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Leading Golf Associations- CSCA & California Alliance for Golf Team with Water District for Annual Golf and Water Symposium

Coachella, Calif.-Recognizing that all stakeholders need to be involved to effectively manage the valley's domestic and irrigation water supplies, two of the state's leading golf associations have joined forces with the **Coachella Valley Water District (CVWD)** for the **2nd Annual Golf and Water Symposium** to be held **Thurs. November 12** at the **University of California**, Riverside's Palm Desert Graduate Center, located at 75-080 Frank Sinatra Drive in Palm Desert, California.

The **California State Club Association (CSCA)** and the **California Alliance for Golf (CAG)** are again teaming up with **CVWD** to gather leaders from the golf & water industries to address state and local water issues and how they affect golf courses. Keynote speakers are state **Sen. John Benoit**, who serves on the Senate Natural Resources and Water Committee, and **Tim Quinn**, executive director of the Association of California Water Agencies. They will provide insightful perspectives on statewide water issues being debated in Sacramento while being felt across California. **Bruce Williams**, CGCS, golf industry consultant and a CAG board member, will provide insight on how the golf industry and water districts can work together successfully.

The list of speakers will be enhanced with other representatives from the golf industry, members of the Hi-Lo Desert GCSA Board of Directors and community leaders discussing topics such as *new water-conserving technology, how to redesign a golf course to use less water, how the economy has had an impact on the golf industry, and the importance of cooperative partnerships between the water and golf industries.* While emphasis is on the golf industry's club managers and superintendents, the symposium is a valuable source of information for all the valley's stakeholders, including developers, golf course designers, landscape architects, water agencies and everyone interested in the future of water and golf in Southern California.

Water is the state's most precious natural resource. This is more evident than ever with continued drought, legal restrictions on imported supplies and an aging and inadequate statewide delivery system. Many areas of the state have resorted to mandatory water restrictions. The Coachella Valley is fortunate in that, so far, through cooperative conservation efforts the more severe restrictions have been avoided, but that doesn't mean one can avoid the drought and other factors.

Symposium is from 8:00 a.m. until noon, with check-in at 7:30 a.m. Cost is \$150 per person and \$100 for each additional attendee from the same organization. Interested participants can **register online at <http://www.caclubs.org>**. For more information call **(661) 310-7915**.

California State Club Association (CSCA) is a California nonprofit mutual benefit corporation. Its purpose is to serve the club community consisting of nonprofit private clubs throughout the state.

The California Alliance for Golf (CAG) is a California corporation that serves as an educational resource for the golf industry while also communicating to the public the environmental stewardship and economic benefits provided by the game of golf. Membership base includes major golf associations consisting of amateur players, golf professionals, course superintendents, course owners, club managers, golf management companies, public and private golf facilities, industry-related vendors, individuals, as well as organizations that promote better health through the game of golf.

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