

# EVERGREEN CONNECTION



WWW.EVERGREENCMAA.ORG



JULY EDITION

## Spotlight Club of Month

### **Yakama Country Club**



Experience an unparalleled private club lifestyle with an array of family friendly activities

[www.yakimacountryclub.org](http://www.yakimacountryclub.org)

## **COMING EVENTS**

### **GM Roundtable**

July 14th ~ 10am PST

Hosted by

Matt Morgan

Invites via email

### **Annual Golf Tournament**

Monday, October 12th

REGISTRATION IS NOW LIVE

### **Richard Hadden**

Unlock Your Leadership Potential

September 8th, 2026

Seattle Golf Club

9:30 Continental Breakfast

10am - Program

### **Dan Dixon**

How to maintain through course renovations

October 26th

Rainier Golf & Country Club

### **PNW Regional Conference**

April 4, 5, & 6, 2027

Bend, Oregon

SAVE THE DATE

## **A Tradition of Fellowship, Competition, and Giving**

The Evergreen Chapter CMAA Annual Golf Tournament has long been one of the Chapter's signature traditions, bringing together club management professionals, business partners, and industry friends for a day that celebrates both the game of golf and the strength of our professional community.

For decades, the tournament has provided far more than friendly competition. It has served as a valued opportunity to strengthen relationships, welcome new members, recognize industry partners, and support the educational and scholarship initiatives that help develop the next generation of club management professionals. The event reflects the Evergreen Chapter's commitment to professionalism, leadership, and lifelong learning.

Since the Evergreen Chapter was established in 1948, it has fostered a culture of collaboration among club leaders throughout the Pacific Northwest. Today, the Annual Golf Tournament continues that legacy by creating meaningful connections while showcasing the exceptional hospitality and championship golf facilities that define our member clubs. Over the years, the tournament has evolved into one of the Chapter's most anticipated annual gatherings. Whether participants are competing for prizes, networking with colleagues, or simply enjoying a day on the course, the event embodies the camaraderie and spirit of service that have always been hallmarks of the Evergreen Chapter.

As the Chapter continues to grow and serve an expanding membership across the Northwest, the Annual Golf Tournament remains a cornerstone event—honoring our history while investing in the future of club management. Each tournament adds another chapter to a proud tradition of excellence, partnership, and community that continues to thrive year after year.

[\*\*Hole Sponsorship\*\*](#)

[\*\*Register Your Team Today\*\*](#)

## Leading Through Change, Building Toward 100 Years

Dear Evergreen CMAA Members,

As we shared in a note to the membership last week, our Managing Director, Eddy Carrell, has made the decision to step away from his role to pursue a new opportunity back within club operations.

While we are certainly disappointed to see him leave, we fully support his decision. Eddy has served our Chapter with distinction as a club manager, board member, past president, and Managing Director. His commitment to our members and the continued growth of the Evergreen Chapter has been unwavering. As he reflected on his next step, it became clear his passion lies in leading teams, creating member experiences, and being immersed in daily club operations. We are excited to see him return to doing what he loves most.

This transition has been thoughtfully planned, and Eddy will continue to support the Board to ensure a seamless handoff. We are currently reviewing a strong pool of applicants for the Managing Director role and are encouraged by the talent and interest in the position. If you know someone who would be a great fit, we encourage you to share the opportunity with us.

This season also carries added significance as we look ahead to celebrating 100 years of CMAA. A century of leadership, service, and commitment to excellence in club management is something we can all take great pride in. Each of us plays a role in that legacy, not just by honoring the past, but by continuing to elevate the profession for the next generation of leaders. From 100 to 1, CMAA is kicking off our Centennial celebration. Between now and the Leadership/Legislative Conference, they'll be sharing the rich history, honoring club management professionals, and spotlighting the milestones, traditions, and experiences that define this honorable profession. [CLICK HERE](#) to check it out!

As we move deeper into the heart of the season, I want to take a moment to recognize the incredible work each of you and your teams are doing every single day. This time of year brings long hours, high expectations, and constant motion, but it is also when our purpose as club leaders shines the brightest. You create experiences and memories that matter. You build teams, develop people, and shape environments where members feel a true sense of belonging. Thank you for your leadership, your resilience, and your passion. I hope you take a moment to reflect on the difference you are making, both within your clubs and across our Evergreen Chapter. Our chapter is stronger because of you, and we ask that you continue to stay engaged through our various channels of communication and professional development opportunities.

