

Wildwood Golf Club Middletown, OH

JANUARY 2016

January 2016



PRESIDENT'S REPORT

CHARLIE WEIDNER
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Happy New Year To All. I predict 2016 will be another great year for our club. This year will be Judy's and my 46th year as members. After all these years, we continue to be excited about the upcoming activities and comradeship that we can look forward to this year. This year is also the Club's 96th Anniversary. As we look forward to our 100th Anniversary, I thought we could look back at life at WWGC 50 years ago in 1966.

In May, the spring dance was planned with a band, snacks & set-ups for \$4.75 a couple. You could bring your own liquor in then. The holiday tournaments were sponsored by local businesses like Frisch's, Curry Ford, and Worthmore Clothes. Not a bad idea to consider in the future.

Ninety-five women attended the Spring Ladies' Day Kickoff Luncheon and Fashion Show. In July, the course was hit with 95

M.P.H. winds during a storm. We lost 25 large trees. It took days and many volunteers to clean up the place in time for the Middletown City Tournament. The city was won that year by Jon Verity. Tim Bales and Bill McCabe finished in the top-ten.

Make sure you contact Brian Brown if you have problems receiving E-mails. bbrown14@gmail.com

That's all for now. See you at the club.

~Charlie Weidner

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KITCHEN/BAR REPORT

MEGAN HOWERTON
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Less than a year ago, our current menu was unveiled at our Grand Re-Opening. Since then, with help of our new point-of-sale system, we can now see what our major sellers are and what items are not selling. We will be making some adjustments to our menu over the next few months to reflect the ordering patterns of our club members. In my opinion, this is a good way to manage our inventory and purchasing.

Trying new food items is never a bad idea, but we can now learn more about what our members enjoy eating. Adjusting our menu to what our members prefer will be an ongoing task. Food trends are changing and our menu will also change to reflect those trends. Introducing new items with our specials is a great way for you to try out items and giving us feedback before we print a new menu. Your servers will be

able to tell you about our specials. Please be sure to inquire about them if your server doesn't mention them.

Some members have already offered their suggestions and opinions on how the club can adjust the menu. We are always looking for and open to feedback from our members. Please send me an email with any menu suggestions you may have.

Another major area of focus will be ongoing staff training. This training will take place when the clubhouse is closed. As we staff up again for spring,

the new servers will also be trained. We will be providing our staff with the training they need to improve service and your overall experience in the clubhouse.

~Meg Howerton



SOCIAL REPORT

KRISTIN ANDERSON
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Beat the cold and come hang out at Wildwood this Winter! From Family Game Nights and watching sports, to Live Music and Fish Fries, we've got something for everyone.

We're working on getting a quarterly calendar printed, so be looking for those in the clubhouse in the next few weeks!

As always, please bring your ideas to us - we want to hear them! A huge thanks to our Social Committee and our staff for all the work they put into them with such

creating the events and executing them with such excellent results.

Lastly, we'd love for you to join the Social Committee; You'll have a voice in what's happening around the club, meet new folks, and have a bunch of fun. So email me if you want to join the Social Committee. Thanks Wildwood!

~Kristin Anderson

January Events

22nd Band, "B-Caged"
\$10 per Single/\$15 per Couple
Happy Hour from 6-7pm

February Events

Pricing and ticket availability to be announced by email blasts.

5th Band, "B-Caged"

7th Super Bowl Party with Taco Bar

9th Family Game Night

13th Roses are Red and Wildwood is welcoming the "New Royal Blues"

16th Trivia Night

19th Band, "The Cleavers"
cleaversband.com

24th Happy Hour with Live Music (tba)

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Jordan Lawson General Manager

Doug McCabe Course Superintendent

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Ron Pierce	Course Utilization
Jim Taylor	House
Kristin Anderson	Social
John Parks	Pool

FINANCE REPORT

SONNY BACH
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Next year's dues structure was discussed, voted on, and passed at the December board meeting. Even though fiscal year-end generated net income before depreciation, the club realized negative cash flow from operations. We must continue to work on improving the Club's cash flow and thus it's necessary to increase annual dues as part of our cash management efforts.

The Board voted on a 15% increase for all member levels, except for the Pool membership (which will increase slightly more than 15%). This increase puts dues back slightly above the 2012 levels.

Several years ago dues were reduced in an attempt to attract additional members. At no one's fault, that effort not only yielded less revenue per member but less memberships as well, totaling nearly a \$60,000 per year decrease in revenue.

It has been slow and arduous getting back to this membership level, yet something we believe the club must do as expenses have continued to climb over the last three years without any material increase to dues.

As we have stated before, we have positive momentum and really appreciate everyone's support as we look to maintain this suc-

cess over the coming years. We do not want you to think this increase is going to frivolous spending initiatives - quite the opposite. Our committee is actively scrutinizing every operational function and squeezing out efficiencies wherever possible, small and large.

We fully understand and respect the seriousness of the choice you make each year to be a member and ask that you continue to make that choice this year. We truly hope our Wildwood family continues to stay intact and only grows stronger over the coming years!

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IT REPORT

BRIAN BROWN
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I spent the past month cleaning up inaccuracies on our website. I also spent considerable time cleaning up invalid and erroneous email addresses. I am hopeful that this version of the Tee-To-Green reaches a few more of you than it has in the past as a result of this work. In the coming month, and on-going, I hope to keep the events calendar more current than it has been in years past.

We deconstructed the old Touch Pro point of sale system. I imagine John Sutor can remember when he helped initially

install that for the club. One of the challenges that we are having is getting an easy-to-use member spending report so that we can track spending towards the quarterly minimum. This may slow us down in billing those members who did not reach the minimum in the last quarter of 2015. Please be patient with us and understand that the minimum is still valid but that those who did not reach the minimum may get their *gap billing* a bit later than normal.

As always, if you have any needs, thoughts, concerns, or ideas related to

our technology, please send them to me via email or speak to me at the club.

~Brian Brown

Did you know that you can have your club receipts emailed to you? If this is something you want, tell one of the staff your email address and each time you close your account, ask them to email you a copy of the receipt. It'll be in your inbox before you get to your car!



...FINANCE REPORT

Note/FYI: Some members have questioned the timeframe for cart passes. If purchased, a cart pass is good for the calendar year January through December. For example, if purchased in April, the pass expires December 31st.

See you on the porch, Sonny Bach, Brian Brown, & Craig Baldwin

~Sonny Bach, VP



POOL REPORT

NICK CALLSEN
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As you have likely noticed, the pool area has once again changed! Sixteen pine trees around the perimeter of the pool fence have been cut down for various reasons. The two primary reasons were that the pine needles caused an enormous problem for the pool's filtration system and also caused the acidity level in the pool to fluctuate.

We hope with the removal of these trees along with the new filters that have been purchased, we can experience cleaner and more consistent water levels. However, now that

the trees are gone, we no longer have much shade.

We have begun to discuss this issue and will hopefully be able to accommodate individuals who require shade with some type of umbrellas or shelters. We will once again host a pool improvement day sometime in the spring. More information on that to come!

We welcome any ideas for pool improvement. Please contact Jessica Callsen, Kyle and Ali Wolf, or me with any suggestions!

~Nick Callsen



