

# GOLDEN STATE

 NUGGET



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ASSOCIATION OF AMERICA



VOLUME 15, NUMBER 2 • MAY/JUNE 2023

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Brochure

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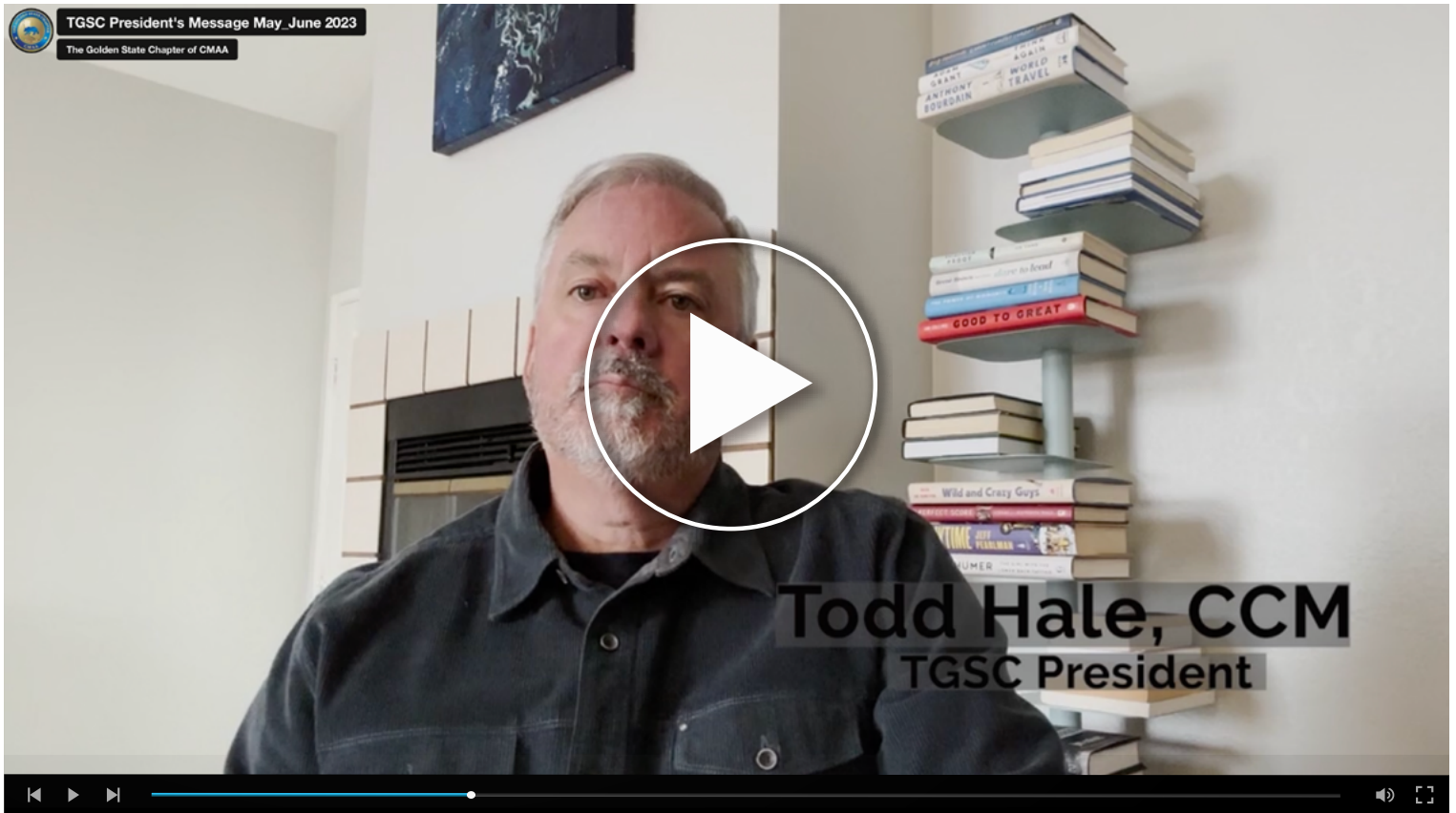
Tequila education  
and dinner coming  
June 13 & 14

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# MAY/JUNE

ALL VIDEO WEBINARS ARE COMPLIMENTARY



Wednesday

May 3

Zoom Video Webinar

**TGSC New Member Orientation**

Crystal Thomas, MCM, CHE, CAE

1:30 p.m. – 2:30 p.m.

