

# Rolling Hills Country Club

*February 2024 Newsletter*

## **Upcoming Events at Rolling Hills:**

February 21<sup>st</sup> – Wednesday Night Dinner

March 9<sup>th</sup> – Tiger Nation Trivia

### A Note from Steve:

We can now close the books on 2023 and flip the calendars to 2024. I am excited about the New Year and I am kind of glad 2023 is over. It was crazy. Think about the year and just how few cold days, rainy days or the technical term, yucky days, that we had. I would swear that we had some members that played 1,000 rounds. Of course, they did not, but it sure seemed like it.

We have had some changes in the proshop. Big things like Ori Bartlett graduating college and moving on to the adult working world and away from summer jobs and the proshop counter. We were so fortunate to add Jess Ollison and Laura Piercy to the proshop staff. They are self-starters that offer a quick smile and enjoy interacting with our members and guests. Then I am beyond lucky to have Ori, Sharon Holstein and my son Kyle available when we need a little help. Dealing with the public is not always easy but they all offer a smile and do their best to make everyone's experience at Rolling Hills get off to a good start.

Our Grounds Crew is a family affair. Valerie and Dustin are a husband/wife team that stepped in a few years ago and offered to help. In the nearly 4 ½ years they have been here they have learned a great deal. Considering that they had never been on a golf course prior to that day, they have come a long way. In that time, they have worked hard to learn many aspects of the job and will continue that process. They truly love this place and want to excel. Their staff has included daughters, sons, nephews and a few brothers from another mother. Many may not have noticed, but their daughter worked out here the first ½ the year until she was very pregnant and then gave birth to their 1<sup>st</sup> grandchild. I learned that having a young pregnant woman on staff really increased the sale of hot dogs and snickers bars. I want to thank Dustin, Valerie and their "family" for all their hard work and love of Rolling Hills. I am excited to see the progress in 2024.

The board is ever changing, every year three new faces come and three go. I counted up how many different board members I had worked with a few years ago and the number was crazy. It makes me feel very old, especially when I remember those who are no longer with us. But, each of them has taught me something along the way. Each of them has had a hope or wish to make Rolling Hills a better place or in some years, helped it to survive. Our board is passionate about improving many aspects of our club and is excited about the goals and challenges that lay ahead. I appreciate their caring, passion, skills and ideas for our club. I look forward to working with them this year.

One of my year end duties I started years ago is to look at a log of membership changes that happen throughout the year. It gives me the opportunity to learn and remember so much.

(OVER)

As I look through the list, I will see the members we lost. I usually know why or can at least speculate why they left. Did they move, did they have financial issues, did they go to another course, did they have physical issues that made them give up the game or did they simply pass away. There is a lot to be learned from that list. Questions like, could I have helped out in some way for those with financial issues, could I have given a player with physical problems a lesson that would have allowed them to continue to play, or can I simply accept the sometimes things happen beyond our control. The other side of that list is far more enjoyable. I look at all the new members that have joined. I try to see why they joined, why they started playing here, who brought them here, what promotion introduced them to Rolling Hills. It can really help you see what our strengths are. It also gives me evidence of what programs, advertising and practices work and should be continued. On the member's lost side this year we had 21 leave us, three passed away, five moved away, five did not play enough, two had financial issues, four chose to play multiple courses or courses closer to home, and two gave up the game because of physical issues. On the member's gained side, we had 47 new members, 13 joined because they had friends that were members, 5 joined after moving to the area, 2 rejoined after being somewhere else for several years, three joined because they retired, the remaining 24 joined because of value, either the annual pass was less expensive than greens fees or the platinum membership allowed them to play as much as they wanted instead of playing as much as they could afford. The net of it all is that we are excited to have 26 more members than we started with and we understand the value and friends they found at Rolling Hills is very important.

With all this talk of change, I must mention what is the same. Beyond many of the same great members that have been here for years. I am proud to be starting my 24<sup>th</sup> season at Rolling Hills, I am proud of what has been accomplished in those years but more importantly I am excited about the future and the plans we have moving forward. I must also mention Connie Goetze who has been with RHCC for 25 years and goes above and beyond every year in her loyalty, dedication and service to our club.

As we move into 2024 we will do so in a manner that is new to us. We have never finished a year where we could pay all of our bills. On December 31<sup>st</sup> of 2023 we had paid all of our bills from 2023. In addition, we paid just over \$5,000 in bills and expenses for 2024 ahead of time. While this in no way means that we are golden or set for life, we are at least starting a year in a better position than ever before. I will also share that we grossed \$511,241 last year, an all-time high. That is an improvement of more than \$93,000 over 2022. In fact it is \$164,000 more than 2019 which was the lowest of our last five years.

All of what I have shared with you today in this newsletter is simply to thank everyone for a wonderful year, a promise to strive for improvement and a wish that we all look back a year from now and realize 2024 was amazing.

I look forward to sharing our calendar, tournament schedule and special events soon. The work has already begun and it is very exciting.

Thank you for your support and I appreciate each of you.

Steve

## FROST

If there is frost on the course, the course is closed. Under no circumstances is anyone allowed to play, practice or be on the course while frost is present. Stay off all grass!!!

While we are and always want to be a very relaxed operation, we would really appreciate everyone checking in at the proshop before going on the course.

## Winter Proshop Hours

9:00am to 3:00am – January and February (weather permitting)

## Tiger Nation Trivia

Saturday, March 9<sup>th</sup>

Get your team together and join us for a really fun evening.  
Contact Tiger Nation for more information.

## Wednesday Night Dinner

Wednesday, February 21<sup>st</sup>

Cocktails at 4:00 and Dinner 5:00

Menu is Pot Roast

\$12 per person

Watch Facebook for updates

***Work had begun on the 2024 Calendar; we hand them out in March.***

If you have a new address or phone number – let us know!

If you host an event and would like it in the calendar – let us know!

If you host an event and would like to include an entry form – let us know!

If you have a business and would like to have an Ad in the calendar – let us know!

***573-378-5109 or [rollinghillspgapro@gmail.com](mailto:rollinghillspgapro@gmail.com)***

**Like us on Facebook**

**Visit us at [rollinghillsozark.com](http://rollinghillsozark.com)**

**Newsletters and Board Minutes are available on our website.  
Find the Newsletters / Minutes tab to open and read our newsletters and minutes.**

## Calendar Advertising

We offer two types of calendar ads: one is opposite each calendar page, there are 12 business card size ads that are above each month when you open the calendar. Then we have 3 smaller ads that are at the bottom of each page in the directory. At this time we have 2 spaces available on the Calendar Pages and 1 space available on the directory pages.

The costs of the ads are:

Calendar Page - \$130 for all 12 months

Directory Page - \$60 for all the pages in the directory.

This is a great way to get your business in the front of our member and remind them of your contact info. If you are interested in advertising in our calendar please contact us asap.

[Rollinghillspgapro@gmail.com](mailto:Rollinghillspgapro@gmail.com) or 573-378-5109

## 2024 Membership Promotion

As a member, if you bring us a new member and they either pay in full or sign up for monthly ACH we will give you one month free on your membership. Bring us 12 new members and you are free for a year. You can't beat that deal.