

TEE TALK



Spring 2017

Message from the President



Greetings and happy spring! The overall mild and kind winter has given Meadia Heights a great start to the year. Compared to first quarter 2016 revenue is up for golf, carts and food and beverage. Let's hope the spring is as good to us!

Membership is up 5 golfing members over one year ago and our new member retention rate and growth continues to offset normal downgrade and resignation of some older members. The membership and marketing committee has launched a great promotion this spring for our membership – golf and dining. Many of you have submitted names and have agreed to act as “ambassadors” for potential members. As an ambassador you will be asked to host a trial round of golf, help get answers to the prospective members’ questions and introduce them to others. Keep this momentum going and introduce new people to our fantastic club!

Many of you completed our member survey last fall and

several actions are in motion to improve the areas of most concern. Everyone will agree that in the food service area, we have made great strides in quality of service and certainly Chef Mary has done an outstanding job in the kitchen. Our manager Scott continues to bring in new servers and has implemented a training process that is beginning to pay dividends. In 2017 we once again set aggressive revenue growth goals for Scott and his team for banquet and member dining.

As for the golf course, increased focus on the bunkers continues with several bunker faces scheduled for reinforcement and rebuild. The silver tees have been sloped and rated and the new tee box for 4/13 is ready for grass seed. Also, a retiree chain-saw gang has worked hard to clear the hill on 4/13 opening the tee box completely. (Thanks to Dick Toriello, Bob Gingher, Gene Homan, Tim Shoff, Tom Holben – and others – for that really hard work!) A lot of tree work has been completed and much more is scheduled.

Finally, the golf shop merchandise level improved in 2016 but there is more to do. Pat and the board will continue to work with members to meet their expectations on merchandise availability and delivery.

The Board of Directors has been busy in the off season and I want to thank them and the outgoing board members: Larry DeMarco, Glenn Walz and Bob Gingher. We welcome Bob Miller, Bob Stauffer and Mike Wolf to the Board.

President: Jim Zanghi
Vice President: Richard Toriello
Secretary: Blaise Holzbauer
Treasurer: Ken Stutz
Finance: Ken Stutz
(Daniel Glick & Mike Wolf assisting)
Golf Chairmen:
Scott Dichter
Greens Chairman:
Jim Cunningham Jr.
House Chairman:
Mark Gast
Membership/Marketing:
Blaise Holzbauer
Property, Carts and Capital:
Richard Toriello
Social: Kitty Moranz

Thank you all for your continued enthusiasm and support of Meadia Heights.

*See you at the Club,
Jim Zanghi*

Message from the PRO



I would like to take the time to introduce and welcome our new assistant, Andrew Geesey to the membership of Meadia Heights. Drew began his tenure with us on March 23rd and is rapidly learning all the nuances to the position and is eager to provide leadership to the staff. I wanted to also provide you with a little of his background and journey to our club.

Andrew was most recently an Assistant Golf Professional at Royal Manchester Golf Links. He played golf at Dallastown Area High School in York, where he achieved the lowest scoring average in the division for his junior and senior year. He then attended college on a golf scholarship at Felician University in Rutherford NJ. He won multiple individual titles including the 2016 CACC Conference Tournament and competed in an NCAA Super Regional. Since then he has joined the PGA apprentice program and will compete in several professional events and central counties pro ams.

Drew is a very good instructor with an advanced background in club fitting and swing training methods, which are proven to help players of all skill levels. Drew will be involved in our day to day instruction, as well as our junior program and all ladies clinics. Please stop by the shop and welcome Drew at your earliest convenience.

~ **Pat Terpak PGA**

2017 Pro Shop Club

We are once again going to run our Pro Shop Club campaign for 2017. The pro shop club is designed to extend discounts on all shop merchandise to help promote sales and to reward loyal customers for their patronage.

For those that aren't familiar with the program the following is a description of how it works. The cost of the program is \$200 per membership. The entire amount will go back on your member account to use as shop credit on all merchandise sold in the shop or any special orders placed during the year.

As a pro shop club member you will also receive **additional discounts** off normal retail pricing on **every purchase** made for the entire year, even if the original \$200 has been used. Members receive an additional **20%** on all soft goods purchases and **10%** on all hard goods purchases. These discounts would also apply to all special orders made throughout the year for items that aren't offered in the shop or that need to be ordered as custom.

The promotion will run the entire month of April for those that wish to participate. Members can elect to pay up front with either cash, credit card or charge to your member account. This was a very successful program last year and our hope is that we continue with its success again for this year.

Hurry and Sign Up Today!!!

We would like to inform the membership that beginning this year we are requesting that all guests of Meadia Heights be checked in at either the pro shop or bag room to fill out our new guest registration sheet. The club is doing this in an effort to enhance our marketing and data collection resources. This will enable us to target more people in hopes of building our current membership roster. The registration is short and guests need only to register once during the season. Please inform all guests of our new protocol upon arrival or members with knowledge of the information may complete the form for their guests. Thank you for your cooperation and continued support of Meadia Heights.

