and still part of their training program, every exercise is done in a slanted position rather than upright. This is to insure recruitment of the core in each exercise, even a bicep curl! Also, this calls on smaller stabilizer muscles, which may never get used in any other exercise program.

At our studio, exercises focus on torso flexibility, low back as well as upper back strength, gluteal strength for greater distance, shoulder stability for more distance and fewer shoulder injuries. There is also a big emphasis on balance. There are classes to suit all types of bodies and fitness levels.

The practice of Pilates is recommended by neurosurgeons to rehabilitate the back after surgery, or for people trying to avoid back surgery. It is also recommended by chiropractors, and for patients diagnosed with spinal stenosis. And of course, it is popular for its ability to just make you LOOK GOOD!

And for those who have never tried it, Claire has just made things more interesting.

She has re-branded her studio, which is now called Mission Valley Pilates and Fitness. It is located at the west end of Mission Valley, on Pacific Hwy, just ½ block from Mission Bay. For the month of February, she is offering a special...

10 session group package for \$235 (expires 4 months after purchase) (regular price \$280). She will even place you in a group which matches your level of fitness and goals for pilates.

Claire believes that exercise should be fun and empowering, and brings that to every training session. So what are you waiting for? We've saved you a place!

◆Mission Valley Pilates and Fitness ◆ <http://missionvalleypilates.com> ◆ 858 735 8705◆

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**You may also contact our sponsorship chair:
Sonja Stevenson at sponsorship@ewga-sd.org**



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