



# Fast Play

## The Monthly Member Newsletter of Shadow Hills Country Club

### Membership & Marketing 101 - What We Do & Why

By Patric Miller - Board Member, Membership Committee Chairman

In the past months, as part of a new agenda to begin our Membership efforts early, we have taken a number of steps usually reserved for the traditional golf season, to get a jump on the goal of reaching full membership in 2018. The purpose of this article is to both explain the methods, as well as the reasoning behind them, in order to help our membership accomplish this lofty task.

As outlined in last year's Annual Membership meeting, we were able to obtain close to 70 new memberships in calendar year 2017. But, as was also outlined, while this was a new record for procurement of new members, it was also offset substantially by a higher than usual loss of members to a variety of factors. The highest impact came from members "aging out" of golf to social memberships, injury and illnesses forcing others to go "inactive," and job transfers that forced them to move. Like it or not, this left us with a net gain of fewer than 20 new golfing memberships on the books, starting calendar year 2018.

The 2018 "Winter Membership offer" has been effective, with 14 new members added during a time that we usually see few or no new memberships. But, some attrition continues to come into play. While we will see a number of members coming back from "inactive" status, the fact remains, we have a lot of work to do to reach full membership.

To this end, we have been running a substantial number of TV commercials on the Golf Channel, but by doing some pre-emptive buys using ROS (run of schedule), we have been able to do so at rates that are substantially lower than almost any other media available. Some members have raised concerns that the frequency of spots makes us "look desperate." But the method of these ROS spots placed, when almost nobody else is in a regular golf season buying mode, makes the spots stand out more than they would during the regular golf season.

Our Winter Membership Offer  
Can Save You Thousands...

Limited Time Offer  
On Family and Single  
Golf Memberships

**GOLF CHANNEL**

**Shadow Hills COUNTRY CLUB**

We will be continuing the TV and Social Media (primarily FaceBook) marketing that has been budgeted from April-June, but will be rotating in a number of targeted commercials that focus on different aspects of our club, to reach different interests of prospective country club members. The course, social events, and a focus on family, along with our unique rural setting and "Resort Amenities" will all be featured. These spots will also run on Social Media, which will make them easy for our members to "Share" with friends, family and business colleagues. The variety of spots will help eliminate some of the repetitiveness that can happen when running a single spot over the same schedule.

Are we "desperate?" -- *Continued on page 3...*

April 2018



## Upcoming Events

### April

- 1 Easter Brunch
- 2-5 Green/Tee Aerification
- 5 Paint Night
- 6 SHCC Senior Men's Opener
- 11 18 Hole Women Spring Opener/Clinic
- 12 Wine Show
- 15 Men's Spring Opener
- 20 Parent's Night IN
- 21 Murder Mystery Dinner
- 22 Couples Jack & Jill-Shotgun
- 28 Bird Watch & Walk

### May

- 1 Men's League Opener/BBQ
- 3 Burger & Brew Night
- 5 Cinco de Mayo
- 7 Oregon PGA Championships- Course Closed
- 12 Bird Watch Walk
- 13 Mother's Day Brunch
- 14 Women's Twilight League Opener
- 25 Crazy 8 Scramble
- 26 Pool opens on Weekends only

### CLUB CONTACT INFORMATION

Clubhouse (541) 998-2365  
 Pro Shop (541) 998-8441  
 Office Fax Line (541) 998-6779

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 FastPlay is published monthly for the membership of Shadow Hills Country Club.

Visit [www.shadowhillsc.org](http://www.shadowhillsc.org) for additional staff email addresses and a list of our reciprocal clubs.

# News From The Pro Shop

By Gary Davis , PGA Golf Professional

Spring is officially here. With that comes a change in dress code. As of April 1st, denim will no longer be allowed on the golf course, or at the practice facility.

Springtime is also the perfect time of year to start getting in shape and working on your golf game. We are dedicated to finding new ways to get you enjoying more golf this year. To that end, a series of clinics with personal trainer Nick Mainetti and your PGA Golf Professional Staff is in the works. Look for sign-ups on ForeTees and in the locker rooms very soon. Of course, if you prefer a more private setting for lessons, we would be happy to set you up with an individual, or series of golf lessons. Let us know how we can best help you!

