

TEE  *TIME*
TOPICS

August, 2018



July 31, 2018

President's Report: July - Tee Time Topics

I would like to begin this month's TTT report with some brief comments about our earlier announced KRC Staff Reorganization. This Board felt very strongly that some adjustments had to be made for the improvement of the Club's operations and our long-term viability. The staffing and responsibility changes were not made without a lot of KRC Board discussion. Our objective was, and always is, to provide the best overall Club experience to the membership while controlling and/or reducing our expenses. Both of these will be achieved with these most recent changes. Additionally, all the communications related to this were done in the most professional manner.

From a golf perspective there are some exciting things happening with the course. Our sand traps should be completely redressed for consistency within a few weeks. Also, The Greens Committee (Blake and Tony) and Golf Committee (Bill MacMillan) are working very well together and have authorized our Grounds Crew to develop a practice chipping area between the 9th green and the hitting cages. Bill's Golf Committee is also working hard to build a relationship with a local Golf Professional who can provide on-site lessons for our members. Keep your eyes open for future communications about when this much needed service will be available. Bill's Committee's objective is to provide coaching opportunities to the seasoned as well as the beginning golfer. Social members take note!

In my view, the course has never looked as good as it does today. However, to make things even better, Ed and his team will be planting some more trees and have been addressing some of the 'beautification' objectives for the non-course areas. These are primarily around the Clubhouse and between our greens and tees. We want the grounds to look attractive for the membership and to serve as an enticement for prospective members as they pass by the Club.

Our new Chef Patty and her team are really hitting their stride. Again, hats off to Lori. If you haven't yet had the opportunity to enjoy one of her meals, make a reservation and check out her cuisine. Patty knows how to run a complete kitchen, she's creative and her staff is more enthusiastic than any I've seen since joining the Club.

She's providing a full menu on Friday and Saturday nights with a 'theme' for Tuesday Tavern (Trivia) Night. Recent turnout for each of these evenings has

exceeded our expectations. Be sure to enjoy one of her lunches or dinners and provide honest feedback. Patty isn't shy and would love to hear about your dining experience. The Board believes this is one of our major areas of opportunity and wants KRC to provide an excellent dining experience for our members while controlling costs. Under Patty's leadership we're already seeing results (fresh food, less waste, lower purchasing costs and better overall menu offerings). When our members are deciding on where to dine, we want them to think of KRC first!

Gary Alvord is doing a great job with the Marketing and Membership Committee. They are taking a focused approach to gaining more members. His team will be specifically honing in on more local residents who are either new or have not been seriously approached about experiencing what KRC has to offer. Year to date, Gary and his team have brought on 24 new Golf Members, 25 new Social Members and 30 Summer Members. Gary's team also recommended, and the Board approved, a Special Summer Member incentive allowing conversion to a Full Golf Membership. That announcement was eBlasted to the KRC membership a few days ago. We'll see how that works, but we're optimistic that we'll have a few takers.

Our Events Chairperson, Anne Klein, has been working on a full activities schedule for the balance of this year and into next year. The Independence Day (July 7th) golf scramble and BBQ and the July 20th Shrimp Boil came off really well and were well attended. Our next 'event' will be on Friday, August 17th. Another popular Herb's Happy Hour will be followed by a 'Steak Fry.' A Steak Fry is Illinois-speak for a steak cookout or barbecue. You'll definitely want to be at the Club on the 17th. What could be better than Herb's great drinks followed by great steaks with KRC friends?

Additionally from an Events standpoint, KRC (Jack and I) hosted 18 Wedding/Event Planners (including a few photographers, a florist and a baker) this past Thursday, July 26th. The feedback from the group was excellent. They loved the decor, art work and the views of the course. They also commented positively on the overall ambiance and were surprised about what we had to offer (full food service, bar, etc.). And, as usual, many of them didn't know we even existed.

I'm confident we'll generate some business from this event and last month's Chamber Reception. Our objective is to gain some outside business while not disrupting member activities. This is especially true during the off-season.