Sincerely,

**Chas Holmes, CCM, PGA**

Evergreen Chapter CMAA President

**DON'T GET LEFT BEHIND - REGISTER FOR MEMBERS TEXT TODAY**



# We Make Text Marketing for Golf & Country Clubs Easy

Text Messaging is the Fastest Growing Communication Tool at Clubs  
Here's why ↪



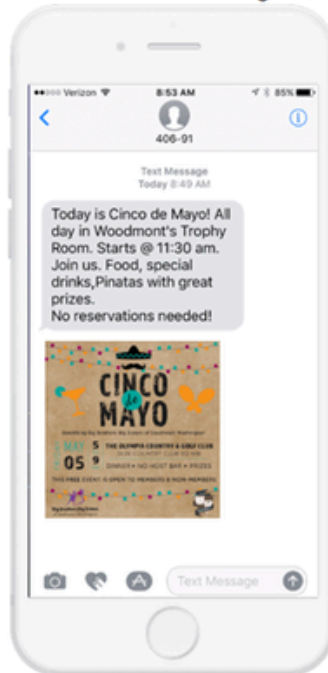
**TEXTS HAVE A 98% OPEN RATE**

Sell out your club's events in minutes knowing that your members got your message



**TEXTS ARE 4-6X MORE EFFECTIVE THAN EMAIL**

Have an important announcement or event coming up at the club? There is no communication more effective than text.



**TEXTS ARE READ WITHIN 3 MINUTES**

Being able to reach members in minutes is incredibly powerful when it comes to timely club announcements like pool closures and emergencies on campus.



**PEOPLE CHECK THEIR PHONE 150 TIMES A DAY**

Your members are addicted to their phones. Most don't go an hour without checking it.

You can now register for [Members Text](#) to receive updates, announcements, and important information directly on your phone. It's a simple way to stay connected with the chapter and never miss key updates.

Sign up today by TEXTING

**EVERGREEN TO 38316**

# GM Roundtable

July 14th 2026

10am PST -

11am MST -

Hosted by  
**Matt Morgan, General Manager**  
**Seattle Golf Club**

In person or virtual - for in person reservations - [mattmorgan@seattlegolfclub.com](mailto:mattmorgan@seattlegolfclub.com)

## WA State Residency & Membership

- Is your Club considering changing or adding new membership categories related to residency?
- How is your Club impacted by the WA State taxation climate?

## Practical AI for Club Operations: What's Actually Useful and What's Just Noise

- What are GMs actually using AI for today?
- Where are the biggest time savings: surveys, communication, event planning, forecasting, HR, board prep?
- What are the risks or guardrails clubs should be considering?
- Could each GM bring one AI use case or prompt that saved them time?

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## Special Guest

**Katie Snowberger**

[katie.snowberger@ottimate.com](mailto:katie.snowberger@ottimate.com)

425.830.7704



**ottimate**

# The Sunset Club - Project Spotlight

## Investing in the Future: Infrastructure and Preservation Improvements at the Sunset Club

This July, the Sunset Club will begin a significant series of infrastructure improvements focused on the kitchen service area and several key structural components of the clubhouse. While much of the work will take place behind the scenes, these projects represent an important investment in the long-term safety, functionality, and preservation of the Club's historic home.

The centerpiece of the project is a comprehensive renovation of the kitchen dishwashing area—arguably the hardest-working section of the kitchen. Subjected to constant heat, moisture, heavy foot traffic, and continuous equipment use, this area experiences some of the most demanding operating conditions in the building. Rather than making temporary repairs, the project will completely rebuild the floor system, including the underlying substrate, to support modern equipment loads and current waterproofing standards.

The renovation also provides an opportunity to modernize critical building infrastructure. Aging electrical systems located beneath the dishwashing area will be replaced and upgraded to meet current code requirements. New dedicated electrical circuits will support the dishwasher, heat-exchange equipment, and related kitchen systems, improving reliability, increasing capacity, and reducing operational risk. In addition, repairs will be completed within the electrical room to address damage caused by previous water intrusion originating from the dish station above.

To ensure compliance with evolving municipal wastewater regulations, the Club will also install a city-mandated grease interceptor. This important upgrade will improve the management of fats, oils, and grease while supporting the long-term efficiency and reliability of food service operations.

The project also includes several structural and seismic improvements designed to strengthen the historic building and address recommendations identified through ongoing facility assessments. These enhancements include:

- Installation of a sister joist beneath the northeast corner of the Drawing Room to reinforce the existing structural framing.
- Construction of two new post-and-beam footings beneath the west corner of the Ballroom to provide additional structural support and improve the building's overall resilience.