Thursday

May 4

Zoom Video Webinar

**Interpersonal Skills Series 1/3**

James Eischen, Esq.

10:00 a.m. – 11:00 a.m.

Monday

May 8

The Lakes Country Club

**TGSC Roadrunner Region  
Golf Tournament**

Host Ron Phipps, CCM

Thursday

May 11

Zoom Video Webinar

**Interpersonal Skills Series 2/3**

Craig Marshall

10:00 a.m. – 11:00 a.m.

Thursday

May 18

Zoom Video Webinar

**Interpersonal Skills Series 3/3**

Kevin MacDonald

10:00 a.m. – 11:00 a.m.

Sunday – Tuesday

May 21 – 23

DoubleTree Hilton, Palm  
Desert

**TGSC Spring Conference &  
Vendor Show**

The Desert

Thursday

May 25

Zoom Video Webinar

**Partner Education**

InterWest Insurance Services

10:00 a.m. – 11:00 a.m.

Thursday

June 1

Zoom Video Webinar

**Club Governance Series 1/4**

Henry DeLozier

10:00 a.m. – 11:00 a.m.

Wednesday

June 7

Zoom Video Webinar

**TGSC New Member Orientation**

Crystal Thomas, MCM, CHE, CAE

1:30 p.m. – 2:30 p.m.

Thursday

June 8

Zoom Video Webinar

**Club Governance Series 2/4**

Gordon Welch

10:00 a.m. – 11:00 a.m.

Monday

June 12

The Farms Golf Club

**TGSC San Diego Region  
Golf Tournament**

Host Scott Heyn, PGA

Tuesday

June 13

Newport Beach Country Club

**Southern California Region  
Tequila Education & Dinner**

Everett Diem, Infinium Spirits

Host Robin Shelton, CCM, PGA  
Master Professional

Wednesday

June 14

Lake Merced Golf Club

**Northern California Region  
Tequila Education & Dinner**

Everett Diem, Infinium Spirits

Host Nick Bailey, PGA

Thursday

June 15

Zoom Video Webinar

**Partner Education**

E-Z-GO

10:00 a.m. – 11:00 a.m.

Thursday

June 22

Zoom Video Webinar

**Club Governance Series 3/4**

David Voorhees, CCM, CCE  
Denise Kupronis

10:00 a.m. – 11:00 a.m.

Thursday

June 29

Zoom Video Webinar

**Club Governance Series 4/4**

Brad Steele

10:00 a.m. – 11:00 a.m.



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# HELLO FELLOW TGSC MEMBERS!

AS WE MOVE INTO MAY AND JUNE, WE HOPE THAT YOUR CLUBS ARE THRIVING AND THAT YOU AS INDIVIDUALS ARE ACCOMPLISHING GREAT THINGS! THIS TIME OF YEAR OFTEN HAS MANY OF US FOCUSING ON THE GRADUATIONS OR END OF SEMESTERS FOR MANY UNIVERSITIES AND COLLEGES. SO NOW IS A GREAT TIME TO UPDATE YOU ON OUR STUDENT DEVELOPMENT COMMITTEE AND THE WORK WE ARE DOING TO BETTER PREPARE AND EDUCATE OUR FUTURE CLUB PROFESSIONALS.