Marty Hicks has our Building and Maintenance activity under control. Our recently repaired roof is holding well, as are the insulation and related A/C coverage. And, a new fence has been installed around the kitchen courtyard. Please see Marty's report in this TTT. A list of approved maintenance and improvement initiatives are being closely monitored by the Board and will be addressed as the need arises and the budget allows.

In closing, I'll repeat part of my message from last month: Remember, our current members are our best salespeople. Getting new members is a top priority for the Club. Each of you can help by reaching out to potential new Golf or Social members. A strong membership means a healthy and active KRC!

Scott Mitchell - President KRC

GOLF COMMITTEE PROGRESS REPORT

Saturday, July 7th – Independence Week Tournament - Scramble

1st Place Team with a score of 22.4 - Amy Tripp, Alan Tripp, Peggi Clauhs, Herb Clauhs

2nd Place Team with a score of 23.9 - (TIE) Jeff Jump, Randy Jump, Greg Jump, Jaye Jump tied with the team of Carol Duncan, Gary Duncan, Lori Waggoner, Debi Wohlers

Charlie Porter won closest to the pin for the men while Lori Waggoner won for the ladies.

Peter Murley won the long drive contest for the men & Veronica Murley won for the ladies.

Thirty-four golfers enjoyed the morning golf tournament & over 50 people celebrated with a barbeque cook-out of burgers, brats, shrimp skewers & salads.

The next scheduled Golf Event is the **Labor Day Scramble**, to be hosted by Committee Member Helen Pollock. The sign-up sheet will be posted in the clubhouse in early August. Please join for another fun day and a BBQ lunch.

The following Notes were assembled during a productive work session in mid-July. Committee Chair Bill MacMillan has approved this summary.

The Committee is analyzing several incentives to motivate Golf Members to bring more Guests! If you have a suggestion that you believe will dramatically improve Guest Play, please share it with a Committee Member or our GM.

Golf and Membership Committees have joined efforts to create and execute a membership development event, such as the PIAMI Invitational, later in 2018. We expect that a pre-season event will be more fruitful than one at season-end.

Will you support a Friday PM Twilight Golf event? Once a month? More often? Please share your support with a Golf Committee or Board Member.

Bridgestone golf balls will be back in the shop on Friday August 3rd.

TEE TIME TOPICS update from The Membership & Marketing Committee

By Gary Alvord, Chair

Two of our committee's goals were to improve KRGC "awareness" and to define specific groups that would give us the opportunity to provide membership growth.

A recent Sun article on KRGC positioned our club as a key asset to AMI.

The Sun article stated

"One of the most unique amenities on Anne Maria Island is a carefully groomed, nine-hole golf course with a clubhouse and bar and a golf cart barn, nestled amid the homes of Key Royale."

The Committee confirmed the value of additional efforts to assure that the Membership, Ambassadors, Board Directors and club personnel maximize efforts to expand our membership base.

We're working on finding new member candidates from the suppliers who provide service to our membership. We're looking for the owner contact information for these suppliers that provide good service for members and those you would recommend for KRGC membership.

Other groups that will yield future KRC Equity Golf or Social Memberships include:

- New homeowners within the Key Royale communities.
- Current and new homeowners on AMI, Perico, and Harbour Isle.
- Existing and Past Summer Members.

Specific strategies were discussed to improve communications with

- New KR Homeowners,
- Summer Golf Members to upgrade to Equity Golf Members, and
- Growing incremental revenues from Member families, your sponsored friends, local business event and reception prospects.
- Committee Chair Alvord has cross-referenced and identified NEW KR Property Owners on the same street as existing KRC Members:
 - The new owners represent a 'gold-mine' Opportunity to welcome your new neighbors while making them aware of Club accessibility, culture and value.
 - This follow-up should commence as soon as practicable in order to establish the procedure to identify and reach out to prospective new members very early in their Life on Key Royale.
- Soliciting Club Support from Fifteen (15) KRC members who have been identified as Realtors, to remind that KRC is a sales tool for them as well as the Club – while they introduce Clients and Buyers to the KRC Lifestyle.

