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THE FORWARD PRESS

Cordova Bay's March Newsletter



Summer League 2018

We are already dreaming of warm days and drives that bound down the fairway!

GOLF QUOTE

You don't know what pressure is until you play for five bucks with only two bucks in your pocket.

Lee Trevino

Our summer league program is ready for launch on April 1st. Registration will begin on March 21st. This program will require online payment. Space is limited so if this program is right for you ... get ready to join the flock.

[Summer League details available here](#)

(note the time / date restrictions of this program)

Practice Green Closures

We are committed to providing the very best facilities and playing conditions possible. This commitment includes the practice putting green.

Bill Mattick's Happy Hour

3-5pm daily!

Due to heavy foot traffic and its relatively shaded position, the turf on the putting green is more susceptible to 'thinning' and 'wear and tear' during poor growing seasons. In order to present the green in the best possible condition, from time to time we are forced to close it after the final reserved tee time.

We appreciate your cooperation in staying off the green when the flags are out and the closed signs are in place.

FLOWERS OF THE BAY

by Emily Richardson, Horticulturalist



It has been another busy winter here at Cordova Bay. January felt

like it was 70 days long but now February has gone by in a blink! We are in the midst of preparing for spring and already the veggie garden is coming to life. Garlic, rhubarb, broad beans and artichokes are up out of the ground and showing signs of growth. My collaboration with Bill Mattick's Restaurant Head Chef, Walter Gurtner, has led to amazing developments of the vegetable garden program. Together we have learned what grows well in the garden and what works in the kitchen. We have planned and prepped through the winter months and I am so excited about what lies ahead this season.



Several winter projects have aimed to expand the gardening program and further extend the winter growing season. Overtime, as the garden developed from its original state as a naturalized area, changes were made to adapt the space. We have improved the irrigation, fencing, and most recently the drain lines and soil grading. These improvements mean that the winter puddle, sometimes as large as a pond, will now drain more freely and extend the usable growing space.

A new drainage system was also installed on the cart path edge along 15 tee. The new drain-line and river rock will quickly move irrigation run-off away from the garden and ultimately aid in the battle against horsetail. All of these renovations will result in even more hardy greens like kale, swiss chard, and mustard along with overwintered cabbage and root vegetables.



Although it doesn't feel like it, the seed trays in the maintenance shop must mean that spring is right around the corner. By starting the seeds indoors early, we have a great head start and can narrow the gap between winter and summer production. I'm looking forward to trying some new crops this year as we are currently installing a large and fully-equipped greenhouse at our shop. Many flowers, herbs and perennials need up to 3 months of development before they can be set out in the garden. But don't worry if you're just getting your head in the gardening game, March is an ideal time to start seeds indoors and to start direct seeding into the garden. Peas, kale, radishes and flowers like poppies and marigolds can all be planted now. It's a great idea to start peppers, tomatoes and lettuce indoors.



The golf course is starting to be littered with spring gems like the grand magnolias to the miniscule grape hyacinth. See what you can spot throughout the month of March, both on the property (especially in the veggie garden!) and in your own back yard.



Emily Richardson
Horticulturalist

We hear you!

by Mohan Jawl



Thirty years ago, just prior to starting construction of the golf course, Terry Johnston and I went to Kelowna to meet with Dick Munn. Dick was a former resident of Victoria and a friend of Terry's. Dick was managing a number of golf courses in the Okanagan and had a wealth of experience in the industry. Who better to advise a couple of novices who were about to embark on something they knew very little about.



We met at Gallagher's Canyon, one of the courses Dick was managing. After a few pleasantries and a brief description of what we were proposing to do, Dick offered two pieces of advice: build a six foot fence around your property and make sure there is no room in your clubhouse big enough to accommodate a meeting of members. These were not suggestions which were subtly introduced into our conversation. They came in the form of blunt declarations after he grew tired of listening to me and decided to take charge of the discussion. He may have offered other suggestions, but I was so freaked out by his first two that I cannot be sure.

In case you have been wondering why our restaurant is divided into three distinct seating areas and two separated outdoor patios, now you know. It is not because of liquor licensing regulations, although that may be what you have been told. To be clear, Dick was reacting to his experience managing private clubs where according to him, everyone seems to have an opinion on how things should be run. Put a few of them together and they will elect someone to a committee, and although technically, the responsibility of the committee will be one of oversight, it invariably morphs into something deeper - running the whole show!

I was taken aback with Dick's advice, but who was I to question someone who was approaching legendary status within the golf industry. I was full of optimism until Dick created these doubts. We had decided to operate as a daily fee, public golf course, and that was to be our operating discipline. No one was obliged to patronize our facility. If we failed in our mission of customer satisfaction we would pay the price and those customers would go elsewhere. We would get the message without the need for any meetings.