The Men's Spring Opener Breakfast and 2-Man Scramble that was originally scheduled for April 8th, has been moved to Sunday, April 15th. Buffet Breakfast starts at 7am, with a shotgun start at 8:30am. Cost for this event is \$25 per man. Sunday, April 22nd, is the Couples Jack & Jill Tournament with a 12:30pm shotgun start. If you have any questions about the format or would like to sign up, you can find it on ForeTees or give us a call here in the golf shop.

The Shadow Hills Senior Men's Golf Association starts up on April 6th. This group is open to any male member who turns 50 this year. Players can sign up for the season for \$100, or pay \$10 per event. Annual members have first priority for the away events, and participate in a season-long point game similar to the FedEx and Ryder Cup points on the PGA Tour. For a complete schedule of event and rules, please contact the golf shop, or Steve Mason at 541-521-6782.

As we kick off the 2018 Golf Season, the Golf Committee has expressed some concerns over the number of divots and ball marks not being repaired, as well as cart riders not following the rules on CART PATH ONLY days. Also, we have seen some damage to the Clic Gear push cart fleet. If something happens to a cart in your group, let us know so that we can get the cart repaired. Let's all do our part in taking pride of ownership.

And finally, a reminder that Wednesdays and Sundays the practice facility closes early for a clean pick. It will close approximately 90 minutes before sundown, which is usually somewhere between 6pm and 6:30pm.

# Welcome To Our New Members

Duane & Cindy Spies - Social



## The Green Report

By Ryan Wyckoff, Golf Course Superintendent

Spring is a very busy time for the golf course maintenance team. In addition to our regular mowing and maintenance, we will be aerifying and sanding over 35 acres of turf. We are scheduled to aerify greens Monday and Tuesday, April 2nd and 3rd. Following the completion of greens, the tees, approaches and fairways will be aerified and sanded. Overseeding of the fairways will take place at this time as well.

Removal of the old cart paths has begun. All of the old paths on the front nine, with the exception of #2 tee area, have been excavated. We are in the process of removing the debris and will then add soil, level and seed. The removal of the old paths will make the course look much cleaner and will preserve the condition of our golf carts. We will continue the same process on the back nine either later this Spring or in the Fall.



A majority of the ponds on the course are very shallow, which leads to warm water temperatures. Warm, stagnate water is very conducive to algae and aquatic weed growth. We are diligently treating and cleaning the pond edges throughout the course in an effort to improve their appearance throughout the season. As well, the cattails have been removed from #4 pond, creating a much cleaner look on this hole.

## Are We Desperate?

...Continued from Page 1 - Membership 101

Are we desperate? No, we are meeting the targets set out by our annual budget, created and designed by our Board. But, the annual budget does not call for hitting "full membership," which allows our club to continue to expand and improve our levels of service, and make more improvements to the course and facility.

You can do your part by "Sharing the good news" with your peer groups, because in the end, the best salespeople for our club are our own members. And, full membership helps insure our success now, and well into the future.

## Winter Rules? Today's Cart Path Regulation?

**Strict  
Cart Path  
ONLY  
Today**

**(This Means You!)**

**Check with the Pro Shop  
Before You Tee Off!**



# Manager's Report

By Dave Shelton  
General Manager, PGA Golf Professional



# Handicapping & Rules

From the Handicap Committee  
by Ron Willis - Men's Handicap Chair

April is the month that the annual cart plans are billed to those members who participate in the program. We realize that this is a significant one-time charge to your account, and now offer you the option of paying this annual fee over three months, April – June. We will be billing your account in thirds, unless you specify differently.

We plan to open the new #2 teeing complex this month. This is a great example of making subtle but continual positive changes to the golf course. It is also a great example of what our grounds crew is capable of, as this entire project was done in-house, at about one third of the cost if contracted out. We have had several members comment on the new teeing area making the hole easier. However, I believe once you have played from the new tees you will find this is not the case. Next up, *membership count permitting*, will be the #16 teeing complex.

