



MCC News “Fore” You

March 2018

Pro Shop 781-1182

The Club Restaurant 781-5310

From President Greg Nyenhuis . . .

March Madness is more than the NCAA BB tournament. It is also trying to figure out when spring will really be here, and how to be ready to get out and on the golf course. It takes preparation and work to be peak at the right time.



Your fellow MCC members have been involved in several different scheduled focus group meetings that were held in the fall. The purpose of the meetings was to provide feedback and focus to the board. Thank you to all stakeholder’s who have been involved in this process. Also thank you to Doug Mead (pictured) for facilitating the meetings, and to former MCC board member, Dale Hopkins, for documenting the discussions. The MCC Board has discussed the findings at multiple meetings. We have been working on addressing many of the issues that were brought to the surface. You will see some of these items being implemented with your first visit to MCC this spring season, and there are some that are of a more long-term nature. We are also evaluating the impact of these items on our strategic plan and updating it. Additional details of the impact items are included in this newsletter. Looking forward to seeing you all soon!

On January 24 your MCC Board adopted the following to address concerns about public play:

MEMBER VALUE STATEMENT

As a result of listening to our membership through the focus group meetings and other conversations, we realize the importance of restoring the value of your MCC membership. As a result MCC is committed to keeping the club as exclusive as possible while balancing the need to increase revenue to pay essential operating costs. Therefore, we intend to limit public play to Monday all day, Tuesday afternoon, Friday all day, Saturday all day and Sunday afternoon. League play will continue on Wednesday afternoons.

**Opening Day at MCC
Saturday, March 24 @ 10 am!**

Cart Path Project – we are on our way!

The Board is continuing efforts to make some much needed capital improvements to the course. Last year, generous member donations, to the tune of \$30,000+, made possible the improvements to the east parking lot and the cart path from the pro shop to the cart barn. This year we hope to begin upgrading course cart paths. The total project is comprehensive, as it totals \$67,000. We know it may take several years to complete but we would like to start now. The high priority areas have been identified as the paths near the #1 tee and behind #18 green. Work would include digging out the existing paths, eliminating the tree roots and repaving at a cost of \$12,600. Several members have expressed an interest in donating to this project. Our goal is to raise enough to complete these sections. If donations exceed that goal we will prioritize the remaining work and complete as much as possible. As always we appreciate your support and look forward to working together to provide these needed improvements to MCC! Please email or call me if you have additional questions and are interested in helping.

Tom Sowles
269-274-2968
sowlestom@yahoo.com

New Carts

MCC has updated its fleet of carts. After some extensive research and study we have decided on leasing 30 - 2018 Yamaha EFI Quietech gas carts. This cart is the quietest, smoothest and most economical cart in the industry! The carts will be arriving in mid-June. The age and condition of the current fleet was an issue and the increasing yearly expense for upkeep and repairs was a financial drain. We will continue to lease the 10 EZ Go gas carts to bring our total fleet size to 40. Increasing our fleet size ensures being able to meet our members' needs and allows for additional revenue opportunities.

GOLF CARS PLUS
Your one stop shop for Yamaha Golf Carts
www.golfcarsplus.us

Fleet Proposal
Marshall Country Club
151 Lynn Lake Rd, Marshall, MI 49054
February 13, 2018

30 New 2018 Yamaha The DRIVE2 EFI Quietech Gas
Yamaha 4-Year Limited Warranty
Color: Glacier

Standard Features
Industry Best 45 MPG
Automotive Style Dash
Four Wheel Independent Suspension
5 MPH Energy Absorbing Bumpers
Removable Modular Body Panels
Soft Touch Steering Wheel

Standard Accessories
ClimaGuard Top with Dual Gutters
Sweater Basket
Silver Fuzcaps
Fleet Number Decals
Club Logo Decal

Premium Accessories
Clear Hinged Polycarbonate Windshield
Information Holder (clip-on)
Single Sand Bottle (with handle)

Back Photo

Old Carts For Sale

If you have any interest we are selling our electric carts – first come first serve and selling as is for \$1100. Use them for golf or at home. Those that we do not sell will be traded in for the new carts. The \$1100 price will include cart storage for 2018.

Call or email: sowlestom@yahoo.com 269-274-2968

Shop Talk

March 2018

First I'd like to welcome everyone back and welcome any new members to the Marshall Country Club. Hope everyone has had a wonderful winter and all are ready for the 2018 season to begin. I'm anxious to get started and begin working on a few exciting ideas we have planned. We have done a couple things over the off season to our personnel and equipment that should better everyone's experience this season.

Early this season we will be redoing part of the driving range. We are going to raise a few sprinkler heads that run through the middle of the range. We will dig up the heads, and then back fill the holes to bring sprinklers to ground level. This won't only look better, but will give everyone more hitting area. We will be repairing the stone tee plaques on a few holes. The plan is to straighten them, reinforce them, and re-attach the "donated by" signs. The bunkers will continue to be filled and edged. We also plan to reshape a couple because of roots and trees.



