

Hillcrest Newsletter

Business Office: 665-4522

Web: www.hillcrestyankton.com

Golf Shop: 665-4621

February, 2016

From the President...

The Board of Directors wants to extend a warm welcome to Scott Larson and his family. As our new PGA professional, Scott has a wealth of experience and new ideas that should definitely generate enthusiasm for the upcoming golf season. With the addition of our new Golf Professional and new Executive Chef, Hillcrest is poised to have a spectacular year. This will be my last newsletter and I just want to thank everyone who has helped support and guide me through this past year. Serving on the Board has helped me appreciate all the hard work that goes into making Hillcrest a success. I want to give a special thanks to my fellow board members. We have a talented group of individuals that are dedicated to making Hillcrest a better place. James Grotenhuis has served as an outstanding ambassador for the club the last four years. Thanks James for your commitment, dedication, and leadership. Wayne Ibarolle will also be leaving the Board and I want to thank you for your service and commitment the past three years.



Bill Pierce, President

I also want to commend the staff at Hillcrest. Some might say we can be a hard membership to please. Despite our high expectations, Waren, Adessa, Kasey and all of our support staff work hard to meet the needs of the membership. On behalf of the entire membership, I want to thank all you for your hard work and dedication.

As a reminder our Annual Meeting is scheduled for February 25, 2016 at 7:00 PM. If you have any questions or concerns prior to the meeting, please feel free to contact me or another board member. See you soon!



Dining & Lounge Hours

Tuesday-Friday

11am-Close



From the Course...



Waren Muller, CGCS
hillcrestturf@hillcrestyankton.com
665-7081

Since the golf course is in about the same condition as last month I'm going to concentrate on a few Hillcrest topics this month. First, I want to encourage everyone to recruit new Social 1 members for 2016. The current tool to increase traffic at your club, if successful, will aide in maintaining the volume needed to control costs, be more accessible to non-golfers in the community, and allow Hillcrest to be successful enough in business to make improvements to the facility, control membership prices, and hire management and service staff that further improves the facility.

A Social 1 membership DOES NOT include the pool and costs a single or a family \$275 per year. In 2016 new Social 1 members will get a \$175 voucher to use in the dining room and lounge, and a recruiting member will also receive a \$100 voucher to use in the dining room and lounge. Minimums are \$40 per month for all Family Social members and \$20 per month for all Single Social members, along with the monthly \$10 Capital Funds Fee.

One topic which I am sure I have defended before is the issue of monthly minimums. Minimums are part of the "Country Club" structure almost everywhere, not just Hillcrest. And while some clubs have different minimum structures, minimums in one form or another are part of the fees required to belong to a Country Club. From experience during recruiting new members I have heard the complaints about the minimums, but your Board of Directors has stayed consistent in their stance that minimums are almost sacred and are never used as bargaining chips. Certainly it is easier to sell minimums if the restaurant is operated by a Chef of Eric's talent and your board has worked hard to raise the level of service, talent, and offerings to make Hillcrest more attractive to more people, and part of that ability comes from the fact that Hillcrest uses minimums and some of the guarantees that they provide, to make your club a better place to belong to. Minimums should be looked at as a good thing for Hillcrest.

Lastly, I want to mention a few things to look forward to in the restaurant as April gets closer. Eric will be putting out a new dinner menu and lunch menu for the On-Season, and the lunch menu will be used most days during the week. If your weekends are busy and you would prefer to use your club during lunch you will be able to find your more typical pub food for typical pub food prices. Hillcrest remains open for lunch Tuesday through Friday at 11am and is still a great place to have a business lunch or meet with coworkers during the week.



From the Clubhouse...



Eric Miller, Executive Chef
events@hillcrestyankton.com
665-4522

First I want to thank everyone for stopping by on our Feature Fridays. This has been very popular and the compliments are appreciated. Kasey, Brandon, Jordie, and Alex are doing a great job in the Kitchen. The Servers and Bartenders are doing an amazing job and having a blast creating new drink features for you.

Many of the features that I make for Fridays are "sneak peeks" as to what will be on the Spring/Summer menus. The Prime Rib Sandwich, the Artichoke Dip, Salmon Wellington, and New York Strip are all items you will see again very soon. Some Features to look for this month are Macadamia Nut Crusted Halibut, Chipotle Glazed Monkfish, and other Lenten Fish features as well as some great cuts of Ribeye and Filet. Please remember that we don't accept To Go orders on Fridays as we focus on the finer dining experience in the restaurant and lounge. We also don't make popcorn on Fridays, to encourage you to try new appetizers.

I do have some events planned for this month. On Friday February 12th we will be having a 5 course meal paired with wine and a social hour before dinner. Casey

Merkwan from Johnson Brothers Distributing will be here to visit about the wines. The cost will be \$60 per person and will include appetizers, all five courses, a pre dinner cocktail, white and red wines during dinner, and an after dinner port wine. This is a great opportunity to invite any potential Social members to see what we have to offer.

I will be having another Family Pasta night on February 17th from 5-8pm. We had a good turnout last month. Families that are on the go enjoyed the fast service and great food.

We have remodeled the bar to make the bottle displays stand out better. We moved the coke lines and a sink to make two bartender stations for faster service, especially for the summer and larger events. The new kitchen equipment is starting to come in. We are waiting on only a couple of more pieces and then we can assemble the new Expo Station and kitchen line pieces.

Lastly, I want to welcome Scott to the team. I am looking forward to working with him.

Thanks for the support, see you soon and have fun.

Chef Eric

From the Golf Shop...

This is my first newsletter column as the Head Golf Professional for Hillcrest. I have just gotten back from the 2016 PGA Show and have some new ideas for the Golf Shop this spring. This year the I will be stocking Antiqua, Under Armour, Peter Millar, Travis Mathews, Cutter and Buck, Bette and Court, Imperial Caps, Carnoustie, Foot-Joy, and Ryder Cup logo clothing. This year, I will also be able to custom fit clubs with launch monitor technology. I have found a launch monitor that will be able to show club head speed, launch angle, ball speed, spin rate, distance, and the smash factor. Once the snow melts this spring we can get you custom fitted. I will offer clubs by Titleist, Ping, Cobra, TaylorMade, Callaway, and Cleveland wedges. If there is another club line that you think would be good, please let me know. I am looking forward to getting back to fitting clubs and giving golf lessons again!

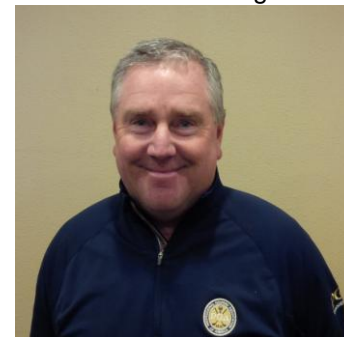
I am in the early stages of developing a Junior Golf program. I feel that Hillcrest needs a GREAT Junior Golf program to continue to grow and be a great club. I am going to be offering lessons and will be introducing the PGA Jr. League. The PGA Jr. League will be for juniors 13 and under and will consist of three juniors playing a scramble format. More information and the cost will be online at hillcrestyankton.com.

I am looking for part-time help for the bagroom and Pro Shop. If your son or daughter is interested in a position at Hillcrest have them contact me at 665-4621.

Make sure you follow on Facebook, Hillcrest Golf & Country Club Yankton, to keep updated on happenings at Hillcrest.

Also, mark your calendars for the Hillcrest Pro-Am, August 1st-7th, 2016!

I will be available in the Golf Shop Monday-Friday, February 3rd-26th from 10am-3pm. I am looking forward to a great year at Hillcrest!



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