
Westfield Golf News

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WESTFIELD GOLF & COUNTRY CLUB 757-2250

PRESIDENT'S MESSAGE by Patrick Palmer

Mission Statement

The Westfield Golf and Country Club is committed to providing members and guests with a fun and challenging experience for golfers of all abilities...on a classic course in a relaxed, friendly environment. Westfield offers top-quality, high-value services.

Vision Statement

The Westfield Golf and Country Club will

- enhance the course to reflect current design, safety and performance standards, without compromising the distinctive nature of the course;
- continually reinvest in the course, facility, staff and equipment; while maintaining financial stability and offering a high-value, affordable experience for members;
- afford all members the opportunity to develop their skills and compete at their desired level; and
- provide reasonable and equitable access to the course.

Policy Governance

Your Board of Directors continues to work on the development of relevant club policies to guide staff in the day to day operation of the club. Although we are in the early stages of achieving a true Policy Governance model, your Board and staff have made this a high priority for 2008. A few examples of policies currently being worked on are fiscal, tournaments and human resources. I would expect that within the next 12-18 months the goal of true Policy Governance at the club can be achieved.

Maintenance Buildings

Detailed plans to renovate existing maintenance buildings as well as the addition of a new maintenance equipment storage building will be outlined in more detail during the proposed capital budget presentation.

Jencess Point of Sale & Booking System

Part of this past year's capital budget was the purchase of the Jencess Point of Sale System hardware and software for all of our business units. Once staff training takes place, this system will be used in the pro shop, dining room/bar and in the office. The ability to use it on the course with the bar cart is being researched.

The Jencess Booking System can also produce tee off schedules much like the T-Timez System. The Jencess Booking System can also be integrated with the Point of Sale System to produce a number of valuable financial/statistical reports. Please note that no decision has been reached to move away from the T-Timez system at this time. If such a decision is made it would only be after careful study of the benefits of each system as well as the development of a detailed training plan for members and staff.

Pro Shop – Back Shop

The pro shop is being slightly enlarged and reconfigured in time for the 2008 season. The existing counter is being relocated/refurbished and a new product display units are being built. A new floor and a fresh coat of paint will provide the right first impression to both members and guests.

For the most part, the club storage system in the back shop worked very well last year. Drivers, in particular, didn't have to be put in at an angle on the bottom shelf as they did in previous years. Back shop staff will be undergoing training under the direction of the Manager of golf services in 2008 to improve the level of service in this important area. Delivering a high level of service in this area is a high priority of the Board and staff in 2008. Members deserve nothing less.

Green Complexes

The number one priority of your Board in 2008 is providing club superintendent Paul Marr with additional resources such as new equipment, material and manpower to elevate the level of maintenance provided to greens, bunkers, fairways and rough in order of priority.

Paul and his staff have done a wonderful job over the past number of years with the resources with which they had to work.

Strategic Plan

The Strategic Plan that covered the years 2003-07 is being reviewed and will be updated. Vice president Heather Shuve will be providing more detailed information on how this will be accomplished.

Auditor's Report and Recommendations

Westfield Club Auditor Chris Cook has done a great job not only examining the financial figures of the club but in providing a number of timely recommendations to the Board to improve the operation. Your executive and Board are dealing with these recommendations which will be incorporated into new policies as well as, administrative changes to the Club's operation.

In conclusion, your 2008 Board of Directors is committed to providing members with high level service, quality programs, a well maintained golf course, reasonable pricing and all in a friendly and financially stable environment.

MANAGER'S NOTES by Jim Balcomb

A note of thanks to the Members who came to last Saturday's Semi-Annual General Meeting where the 2008 Operating and Capital budgets were presented and passed. For any Members who were unable to attend and would like to have a copy of the power point presentation, please call Susan who will gladly leave a copy at the office for you to pick up or we can mail or email it to you.

