

Rolling Hills Country Club

February 20, 2012 Newsletter

Contact Information

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**Vegas Night
With
Wine and Dessert
Auction**

Club Fundraiser

**Saturday
April 28, 2012**

6:00 PM

Are you going to play in Senior Intercity?

Contact Larry Lynch
lynch36@yahoo.com
please email Larry so we
know weather we will fill
1 or 2 teams.

Are you on FACEBOOK?

Become a Fan of Rolling
Hills Country Club.

Visit our page.

Annual Range Pass

Single	\$125
Family	\$150

Dear Members,

It has been a busy winter. The board and I have been working hard to improve our business and find ways to survive this difficult economy. Our membership numbers have held steady and our Annual Pass program is nearing its renewal date. We have had quite a few annual passes already renew and I feel excited that we will keep many of the passes. We have done well booking our outside events for 2012. They are vital to the survival of our club. Not only for the revenue they bring to our club but also for the new golfers they will introduce to our course. While they do occupy a day or two of the course, please understand we need outside events to keep our dues in line and generate the much-needed revenue.

Speaking of schedule, our calendar will be done in the next week to 10 days. We will also have the entire calendar available on our website, www.playrollinghills.com. There will be access to phone numbers and the calendar it self.

In the remainder of this newsletter you will find a couple of articles that will address a couple of issues with regards to beer sales, tournament prizes and our finances. While these issues or decisions may not be 100% popular with everyone, they were very well thought out and are for the betterment of our club. Our club is doing better than many golf operations, that being said we are losing money. We have seen other courses go bankrupt, up for sale or just struggling to stay open. From discussion with other professionals and managers I always feel better because their problems seem bigger than ours. But, we need to cover our expenses and meet our obligations. These policy changes are focused on helping address that problem.

With all the good weather this winter the course has held up well, but please remember to drive your carts in the rough and avoid places that are getting worn thin from traffic.

See you in the spring,
Steve

Rolling Hills Country Club

Beer Policy – This is a business

If I sound like I am on my soapbox, I apologize. But, here is the deal. Rolling Hills Country Club is a business. Part of our business is selling beer. We pay Morgan County and the State of Missouri \$1002 per year for the right to sell beer. So, if you are going to drink beer at the course, we ask that you purchase it from the course. We would never take a sandwich into a restaurant and sit down to eat it. So, why do people think they are allowed to bring their own beer on the course? Some will say we charge too much and we can argue about our prices, but I will do better. We will have a member's only beer special. Through the year we will have a Natural Light on sale to members only for \$6.50 per 6-pack. That is only a \$1 a beer plus tax. That is less than any course, bar, or club charges. So, there is no reason to bring beer to the course. I expect everyone to follow the rules. If they don't the Board of Directors will be notified to decide on possible disciplinary action up to suspension of golf privileges. In addition, we will give a free six-pack of beer to any member who turns in a member for bringing beer to the course. It will not be anonymous. You will have to face the person you are accusing of violating the rule.

This action is the right thing to do. The club is offering Natural Light to members at \$6.50 per 6-pack, cheaper than any other golf course. Support your club and make sure other members do as well.

Tournament Program

Every season we try to answer these two questions about our tournaments. First, why don't more people play in tournaments, we used to have waiting lists? Times change, there are more courses and several times more tournaments than in the past. In the past every club had a handful of events and you could travel around and play those events and they were very popular. Today, every organization, company, and charity has its own event. Instead of having a few club events every year, clubs now host events for several causes every month. Second question, I pay \$40 to play in an event and if I win it only pays \$50, why is it impossible to make money in our events? Simple math, if you pay a \$40 entry fee (\$20 to greens fees, carts and tee gift, \$10 to food and beverages, and \$10 to prizes) and if 48 people play you have a prize fund of \$480. If you pay two flights and pay first place \$50 per player (4-person teams) you have used up \$400 of your \$480 in prizes. Every event varies in that formula a little, but you get the idea. The key point is that this is amateur – recreational golf. Our tournaments are not a way to supplement a person's income. The goal of club events is to provide friendly and fair competition that will allow everyone to have a good time, a chance to win a prize, and support the event and the club.