General Manager's Report – Tee Time Topics

July 31, 2018

By Jack Hrad

The President's Report as well as various Committee Reports have laid out and confirmed the many activities being undertaken this summer. Busy! The off-season is when most hospitality businesses refresh, design, train and prepare for the next 'peak season'. And so it is at Key Royale Club.

Please review reports by Gary Alvord (Membership and Marketing) and Bill MacMillan (Golf) to learn of their Committee strategic plans to enhance KRC.

This GM Report presents a few other Committee Initiatives that may not be mentioned in another report. Please do not hesitate to contact your Club

President, Committee Chairs or Club GM with your questions or suggestions on the following activities and plans.

- ✓ Golf Pro Shop survey results are just in. The Committee will provide detailed findings in the near future, while we can confirm that the responses – 45% of Golf Member households – provide meaningful guidance on restocking the shop for the coming season.
- ✓ Committees are discussing the concept for “Nine, Wine & Dine” events which may become a Friday Happy Hour standard in the coming season. A two-person Scramble to accommodate all golfers, regardless of skill level. Likely to commence before end of September.
- ✓ President’s Report referred to our Membership Development progress this year. New Members accepted in July were:
 - Warren and Ellen Boin
 - Mark and Patricia Short
 - WELCOME TO BOTH FAMILIES!

Please bear in mind the Value – and Necessity – of continually Growing our Club Membership. Club Dues ARE the single most important line item in the sustainability of every private club. President Mitchell has reminded that YOUR understanding and Sponsorship efforts are valued, needed and critical. Thank you.

Jack Hrad, Club GM

ONE DAY – TWO FUN EVENTS

 **AUGUST 17TH** 

JOIN US AT THE CLUB FOR

 **STEAK FRY 6 - 8** 

AND

HERB’S HAPPY HOUR 5 - 7

Labor Day Scramble & Cookout

@9:30AM

MONDAY, SEPTEMBER 3RD, 2018



\$5. CASH ENTRY FEE

COOK-OUT @12PM \$11.75

**ANGUS CHUCK BURGERS, CHICKEN WINGS,
BRATWURST, GRILLED SHRIMP SKEWER, POTATO &
PASTA SALAD, COLE SLAW, BAKED BEANS,
ASSORTED CHEESES, FRUIT SALAD & COOKIES**

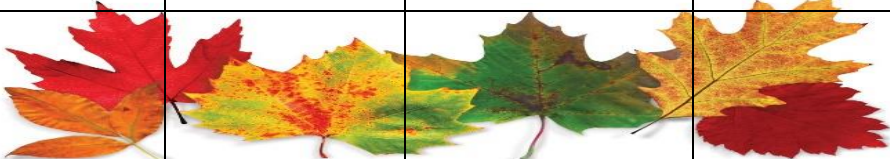


SIGN-UP AT THE CLUBHOUSE

Note: Lunch Served Daily from 10:00AM until 3:00PM

AUGUST 2018

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 Men's Bridge 12 Mahjong 1 Club closes 6pm	2 Duplicate Bridge 12 Club Closes 6pm	3 Dinner 5:30-8	4 Dinner 5:30-8
5 Brunch service 10-3 Mexico Dominoes 3 Club closes 6pm	6 Club Closes 6pm	7 Mad Rummy 11 Trivia/Tavern Night	8 Men's Bridge 12 Mahjong 1 Club closes 6pm	9 Duplicate Bridge 12 Club Closes 6pm	10 Dinner 5:30-8	11 Dinner 5:30-8
12 Brunch service 10-3 Mexico Dominoes 3 Club closes 6pm	13 Club Closes 6pm	14 Mad Rummy 11 Trivia/Tavern Night	15 Men's Bridge 12 Mahjong 1 Club Closes 6pm	16 Duplicate Bridge 12 Club Closes 6pm	17 Steak Fry 6-8 "Herb's Happy Hour" (H3) 5-7	18 Dinner 5:30-8
19 Brunch service 10-3 Mexico Dominoes 3 Club Closes 6pm	20 Club Closes 6pm	21 Mad Rummy 11 Trivia/Tavern Night	22 Men's Bridge 12 Mahjong 1 Club Closes 6pm	23 Duplicate Bridge 12 Club Closes 6pm	24 Dinner 5:30-8	25 Clubhouse Closing 4pm for Private Party
26 Brunch service 10-3 Mexico Dominoes 3 Club Closes 6pm	27 Club Closes 6pm	28 Mad Rummy 11 Trivia/Tavern Night	29 Men's Bridge 12 Mahjong 1 Club Closes 6pm	30 Duplicate Bridge 12 Club Closes 6pm	31 Dinner 5:30-8	