JEREMY GREGORY, CCM

The private club industry is not as specialized in hospitality education as we think, and we are finding that students often lack awareness about our segment of the industry. Thus, the committee is focused on encouraging hospitality students to make the club industry their first choice. Previously within our state, Cal Poly Pomona, San Francisco State, and the University of San Francisco held CMAA charters and represented us within their

hospitality programs. As you can imagine, the events in recent years have detracted from these programs, even leading to the Nor Cal schools not being able to maintain their CMAA charters. Cal Poly is still intact, and we are working with the leadership there to better partner with the student chapter to educate and hopefully integrate these hospitality students into our club worlds as their first choice of career. We hope to gain traction with the





Nor Cal schools very soon and will be looking to Nor Cal clubs for support.

As stated above, our focus is to have a presence with the students, while educating and showcasing the amazing opportunities our clubs can provide. We are currently working with Cal Poly's faculty and student leadership to reignite and create new programs. We are developing an on-campus, in-person private club orientation with education about the club industry. This might take some free pizza—or even better culinary surprises that might whet their appetites for working within clubs—and that is money well spent! The student chapter board members are frequently changing; thus, we will be attending their board meetings once a month to stay connected and assist them in any way possible. We will prioritize the active involvement of students at TGSC events and conferences, as well as the continued development of networking opportunities between students and chapter members.

Current programs we are engaged in include the student chapters in-person club tours (in So-Cal). We hope to create in-person club tours for hospitality students in Nor Cal as well. Another new program being finalized is an online virtual club tour program. This consists of an online club presentation and a virtual tour presented by the club GM to students. More information is coming soon on this program. If you are interested in showcasing your club via an online virtual tour, please contact me or the TGSC management team.

Lastly, did you know that TGSC has multiple ways to support students financially? The TGSC Foundation provides avenues for grants to the student chapters. We encourage you to check out the [TGSC Foundation link](#) to see how it can assist you and your club's team. TGSC provides opportunities for students as well. We need your help in educating those who may qualify.

**THANKS FOR  
TAKING THE TIME TO  
ENGAGE. LET'S WORK  
TOGETHER TO GET  
THESE STUDENTS  
INTO OUR CLUBS  
NOW TO STOKE  
THEIR COMMITMENT  
TO OUR FIELD!**

**TGSC Foundation**

# C+RC'S 2023 TOP RANKED CULINARY EXPERIENCES – THE LAKES COUNTRY CLUB

*This Is The Lakes, Where Life Is Well Played!*

LOCATED IN PALM DESERT, CALIFORNIA, THE LAKES COUNTRY CLUB WAS RECENTLY NAMED ONE OF THE CLUB & RESORT CHEF'S TOP RANKED PRIVATE CLUB AND RESORT CULINARY EXPERIENCES FOR 2023 ACROSS THE UNITED STATES. CLUB + RESORT CHEF PUBLISHES THE TOP RANKED CULINARY EXPERIENCES LIST ANNUALLY, AND JUDGED INDEPENDENTLY BY A PANEL OF CHEFS FROM SEVERAL OF THE INDUSTRY'S MOST WELL-RESPECTED PROPERTIES.



RICKY POTTS, JR.

Thanks to Executive Chef Kellen Gullatt and his award-winning culinary team, the food and beverage program at The Lakes remains one of the top culinary experiences in the Golden State. Executive Chef Kellen attributes the success to his team and the culture at The Lakes. "We have several team members that have been here for 20+ years. I am grateful to work alongside such a loyal and committed team thanks to

the culture that Ron, our recently promoted general manager, has established."

Executive Chef Kellen is also dedicated to using local products from Southern California farms and serving the highest quality ingredients to members and their guests. Chef Kellen is quick to meet with members to help plan and prepare unforgettable dining experiences.





At the beginning of the season, Clubhouse Manager Eric Wadlund, WCEC, CEC, unveiled "Service from the H.E.A.R.T." for the 2022-2023 season. This initiative is being embraced by both the service team out front as well as the Heart of the House in back. H.E.A.R.T. is an acronym: Helpful Enthusiasm Attitude Resilient Teamwork, and the entire team wears a red heart pin. "The H.E.A.R.T. has helped unite the front and the back to work together in a harmonious service culture," says Eric. "Now, everyone knows it takes H.E.A.R.T. to provide The Lakes' service standards."