Collectively, these projects represent a meaningful investment in the Club's physical assets and long-term operational sustainability. Although much of the completed work will remain unseen by members and guests, it addresses critical infrastructure, enhances safety and code compliance, and helps ensure the historic clubhouse remains well-positioned to serve future generations.

For private clubs, balancing the preservation of historic facilities with the demands of modern operations is an ongoing responsibility. These improvements reflect the value of proactive capital planning and a continued commitment to investing in the infrastructure that supports both the member experience and the Club's enduring legacy.



## 2026 Evergreen Chapter Scholarships Nielsen-Hollister Scholarship

This scholarship is named in remembrance of  
**Julie Nielsen, CCM, CHE** and **Bob Hollister, CCM**.

Both were accomplished General Managers, team builders and leaders in the private club industry. Julie thrived on finding, developing and supporting talented individuals. She created vibrant teams and believed in the pursuit of excellence through continuous education and professional development: Bob excelled at developing and supporting adept team members and said the most rewarding aspect of his career is, "working with young people aspiring to make Club Management their Career." Bob is personally responsible for launching the careers of eight successful General Managers.

**This Scholarship has a monetary value of \$3500**

[download application here](#)



**Susan Rogers Legacy Scholarship  
(Provided by Endicott Coffee)**

This scholarship is named in honor of **Susan Rogers**.

Susan Rogers managed the Evergreen Chapter of the Club Management Association of America for over 20 years. . With decades of experience in all facets of Club Management, Susan fostered connections, education, organization and leadership to create a vibrant, active and successful chapter of the CMAA. Endicott Coffee proudly presents this scholarship in honor of our mentor, Susan Rogers. The Executive Team at Endicott truly values the vision of building from the ground up and supporting the next generation of managers. In a small way, we hope this scholarship can boost one or two young managers to the next level.

**This scholarship has a monetary value of \$1500**

[download application here](#)

**ENDICOTT**  
COFFEE ROASTERS

# Useless Bay G & CC Project Spotlight

## **Lessons Learned from a Major Irrigation Project**

Large capital projects improve facilities but also provide valuable lessons. We are currently in a \$4.1 million irrigation renovation—the largest investment in our club’s 59-year history. While still underway, several key takeaways may help other clubs planning similar work.

### **Allow ample time for permitting.**

Golf courses often include wetlands and fish-bearing streams, making permitting more complex than expected. Build extra time and budget to avoid delays.

### **Coordinate related capital improvements.**

Look ahead before starting. We postponed cart path work after realizing irrigation mainlines would cross 16 locations. Some clubs combine irrigation and bunker projects to reduce repeated disruption.

### **Update records—and expect surprises.**

As-built drawings are often incomplete on older courses. Assume unknown utilities exist and budget for repairs. In our case, a severed 220-volt line shut down aerators, a pump, and the irrigation control system, preventing irrigation for two days during a hot June weekend and stressing turf.

### **Communicate early and often.**

Member understanding is critical. Regular updates and weekly communication build awareness and patience, and help members appreciate the work being done.

### **Recognize demands on staff.**

These projects consume a large portion of the superintendent’s time. They must coordinate with contractors, manage system changeovers, and maintain the existing system, which often becomes less reliable during construction.

### **Plan for an intensive construction schedule.**

Contractors like LaBar work long hours and weekends to stay on schedule, especially in peak daylight months. This requires constant coordination with staff, adding strain over a four- to six-month period.

### **The investment, is worth it.**

Despite disruption, the long-term benefits are significant. Our new system will provide full automation, improved coverage, and more than double the water delivery capacity, leading to healthier turf and more consistent conditions.

Major projects are never easy, but careful planning, realistic expectations, and strong communication make them manageable. We hope these lessons help other clubs prepare for their own irrigation renovations.

The accompanying photos show stages of the work underway... see next page.

Ted Hawksford  
General Manager



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## Congratulations to Our New Certified Club Executive (CCE)!



We are proud to share that our General Manager/COO, Shelly Inman, has been awarded the Certified Chief Executive (CCE) designation by the Club Management Association of America.

The Club Management Association of America (CMAA) is the largest professional association for managers of membership clubs, representing more than 6,500 members across the United States and internationally.

The CCE designation is one of CMAA's highest professional achievements and recognizes club leaders who have demonstrated the experience, leadership, and expertise required to successfully serve as the most senior executive in a club environment.