Side Note: Also new for 2017, GAP has extended the posting season and members are now required to post scores until the November 15th revision. Prior to this year members could only post up to November 1st.

Scott Dichter
Golf Committee Chairman

Happenings in the House



The late snow has melted and just in time for the golf season to start! We have lots of exciting events and some new additions this year! These include some fun new faces added to our service team! Please welcome them and stop in to say hi! Some fun events that will be returning this year include Cigar Dinners, Wine and Paint Night, Pasta Night and more. We will also begin to serve full breakfast starting April 22nd! We hope to see many of you come out and join us for our social events. As we become busier in the season please make sure you are calling in reservations for dinner. It is important to stick to your dining time to avoid delays in your seating time, service and food. Also as a reminder many Social Events fill up fast and have deadlines so make sure you have reservations in as soon as possible!

Scott Reis
Food & Beverage Manager

Hospitality Days

Golf with cart, range, a \$25 meal voucher and pro shop gift for \$67.00 per guest!

This is a great opportunity to show off the club and course for one low price!

May 2nd
June 6th
July 11th
August 1st
September 12th

Upcoming Events

April 13th
Wine and Painting
April 16th
Easter Brunch
April 29th
Game Night
May 5th
Cinco De Mayo
May 14th
Mother's Day Brunch
May 21st
Comedy Night
May 25th
Cigar Night
June 10th
Fusion Night
June 29th
Wine Dinner

All events are subject to change. Additional events may be added throughout the year.

NEW MENU

April 11th

NEW WEEKLY SPECIALS

April 18th

**** NEW ****

BREAKFAST MENU

Saturday & Sunday

7:00 – 10:00

Starting April 22nd

Reservations are always appreciated 393-9761 ext. 1

Membership Drive

In 2016 MHGC had its biggest new membership drive as we welcomed over 50 new members from our various membership classifications.

In our new year of 2017, we are doing two new initiatives to reach a goal of 25 new members.

First is our \$250.00 referral bonus to an existing member that recruits and sponsors each new golf member to our club. We simply ask that the sponsoring member be their ambassador and most importantly, close the deal.

Secondly, we did a direct mail campaign to a qualified mailing list (golfers that currently subscribe to a golf publication and meet specific age and salary requirements) with three different postcards with various offerings to experience our golf club.

You will undoubtedly see some new faces at our club this spring. I encourage each member to engage an unfamiliar face by welcoming them to our club and introducing yourselves. Our genuine hospitality is what separates us from other clubs and is a major reason why we all enjoy our golf club experience.

I'd like to thank my entire committee but a special thanks to Craig Trout of Alpha Dog Marketing for the creativity behind the postcards and to Will McGrorty of Pemcor for the printing and distribution of the cards.

If you have any questions about our program, please see Pat, Mary, Scott or any member from our marketing committee: Gene Homan, Ted Maurer, Richard Toriello, Craig Trout, Will McGrorty and James Wohlsen.

See you on the course!

Blaise Holzbauer
Membership/Marketing Chairman

WELCOME OUR NEWEST MEMBERS

Golf

Donald Davis
Mark Harnish
Pete Kleine
Mike Whitmore
Charles White

Service Member

James Mack

House

James Jones
John Thomas

Social

Joel Fox

Junior

Garen Middleton

Willow Valley Resident

James Bender
Don L'Tainen
Colin Shultz

SOCIAL COMMITTEE

The social committee's plans for 2017 include events for both golfers and nongolfers. Our year started with three very successful events: Pasta Night to open in January, Cigar Night in February and "The Modern Day Pharaohs" in March. All brought many to Meadia with good results for the club.

Look for our future events---Wine and Painting, April 13. This was a huge success last fall and should be again this spring. We plan to have another in July. Also on the agenda is Game Night April 29, Cinco de Mayo May 5, Pasta Night May 9 and perhaps another Comedy night, (we're working on that). Another Cigar Night is scheduled for May, an Asian Fusion night and Dinner and Wine tasting.

For the golfers, monthly Hospitality nights--bring a friend and play golf and have dinner for \$67. Look for the flyers!

We're also continuing with Trivia Nights, Bar Bingo and Pasta Nights. Tuesdays have been somewhat slow at the club so we would like to start a Crazy Seven Scramble get together on various Tuesdays. Play golf and then stay for drinks and dinner or just join us for drinks and dinner.

In addition we've planned Cigar Nights, Dinner and Wine Tasting, Chesapeake Clam Bake, Oktoberfest, Beaujolais Nouveau Wine and Dinner, and a Dinner Theater. Look for all these special events on Face book and on Scott's weekly emails.

Lots to do for everyone! Please join us and support your club!!

Kitty Moranz
Social Committee Chairman

Meadia Heights Golf Club 402 Golf Road Lancaster, PA 17602

Club House: 717-393-9761 Pro Shop: 717-392-6030

www.meadiaheights.com