During the pandemic, The Lakes Country Club completed a multimillion-dollar renovation of the Clubhouse and the Lifestyle & Wellness Center. Members now enjoy several different dining outlets including Charlie's (named in honor of the late Golf Professional Charlie Sipple), the Event Center, the Santa Rosa Room, and the Mountainview Grill, Bar & Terrace, offering breathtaking views of the Santa Rosa Mountains. Members also enjoy the enchanting Wine Room, a small private dining room kept at cellar temperatures to ensure the



quality of the members' private wine lockers on display.

With a commitment to excellence, during the renovation, The Lakes added a separate banquet kitchen, which allows the team to successfully execute multiple dining experiences at the same time.

They also budgeted for upgraded kitchen equipment with a focus on RATIONAL Combi Ovens. These improvements allow

for quick and efficient service and provide high quality and consistent food and beverage during the peak of season.

During The Golden State Chapter Roadrunner Golf Tournament in May, The Lakes will show off their new RATIONAL Combi Ovens with a cooking demonstration, a bourbon tasting featuring Sazerac and Buffalo Trace, an on-course ice cream extravaganza, and a multitude of wines compliments of our partner Wine Warehouse.

**ON BEHALF OF  
RON PHIPPS, CCM,  
GENERAL MANAGER/  
COO, AND THE ENTIRE  
TEAM AT THE LAKES  
COUNTRY CLUB, WE  
LOOK FORWARD TO  
SEEING EVERYONE AT  
THE SOLD OUT TGSC  
ROADRUNNER GOLF  
TOURNAMENT ON  
MONDAY, MAY 8.**







# AI IS COMING TO ALL MICROSOFT APPLICATIONS. WHAT DO YOU NEED TO PLAN FOR?

WHILE IT'S TRUE AI APPLICATIONS HAVE THE POTENTIAL TO GREATLY IMPROVE EFFICIENCY AND ACCURACY, IT'S IMPORTANT TO KEEP IN MIND THAT THE TECHNOLOGY IS CONSTANTLY EVOLVING AND IMPROVING.

**BY JONATHAN BROWN**  
jbrown@gennet.com  
GenCare

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## **AI IS COMING TO MICROSOFT APPS RENTAL OF SOFTWARE**

This means that an application that is considered state-of-the-art today may become outdated very quickly. What used to take years to develop will take only months or days. Additionally, the cost of maintaining and updating an application can be high. Therefore, instead of buying

an application, it will be more cost-effective to rent or use it as a service, allowing you to take advantage of the latest technology without the high costs associated with ownership. This way you can regularly update the application and keep up with the current technology without the burden of owning it.



## How will AI change the workplace?

The integration of AI into various industries has the potential to greatly change the way jobs are done. Here are a few examples:

- 1. Automation of tasks:** AI has the ability to automate repetitive tasks, which can lead to increased efficiency and reduced costs for companies. This could result in some jobs being made redundant, but it could also free up time for employees to focus on higher-level tasks that require creativity and problem-solving.
- 2. Augmentation of tasks:** AI can also be used to augment the capabilities of human workers, such as by providing them with real-time data and analytics to help them make better decisions. This could lead to a more productive and efficient workforce.
- 3. Creation of new jobs:** The integration of AI into various industries may also lead to the creation of new jobs, such as those related to designing, building, and maintaining AI systems.
- 4. Reskilling:** With the integration of AI, some jobs will evolve and require new skills, thus reskilling and retraining will be necessary.

Overall, while AI has the potential to change the way jobs are done and potentially displace some jobs, it also has the potential to create new jobs and improve the productivity and efficiency of human workers.

## When is this going to happen?

It already is. The GenCare team has been helping customers integrate AI into workflows for a few years. The pace of change is accelerating quickly. This post is a great example, as I will explain below.

Actually because of the change, purchasing a one-time software license versus a subscription would usually be

a mistake going forward. You are buying technology that is about to become obsolete very quickly.

