

February 2010... “Pardon the President”

Winter greetings fellow Members,

When I was appointed President, several friends and colleagues gave me their condolences for being saddled with writing a newsletter article each and every month for the coming year. My heart sank a bit, until I was reminded of a story from one former President. Put simply, deep into his presidential year, this unnamed President submitted his monthly update for the newsletter, but because of a printing snafu, the prior month's article reappeared for a 2nd straight month. Ironically, nobody even noticed! I have vowed to hold that story close each month as Chad (i.e. Lou Grant) reminds me of the looming deadline. Speaking of this newsletter, in an effort to save a couple thousand dollars, we will be converting to an electronic (emailed) version as well as posting it on the web going forward. Chad will keep some paper copies available for anybody not able to access the Internet.

Make no mistake, 2010 will go on record as one of the more exciting in the history of Beaver Hills. At the time of this writing, the walls of the new upstairs of the clubhouse are being framed as the construction continues to run on target. If you haven't taken a quick drive up into the club recently, it's worth your time. I have asked Chad to begin posting updated construction pictures on the website. The plan is to have the 19th Hole open by June 1st and the entire clubhouse accessible by no later than the third week in July. The strategy for food and beverage service in April and May are still being made, but not to worry, if you get dusty during or after your round, Chad assures me he will have some basic provisions.

Here are some additional updates...

- I have asked Denise Coen, our new Board Secretary, to publish the monthly Board meeting highlights in each newsletter. It only took me one time hearing the same term that is now commonly used in Washington D. C., transparency, to make this decision. Trust me, with this being my third on this volunteer Board, my experience with all of the other Board representatives has been consistent...how to better the club.
- Our membership numbers remain strong. This is the time of year when we accrue most of our quits. I have perused them and I can tell you there is not a detrimental trend. Most of them have been predicated by lifestyle changes such as chasing kids, vacation homes at a lake, health reasons, relocations, etc.
- Please know we will be more aggressive marketing our club as we move closer toward the season. We will be instituting a “REFERRAL PROGRAM” that is simple enough for even my friends to understand. For instance, bring a new golf member into the club, Chad will credit your food and beverage account by \$250. Bring two members...\$500. That's quite a few bullfrogs.
- Speaking of Chad, he has been retained as our sole general manager in 2010. He is attending a conference for golf general managers in February, so we expect him to keep bringing innovation back to Beaver Hills.

- The annual prepaid food minimum will be reduced to \$200 for this year only because of the shortened full dining opportunities. This charge will be on your March 1st bill. In my case it really doesn't matter what the minimum is as long as big boppers are sold at the pool.
- Speaking of such charges, Chad has worked with our accounts receivable software and will now be sending each of you a more itemized statement. My new stance is this...*"honey, the excessive beverage purchases were a result of my poor golf abilities."*
- Josh and Brad have also both attended industry conferences this winter and are enthused about bringing more change and innovation to the BHCC. Brad, under the guidance of the Golf & Greens Committee, will be publishing the 2010 event schedule in the next month.
- Speaking of Committees, I will make sure a complete listing is published in an upcoming newsletter...again, all in an effort for everyone to communicate more clearly and efficiently.
- Please welcome Bill Bradford, Brian Motzko and the aforementioned Denise Coen to the Board. As they and the many Presidents and Board Members that have come before us know, to serve means one must have a fundamental love for the club because the pay isn't very dynamic.

Let the recruiting for new members begin! Start chatting about our renovations and momentum with friends, neighbors and co-workers, because our reimbursement to your account number is not in violation of NCAA regulations.

Best Regards,
Matt Bigler



Members of Beaver Hills Country Club,

Did you know Beaver Hills CC first became an Audubon Certified Sanctuary Program (ACSP) 11 years ago? In 1999, former Golf Course Superintendent Steve Fagerlind started the program in hopes to increase Environmental Stewardship here at Beaver Hills Country Club. Over the past decade, we've done everything possible to be environmentally friendly. There are over 60 bluebird nest boxes on the golf course, 10 wood duck houses on the property, and about 50 acres of "naturalized areas" on the course. The naturalized areas mainly consist of fescue no-mow and timber that is not maintained on a regular basis. These areas provide a habitat for a variety of wildlife including birds, deer, and even wild turkeys.

This year we are up for ACSP recertification and I would like to get the membership a little more involved again. I know in the past we've had a donation to sponsor the bird houses on the course, and I'd like to do that again in hopes to rebuild some of them. In the end of February, we've arranged to have a chapter of the Cedar Falls Cub Scouts to come to Beaver Hills to build about 20 new bird houses as well as a few more wood duck houses. I'm not asking for much, \$20 for a bluebird house and/or \$30 for a wood duck house. All of the money will go directly to an "ACSP" fund for the building of new houses and our annual \$200 ACSP membership. The money in this fund will also contribute to flowers, shrubs, and trees on the golf course. Additionally, we will be trying to post more information in the 19th Hole about the ACSP and the projects we're working on in the maintenance department.

Each year, we fledge an average of about 75 bluebirds, 50 tree swallows, and 65 wrens. Not only do we fledge a lot of birds here, but we also lose a lot of birds and eggs. The main problem we have is the threat of natural predators. Raccoons, cats, other birds, insects, and even snakes will get into the houses to eat the eggs or baby birds. Predator guards around the houses help sometimes, but not always.