During the off season we added and updated some of the equipment. We took advantage of a couple sales last fall. We acquired a used 4x4 side by side vehicle with a plow. To go with the 4x4 we added some good tools for a very good price including a ladder, back pack sprayers, fertilizer spreader, a couple weed whips, and a like new hand held edger for bunkers. In another sale we added 16 ball washers and matching waste baskets. To go with those, there are also sand buckets with stands and several cart direction signs. The main buy was a four year old Toro Sand Pro to replace our 25 year powered sand rake. This machine is in almost new condition but came with a used price tag. Finally, we had Toro repair a greens mower and a tee mower. With the updates that were done, we are starting this year with the equipment in great shape.



This year will be my eighth season at MCC and I am proud to welcome back last year's entire crew! Mike Miller will be back for his 5th season as part timer. It will be the 3rd season for Drew Lasky, Tommy Saylor, and Andrew Saylor. Connie Coles is very excited for her second year on rough mower, and looks forward to learning other jobs as well. Finally, our newest employee is my father Douglas Coles. He will be a part time worker. His duties will consist of a little bit of everything with an emphasis on equipment maintenance, but will do some mowing and grounds work as well.

The time has gone quickly; this is best time and job I've had. I thank everyone for this experience. I look forward to many more to come.

Joshua Coles,
Course Superintendent

From the Greens Committee. . .

As Marshall CC closed out another season we look at some improvements on and off the course. Major member donations allowed the construction of the new fence on number six and paving of the parking lot and cart path to the barn. Members contributed time and money to landscaping, gardening, clean-up days and recycling efforts. Our professional grounds crew continues to keep the fairways, greens, tees and rough in great shape under the leadership of Josh Coles, Superintendent.



Moving forward we'll have a much needed versatile sand rake machine made possible by a member's generous donation. The sand rake and replacement ball washers, trash containers and sand caddies were offered at an equipment auction of Thornapple Golf Club which has closed. Two utility carts for use by the grounds crew were also purchased through donations.

At the top of the priority list for 2018 is repair of cart paths which will need member involvement and donations. The continued help and engagement of our members is crucial and we thank all of you that remain involved.

Joe Palchak

From the Social Committee. . .

The Social Committee consists of Pat Driver, Carolyn Palchak, Pat Sheets and myself. We are planning events at MCC we hope you will enjoy. The schedule includes the May 5th Meet and Greet, an Outside Dance, Named Nine and Dines, just to name a few. A Glow Ball event is a possibility so stay tuned. If you have any ideas or suggestions for something that you would like to see please let one of us know. If you are interested in joining our committee please let me know.

Linda Hoover

The Club Restaurant
will provide a 10% discount to members
who purchase a club card for use during the 2018
season.

See Christina for details.

Members,

I am very excited to return for a second year as your Head Professional. I really enjoyed my first year here at Marshall Country Club and enjoyed getting to know all of you. I feel like I learned a lot in my first year and I am looking forward to making this year more enjoyable for everyone. I am going to touch on some new things for 2018. As always, please feel free to email or call me anytime with questions or comments.

In 2018 we are going to implement a key drop box. During the summer months, the Pro Shop will be closing at 8:00 p.m. We are asking members if they are out on the course past 8:00 p.m. that they put their cart key in the drop box upon completion of their round. This will allow us to re-apply staff resources from late at night and use those resources during busy times throughout the week and better serve the membership and create a better experience for all.

After many discussions, MCC has come up with days and times that we will be diligent in protecting the membership from outside play. Public play will be limited to certain days and times without exception. As always, members can bring a guest out with them at any time. Each person has a guest pass card in the Pro Shop. If you're not sure how many guest passes you have available, find me in the Pro Shop and I'll be more than happy to let you know.

This year I will once again be having a PGA Junior League team at Marshall Country Club. This is an amazing junior league for kids under 13 years old. If you know any children that may be interested in this program, please let me know. The PGA Junior League is open to all skill levels and a great opportunity for beginners because they get to play with a teammate during matches. Go to the PGA Junior League website and search Marshall Country Club for more information.

Hopefully the snow will be cleared out soon and the weather will cooperate and we can get this season started. Again, if you have any questions or comments contact me anytime.

Thanks,

Matt Thompson,
Head Golf Professional

MARK YOUR CALENDARS

Tuesday	May 1	Seniors Opening Day
Wednesday	May 2	Ladies Golf Association Opening Day and Meeting
Thursday	May 3	Men's Opening Day Event
Saturday	May 5	Meet and Greet – Derby Party
Sunday	May 6	Opening Sunday Shotgun

What's New?

Opening Day at MCC, Saturday, March 24 @ 10 am!

We are going out on a limb and trusting that on Saturday the 24th the weather will be awesome! The course will be open and Matt, our head golf professional, will be there to welcome you back to MCC and the 2018 golf season. We are pleased that Matt is returning to lead us forward in our quest to increase play and membership at MCC. So, mark this date on your calendar to give us a visit. He will be there to answer questions concerning your membership or a new set of clubs!