As it turned out we decided to go with a modified version of Dick's advice. There are gaps in our fencing but we have excellent relations with our neighbours. And more importantly, we have found ways of communication with our members.

It was not without its hiccups. Our first gesture was a Comment Box in the hallway near the entrance to the washrooms. Too much negativity! If we were as bad as suggested by those who left comments we should just lock the doors and go home. Instead, we removed the box.

Our frontline staff has always been tasked with communicating customer feedback and each department has log books to record the comments they hear. This works reasonably well, but a few years ago we decided to take it a step further - focus groups, all the rage at the time.

That too was quite helpful, particularly in suggesting modifications to the golf course, something which up to then we were doing based mostly on our own judgements. The focus groups ended when I was unavoidably out of town and unable to attend a meeting where it was decided by those present to remove the holly tree near the approach to the 14th green. It was gone within hours of the meeting, before I could get back in time to save it. It still rankles.



Then we moved on to where we are today - customer surveys, something I can more closely monitor. They provide an excellent gauge of where we are as well as some good suggestions on where we might improve. Of course, we cannot respond to every suggestion, but I am confident you will soon notice some changes that will please you. Included in those will be renovations in the restaurant. Phase 1 is already underway and phase 2 will proceed next year. The seating areas in the restaurant will remain pretty much the same. Dick Munn passed away three years ago, but his words still echo in my mind. And thanks at least in part to him, here we are 27 years later, still one big happy family.

Mohan Jawl

The Survey Says...

by Jim Goddard



We like to hear your opinion whether it's through surveys, or anecdotal comments. We listen to every suggestion and when feasible formulate an action plan. Some of the very best changes we have made have come from your suggestions. Please keep them coming. As always, we respectfully ask that you to delay voicing your opinion if you've just 3-putted the last 5 greens.



The fall and winter is the time of year when we roll up our sleeves and critically examine our entire operation. We stir in your comments, add a pinch of pecuniary reality and come up with a list of changes to implement. These changes include improvements to the course, to our facilities, and our programs. Nothing is off limits with the possible exception of making the holes bigger. Tried it ... didn't work!

Over the course of the next several weeks you will begin to see several of your suggestions come to reality.



Driving Range - You asked for more targets, more yardages. This project is complete with new yardages posted on the tee-line coinciding with the new flags on the range. Now go perfect your 67 ½ yard wedge play.

Bunkers - You HATED them. After discarding the premise that EVERYBODY HATES BUNKERS, we acknowledged that after 27 years of play and tons of sands being excavated by players hitting shots, our bunkers required major renovations. We have engaged some of the best surgeons we could find and several bunkers are receiving 'bottom lifts'. That work has begun. Watch the website for updates.



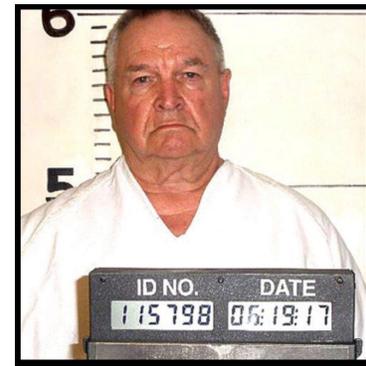
Trees - Many 'in play' trees have been limbed up from the ground over the course of the past two years making it easier to locate balls and even sometimes get in there and hit a shot. A residual

benefit will be improved drainage around these trees. That program will continue and also documented on the website.

Pace of Play -

- *too slow,*
- *marshals too aggressive,*
- *marshals do nothing,*
- *I paid my money and I'll take as long as I want.*
- *ban beginners!*
- *4 hours is TOO LONG*

We've heard it all when it comes to pace of play. After much discussion and wringing of hands we have decided to hire an outside consultant. An exhaustive search led us to Mr. Daryl Blevins, a well known expert in the "art" of marshalling. Daryl's interests include politics, guns and enforcing the 90 degree cart rule. Below is Daryl's Marshalling Manifesto.



1. If you are unable to keep up with the group in front of you, I can't be held responsible for what happens next.
2. Bringing outside purchased beverages on to the course is a thing of the past. Don't believe me? Try it.
3. The 90-degree rule isn't a 'guide' or a 'suggestion', **IT'S LAW!** Anyone caught driving aimlessly down a fairway is gonna wish they hadn't. Trust me.
4. You think you can play a fivesome and not have me find out about it? Go ahead, roll the dice.
5. Any member (or guest - damn guests!) caught playing music on one of those so called "jam boxes" in your cart is going to regret the day they were born.
6. I am not a *'Player Assistant'*.
7. Not a fan of the 'mulligan'

Seriously, watch for change in the marshalling program. For now ... **KEEP CALM AND KEEP UP**

In order to stay current in marshalling technique we will be following Darryl on Twitter at @BevinsDarryl. We encourage you to do the same.