Cell phones are a necessity of life, and something we all use. Used at the club correctly, cell phones never present an issue. Used incorrectly, a cell phone conversation becomes really annoying for everyone within ear shot. Some basic guidelines:

- Always move your conversation to a private area.
- Never use your cell phone on the speaker function.
- Be aware of your surroundings and always be respectful of other members.

I began playing golf in 1964, and one of the most important messages that was emphasized at that time, was the responsibilities that each golfer has to the game and the golf course. Many things have change about the game of golf in 54 years, but our responsibilities as golfers have not. If we don't repair the damage we do to the golf course, who is supposed to? We as golfers are all responsible for repairing our ball marks on the greens, replacing divots in the fairways and rough, raking bunkers and driving power carts in the appropriate areas. While a red flag on a cart does offer some leeway, it does not give you the license to drive anywhere you want, and in fact requires that you use prudent judgement not to damage the course in very wet conditions. Yes, we have a grounds crew that maintains the course. But, using their time to repair ball marks, replace divots and sand club marks, is an extremely inefficient use of resources. Be proactive, and help to maintain the course you love, so that we may all be proud of our efforts and the results.

*Golf is deceptively simple and endlessly complicated; it satisfies the soul and frustrates the intellect. It is at the same time rewarding and maddening - and it is without a doubt the greatest game mankind has ever invented.- Arnold Palmer*



**REMINDER**  
As of April 1st  
No Denim is allowed  
on the golf course  
or practice facility.  
Lounge- YES!  
Dining Room - NEVER

## Par: What is it Good For?

Par, as defined in the USGA Handicap System, is the score that an expert player would be expected to make for a given hole. Par means expert play, under ordinary weather conditions, allowing two strokes on the putting green. *But, what does it really mean?*

Here are some facts. Par is set by the USGA Handicap System. It is formulated using the shot length for the Scratch (0 Course Handicap) player. Par is different for men and women.

### Yardage Guidelines:

- Par 3: Men up to 250, Women up to 210.
- Par 4: Men 251 to 470, Women 211 to 400
- Par 5: Men 471 to 690, Women 401 to 590.

Per guidelines, on a 450 yard hole, the men's par is a 4 (380 yards for a women's par 4) unless there is something that forces the ball not to go the distance prescribed by the USGA. A pond forcing a lay up or trees at the corner making it a dogleg? Is there bunkering that will cause the golfer to club down?

All of the above situations might cause a change to par on a hole. If this hole is difficult; but in the guidelines for a par 4, it is still a par 4. Albeit, a difficult one! Par does not change because the players who golf the course cannot reach the green in regulation.

Par, by itself, is irrelevant to the game. Par has nothing to do with shooting a round under, over, or at your handicap (see Feb. newsletter). If you are in a stroke play tournament, it is the number of strokes that gives you a score. In order to win, you have to hit the ball fewer times than the other players. In a match play tournament, you have to win more holes than your opponent to win the match. Par in both cases is immaterial.

Remember, par is not based on the ability of the person playing the hole. Par is based on how far the Scratch player hits under ordinary weather condition. *Wouldn't it be nice to be a Scratch player?*

**Shadow Hills Country Club**  
**Wine Show and Sale**  
Thursday  
April 12th  
5-7PM

Featuring A Great Assortment  
from the Area's Best Wineries...  
At Special Discount Prices!

Sample, Sip  
& Save!  
Just \$12 Per Person

**Light Appetizers ~ Good Wine ~ Great Fun!**

# The President's Corner

By Jeff Curran

President of the Board of Directors

As I sat down to write my 1st quarter of 2018 "President's Message," the opportunity to reflect on newsworthy club events, meetings and encounters were obvious. But, I asked myself an important question. "As Club President, am I doing my best to foster a culture at the SHCC Board of Directors level to avoid the urge to micro-manage and simply trust the People, Policies and Procedures our fine Club has in place?"

I can honestly share that the answer to the question is "YES." And, what makes this question so easy to answer, is the exceptional performance of our General Manager Dave Shelton. The Board conducted Dave Shelton's 2017 performance review last month, and gave him high marks showing our unanimous confidence and support.