The public is welcome to attend as well. We want to introduce our golfing experience to as many golfers in the area as we can. Increasing membership is vital to our success and the programs we are introducing will help promote that concept. The **Test Drive MCC** is very simple; a potential new member can pay \$200 for unlimited golf from March 24th to April 31st. If they would like to continue and become a member that \$200 would be a down payment toward the balance of a membership.

Some individuals are hesitant to commit to a golf membership. Therefore we are offering **public play** at MCC on a limited basis (**see membership value statement article**). This access is obtained through green fees or a discounted **Punch Card**. This **Punch Card** sells for \$120 and includes 4 rounds of golf including a cart. The card is nontransferable and can be used as credit toward a membership anytime during the 2018 golf season. Individual green fees are \$41 for 18 including a cart. Our main goal is to promote membership for anyone visiting MCC. Again, we strive and are committed to maintaining the value of your membership while continuing to pursue avenues to increase revenue.

Marshall Country Club is proud to welcome

Paul Gorsuch

Mike Parkhurst

James Maher

Gerald Peregord

RAISING THE BAR

Our Focus Group meetings were held during the off-season and provided some very constructive feedback from our members. In this case, the feedback revealed some areas that needed attention and improvement in the Pro Shop. Matt and I have completed a detailed evaluation of the services provided. As a result there has been an overhaul of responsibilities and duties. Job descriptions are clearly spelled out and each employee is expected to carry out specific duties. Whether it is cart cleanliness, greeting you upon arrival, providing course information or getting your clubs Matt and his staff are committed to being there to serve you! Here is one example of what to expect with club storage:

Members with club storage have full service treatment; clubs delivered, unloaded, cleaned and returned to the room.

We look forward to a great 2018-golf season.

Tom Sowles, General Manager

COMMUNICATION!!!

In 2017 we introduced a new website. We would like you to use it as a basic source of information on what is happening at MCC. The site includes weekly event schedules for all of our golfing activities. Also included is The Club Restaurant menu with weekly specials. To aid us in keeping you in the loop with all the scheduled events, we have the capability of using text, emails, Facebook and twitter to provide you with updated information. Social media will play a big part in getting the word out and also spreading the word to our friends and family. We are expecting to boost revenue in the process through golf and restaurant sales. **We invite you to Like Us on Facebook when you visit the website and text MCCLUB to 91944 to join our VIP group.** This will provide immediate information on food and drink specials. **Website address is marshallcountryclub.com. Twitter @MarshallCClub.**

The **MCC News "Fore" You** will be published on a regular basis and will be posted on the website. A few hard copies will be available in the Pro Shop and The Club Restaurant. It will be posted on a bulletin board in the Clubhouse hall way.

Notice of special golf events will be hung, with registration forms, in the Pro Shop on the wall to the right of the door as you enter. Please check it frequently.

The wipe board calendar near the entry door on the south side of the Clubhouse will be kept current. A quick glance shows how busy MCC can be when all men, lady, high school, and special events are posted in one place.

THE NUMBERS

Your MCC Board has been asked to provide information about club finances. Watch the **MCC News "Fore" You** for up to date figures:

	Year to Date January 31		Fiscal Y/E September 30	
	<u>2018</u>	<u>2017</u>	<u>2017</u>	<u>2016</u>
Income				
Membership	\$ 95,825	\$107,500	\$215,073	\$231,081
House	\$ 63,113	\$ 51,352	\$250,465	\$234,116
Golf Course	<u>\$ 9,653</u>	<u>\$ 14,259</u>	<u>\$101,128</u>	<u>\$ 94,421</u>
Total	\$168,591	\$173,111	\$566,666	\$559,618
Expenses*	<u>(\$122,707)</u>	<u>(\$110,623)</u>	<u>(\$572,062)</u>	<u>(\$557,891)</u>
NET	\$ 45,884	\$ 62,848	(\$5,396)	\$1,727
Fiscal Year				
Budget	\$ 702		\$4,281	\$5,407

* Expenses include Mortgage Principal Payment

MCC BOARD OF DIRECTORS

<u>Name</u>	<u>Position</u>	<u>Email</u>	<u>Phone</u>		<u>Term End</u>
Greg Nyenhuis	President	greg9huis@gmail.com	269-209-3437	Cell	2019
	Finance		269-964-0149	Home	
Joe Palchak	Vice-President	jpalchak414@gmail.com	248-705-0309	Cell	2018
	Greens				
Ann Adams	Secretary	abelle1968@gmail.com	269-967-0874	Cell	2018
Steve Martin	Treasurer	dino6250@yahoo.com	517-974-6073	Cell	2019
Tom Sowles	General Mgr	sowlestom@yahoo.com	269-274-2968	Cell	2020
	House				
Tom Duffey	Sports	duffdog74@gmail.com	269-924-9865	Cell	2020
			269-781-9783	Home	
Chuck Knickerbocker	Membership	cknick13@gmail.com	269-420-4528	Cell	2018
			269-781-2644	Home	
Linda Hoover	Entertainment	hoovump@aol.com	269-579-2797	Cell	2019
Nancy Card	Communications	ncard2000@aol.com	269-274-4440	Cell	2020
	House				