Jim Goddard

Director of Golf

PRO-SPECTIVE: *What I have learned* by Doug Mahovlic, PGA of Canada



As an instructor, coach, and confidant, what I have done for the past 45 years is learn and share. My love of this great game instilled in me a desire to learn everything I could to improve my skills. My main driving desire to learn now, is to improve my ability to share. So here is my share on things I have learned from my students.

Things I have learned teaching golf

1. We can learn (and get really good) at pretty much anything.
2. We learn best when we operate at the edge our abilities, a little bit outside of our comfort zone

3. Feeling fear before an important moment is normal, it is okay, and it never really goes away. We do not have to get rid of fear; we just need to make sure it doesn't rob us of the opportunity to succeed.
4. For the most part EVERYONE is doing the best that they can.
5. In every challenge, every obstacle and every problem there is an opportunity to learn and grow. It's not always easy or fun to find it, but it's there.
6. Great learners ask lots of great questions.
7. Great learners struggle on purpose. They actively seek out problems, opportunities, and feedback that challenges and stretches them.
8. That NONE of this is easy and NOBODY is perfect with it. Applying these principles are hard, messy and a challenge that we get to fight every single day.
9. We do not succeed alone.

Understand How We Learn

1. **Limited beliefs:** When we do not believe in our ability to learn that move or that play, it limits our ability to learn
2. **Fear of looking bad:** When we are afraid of being judged for failing it limits our ability to learn.
3. **Fear of success:** When we are afraid of the spotlight of succeeding, it limits our ability to learn.



4. **Buy in:** We are resistant to the struggle, effort, and failure that can lead to development. We don't see the purpose of or value behind learning that thought, that move or that way to play which limits our ability to learn.

Understand that you will be bad first.

No matter what it is you're trying to learn- that move, that shot or that play- you're going to be bad first. We are literally built to learn through challenges and from mistakes. Rather than resisting these stumbles, lean into them and understand the value of mistakes.

Understand Change Takes TIME!

The Practice Club

Do you sometimes feel like you're practicing without a purpose? Spinning your wheels? Do you want to maximize your practice time? Join us for professionally supervised and effective practice sessions offered March-August. Email Doug Mahovlic or Brian Hann for details!

Doug Mahovlic

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www.cordovabaygolf.com/lessons

Pro Shop Update - Change your game!

by George Ahara



The 2018 Chrome Soft Balls combine Tour-proven ball speed and performance with exceptional feel and mis-hit forgiveness.

The new Graphene-infused Dual SoftFast Core combined with the thin ultra-soft Urethane cover are new for 2018.

Graphene is an incredibly strong material 200 times stronger than steel and believed to be the strongest material in the world.

This allows Callaway to produce a much stronger outer core that is also much thinner which allows the inner core to be bigger and softer, thus increasing ball speed while maintaining a soft feel.

This season, you will see the Callaway Chrome Soft, Chrome Soft X, Callaway Superhot and also Callaway Supersoft Golf Balls. There is something for everyone!



Special Offer...

This year we are excited to offer our 4 for 3 Chrome Soft promotion. Time to gear up for the 2018 season with an incredible ball.

If you buy 3 dozen Chrome Soft Golf Balls you receive 1 additional dozen for free!

Stake your claim! Your order will require personalization in the form of initials on the putting line or messaging on the ball for no extra charge.

The offer applies to white and yellow 2018 Chrome Soft and Chrome Soft X golf balls.

Offer valid today through April 15, 2018

See your pro shop staff for sign up forms and any further information.

George Ahara

MAINTENANCE UPDATE: *It's Going to be a 'Rough' Year*

by Dean Piller, Superintendent



Our maintenance team has been very busy over the past several months preparing for another spring season full of course improvements. Many of this year's planned improvements have been focused on the turf grass quality in our primary and secondary rough. A look ahead into spring should shed some light on what we have been working on, what our anticipated results will be and what we have managed to complete over the winter months.



Over the past three years, our tees, greens and fairways continue to improve thanks to our focus on a sound nutrition program. Last summer, a drone was used to evaluate and record the golf course conditions through visual pictures on a monthly basis. These pictures clearly illustrate excellent turf grass quality on our tees, greens and fairways, but a steady decline in overall health and condition of the turf in our primary and secondary rough. Upon careful review of the aerial photos, it was evident that the overall decline of our rough during the 90 day summer period was a combination of several factors. Identifying and understanding these factors will allow us to develop a management program that will provide solutions to the challenges we have experienced in these areas.