During the November board meeting we were discussing our events and I was asked by the board to come up with a proposal to provide gift certificates as tournament prizes. The proposal should be acceptable to players and provide some income for the club. My first step was to see what other course in the lake area were doing with regards to prizes. I found that we were the only club that allowed cash prizes, which surprised me. Next, I looked at the use of gift certificates and how it could provide income to the club. It was proposed and accepted that I will pay the club a 10% commission on all gift certificates I use as prizes for tournaments. This should provide \$1000 to \$1500 to the club during the 2012 year. The Member of the Year contest and dinner will be changed to a Member Appreciation Tournament in September instead of a Dinner in November. I will be donating an additional \$500 in prizes for this event. This should be a wonderful event and benefit to the members who choose to participate. I have included a page that outlines the member appreciation event and I hope you will look it over. Men's League will have the option of receiving cash for at least one more season.

I imagine many of you may have questions, feel free to call or email me and I will try to answer your question. rollinghills@yhiti.net

Rolling Hills Country Club

WEBSITE

Visit our website:

www.playrollinghills.com

See calendar and events.

See the newsletters.

Check out tournament
and league results.

Makes a great home
page, with weather and
map links.

2012 Proshop Specials

Come in and see the big
board of specials to start
off the year.

Here are a couple sales
items just to peak your
interest!

Remaining 2011 TopFlite
15 ball packs \$12

Nike Crush \$12 dozen

Remaining 2011 shirts are
only \$20 each.

WATER

We continue to battle with the Department of Natural Resources over our drinking water. We have not had any problems since we installed the chlorination system they required. Of course it cost us nearly \$4000, but we did comply and install the system. We understood that as long as the system was doing the job we were in the good graces of the DNR. We were wrong. During a recent inspection they notified us that we were required to test our water daily with an electronic test kit to verify that our system is chlorinating the water. This of course cost the club another \$450 and about 15 minutes per day. While asking us to provide this test data, they also inspected the new system and complimented us on the fine work done by Jason Huffman. They then asked that we remove one of the filters we just installed. Even though they approved the system and the filter, they now changed their mind and are asking us to remove it. I am sure this will be another couple of hundred dollars. All for the ability to give away water. We will keep everyone informed of our success in dealing with the DNR and we will do all we can to provide clean safe drinking water.

SAVE THE DATE - MARK IT DOWN

**Vegas Night with
Wine and Dessert Auction**

Club Fundraiser

**Saturday
April 28, 2012**

6:00 PM

Information will be posted soon!!!!!!!

MEMBER APPRECIATION TOURNAMENT

Saturday, September 29, 2012

1:00 Shotgun Start

This event will be a four -person scramble. Players may register as a single, pair or couple. The proshop will construct teams from those who sign-up. The event is open to members and guests of members.

The Entry Fee for this event is \$50 per player. However, if you play in events through the season you will earn credits toward the cost of the entry fee. In addition to credit toward your entry fee, points will be awarded to determine the Member of the Year.

The following is a list of club events and the entry fee credit you can earn by participating. MOY points will be awarded for participation and finish position.

Senior Scramble	\$4.00	Tiger One Club	\$5.00
Kick-Off	\$5.00	Club Championship	\$7.00
Big-Cup	\$5.00	Koman Rally	\$15.00
Couples Scramble	\$5.00	Memorial Day	\$8.00
Couples Night	\$1.00	Independence Day	\$8.00
RHCC Derby	\$7.00	Labor Day	\$8.00

That is over \$100 in possible credits, so you only have to play in half of the events and you could play for free. In addition, not only will we let you earn a free entry for yourself by playing events we will allow you to invite a friend and use credit to pay up to 1/2 their entry fee.

The Entry Fee Includes:

Greens Fee and Cart (if needed)	Closest to the pin contests
Every player will get a special gift.	Long Putt Contests
Dinner buffet	Entertainment and awards.
One free beverage	Opportunity to win door prizes
The Proshop is donating \$500 in additional prizes.	

Approximate prizes based on participation from last year. Amounts could be larger depending on number of players and yearlong participation.

Prizes – Member of the Year		Prizes – Tournament	
1 st	\$50.00	1 st	\$75.00 per player
2 nd	\$40.00	2 nd	\$50.00 per player
3 rd	\$30.00	3 rd	\$40.00 per player
4 th	\$20.00	4 th	\$30.00 per player
5 th	\$10.00	5 th	\$25.00 per player

This would be well over \$1000 in prizes awarded for an event that many should be able to play for free. Using 2011 as an example, 25 members would have played for free and another 20-30 would have paid less than \$20 to enter the event. Plus the fact that many of the top 10 would have been able to pay for up to half of a friends entry.