SEPTEMBER 2018

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1 Dinner 5:30-8
2 Brunch service 10-3 Mexico Dominoes 3 Club Closes 6pm	3 Labor Day Scramble 9:30/Lunch 12 Club Closes 6pm	4 Mad Rummy 11 Trivia/Tavern Night	5 Men's Bridge 12 Mahjong 1 Club Closes 6pm	6 Duplicate Bridge 12 Club Closes 6pm	7 Dinner 5:30-8	8 Dinner 5:30-8
9 Brunch service 10-3 Mexico Dominoes 3 Club Closes 6pm	10 Club Closes 6:00	11 Mad Rummy 11 Trivia/Tavern Night	12 Men's Bridge 12 Mahjong Club Closes 6pm	13 Duplicate Bridge 12 Club Closes 6pm	14 Dinner 5:30-8	15 Dinner 5:30-8
16 Brunch service 10-3 Mexico Dominoes 3 Club Closes 6pm	17 Club Closes 6:00	18 Mad Rummy 11 Trivia/Tavern Night	19 Men's Bridge 12 Mahjong 1 Club Closes 6pm	20 Bridge 12 Club Closes 6pm	21 Dinner 5:30-8	22 Dinner 5:30-8
23 Brunch service 10-3 Mexico Dominoes 3	24 Club Closes 6:00	25 Mad Rummy 11 Trivia/Tavern Night	26 Men's Bridge 12 Mahjong 1	27 Duplicate Bridge 12 Club Closes 6pm	28 Dinner 5:30-8	29 Dinner Dance 5:30-8 "Chad Conte" 7- 10
30 Brunch service 10-3 Mexico Dominoes 3						



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KRC 2018-2019 GOLF & EVENTS CALENDAR

AUGUST

17th Steak Fry

17th “Herb’s Happy Hour”

SEPTEMBER

3rd Labor Day Scramble

29th Dinner Dance with Chad Conte

OCTOBER

13th Oktoberfest Scramble

13th Oktoberfest Party “Jersey Sound”

NOVEMBER

10th Welcome Back Scramble

10th Welcome Back Party “Karen & Jimmy”

13th Fall Doe Day

DECEMBER

4th & 6th Christmas Party “Melanie & Co.”

JANUARY

12th Prohibition Dinner Dance “John Rinell”

16th Ladies Tea

16th Couples Tournament begins

22nd Women’s President Cup

25th Dinner Dance “Time Trax”

29th Women’s President Cup

FEBRUARY

6th Men’s Club Championship

12th Women’s Member/Guest

13th Men’s Club Championship

14th Valentine’s Day Dinner Dance
“Rusty Trumpet”

20th Golf Championship

20th Wine Tasting

21st Men’s Handi-cap Club Championship
begins

23rd Couples Final & Awards

27th Fashion Show (fashions from Island
Cabana)

MARCH

1st Dinner & Dance “SoulRcoaster”

13th Women’s 9 Hole Championship

14th Men’s Senior Handi-cap Club
Championship—9 Hole

16th St. Patrick’s Day Party “Janine &
Patrick”

20th Men’s President’s Day

APRIL

9th Spring Doe Day

10th Spring Stag Day

13th Luau Farewell Party “Straight Ahead”

13th Golf Awards

MAY

4th Kentucky Derby & Cinco de Mayo
"Tanya"