Factors leading to turf decline:

1. We need better nutrition for our primary rough. The nutrition program implemented on our fairways, tees and greens has clearly helped the turf cope with extreme heat and drought conditions. Expansion of this nutrition program into our primary roughs should help these areas dramatically in the summer months.



2. Surface roots from the trees on the property are responsible for much of the turf decline during the dry summer months. Surface tree roots, found in the upper few inches of the soil, serve a variety of functions for the tree. These roots absorb and transfer moisture and minerals to the tree and also provide support for the above ground portion. These types of surface roots are often called feeder roots. With last year's hot and dry summer, these feeder roots have expanded their reach to as far as 4 to 7 times further than the drip line of the tree canopies in search of nightly irrigation water. Careful root pruning to a depth of 8 inches will reduce the drought stress of turf in key areas.



Tree feeder roots reaching towards the green for water

3. Obstruction of irrigation coverage caused by wide tree canopies and lower branches. As our tree inventory grows larger each year, sprinkler coverage can be negatively affected. This can cause wet spots under the trees and dry spots on the back side of the tree.

4. Certain areas of the golf course decline each summer as a result of weaker species of turf. These areas are typically puffy and prone to drought stress. Selection of strong varieties of Perennial Ryegrass and implementation of an over seeding program will improve turf grass quality in these areas.

Developing an action plan:

Once the causes of most of our challenges had been identified, it has been easy to develop an action plan for the upcoming season. Based on the success of our fertility programs and improved turf health on our tees, greens, and fairways, we will be expanding our fairway fertility program into our primary rough. This soluble carbon based program with Calcium being a major component of the analysis will help improve soil structure, root growth and plant health. Carbons role in this program in place of traditional Nitrogen fertilizer will help create a healthier microbial population in the system for stronger nutrient availability, clipping and thatch reduction.

The air photos taken last summer painted a clear picture of the effect our tree root system has had on turf in many important areas. We have developed a library of these air photos to carefully document where we intend to root prune this summer. An example of this would be along the fence line of our pear orchard on hole 13. One pass of a root pruner, approximately 6 feet outside the fence line, will keep the tree roots from encroaching into the fringe and 13th green. We will be able to use this library of photos to assist with cart path protection, green surrounds, tee surrounds and fairway surrounds where we will plan and implement some careful root pruning.



Our vast inventory of beautiful tree species has really enhanced the

natural beauty of Cordova Bay. During this period we have tried to slowly bring the canopy of these trees up so that the shade created by these growing canopies doesn't become an issue for the surrounding turf. This has been largely successful thanks to a great deal of work that was done this winter to shape our tree inventory for the next 25 years. A somewhat open, sunny golf course that strikes a balance between the needs of our trees and the needs of our playing surfaces is our guiding principle. In some cases, tree removal has been necessary because the tree was either a poor species selection for its location or was planted in the wrong place.



We are very fortunate that the species of turf that dominates our tees, greens and fairways is a blend of bent grass and perennial types of annual bluegrass. These species co-exist over our 12 month golf season to produce excellent playing surfaces. In the rough, however, some wild bent grasses have been established in a few areas that perform very poorly during the hot summer months. These areas become puffy and thatchy during the summer months and eventually decline during periods of high temperatures. In order to rectify this, we have chosen to dethatch the areas to weaken and thin these bent grass stands. Once this is completed, we will introduce stronger cultivars of Perennial Ryegrass into these areas through an inter-seeding program. This past fall, 50 acres of rough was dethatched and over seeded to begin this transition to stronger, better performing grass species in the rough. Our intention is to repeat this procedure in the spring.

We are excited and optimistic that the plans we have in place for the golf course this year will improve our overall course conditions. We intend to take drone photos again this summer to assess the success of the programs we have developed for the 2018 golf season.

Dean Piller
Superintendent

BILL MATTICK'S: *March Wine Dinner* by Grant Soutar, Restaurant Manager



Join us for our March 24th Wine Dinner featuring New World wines. This 4-course dinner will be prepared by Head Chef Walter Gurtner with the wine pairings presented by Grant Soutar, Bill Mattick's Manager and Sommelier.

[Click here to register](#)

Grant Soutar
Restaurant Manager

CANADIAN ANTI-SPAM LEGISLATION

As of July 1, 2014 a new legislation was put in place to combat spam marketing and email. Cordova Bay fully supports this legislation and wants to make sure all of our emails are sent to those wishing to receive them. We hope you continue to read our newsletter, but if you wish to unsubscribe we always provide this option in all of our communications. If you have any questions or concerns please feel free to contact us at info@cordovabaygolf.com.

Cordova Bay Golf Course

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