

Hillcrest Newsletter

Business Office: 665-4522

Web: www.hillcrestyankton.com

Golf Shop: 665-4621

February 2018

From the President...

It is that time of year to start thinking about Hillcrest's annual meeting which has been scheduled for Thursday, March 1st at 7:00. Your Board of Directors will be able to provide a full update of the 2017 financials and discuss other budget items for 2018 as well as elect new board members to serve during the upcoming year. If you've never attended an annual meeting before I would strongly suggest you attend to not only hear the financial report, but also rub elbows with members you haven't met yet or haven't seen all winter. It's always a nice social event to kick off the new season and hear opinions and ideas about what's important to membership.

I would like to thank our outgoing board members, Stacy Schramm and Todd VanMaanen. Stacey has served the last three years as a board member and Todd has served four years while being the President and Past President. Their willingness to serve as well as their input and guidance has been much appreciated by all. My one year term as President will reach its conclusion at the annual meeting as well and taking over the reins will be Dr. Dan Megard.

As we transition into a new golf season I am happy to report that we continue to have a solid core staff that includes Waren, Scott, Kasey and Adessa. After serving on the board, one can truly appreciate all the behind the scenes work that takes place in order for things to run smoothly. I am proud of what our board and staff continues to do in order make improvements throughout the course, clubhouse and pool facility which helps make it a more enjoyable club experience for everyone. Thanks for allowing me to serve as your 2017 President and enjoy all the club offers in 2018!



Aaron Ness, President

From the Course...

Despite some really cold days at the end of December and beginning of January we were able to get some tree work done around the property. The big Silver Maple trees around 7 green have been removed and some of the ash population has been reduced around 12 green. After some more seeding and sodding around 7 green and some time playing conditions are going to improve. The ash trees removed around 12 were mostly out of the way and 2 were storm damaged but we did remove three trees on the left side of the fairway which did come into play on a poor positioned drive.

Between the repair around 7 green, the 30 or so stumps we ground last fall, and the pond and road reclamation project we have lots to get ready for in 2018. But not enough.

Last year Hillcrest started up our lawn fertilizing operation again. In year 1 we had a number of accounts and we would like to add more in 2018. If you used the service in the past the price hasn't changed because fertilizer prices have done more decreasing than increasing in the last 5 years and there is a member discount. The program consists of 5 fertilizer and weed control applications and grub control. All applications are granular which extends and controls the release of nitrogen compared to some liquid applications.

From the Clubhouse...



*Waren Muller, CGCS
660-4025*

The Annual Shareholders Meeting is coming up the first Thursday in March at 7:00 PM. The meeting provides an opportunity to review the financial position of the club and what to expect in 2018. Attendees can ask questions directly to the BOD's and staff. If you can't make it to the meeting this year here is a short summary of some of our successes and what we are going to try and work on in 2018.

First, how about the simplification of the membership structure. For 4 years BOD's have been removing fees and making the membership pricing more user friendly. Lockers, trail fees, range usage for golfing members, and fewer membership categories have either been included in the initial membership price or eliminated. There may still be some opportunities to make it even more simplified but compared to others, your club has limited fees and more members paying similar membership rates.

Financially we operated the Dining Room and Lounge with better care in 2017 and still provided a high level of quality and we expect to do the same in 2018. In 2017 we increased your profits by 10% with improved sales and reduced costs. As a staff we really tried to incorporate your ideas about food options and service, but we can make more improvements in this area. An improved product, increased member usage, despite a decrease in members, and spending controls in 2017 were some of the reasons the BOD's did not have to raise membership prices in 2018.

On the outside we continue to try and make decisions based around golf course playability and reducing maintenance inputs. While we never make sweeping changes, steady progress over many years is starting to reveal some rewards. Maintenance costs in 2016 were only 12% higher than maintenance costs in 2004. Removal of trees and hard to maintain landscapes in certain areas have reduced labor inputs and improved turf health while the additions of landscapes have reduced chemical and water inputs in other areas. The start up of "Hillcrest Turf" added another revenue source to your club and I will be working to grow that revenue in the future. We were able to maintain the golf course for less money in 2017 than in 2016.