Below are some of the highlights of the Operating Budget:

- 7.4% increase in revenues and expenses over 2007
- most of increased expenses targeted for the Course (additional manpower and equipment)
- higher minimum wage costs, electricity and fuel
- higher interest payments for the loan for the Capital Program

We will pay for these extra costs by:

- increased contribution from Dining Room and Bar
- increased contribution from Golf Services
- higher prices charged to outside tournaments for green fees (\$4,500 per tournament)
- higher bar prices and power cart rental prices for outside tournaments

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- approximate 3 % increase in Member dues across most categories except for intermediates and a new adult category 30-39 which have been reduced slightly

I am pleased to advise that in 2008 Members will continue to receive the *two “50% off” green fee vouchers* (non-full paying Members will receive *one* voucher) and one *free Sunday afternoon green fee voucher for after 3:00 p.m.* (for full paying Members).

New for 2008 for Members who have Club Storage is *free, unlimited use of the driving range* as well as free hand carts, club cleaning, and 3-wheeled cart storage.

Also new for 2008 for Members is the use of a *free self-shuttle service to the driving range* with two newly acquired, used power carts. Hopefully this will make it easier to get to and from the range.

Power cart rental fees have also been *reduced to \$ 25 (tax incl.)* for Members but increased to \$ 30 (tax. incl.) for Non-Members.

We also have very attractive Member power cart packages including unlimited number of rounds. The complete 2008 Pricing List is found at the end of the Newsletter.

Members are able to add a power cart package, club storage or trail fees to their monthly payment plan for dues. Just call Susan to make the arrangements.

The highlights of the 2008 Capital Work Plan and Budget are:

- only \$ 130,000 of the \$ 300,000 approved by the Membership in 2007 was actually borrowed
- another \$ 130,343 is proposed for 2008, bringing the total loan to about \$ 260,000
- \$ 108,000 of this is earmarked for the course including a new maintenance storage building adjacent to and upgrades to the existing maintenance building; completion of the new, large sand bunker on # 4; additional winter greens covers and a new combination roll and spike machine for the greens
- completion of the renovations to the enlargement of the Pro-Shop
- new, plastic round tables for the dining room
- additional outside patio furniture
- ventilation improvements in the kitchen

The Tournament Committee has been working diligently over the past number of weeks in developing a new Tournament Policy that strikes a balance between access to the Course for the Membership and additional revenue from outside events. Overall tournaments will be better spaced in 2008.

For the first time the nets have been placed in the Dining Room for the Winter Clinics that commence with Marshall on February 9th. There is still 1 opening for both the Saturday morning and afternoon clinics, 1 opening for the Tuesday night clinics and some vacancy in the afternoon clinics. If interested please call Susan as they will be filled on a first come, first served basis.

The Dining Room dance floor has been sanded and varnished and the Pro-shop renovations are nearly completed. We are still evaluating the new on-line booking system and if we decide to change to the new system, we will have instructions on our website and will conduct a few Saturday information sessions at the Club well before the start of the season.

With the number of cart paths that were developed last year, and with an early spring melt of the snow, perhaps we might be playing sooner than later. Here is hoping!

Dues Structure 2008 (Taxes Included)

<u>Category</u>	<u>Male</u>	<u>Female</u>
Adult 30-39	1160.00	1165.65
Adult 40-59	1340.00	1345.65
Senior 60+	1140.00	1145.65
Intermediate (19-25)	625.00	630.65
Intermediate (26-29)	785.00	790.65
Student (19-25)	550.00	555.55
Tuesday Night Lady		370.00
Junior (10-18)	375.00	375.00
Novice (under 10)	100.00	100.00
Social	155.50	157.76
Family **	2631.64	2631.64

**Family membership – any combination of a family unit with children 25 years of age and younger residing at home and attending school. Additional NBGA/CLGA charges will be applied depending on the combination.

GOLF SERVICES PRICING 2008

ALL PRICES ARE TAXES IN

Club Storage

\$113

Additional for 3 wheeled Cart Storage: no charge

Additional for cart storage requiring electricity: \$28.25

Power Carts

- Members 18 holes: \$25.00
- Members 9 holes: \$15.00
- Nonmembers 18 holes \$30.00
- Nonmembers 9 holes: \$20.00

Hand Carts

Members with Club Storage – no charge

Members: \$5.65

Nonmembers: \$5.65

Locker Rental

\$18.00

Power Cart Storage

No Charge (included in trail fees of \$452.00) Sheltered winter storage available at \$113.00

