

# The ACC Nexus

*Arrowhead Country Club News & Views*

*Oct-Nov Issue*

## FALL MEMBERSHIP SPECIAL

JOIN ARROWHEAD FOR INITIATION FEE ONLY!  
FREE DUES & CART FOR THE REST OF 2011

**SPREAD THE WORD TO FAMILY & FRIENDS  
PLENTY OF GOLFING DAYS AHEAD!!!**

**NEW MEMBERSHIP CLASSIFICATIONS AVAILABLE!!!**

**SENIOR (AGE 65 & UP) REGULAR (AGE 41-64)  
INTERMEDIATE (AGE 31-40) JUNIOR (AGE 18-30)  
SINGLE (NOT MARRIED/NO CHILDREN)**

**SENIOR INITIATION \$450 / REGULAR INITIATION \$500  
INTERMEDIATE INITIATION \$350 / JUNIOR INITIATION \$250  
SINGLE INITIATION \$400 / SOCIAL-POOL INITIATION \$87.50**

### Doug's Pro Shop News

Just a reminder! All bunkers on the course, and fill in areas, are deemed GUR for the remainder of the year. Please do not play out of the bunkers. Please remember to fix all divots on the greens as well. I noticed the other evening when out on the course that people are relaxing on this rule. Please take care of the greens.

Please note your membership book for pro shop hours of operation as the times will be changing as the year goes on. We answer the phone 15 minutes prior to the first tee time of that day.

If you have credit in the pro shop you need to spend that prior to November 1<sup>st</sup>. If you do not spend it by November 1<sup>st</sup> you will forfeit your credit. You can stop in the pro shop at anytime to find out the balance on your account.

Congrats to Amy Ehgott for winning the Ladies Club Championship this year. Congrats the Men's Sr. team for winning the Squires event that we hosted.

Remember to sign up for our final MGA event, the Member-Member. You pick your own partner and we will flight everyone based on handicaps.

Final Ladies day is Wednesday, the 28<sup>th</sup> of September and our Final Men's day is on the 29<sup>th</sup>.

## MEMBER HOLIDAY SPECIAL

We will be renting the banquet room for "Member Only" Holiday Parties for the whole Month of December! Cost is \$100 for 4 hours. Choose your own caterer. Bar Service and clean up are included. Please contact Aleah to reserve your date! 309-274-4675x101.

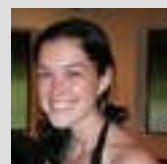
## Board of Directors Summary

The Arrowhead Board of Directors meeting was Wednesday, Sept 14<sup>th</sup>. Full memberships were 341 & social-pool memberships were 36.

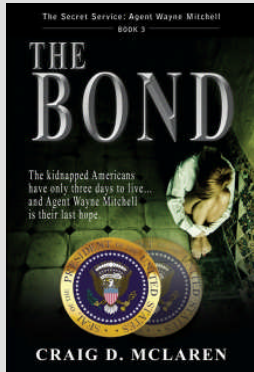
New members Kirk & Nancy Potter, Ryan Graves, Benjamin Clary, Kurt & Rebecca Bialobreski, Scott & Anne Bialobreski, David & Teressa Weiss, Jerry & Debbie Lancaster, and Nate & Lisa Shissler were accepted at the meeting.

**WELCOME to ACC!**

The minutes were approved from August. Scroll down to review the meeting minutes and Notes from the Board Room.



The September employee of the month is Tabitha Rhoades. In her spare time Tabitha enjoys spending time with her boyfriend Matt, friends and family. She also enjoys playing poker, watching football (Dallas Cowboys) and playing video games. She and Matt have two dogs Beau and Izzy. Congratulations Tabitha on being the September Employee of the Month!!!



ACC members have been asking when member Craig McLaren's new book was coming out and it's just been released! "The Bond" is Craig's 3<sup>rd</sup> book in the Agent Wayne Mitchell series. Can't wait to see how many Arrowhead CC members turn up in his latest endeavor. So far I know it's available in paperback and Kindle at [amazon.com](http://amazon.com) and in paperback at [barnesandnoble.com](http://barnesandnoble.com). Book 1 "The List" and book 2 "Eagle Lost" are available in paperback, Kindle and Nook.

## Notes from the Board Room

As the golf season starts to wind down, I hope everyone is able to enjoy a few more rounds of golf. Once again this year, we continue to hear positive comments about the shape of our course compared to other courses our members have played this summer. Thanks again to Reid and his staff for keeping our course in great shape this year despite the challenges thrown at them by Mother Nature. Below is an update on several items including membership level, membership structure/dues for next year, fall membership promotion, financial status, bunker project, hiring of a club manager and the upcoming annual membership meeting.