Managing the change is going to be a challenge. Start planning for it.

## *This post is a case in point.*

I used ChatGPT to write part of the post and edited the output. I also used Dall-e to generate the image. Normally, I would spend hours crafting a post like this. I had the AI draft this article, and even with necessary edits that I or the Nugget editors made (the technology is not perfect), this article only took 30 minutes, start to finish. Increased productivity because of AI is here today.



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# NEW MEMBER SPOTLIGHT



**WILL PICKERING**  
General Manager/COO  
The Club at Pasadera



Will has been running large multi-purpose clubs for 13 years, mostly in the upscale health and fitness industry. He holds a Master's Degree in Sports Psychology and did an internship with golfers, thus introducing him to the game. He joined The Club at Pasadera in Monterey, CA as GM/COO in January 2022. He hopes to learn from the incredible talent and resources at the Golden State Chapter and connect with like-minded leaders who source their energy from leadership and growth.

Will lives in Carmel with his wife and two children.



**ENRIQUE MARTINEZ**  
Director of Food & Beverage  
The Club at Castlewood



Enrique has been in the club industry for four years and in addition to his position as the Director of Food & Beverage, he is also a certified sommelier. The thing he loves most about his position is that it affords him a chance to make others happy. He also craves knowledge and making new connections as a professional in the industry he says he wishes he'd found 20 years ago!

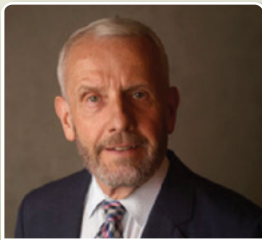
When he's not at work, Enrique enjoys family activities, sports, travel, and, of course, wine!



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*The Grand Golf Club*

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Catering Sales Director  
*Round Hill Country Club*

## MICHAEL ESTRADA

Club Manager  
*Villa Portofino*

## DAVINI GOMEZ

Food & Beverage Manager  
*The San Francisco Yacht Club*

## DEREK LANE

Assistant General Manager  
*Rolling Hills Country Club*

## JARED LANDFRIED

Food & Beverage Director  
*Tamarisk Country Club*

## ENRIQUE MARTINEZ

Food & Beverage Director  
*The Club at Castlewood*

## JONATHAN MCAULEY

Director of Food & Beverage  
*Toscana Country Club*

## BOB PALILUNAS

Assistant Clubhouse Manager  
*Hillcrest Country Club*

## MICHAEL PEABODY

Chief Operating Officer  
*Northridge Country Club*

## WILL PICKERING

General Manager/COO  
*The Club at Pasadena*

## JESUS "ZEUS" REYNA

Food & Beverage Manager  
*The Oasis Country Club*

## PATRICIA SANDRA RICCA

Assistant Clubhouse Manager  
*Sherwood Country Club*

## BEATRICE DUNN WILLIAMS

Catering & Events Manager  
*St. Francis Yacht Club*

## JASON ZELLER

Clubhouse Manager  
*Sunnyside Country Club*

## TRANSFERS

### BOYA LUO

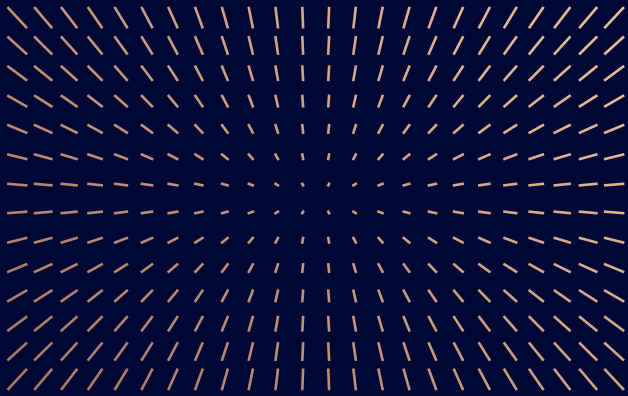
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