In 2018 I look forward to your new Chef, Kasey Koliner, to take over the food portion of your operation and Adessa will continue to schedule and hire Lounge staff while they both work together to organize member and outside events. We will be looking for more chances to be more efficient while improving quality and increasing member and guest traffic. I encourage you to continue using your club for all the things you have in the past.

On the outside it will be more of the same in 2018 with some more concentration on building maintenance and golf course set up. Once we get the re-grassing project done on the ponds we will start realizing the benefit of that project from less electricity usage to fill the leaking ponds to the area being easier to maintain and play.

From the Kitchen...

Thank you Hillcrest members for this opportunity! I'm honored to be your chef and am looking forward to the year ahead! I'm confident we can continue quality and excellent service while you're here. I'm not afraid to do some of the older popular items like pizzas and quesadillas so look for those on future feature menus. I'm also planning on other new and healthier options for your menu. Valentine's Day Menu will be sent out shortly. We also have a breakfast buffet later in the month, make sure to call for reservations!



*Kasey Koliner, Executive Chef
chef@hillcrestyankton.com
665-4522*

From the Golf Shop...



Scott Larson, Golf Pro
golfpro@hillcrestyankton.com
665-4621

I have just returned from the 2018 PGA Show. I will be bringing in the NEW Callaway Rogue Drivers and Fairway Woods, there will be Callaway demo clubs in stock to hit and I will have the Callaway Fitting System this year, along with the Ping and Titleist Fitting systems. Taylor Made has come out with the NEW Twist face technology in their M3 and M4 drivers. Twist face technology delivers a corrective face angle when hit off-center for longer, straighter shots.



Let Scott know if you would like to hit the NEW Taylor Made M3 the driver that is adjustable, or the NEW M4 driver.

Hillcrest will be doing live scoring for events in 2018. Please, download the USGA Tournament Management App. The app will give you live scoring results, statistics on everyone, able to add photos of the event and much more. The golf shop will also be able to send you text messages in regards to your tee time and who you will be playing with during the event. We will also, be able to text you if there is a delay or need to communicate with the golfer during the event. You can follow all the Vegas matches (team white vs. team black) at the GGID: Vegas2018. This event will be starting March 5th.

New this year will be the Member Guest Invitational will be signing up online through Golf Genius. More is yet to come on this exciting new registration for the Member Guest. No more signing up at the pro shop.



The NEW Callaway Rogue driver with Jail Break technology in the club face.

*Just a reminder that Hillcrest has made an agreement with the Elks Club in Columbus, Fremont Golf Club in Fremont and Norfolk CC in Norfolk, NE concerning a reciprocal golf agreement. You have the opportunity to play the above clubs without paying green fees. This is a fantastic perk to all our golfing members. No out of Town memberships qualify for the incentive. An out of town membership only gets to play on the course that they have joined as a member. Green fees will be waived. **Cart fees will be required at all clubs.** Tee Times are based upon availability at each club. Many people took advantage of this reciprocal agreement in 2017.*

Mark your calendar for May 26th and 27th will be the first Member-Member tournament at Hillcrest. This 2 day event will consist of 2 members (men and ladies are encouraged to sign up. Any combination of men and ladies can play!) The format will be 2 person teams playing five 9 hole matches. There will be 4 flights of 6 teams in each flight. Sunday afternoon will be a shootout to see who will be the champions. For the first year, the first 48 teams to get signed up will be in the event. This format will be fun and you will be playing against 5 other teams. More information will be coming on this NEW Member-Member tournament.

This year the Junior Golf Program will be at Hillcrest. More information will be available in the Spring. Hillcrest will be participating in the TEAM golf scramble format this year along with The Bluffs and Norfolk CC. This is an exciting competition for juniors.