As of the Board meeting on Wednesday, September 14th, membership was at 341, which includes 8 new members since last month in response to the fall membership promotion.

As communicated previously to the membership, the Board of Directors has approved changes to the Club's membership structure and dues for 2012. One of the eight strategic objectives developed last fall as part of the Strategic Planning process was to review the existing membership options and dues structure to determine if changes should be made to assist with the future sustainability of the Club. The Membership, Finance and Long Range Planning committees have been working on this strategic objective throughout the year. Some key inputs into this process included membership trends, reviewing the membership structure of other clubs (bench marking), age distribution of our current membership, input received at the CDGA Club conference this spring and keeping dues increases to a minimum.

Private clubs all across the country have seen membership levels trending downward over the past 10-15 years which has resulted in the decline of the number of private country clubs. We have seen this same membership trend primarily over the past 10 years at Arrowhead with membership declining from 411 at the end of 2001 to our current level of 341.

Based on the bench marking conducted with other private clubs, most clubs offer more membership options than Arrowhead. Additionally, most clubs are structured with multiple tiers of membership based on age before reaching the primary family membership and offer lower dues for their junior memberships in relation to their primary family membership. Additionally, many clubs offer a senior membership based on age and single membership at reduced amounts.

Utilizing the demographic information obtained at the beginning of the year from our membership, the Board was able to gain a more accurate understanding of the age distribution of our current membership. See the chart below:

Age	% of Membership
<= 30	2.3%
31-40	14.3%
41-50	12.8%
51-60	29.3%
>60	41.3%

With 70.6% of our membership over the age of 50 and only 16.6% under the age of 41, it was clear that we needed to focus on increasing the number of younger members at the Club to help ensure the future sustainability of the Club. Additionally, based on a marketing study conducted by the McMahon Group that was communicated at the CGGA Club conference attended this spring, the groups most likely to join country clubs are under the age of 40 and over the age of 65, and clubs that do not change their membership structures accordingly may find it difficult to reverse declining membership trends.

Based on all the information gathered, the committees felt it was time to make changes to our membership structure to help reverse the downward trend in membership and to keep future dues increases to a minimum. Additionally, the committees felt it was important to make the changes timely to help maximize the effectiveness of the fall promotion to get a head start on increasing our membership for next year.

The 2011 and new 2012 membership structure and dues are summarized below:

2012 MEMBERSHIP STRUCTURE AND DUES				
Membership		Criteria (1)	Monthly Dues (4)	Initiation Fee
Junior		<31 yrs	\$ 92	\$250
Regular - Intermediate		31-40 yrs	\$ 128	\$350
		Not Married & No Children	\$ 147	\$400
Regular - Single (2)		41-65 yrs	\$ 183	\$500
Regular - Family		>65 yrs	\$ 165	\$450
Regular - Senior		30 yr member	(3)	n/a
Legacy (Previously called Senior)		> 40 miles	\$ 92	\$250
Non-Resident				

2011 MEMBERSHIP STRUCTURE AND DUES				
Membership	Criteria	Monthly Dues		
Junior	< 36 yrs	\$ 130		
Regular	> 35 yrs	\$ 179		
Senior	30 yr member	(3)		
Non-Resident	> 40 miles	\$ 92		

(1) Age is determined based on the oldest spouse

(2) Single membership is for a person not married – children of the single person are not covered under this membership and must pay applicable guest fees

(3) Dues frozen after 30 years of membership until 80% of the current Regular-Family dues are greater than their frozen dues

(4) Payable November 2011 through October 2012 (2% discount if full year dues paid by Nov 15<sup>th</sup> and 1% discount if full year dues paid by Dec 15<sup>th</sup>)

Additionally, the Board of Directors approved an increase in the social/pool dues to \$410 from \$400 for 2012.

The fall membership promotion (effective through the end of the golf season) allows new members to join the club for the rest of the golf season (including cart plan) by paying only an initiation fee. New members joining under this promotion will be required to start paying monthly dues for next year in November 2011. Please continue to help recruit new members to the Club.

