

feb
2012

teetalk



402 Golf Rd., Lancaster, PA 17602 Pro Shop: 392-6030 Club House: 393-9761 meadiaheightsgolf.com

ON COURSE 2012

PRESIDENT'S LETTER

Happy New Year! As I write this, we are coming off the wonderfully mild weekend of January 28th. It was great to be on the course this weekend and see that the Club is active with members and outside events. So, we are off to a great start for 2012!

During the brief shutdown in January we were able to complete dry-wall repair and painting in the Charter Room and 19th Hole. The dance floor in the ballroom was also sanded and refinished plus all first floor carpets were cleaned. The Women's Locker Room carpeting will be replaced before opening day and we still have a few minor projects to complete before our "winter" is over. I think you will all agree the Club continues to look great, and as evidenced by Friday night's Pasta Night Chuck and his team continue the tradition of creating great food and good times for us all.

Thank you all for the feedback and support of the decision to make our 19th hole non-smoking except at the bar itself. We are evaluating the smoke-eaters and ventilation to maximize the quality of the experience for all of our members in the 19th hole. The Board appreciates your support during this transition. Smoking is still permitted on the patio and deck as before.

Our 2011 financial summary is completed. We made incredible strides in 2011 and our results are encouraging. Total revenue was up 4.8% over 2010 and total operating expenses were down 10.5%. Every area of our operation met the tight expense targets budgeted so our thanks to Chuck, Tom and Mark for a great job managing the budgets in 2010. Increased revenue was driven by pro shop sales (up 21%) and by food and beverage revenues (up 8.3%). Great job by the members and the staff for making this happen. You will recall that we made many changes in 2010 to improve our energy efficiency and we are happy to report that utilities expenses were down 10% as a result! All of this translates to an overall operating loss that is 62% lower than the loss recorded for 2010. I think we can all agree

this is outstanding progress and it demonstrates that we are on the right track. Thank you all for your support!

As for membership, we have budgeted an increase of 6% in total golf membership census for 2012 and we started the year down 9.7% - not unexpected and largely due to normal attrition. But, we have a big challenge in recruiting the members we need to hit the budget. As we enter February, we have many marketing initiatives in full swing for membership recruiting including the "No Dues until April" promotion and publications in the Lancaster Chamber of Commerce newsletter and other promotions. Call the office for details and packets so that you can help and don't forget the direct bonus members themselves can get by securing a new member for Meadia Heights Golf Club!

Thanks to all the members who contributed to the employee holiday fund. It is greatly appreciated by everyone and another demonstration of the great Meadia Heights Golf Club culture. Contributions were up 8.5% over 2010 and the Staff thanks the membership for their generosity. Also, we received formal thanks for the Giving Tree donations and our annual support of Domestic Violence Services of Lancaster County. This year, with our help, they were able to provide holiday gifts to almost 200 individuals.

We faced our challenges in 2011 openly and as a team. We strived to maintain the quality of experience at the Club, reduce operating costs and find creative ways to increase revenue. Now, for 2012 we need to focus on growth of the membership. We need to continue to hold the line on operating costs, continue to grow revenue in food and beverage and the pro shop and grow the membership. Sounds like a big challenge. But, every time I run into each of you at the Club - I am more convinced that we will do it!

See you at the Club,
Jim Zanghi

FEBRUARY MANAGER'S LETTER

As the Club House opens to almost normal hours, we hope you will join us for food, friends and fun. Weather being what it is this time of year; please call to be sure we are open if it is snowing. Actually it is 60 degrees today, so you can be sure we are open. During February and March we will be closed Monday and Tuesday. Open Wednesday through Saturday 11 – 8 and Sundays 11 – 2. Reservations are always appreciated.

SUPER BOWL SUNDAY - FEBRUARY 5th

Members can begin to arrive late afternoon and claim their space. Special Bar prices begin at 4:30 and Football Food kicks off at 5:00. Food will be available until the beginning of the 3rd Quarter. \$25.00 per person includes Food, Draft Beer, Wine and Sodas. Food includes Taco Station, Cheese, Crudities, Beef Bar-B-Q, Shrimp, Nachos, Chicken Wings Sauced to Order ... PLUS MORE! Reservations please, so we can be prepared.

SPECIAL VALENTINE'S MENU - SATURDAY, FEBRUARY 11th

Serving 5 PM to 9 PM. Featuring Chateaubriand for Two Carved Table Side, Lobster Tails, Surf 'n Turf, Prime Rib and much more! Special Martini Menu and Sweetheart desserts. Reservations Please.

REGULAR SUNDAY BRUNCH

SUNDAY, FEBRUARY 12th & SUNDAY, FEBRUARY 19th
11:00 AM - 1:30 PM from the Charter Room. Kent's Famous Omelets, Breakfast Items, Carved Entrée, Vegetable, Several Entrees, Salad, Fruit and Dessert. Adults \$ 12.95 Children \$ 6.95.

PASTA NIGHT - FRIDAY, FEBRUARY 17th

5 PM until 9 PM in all Dining Rooms. Choice of two pastas, three sauces, fourteen toppings, large salad bar, fresh breads, cheese rolls and free wine tasting. \$ 12.95 all you can eat. Reservations Please.