Beaver Hills is one of only six courses in Iowa to be certified by the International Audubon Society. These courses in Iowa include: Des Moines G & CC, Jester Park GC in Granger, Glynn's Creek in Long Grove, Elmcrest CC in Cedar Rapids, and Brooks GC in Okoboji. We're honored to be a part of this pretty elite list, and I hope to get a lot of participation from the membership. Again, it's not a lot, just a little donation to a good cause. Only \$20 to sponsor a bluebird house, and/or \$30 for a wood duck house, and we'll put your money to good use. Please feel free to check out the website at www.auduboninternational.org. Please feel free to talk to me any time about some of the other efforts we're doing to be more environmentally friendly.

Thank you for your time and consideration,

Josh Petersen, Golf Course Superintendent

Please make checks payable to Beaver Hills Country Club and specify what you would like to contribute to (bluebird house, wood duck house, or both).



From The Pro:

Ooooh February, you are by far the cruelest month for golf enthusiasts here in the snow belt. So short on paper, yet so psychologically long after being beat down by another cruel Iowa winter. And, I know what your thinking... with your Valentines Day, tucked cleverly in the middle of those 4 perfect little weeks. But you know what, I want sunshine and grass; birds and flowers; cool beverages, friends, and the greatest game on earth. Ever heard of that? February! You don't fit in, you're an outcast, I mean December with Christmas, then New Years and January (which is supposed to suck), and March with spring break plus a little light at the end of the tunnel. You are like the bully who made us take the long way home from school, you ought to be ashamed of yourself... I'm sorry was I typing out loud???

Dates Of Interest:

Feb. 15th – Amenities reminder mailed along with events, services, and merchandise update.

March 1st – Yearly amenities billed out.

March 15th – Handy wall calendar mailed out.

April 1st – Target date to open the golf course, shipping date for many new products, begin posting scores for handicaps.

April 8th – Masters pool, new fantasy golf begins

April 25th – Kick-Off Classic A-B-C-D Best Shot

May 1st – Men's and Women's Days Begin!!!

Plus, many events throughout the month

Junior Golf Begins... **June 11th**

Sturgis 4-Lady Best Shot... **June 23rd**

Ladies Guest Day... **July 7th**

Club Championship... **July 24th & 25th**

Men's Member/Guest... **August 7th & 8th**

The Special Event... **August 21st**

Inspiration:

One of the attractions of golf is its many parallels to "the game of life." Life is also played on a course, the course of our life. As in golf, our daily walk through life brings new opportunities and new challenges. There is adversity to be avoided or overcome, the beauty of life and nature to be explored, and the relationships with people and God to be developed. *...from "Playing The Game"*

Editorial:

Not so long ago I wrote a Christmas poem about 2009 at Beaver Hills appropriately (or not so appropriately) named "Twas The Plight Of Our Wish List." After sharing it with a few people, my better judgment suggested it might not be proper to stir up the calamity arising from the decision to refurbish our clubhouse. If we could turn back the clock, I'm sure many folks would like to see things done differently; and our opinions on the finished product will certainly be as different as our golf swings. I was here when we expanded the 19th Hole area and built the new pool, and I could have replayed the tape with all of the emotionally charged discussions and negative points of view. And guess what... the pool is awesome and the expanded 19th hole turned out to be a much needed addition.

As the clubhouse goes up this spring, I hope everyone can embrace the concept of moving forward for the future of our club. Our golf course may be the main draw, but we need to be proud of our entire facility. I have a beautiful backyard, but when I have guests over for a barbeque, I still want the house to look nice. This is a new year, with new challenges... let's leave the completion of the clubhouse up to the experts and re-dedicate ourselves to lowering our handicaps, playing as much golf as possible, and enjoying our down time with friends and family. Wow, what a concept!

This will be the last paper edition of the newsletter. We will be printing a couple to have at the club for those without internet. Please email me at beaverhills@cfu.net if you have not received emails in the past. I will be sending out a test email on February 15th with this newsletter attached. If you do not receive this email – you must email me to receive the newsletter and weekly in-season emails. Also, the events calendar will be available on our website.

If you have a chance, go to beaverhills.com for updates on the Clubhouse renovation. If you like any of the pictures that I have taken on the newsletter or the website – let me know. I can send them to you.

Our financial position is still strong, but we are looking to increase our membership levels to what they have been over the past two seasons. There will be incentives for current and new members all season! Our #1 asset is YOU! Talk to your friends or co-workers and spread the word about one of the best golf courses and values in the state!

Join me at Five Sullivan's Event Center on February 28th from 3-7pm for BEERS TO YOU. I will be there promoting Beaver Hills and serving a dish paired with beer. It is a wonderful event. Go to www.uni.edu/gbpac/beerstoyou/ for tickets and more info!

I look forward to seeing all of you soon,

Chad Hoffman

**NEW MEMBER
INCENTIVES -
EVERY MEMBER YOU
SIGN-UP THIS
SPRING ...**

**GOLF:
YOU WILL GET \$250
FOOD CREDIT OR 3
LESSONS WITH
BRAD!**

SOCIAL POOL:

**Food Minimums
for 2010 will be
\$200 for the
entire Season.
This will be a
Pre-Paid Charge
for all Golf &
Social-Pool
Members on**

BOARD OF DIRECTORS:

PRESIDENT: Matt Bigler

VICE PRESIDENT: Steve Brewer

TREASURER: Nick Evens

SECRETARY: Denise Coen

Laura Terpstra Joyce Barbatti

Mike Poe

Brian Motzko Bill Bradford

CLUB PROFESSIONAL - Brad Clark
ASSISTANT PRO - Greg Dingel
Pro Shop - 266-9172

SUPERINTENDENT - Josh Petersen
ASSISTANT SUPER - Ryan Pannoff

GENERAL MANAGER - Chad Hoffman
CLUB - 266-1975

