



# THE GUELPH COUNTRY CLUB



## NEWSLETTER

NOVEMBER 2009

### FROM THE PRESIDENT

#### *Dean Tremain*

It now looks like we have seen the end of the potential for warmer weather. There were not many days that will be remembered as hot and sunny for long periods of time. The golf season has had some strong participation but unfortunately weather was not always on our side and that impacted our public play.

With October coming to a close we also reach our fiscal year end and the results are not exactly ideal. We have had a great deal of transition this year and changes were made in the food and beverage area so that we could improve the service levels and the quality of food delivered from our kitchen. The changes have had a positive impact to us financially and this part of our operation has seen great improvements.

By the time we finalize October numbers we will most likely finish the year with a loss of approximately \$150,000 after depreciation. The key contributors to this loss are the poor performance of the food and beverage in the first half of the fiscal year, poor weather during golf season reducing public play, lower overall membership numbers and facility improvements that were essential to safety and operations. Moving forward we will have to look at strategic changes that will allow the operation to stabilize

and improve overall financial results. Speaking with many other organizations like ourselves it is definitely a trend across the board as other clubs have also seen significant losses in Guelph and across Ontario.

In November we will have our annual "Planning Day" where the focus will be to look at our 3 key operating areas and evaluate performance issues related to golf, curling and house business. I am confident that we can create a solid business plan moving forward to build strong financial outcomes and improve overall operational performance.

As we move into a new fiscal year, we will have to operate more efficiently and identify solutions to improve the bottom line. Members can continue to assist the recovery through referring new members, supporting club initiatives and communicating the services we have to offer to the community. Collectively we can improve a poor fiscal year moving into 2010 and further into our 2012 centenary. Don't forget we have the facilities and services available to host your holiday party. Thank you for your continued support!

## FROM THE GENERAL MANAGER

*Dave Vogel*

### A YEAR OF REFLECTION

Transition comes so simply in November, with fewer golf balls landing on aerated fairways and the sound of rocks crashing through the house. With in weeks the course will be closed for the winter although a last hurrah of mild weather is forecasted for this weekend. Twenty four of our regular golf members are south, enjoying mild temperatures, the annual golf trip that marks the end in sight for another GCC golf season.

Let's reflect on 2009, and look forward to 2010.

In 2009 we grieved the loss of more than one long time member of the club. In 2010 we will remember them, and celebrate their time with us, then tell stories of remember when?

Certainly the weather has been a top story again in 2009. We unfortunately followed a poor year in 2008 with a much worse year in 2009. If we pair this with the overall recession we are experiencing in the golf industry, our bottom line was not as favourable as we would hope. The largest hit was dealt in public green fee dollars, which are down almost 15%. This added to slightly lower than usual membership revenue equates to a tough year. On the positive side, however we are constantly identifying areas to conserve funds, and make our operation more efficient, which enabled us to experience better than expected net contribution in golf. Moving forward we will work to evolve with our community and the golf demographics available in our market place. We must celebrate our

history but operate with today and the future in mind.

In hospitality, we can be excited that net contribution from May 1 to date is much stronger than 2008, however November to April created a hole difficult to climb out of. We are still struggling to achieve the level of business required to sustain a profitable revenue stream, but will work hard this fall and winter to evolve our hospitality identity and market accordingly. There is no doubt that the quality of product and service are increasing daily and both member and public feedback is tremendous. Financial turn around is not an equation that can occur in the short term but must be achieved on the long term. We have however turned that corner and are building toward a stable future. Your support for family functions, business Christmas Parties, and any other special events is greatly appreciated. We will provide the best product and service in Guelph and area.

I feel that we are fortunate to have a Board of Directors that represents a wide knowledge of business, customer service and strategic planning. I am happy to work hand in hand with them in redefining our future and building the business plans that will continue to provide the level of service that the GCC is known for, while securing the financial stability we require.

Look forward to an exciting 2010, be proud of your facility, and celebrate it. The best advertising is always member advertising. If one in every ten members were able to refer one new member per year, we would get to our goal very fast.

Thank you again for all your support and welcome to Curling Season.

## TUESDAY MORNING LADIES BRIDGE

The Bridge Club at The Guelph Country Club has unanimously voted to donate their prize funds to the Centenary Tree Fund. We also want to say thank you to the Club for accommodating us as well as providing our weekly refreshments.

Vicki MacDonald

## CURLING TUESDAY AFTERNOON LADIES CURLING *Sue Lavigne*

It is great to be back on the ice. Our first session, sponsored by Rona Cashway Lumber is now in full swing. Again, this year we have had a good turn out with both the morning and afternoon curling. Please check the schedule for your turn to play in the morning at 10:00 am. Our first session of Learn to curl intermediate held Oct. 27 was a great success. Delivering of the rock was the subject of the day. We would like to thank Lois Fox for organizing this along with Bunny Bradshaw, Wendy Cuthbert and Chris Dow for all their help and expertise. We all benefited greatly from this group session.

Our next sessions will be held Nov. 3 and Nov. 10 following regular curling Tuesday afternoons at 4pm for half an hour.

Intercity curling gets underway Wed. Nov. 4 at the Paris Club. Good luck to all the teams playing. Schedules are posted on the bulletin board.

There are still a few teams needed for the in-house Bonspiel Nov. 21/2009. If you are interested fill out the form or contact Evyette Houghton.

## Happy Curling

## SHARE THE WEALTH *Donna Wong*

There were only two winners for the month of October.

Oct. 5 - \$286 - winner #2034 Bob Stirling  
Oct. 12 - \$143 - No winner  
#1402 Oct. 19 - \$286 - winner #2005  
Milt Sather Oct. 26 - \$141 - No winner  
#0722

## VOLUNTEER CORNER *Donna Wong*

HURRY! HURRY! HURRY! Those cries can now be heard from the Guelph Country Club's curling sheets. Golf has winded down and curling is now in full swing. Of course, it takes a lot of work from our amazing group of curling volunteers to get things ready for the game of rocks and brooms. Don Laird, curling coordinator and the many curling conveners have settled into the hack so that members can enjoy a great indoor game while winter howls outside. Before the first rock can be thrown, the ice has to be painted. We have our own talented group for this task. It is not clear whether there is a hidden loonie on each button to attract those wandering rocks. On behalf of the board, big thanks go out to the following volunteers:  
The Painters: Barry Marko, Bob Stirling, Gary Houghton, Bruce Davey, Don Laird  
Curling Conveners: Jeff Stillman, Nancy Cherney, Bob Reinholt, Carol Bell, Diana Hambly, Bob Stirling, Tim Hill, Jim and Pat Whitechurch, Anndalyn Katellapper, Phyllis Harrington.  
Learn To Curl: Don and Faye Laird,  
Drop In Curling: Dave Kirvan, Roy McMillan, Jeff Linton, Michelle

Houghton Breakfast Spiels: Pat Gage  
Curling Directory: Faye Laird OCA  
Reps: Roger McHugh and Teri Gilchrist  
Home Hardware Rep: Roger McHugh

**WANTED:**

The festive season is fast approaching. To prepare for a warm, merry-making welcoming atmosphere to our clubhouse, I am seeking volunteers to help decorate the clubhouse. Please contact Donna at 836-4758.

**CLUB EVENTS**

**Holiday Brunch:  
November 29<sup>th</sup>**

Join us for Holiday Brunch this year, and experience great food and cheer. Full menu included with this month's newsletter.

**Member Holiday Reception:  
December 10<sup>th</sup>**

A tradition at The Guelph Country Club, come celebrate the Holiday Season with your fellow members. Join us for cocktails and snacks this season and experience the cheer of season.