Current year revenues (dues, cart plans, golf income, and net food and beverage sales) through August are approximately \$63,000 unfavorable to the budget (related to lower membership levels offset by higher than planned net food/beverage sales) and expenses are approximately \$11,000 unfavorable to the budget (primarily related to higher member incentives than planned year to date) for a year to date net income shortfall of \$74,000. The capital spending (investments) in the Club for the year was budgeted at \$75,000 (excluding the bunker renovation project). Through August, we have invested around \$57,000 in the Club (excluding the bunker project) and plan to delay remaining planned investments to help offset the net income shortfall. Additionally, the Finance Committee has been working with the managers and Board to identify spending that can be cut or delayed during the rest of the fiscal year in order to help reduce the shortfall.

As of the September Board meeting, the bunker project was near completion. Larry Denton has completed his portion of the project. Based on feedback from Reid Koberg, our Golf Course Superintendent, and the Grounds and Greens Committee, the work performed by Larry Denton on the bunker project has exceeded their expectations. Additionally, as the costs for the project are being finalized, Reid's estimate is that the project will be under budget by approximately \$20,000. As such, the Grounds and Greens committee is developing their recommendation of how to utilize the excess funds for additional improvements to the golf course. Golfers should continue to treat all new bunkers and areas that have new sod or seed as ground under repair and follow appropriate rules/guidelines for the remainder of the golf season.

The process for hiring a Club Manager to replace Sandi Elwell's position has been progressing very well. The quantity and quality of potential candidates has exceeded the Personnel Committee's expectations. The committee has narrowed down its selection and will be conducting interviews over the next couple of weeks. The plan is to make a hiring decision within the next month.

The annual membership meeting is coming up on Sunday, October 16, 2011 at 2:00pm. This is a great opportunity for members to hear from each of the committees about what has happened in 2011 and what the plans are for 2012. Please plan to attend this meeting.

As the golf season starts to wind down, please continue to be courteous to your fellow members by observing all golf course rules, paying appropriate fees, repairing divots, fixing ball marks and disposing of cigarette butts appropriately. This is your golf course and we **all** have a responsibility to help keep it in great shape.

Dan McNaught, President  
Arrowhead Country Club Board of Directors

**Arrowhead Country Club  
Board of Director's Meeting  
August 10, 2011**

**Members Present:** Joe Vespa, Jason Morrell, Dan McNaught, Rich Firebaugh, Vicki Baumgarten, Gary Norbom and Jim Thornton

**Members Absent:** Jeff Jenkins, Jeff Tolly, Jeanne Buysee, Steve Stockman and Pat Urich

McNaught called meeting to order. Vespa motioned to approve July minutes, Firebaugh seconded, all approved

**Employees Present:** Doug Pinter and Sandi Elwell

**Employees Absent:** Reid Koberg

**Guests:** None

**Manager Reports:**

**Reid Koberg:** (presented by Jason Morrell in Reid's absence) Course is in good condition considering the prolonged heat and dry spell. Hard hit areas will be reseeded. Bunker project is getting many compliments. Discussed 17<sup>th</sup> women's tee box options. Replaced Sunbelt rental equipment with Cat equipment. Bunker project is on budget and is planned to be completed by mid- September.

**Doug Pinter:** Men's Club Championship is finished and Ladies Club Championship is on-going. Outings and events were well attended last month. Drive & Dive event went well. Busy month through Labor Day with events and outings.

**Sandi Elwell:** 1 Junior applicant – membership is at 333. Corn Boil was well attended. Received good water test results on our last set of tests and have been cleared to resume use of our water. We will continue to test weekly and must pass every week for two months. After those two months we will go to quarterly testing. Pool closing - Aleah is getting bids in lieu of the tragedy this week. The trial shade sail has been well received for the baby pool we are looking at a custom made sail for next season. The last day that the pool is open is August 31.

**Finance Report:** McNaught reported year to date dues income still trending below budget-primarily due to lower than planned membership. Net income is \$64K lower than budget year to date. Managers were asked to look at opportunities to reduce spending in the next couple of months to help close the gap. Budgeting process for next

year has begun with a preliminary budget to be reviewed at the September Board meeting. Discussed need to consider changes to our current membership structure if we want to put ourselves in a better position to increase revenue and keep dues changes minimized. Items being reviewed for next year include operating cost structure, membership options, dues structure, food/beverage minimums and investments. A motion to move all bank accounts from CEFCU to South Side will be made under New Business.

**Other Facilities:** No Report

**Member Relations:** Norbom reported the guest pass program utilization: Pool-Golf 3, Pool 10, Golf 54. A motion will be made under New Business to recommend a fall membership promotion similar to last year.

**Personnel:** McNaught reported the committee has begun discussions on year end reviews for Managers and will be working with Finance Committee to develop merit increase and incentive pools available. Presented recommendation for Sandi's replacement and will make motion under New Business for approval. Position will be a Club Manager and have expanded responsibilities beyond the current Business Manager position.