Fellows Members, I urge you to take the opportunity over the next month to thank Dave and his management staff Gary, Ryan, Diana, Laura & David, for making our Shadow Hills experience the best it can be. This is truly one of the best staffs we have had in years.

To provide one recent example of Dave and his team's commitment to excellence, is the February Financial Report given at last month's Board meeting. February is always one of the slower months financially, with cash flow being tight, due to the slow down in golfers and regular season events. The reporting from almost all departments showed revenue being ahead of budget, with the biggest contributing factor being the managing of expenses, which were all under the expense line of the budget. So, if I may... "please raise em up" one more time, to recognize that we have the right "People, Policies and Procedures" in place, to keep Shadow Hills Country Club progressing forward.

As club members, we don't have to look further for signs of progress than our driveway from River Road through the Hazelnut orchard, which provides a "front row seat" as trees mature over the next 5-6 years before we reach full production. This addition will add significantly to our bottom line, when full productions is reached. Again, thanks for your support of this exciting investment for the Club, adding to one of many unique features of Shadow Hills

On the membership front, thank you to those members who have contributed to new members joining Shadow Hills Country Club. I recently met a couple of new members who were playing in the Irish, and was thankful to see them so quickly participating in golfing events. My take away from meeting them was their smiles that clearly reflected, "I made the right decision by joining Shadow Hills!" Please know that our 2018 Membership Drive has contributed to 14 new members since the first of the year.

With Spring upon us, on behalf of the Board of Directors, we wish everyone the best as the golfing season begins. And please don't ever hesitate to pull one of us aside to share any ideas or feedback on how we can keep Shadow Hills Country Club the best it can be.

# Women's Club Updates

by Carolyn Townsend

President-Elect/Publicity

## Women's Club Spring Kick-Off

Shadow Hills Women's Club Spring Kick-Off is April 11. We invite social and golf members to participate. Check in will be from 8:30-9:00 in the banquet room. From 9-10 enjoy breakfast, a short meeting and a golf clinic, followed by a 9-hole scramble at 10:30. The cost for breakfast is \$14, plus gratuity. Sign up in the locker room or on Fore-Tees. See all details by clicking on the link at:

[www.ShadowHillsExtra.com](http://www.ShadowHillsExtra.com), or see Whitney in the office for a flyer. *Amy Bennett, Special Events Chair.*

## Women's Golf Leagues Now Forming

Women's 9-Hole and 18-Hole league play begins in April, and Twilight starts in May:

9 Hole - Tuesday April 11 9 AM

18 Hole - Wednesday April 18 8:30 AM

Twilight - Monday May 14 6 PM

Enrollment forms are available in the office, women's locker room, and by clicking link on [www.ShadowHillsExtra.com](http://www.ShadowHillsExtra.com). Cost is \$40 per league and will be billed to your account - no more handling checks and cash. So fill out your form, drop off in the office or mail to the club Attn: Women's Club Treasurer. And join the fun! -- *Jeri Kessler, Treasurer-Elect*

## 18-Hole League

Spring weather will be here soon, so start coming out to play on Wednesdays in April. Daily Play events begin on Wednesday, April 18th, a week after the Spring Kick-Off. *Connie Green, 18-Hole Chair*

## Twilight League

The Women's Twilight kick-off is Monday, May 14th. This is a nine-hole scramble format and lots of fun! Please make sure you are signed up for the season. Any questions contact Lori Reynolds at 541-520-5077 or [Loriannereynolds@gmail.com](mailto:Loriannereynolds@gmail.com) or Trisha Eaker at 541-206-9221 or [Trisha.eaker@olson-elec.com](mailto:Trisha.eaker@olson-elec.com). *Lori Reynolds, Twilight Chair*

## OWGA

New member applications, returning renewals, and sign up for events can all be done online now. Season will start on April 23rd at Tualatin CC.

*Carolyn Townsend, Sr. Rep and Deb Cordell, Jr. Rep.*



**PAINT NIGHT  
AT SHADOW HILLS**

**Thur. April 5th 6pm**  
In the dining room  
\$25 per person, includes  
canvas, paint, brushes...  
and you get to leave  
with the painting  
that you created!  
**Call Whitney to  
Sign Up Today!**