

Rolling Hills Country Club

January 2014 Newsletter

A Note from Steve:

As we begin a new year it is a great opportunity to make changes and try to improve. Part of that process was the survey we sent out last November. We received a good response and some good ideas. I can summarize the surveys with the following statements:

1. Members appreciate the value of our club and feel it is our strongest attribute. Members also felt we should focus on this point in advertising.
2. Members were not as aware, as we believed, with regards to improvements, events and challenges at the club.
3. The biggest areas of interest by the members were the acoustics in the banquet room, the carpet in the banquet room, improving the fairways, and improving sand traps. We found this interesting because through the year the biggest point of contention was the treatment of the native grasses. While it was mentioned, it was only by a few people and was split 50/50 on like or don't like.
4. We had many mentions through the survey, in many ways that we needed to advertise and promote that we have the friendliest membership and staff in the area.

In discussions with Brett, Connie and Board Members we have made a few changes and promises to ourselves for 2014. These are all focused on promoting the friendly/relaxed nature of the club. The importance of placing focus on the value our club provides. We will get back to being more aggressive with our fairways and continue the work that was started on our bunkers. The Board, the Ladies Association, and a few members have started to look into the flooring and acoustics issues in the clubhouse. While we do not have much funding for this project, we are all aware that we need a plan first.

Another focus will be to improve our communication to the members. The use of Facebook has been a big asset to the club, but not great for members who are not on Facebook. We also did not send out our normal number of newsletters and emails last summer. We want to improve this year. We will have a Monthly Newsletter. In March, June, September and December it will be emailed and mailed to every member. In the other months it will be available in the proshop and emailed to all of our members who are online. Please email me at rollinghills@yhti.net if you have not been getting our emails, we will add you to our list. Our budget is very limited. Mailing each newsletter costs about \$250, so by sending them out quarterly vs. yearly saves the club about \$2,000. We will continue to post frequently on Facebook and I hope more of you take an interest. The calendars will be ready to be picked up on March 1st. They will have entries, events, and everything else we can fit in by that time of year. In the remainder of this newsletter you will see a few other new programs. I hope you are as excited as we are to get the season started and have a great year.

Thanks,
Steve

February Wednesday Night Dinner
Wednesday the 19th Mexican Buffet
Game will be Golf "card game"
Start at 4:30 Dinner at 6:00
All are welcome - \$10 per person

Members Only 50/50 Drawing
Tickets: \$2.00 each or 3 for \$5.00
Drawing at Wednesday Night Dinner Tickets
can be purchased in the proshop.
Proceeds go to the clubs general fund.

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Tournament Program 2014

Many of the tournaments you are familiar with are still on our schedule and in the same place. We will still have our big three holiday tournaments: Memorial Day, Independence Day and Labor Day. And!!! They are the same price as last year and are now all cash prizes.

The Couples Tournament which has struggled to gain its footing in recent years is moving a little later in the year to June 7th. Every year we have lost teams due to conflicts with high school and college graduations. So, we will give a later date a try.

The Laufenberg. This new event will be a tribute to our former superintendent, Dennis Laufenberg. It will also fill the need expressed by quite a few members for a "real" golf tournament. This will be a two-day event on August 9th and 10th. It will be an individual event flighted by score. While on its face you may feel this is only for "really good" players, I think the great competition will come from the higher handicaps playing in the 3rd and 4th flight. Keep an open mind and try to support this event.

The Derby. This is another event that many members asked us to promote and try and increase involvement. It will be on June 21st and is an event that has grown the past several years. We will do all we can to promote this to its fullest.

We moved the Greenskeeper's Revenge and Chili Cook off to a Saturday so our working members will be able to enjoy this event. Saturday, October 11th is the date.

Club Championships and Senior Championship. These events are both net match play events. There have been two changes for 2014. They will start much earlier in the year, July and August, respectively. This will allow more time for the event to be completed as we have more players. The second change is we will require a USGA Handicap for these events. The USGA handicap program is the best way to insure fair competition. It is affordable at \$25 per year. It has become easier to enter scores with the ability to do so from your smart phone or home computer, or from the club's handicap computer. So, we hope that everyone embraces this change and keeps an accurate USGA Handicap.

More on Handicaps! We will also determine the ability to use green tees by age + handicap method. So, sign up for your handicap and enter all of your scores.

NEW IN 2014

Senior Day

Thursdays
March 20th to Sept. 25th

On the 1st, 2nd, 4th, and 5th Thursdays of each month we will have coffee and donuts from 7:00 to 9:00 and Lunch from 11:00 to 2:00 for all seniors age 50 and over. We will also have a special event each week, long putt, closest to the pin, or something similar with a great prize.

Cost:

Members without cart \$5
Members with cart \$15
Non-Members \$25

On the 3rd Thursday of each month we will have our regular senior scramble.

We hope that this program will make RHCC the place to play for Lake Area Seniors and help our Senior Scramble Grow!!

I hope everyone can share this special with others.