FEBRUARY BLUE PLATE SPECIALS

Chef's Choice of Starch and Vegetable, Warm Rolls & Butter \$10.95

Thursday, February 2nd:

Char-Broiled Ham Steak, Pineapple Sauce

Thursday, February 9th:

Baked Meatloaf, Mushroom Sauce

Thursday, February 16th:

Fried Fillet of Haddock, Macaroni & Cheese with Stewed Tomatoes

Thursday, February 23th:

Pretzel Crusted Chicken, Plum Sauce

"Golf" will be back before we know it and let the fun begin! Also, a reminder for everyone to continue recommending the Club to friends and business associates for private parties and banquets.

We're all looking forward to another great year!

See you at the Club,
Chuck Landis

feb 2012

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2 BLUE PLATE SPECIAL STEAK BY THE OUNCE	3	4
5 SUPER BOWL SUNDAY	6 Club Closed	7 Club Closed	8 WINGS & SEAFOOD NIGHT	9 BLUE PLATE SPECIAL STEAK BY THE OUNCE	10	11 SPECIAL VALENTINES MENU 5-9PM
12 SUNDAY BRUNCH 11:00-1:30	13 Club Closed	14 Club Closed	15 WINGS & SEAFOOD NIGHT	16 BLUE PLATE SPECIAL STEAK BY THE OUNCE	17 PASTA NIGHT	18
19 SUNDAY BRUNCH 11:00-1:30	20 Club Closed	21 Club Closed	22 WINGS & SEAFOOD NIGHT	23 BLUE PLATE SPECIAL STEAK BY THE OUNCE	24	25
26	27 Club Closed	28 Club Closed	29 WINGS & SEAFOOD NIGHT			

GAP CORNER

Background Founded in 1897, the Golf Association of Philadelphia is the oldest state or regional association in the nation. Its purpose is simple: to preserve, protect and promote the game of golf. Each GAP activity is designed to do just that.

Winter Directory The Golf Association of Philadelphia's Winter Directory is now available. Launched in 2011, this feature lets golfers know what courses are open for play during the colder months. It also includes rates and hours of operations for facilities throughout the region. Check out the GAP Winter Directory before planning your next golfing adventure!

Winter Series Registration is now open for the spring edition of the Golf Association of Philadelphia's Winter Series. Venues include Brookside CC (March 8), Bala GC (March 14), Laurel Creek CC (March 22) and Blue Bell CC (March 28). Cost is \$35 per person, per event. Entrants are accepted on a first-come, first-serve basis.

Meadia Heights Nine Hole League February 2012

We are having a 'balmy' winter so our season seems deceptively close. While we still have a few more months until the start of the season-mark your calendars for Opening Day on April 14th. The day will start with a 3:30 shot gun followed by drinks and dinner.

For beginners to those considering the LPGA, the Women's Nine Hole League is open to all social and full golfing members. The Nine Hole write-ups always state how we are a fun-loving group who really enjoy playing golf nine holes at a time. Well, as 'beginners' who just joined the group within the past few years, both Nanci and I can personally attest this is a great group of welcoming ladies of all levels and encourage you to join us.

The league plays during the months of April through October playing on Tuesdays in the late afternoon and Wednesday mornings. The group enjoys different formats weekly with many levels of players. We are walkers and cart riders...Golf is followed by dinner on Tuesdays in the 19th Hole and lunch on Wednesdays in the 19th Hole.

As new co-chairs with a lot to learn, to state there are many there are many opportunities to help the group by volunteering to co-chair an event is an understatement. We will be sending an event summary out to the Nine Hole roster in a few weeks. If you are interested in joining or helping out with an event, please contact Nanci Rosensteel

at nbcireland@aol.com or Kathryn Ross at katross@hotmail.com for more information.

Ladies 18 Hole Golf

Join the 18 hole woman's golf group and have the opportunity to play with others in friendly competition twice a week. Ladies are eligible who are full golfing members or social members with a handicap of 36 or less. All play is net scored so everyone has a chance to be a winner. Play on Wednesday starts early in the morning or can be played around 2:15 in the afternoon while Saturday play begins at 10:30am. Social members can play according to their allotted times with a couple of extras like member-guest and cross country. Registration sheets are available in the locker room and in the office. General Chairman is Kitty Moranz and Marilyn Hoffman is Wednesday Chairman and Lisa Dichter is Saturday Chairman. Do not hesitate to ask any lady 18 hole member for more information. Starting on April 11 there is lots of fun golf planned with lots of friendly gals to play it with.

Woman's Central Penn Golf Association

As a full lady golfing member you can join the Woman's Central Penn Golf Association. There are usually about 13 tournament events during the season. Each of these is played at a different private golf club in central Pennsylvania. You can register to join on the Ladies 18 hole form. For more information call Nancy Cummings, Central Penn Representative, at 581 9321.

WILEY'S WORDS

It is official...Octorara Orphie didn't see his shadow. Spring is truly just around the corner. Based on the weather in January you would have to say it's true. We have definitely been given a few bonus days this past month.

With this being said I thought I'd share a couple dates of importance for the upcoming golf season. The MGA Opening Day is slated for Saturday April 14th with breakfast starting at 7:45 and golf to start with a 9:00 shotgun. The GAP team matches start Sunday April 22nd. This is open to any golfing member that would be interested. This is a great opportunity to meet other golfers from the Philadelphia area and compete head to head. The sign up sheet is up in the pro shop on the event board. The 2012 golf schedule will be official in the next week. Please keep your eyes open for its arrival. We will post it throughout the club house.

I hope to see you all at the club soon. - Mark

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