Driving Range

Members with club storage: no charge

Member/nonmembers : \$5.65/bucket

Self Shuttle Cart to Driving Range*

Members/nonmembers: no charge

*when designated carts are available

Trail Fees

For existing registered owners (2 names per cart)

-\$452.00

For existing registered owners (1 name per cart)

-\$339.00

Cart Packages

10 rounds (18 holes) - \$214.70

20 Rounds (9 holes) -\$282.50

20 rounds (18 holes) – \$406.80

Unlimited Individual - \$684.00

Unlimited – 2 members one household - \$791.00

Unlimited – 2 members - \$850.00

Get Acquainted to Westfield pass

\$399.00

Corporate Pass

\$564.30

Westfield Six Pack

\$141.25

Lessons

\$39.55 – with Pro

\$28.25 with Assistant

\$56.50 for a 9 hole playing session

Building Rental for Wedding Receptions

Members: \$230.00

Nonmembers: \$460.00

MEMBERSHIP COMMITTEE**Dues Reduced for 19 to 39 Year Olds.**

The membership approved the 2008 dues structure at the Semi-Annual Meeting that will reduce membership dues for 19 to 39 year olds. The age 26-27 and 28-29 categories have been combined to form one Intermediate age 26-29 category. A new Adult 30-39 category has been added to the dues structure.

	Male	Female
Intermediate 19-25	\$625.00	\$630.65
Intermediate 26-29	\$785.00	\$790.65
Adult 30-39	\$1160.00	\$1165.65

One Golfing Parent Families

A special rate has been introduced for families with one golfing parent. The first (older) child can join at half price and subsequent children for free. Children up to the age of 25 must be residing at home and still in school to qualify. The same conditions as the family membership will apply so that all members of the family membership will pay the applicable NBGA/RCGA and computer handicap charges.

Spousal Promotion

The spousal promotion will be offered once again in 2008. One spouse paying for a full membership will be eligible for a half price membership for his or her spouse. The half price will be applied to the spouse in the lower priced category. The promotion will be offered with the restriction that at least one of the spouses has not been a full member of Westfield in the previous five years.

Strategic Plan: 2008-2013 Update

Over the next 6 months, we will be reviewing the progress and achievements made since the implementation of the 2003-2008 Strategic Plan in an effort to establish the strategic direction and priorities for Westfield Golf & Country Club for the next 5 years.

This review process is designed to be a **member-driven** initiative, supported by the Board of Directors and Club employees. We are in the midst of creating a Steering Committee who will facilitate and manage the review process as well as four sub-committees to review in-depth and recommend future direction to membership in the following four core areas:

- ◆ Course Design & Improvements
- ◆ Professional Services & Operations
- ◆ Clubhouse & Facilities
- ◆ Club Governance

Your Involvement is Key!

While we have Board Members now dedicated to each committee and a few interested members in place on committees (even one with a chairman) we would like interested members to step up to the challenge and get involved in this process – in whatever area interests you most. We all have ideas and suggestions as to what we'd like to see at Westfield (and what we don't want to see) – it's critical to have a broad range of members involved in this process to ensure the Club moves forward in a direction that is desired by all members. With four committees, we need at least 12-16 members agree to sit on a committee, or perhaps even chair a committee. I'd really encourage you to consider this as an investment you can (and should) make in the future of your golf club.

What's Required?

The commitment is really just your time (it's cold and snowy out now so it's a chance to get up to the Club and see some old friends (or make some new ones) in a familiar and friendly atmosphere! It is likely that each committee will be required to meet 4-6 times between now and October 2008 – likely for 1 ½ to 2 hours – total commitment of 8-12 hours over 6 months (even you busy people can find this kind of time I bet). The 2008-2013 Strategic Plan will be presented to the Membership at the Annual General Meeting in October.

How To Get Involved

If you are interested in sitting on a committee or getting involved in any way, please e-mail me at heather.shuve@ipsos-na.com or call me at 674-1344. Also, you can let Susan, Jim or any

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member of the Board know by phone or e-mail and they will pass your name along and I will be in touch. I would like to have the committees in place before the end of February so please **GET INVOLVED IN YOUR CLUB TODAY!**