To qualify for the CCE, Shelly first earned her Certified Club Manager (CCM) designation and admission to the CMAA Honor Society, completed the Business Management Institute's Strategic Leadership and Tactical Leadership programs, and served as the top executive of a club for a minimum of five years.

This designation is awarded to leaders who have demonstrated excellence in club management at the highest level, and it is a reflection of Shelly's dedication to professional growth, strategic leadership, and exceptional service to the club industry.

Please join us in congratulating Shelly on this outstanding accomplishment!

[Puget Sound Business Journal](#)

# PARTNER OF THE MONTH

# GALLO



## ABOUT US:

GALLO, a family-owned company founded in 1933, is the largest winery in the U.S. and a global leader in wine and spirits. With 100+ brands across wine, spirits, ready-to-drink beverages and beer, we partner with clubs to deliver value through portfolio depth and shared expertise.

Our on-premise team works alongside clubs at every level, offering:

- Tailored beverage programs
- Data-driven insights
- Staff education
- Premium hospitality
- Branded tastings and curated member events.

*"These kind of experiences create an emotional connection that keeps members renewing and wine ultimately becomes a vehicle in which club members can belong to."*

- Stephanie Gallo, CMAA Podcast

We help elevate guest experiences, drive wine relevance and turn every pour into a memorable moment. We look forward to meeting you all and raising the bar together!

Lauren Eilts

[Lauren.eilts@ejgallo.com](mailto:Lauren.eilts@ejgallo.com) | 206.369.9621

## PARTNERSHIP PILLARS

### Experiences that Differentiate Your Club

Curated wine programs, elevated events, and signature moments designed for real-world club application

### Program & Communication Support

Working together to enhance member engagement and elevate the visibility and impact of your wine and spirits program

### Events & Networking

Creating opportunities to connect, collaborate and bring standout member experiences to life



# NEW EVERGREEN CHAPTER WEBSITE PLATFORM

We are excited to introduce our brand-new website platform, in partnership with ForeTees.

**Important Change for Members:** There will no longer be a member login section on the website. All secure, members-only content will now be accessed exclusively through the Chapter app on either mobile or desktop. When you click Member Login on the website, you will be guided to download or open the app.

**What Stays the Same:** You'll still use the same familiar app experience. All activities, including all ForeTees modules, remain in the app. Chapter event sign-ups will look and work just like they do now.

**You MUST Download the App for Member Access:** For easy setup, use these quick installation guides:

[Windows Desktop App – Click Here.](#)  
[Mac Desktop App – Click Here.](#) **Mobile App** -- search "Foretees" in your app store. **Download ClubCentral by Foretees.**

If you need assistance with the app, please contact

[eddy@evergreenmaa.org](mailto:eddy@evergreenmaa.org)

**Login to the ForeTees App**  
To get the App, search "ForeTees" in your app store. Download ClubCentral by ForeTees.

**1** Inside the app tap, on "Email Me My Credentials" and enter your email address.

**2** You'll be sent an email from ForeTees with your app login credentials.

**3** Simply tap the "Tap Here to Login" and you are all set!

Available on the App Store GET IT ON Google Play

# Partner Product Spotlight



## PIK'R JOINS THE PACIFIC GOLF & TURF FAMILY!

Pacific Golf & Turf is excited to announce that we are now an **authorized distributor of Pik'r**, the industry's most advanced autonomous golf ball picker designed to transform driving range operations.



With cutting-edge automation and intelligent design, Pik'r keeps your range clean and efficient—without manual labor.

### Key Features of Pik'r:

- ✓ Fully Autonomous Operation
- ✓ Eco-Friendly & Electric
- ✓ Smart Mapping & Obstacle Detection
- ✓ Minimal Maintenance

## CONTACT US

**INTEGRATED PRODUCTS TEAM**  
info@groundsfowardsolutions.com



## INSURANCE FOR THE GOLF INDUSTRY

### ABOUT US

George Petersen Insurance Agency and 20-year PGA touring professional, Greg Twiggs, have partnered together to create GP Golf Insurance Solutions. GP Golf Insurance Solutions is a team of experts dedicated to the golf industry, with the intent to better serve the needs of golf courses and country clubs across the nation. GPIA has been insuring the golf industry for over 10 years and was an innovator of one of the first golf insurance programs. With the alliance of GPIA and Greg Twiggs, we are able to create custom protection plans made for golf courses by someone who has been immersed in the industry for over 20 years.