**Grounds & Greens:** Morrell reported the new trees that are dead on #16 will be replaced this fall at no additional cost to the Club. Discussed playability of #11.

**Golf Committee:** Firebaugh reported a request for an outing on Friday, Sept 9<sup>th</sup> for Doug Troxell. Expect around 40 golfers and event will be tee timed starting at 1:30 with many of the players being members.

**Long Range Planning:** Dan McNaught asked the Committees to review the strategic objectives that were part of the Strategic Plan developed last fall and to provide updates so the Plan can be updated.

**Pool:** Baumgarten discussed the desire to look into pool covers. Pool season has been good.

**Old Business:** No Report

**New Business:** Vespa made a motion to approved one Junior Membership - Brian Peterson. Firebaugh seconded, all approved.

McNaught made a motion to move all accounts (savings, checking, payroll checking, ach and merchant services) from CEFCU to South Side Bank. Authorized signers on the accounts will be Sandi Elwell and Aleah Jackson. Vespa seconded, all approved with Firebaugh abstaining.

Firebaugh made a motion to ask last year's nominating committee to serve as the current year nominating committee. Morrell seconded, all approved.

Norbom made a motion for a fall membership promotion that allows new members to join for the rest of the golf season by paying only an initiation fee (\$500-Reg and \$250-Jr). Promotion begins September 1, 2011 with new members under this promotion required to start paying monthly dues for 2012 in November 2011. Thornton seconded, all approved.

McNaught made a motion to approve the proposed recommendation and job requirements for a Club Manager position to replace Sandi's position when she retires at the end of the year. Firebaugh seconded and all approved.

Vespa motioned to adjourn, Firebaugh seconded, all approved.

**Submitted by:** Gary Norbom, Acting Secretary

ACC Variety Night ...  
**Back by POPULAR DEMAND**  
**AN EVENING OF FUN & LAUGHTER**

TP MULROONEY  
**The GOLF COMIC**  
Saturday, October 8

**Cocktails & Hors d'oeuvres**  
**6:00 - 8:00 PM**  
**Show Starts at 8:15 PM**

**Please Make Reservations by October 3rd**  
**Guests Are Always Welcome!**  
**\$20 per Person**


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Please mail reservations before October 3<sup>rd</sup> to Arrowhead Country Club, 19430 N. Centerville Road, Edelstein, IL. 61526 or drop off your reservation in the office. Please note if you are planning to join or sit next to another reservation and we will do our best to accommodate your request. Thanks!

Reservation Name: \_\_\_\_\_

Number in Party (table's seat 8) \_\_\_\_\_

Amount Enclosed \$ \_\_\_\_\_



Sunday, October 16  
Clubhouse @ 2:00 pm  
Complimentary Buffet

Arrowhead Country Club  
Annual Membership Meeting

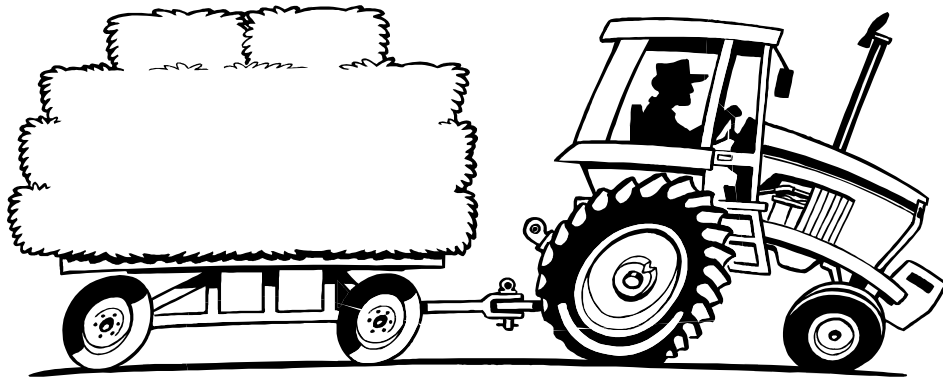
Membership Meeting & Forum  
Committee Reports  
Awards Presentation  
Board of Directors Election

Social-Pool Members are always welcome, but do not have voting rights.

# **Kid's Hayrack Ride & Weenie Roast**

**Saturday, October 29**

**5:30-7:30 PM**



**Meet at the Pavilion  
by the Big Lake**

**Halloween Costumes  
are Encouraged!!!**