### AVAILABLE INSURANCE COVERAGES:

- Property Coverage
- General Liability
- Auto
- Liquor Liability
- Excess / Umbrella
- Flood Insurance
- Pollution
- Garage Keepers
- Directors & Officers
- Employment Practices
- Cyber Liability
- Earthquake

### INDUSTRY LEADING SERVICES:

- Safety & Loss Control Administrators
- Human Resources Consulting
- Workers' Compensation Claims Administration

### DEDICATED MEMBERS OF:

PGA | CMAA | NCGA | SCGA

### EXCLUSIVE CARRIER ACCESS

With access to a wide range of carriers, including an exclusive workers' comp carrier, board members and managers can rest assured knowing GP Golf Insurance Solutions has the ability to secure any coverage necessary for golf courses and country clubs across the nation.



## ALL WE DO IS GOLF!

**GREG TWIGGS**  
gtwiggs@gpins.com  
480.213.1067

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jfeierabend@gpins.com  
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## WE PROUDLY SUPPORT THE EVERGREEN CMAA CHAPTER

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Numerous contracts on hot & cold beverages plus the industry's only Top Shelf Bar Program.

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Stabilize pricing on all proteins delivered by your local distributor.

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Have the team looking sharp whether you rent or purchase.

#### LINENS

Receive the products you want and the pricing you deserve.

#### SMALLWARES

Find peace-of-mind pricing on these frequently purchased products.

#### EQUIPMENT

Commercial kitchens cost less with our contracts.



**WILLIS SELF**

Director of Member Development  
wself@clubprocure.com



**AMY LINDER**

Regional Coordinator  
alinder@clubprocure.com



### The Most Modern HR & Payroll Platform

## Efficient HR, Empowered Clubs

Paylocity's modern platform simplifies HR processes and equips you with the tools you need to help your club excel.

#### Stay Focused on Growth

- Automate and streamline processes from recruiting and onboarding to payroll and expense reimbursements - all in one platform to ensure compliance.
- Make better, data-driven decisions with visibility into key data like labor costs and turnover. Plus, get AI-powered recommendations on how to advance growth and workforce health.

#### Prioritize Employee Experience

- Attract talent with user friendly, mobile-first experiences and the option to collect pay on-demand.
- Draw employees into the platform daily and build culture with experiences like recognition & rewards.
- Unify communication to keep employees connected, ensure consistency, and build a stronger culture.

#### Flexible Platform & Integrations

- Combine our end-to-end HR capabilities with seamless integrations that eliminate disconnected data and tedious manual re-entry.
- 350+ out-of-the-box integrations easily connect Paylocity with business critical systems you use - like POS and applicant tracking software.
- Open APIs provide unlimited flexibility to unify your data.

#### Special Offer

CMAA Evergreen members receive a 20% discount and FREE integrations!\*

\* New Paylocity clients only

#### Please Contact:

Cisco Masias  
(253) 285-6345  
cmacias@paylocity.com



# REGISTRATIONS NOW OPEN

Mark your calendars now for our **31<sup>st</sup> Annual Evergreen Chapter Golf Tournament** being held at **Broadmoor Golf Club** in Seattle. This signature event always fills quickly and is a great opportunity for Chapter Members to bring staff, board members, partners, and industry guests.

The proceeds of this tournament help fund the Chapters' education, professional development, and scholarship programs.

## ***31st Annual Golf Tournament***

*Monday, October 12th*

*Broadmoor Golf Club*



[Registration Form](#)



platinum partners



# THANK YOU TO OUR PARTNERS



# GALLO



# 2026 Board of Directors

## President

**Chas Holmes, CCM, PGA**  
**General Manager**  
**Bear Creek Golf and Country Club**

## Vice President

**Brett Hawn**  
**Clubhouse Services and Operations**  
**Overlake Golf and Country Club**

**Jamieson Pitre**  
**General Manager**  
**Rainier Golf and Country Club**

**Director**  
**Nolan Halterman, CCM**  
**General Manager/COO**  
**Hillcrest Country Club**

**Director**  
**Regan Connley**  
**Director of Food & Beverage**  
**Inglewood Golf Club**

**Shelly Inmann, CCM, CCE**  
**General Manager/COO**  
**Overlake Golf and Country Club**

**Director**  
**Adriana Cunningham**  
**Food & Beverage Manager**  
**Seattle Golf Club**

**Director**  
**Steve Bowles**  
**General Manager**  
**Fircrest Golf Club**

**Director**  
**Jennifer Nelson**  
**Clubhouse Manager**  
**Laurel Golf Club**