

Hillcrest Newsletter

Business Office: 665-4522

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Golf Shop: 665-4621

July, 2017

From the President...

Hillcrest is in full swing this time of year with lots of activity not only on the course, but also at the pool and in the dining room. This last month we hosted our first "major" tournament of the year with the Men's Member/Guest Tournament. Congrats to Jace Guthmiller and his guest, Cameron Jones, on their 1st place finish! We are also fresh off the Men's Club Championship with this year's champion, Ryan Elwood. Up next with tournament play is the Women's Member/Guest on July 18th followed by the 43rd Hillcrest Pro-Am. If you haven't played in any tournaments yet this year, no worries, as there are plenty more opportunities to play in couples events or other formatted tournaments.

If you've been through the lounge area this past month you would have noticed our new lounge furniture! It was a great upgrade to our dining experience and I want to thank board member, Stacy Schramm, who worked through the details of picking out a professional option and getting it ordered and delivered. You've got great taste!

The board is moving forward with the sale of our video lottery license. If you recall, we went through a lengthy bid process that was opened up to our Hillcrest members and community and would allow us to convert this "dead asset" into cash. The final bid was \$112,000 and the transfer process is currently under way and should close sometime in the next 30 days. Your board now has the financial responsibility to find a way to best use those funds by putting it back in the course and facility and not for general operating needs. We are curious to hear your thoughts on areas we can improve upon and a survey will be sent to the membership to hear your voice. Feel free to also email me or call me directly to let me know your thoughts as we want to do what's best for the upkeep and longevity of Hillcrest.

Our financial report card for the first five months of the year is favorable (June's numbers are not completed yet). "Clubhouse Income," which consists of dining and event income, is up \$12k year-to-date and "Net Ordinary Income" is up \$12k as well as compared to last year at this time. Pro Shop Income is also up year-over-year. As the next few months are the busiest at the club we hope to continue to add to our bottom line and keep costs under control. With any business there are ebbs and flows on a month-to-month basis and we are no different as we operate both a retail business with the Pro Shop and a restaurant/bar. Thank you to our managers who continue to monitor better ways to do business to improve quality in all areas so that your experience at Hillcrest is an enjoyable one.



Aaron Ness, President

Pro-Am

*Hillcrest Golf & Country Club is excited to announce a new event to the 44th Annual Hillcrest Pro-Am. New this year will be a **\$1,000,000** Shoot Out event on Thursday, August 3, at 7:30 p.m.! All amateur golfers who are playing in the Pro-Am will be entered into a drawing to be one of the 20 golfers selected to compete in the **\$1,000,000** Shoot Out. The contestants will be drawn on Wednesday, August 2, before the Team Calcutta.*

*On Thursday at 7:30 p.m., the 20 contestants will each have one shot on Hole 18 from 135 yards out. Any player who puts the ball in the hole on their shot will automatically win **\$1,000,000!***

*We want everyone to come out to cheer on the golfers and hopefully watch a historical night as someone, or maybe more than one, walks away with **\$1,000,000!***

*If you are interested in being a VIP **\$1,000,000** Shoot Out Sponsor, please contact Scott in the Hillcrest Pro Shop. Good luck golfers!*

From the Clubhouse...



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

The Annual Invitational was a great time and our staff did an amazing job. Thanks to everyone who participated and planned this great event. I do want to talk French Fries. I have been taking notes from a broad number of Members and moving forward we have the following fries available: Waffle Cut, Straight Cut, Sweet Potato, Curly, and by request Truffle and House Cut Fries. Just let your server know which kind you prefer.

I have also been having conversations about the burgers and other proteins. Please let your server know which temperature you would like them cooked. As a default the kitchen will cook them medium to medium well. If you prefer them rare or well done please let us know and we will accommodate ☺

Events are going very well. We have had a few weddings and the compliments have been great. Many events we have hosted are rebooking for next year. Some features that Chef Kasey and I are looking forward to this month are: Swordfish, Buffalo Sirloin, Citrus Greens Salad, Twice Fried Truffle Potatoes, Spicy Calamari, French Style Ice Creams and many more....

With Pro-Am right around the corner we are bulking up the staff and looking forward to hosting another great tournament.

See you soon, have fun!

POOL NOTES

Just a friendly reminder that according to your by-laws no in town guests are allowed in the pool. Out of town guests are allowed for a fee. Your conditions do allow for private and non private parties with in town guests. Hillcrest does not expect lifeguards to enforce your rule. Secondly Hillcrest does not allow outside food and beverage at your pool. At member's request we have increased hours, staff, and offerings and the rules at your facility are mostly the same at all pools, golf courses, and restaurants.

From the Course...

We made it through a tough start to June and enjoyed some really good grass growing weather to finish off the month. I am really happy with the condition of the course especially compared to last year at this same time. Some of that has to do with weather and some of it has to do with a few adjustments we made to the pesticide program and our watering schedules.

Another change we made for this year was a more concentrated effort on green maintenance. Some of those changes were made to increase green speeds while limiting mechanical damage from mowers and operators. Staff has done a nice job of helping us make those changes and that has allowed us to roll more frequently and add a more aggressive grooming program, and those things in total have improved the playability of the greens. I think it is important to mention that the work on landscapes, green surrounds, and irrigation additions over the course of time have allowed us to concentrate more resources to this specific goal.

In July we are going to extend some of those same green grooming practices to tees to try and get rid of some of the "grain". The old bentgrass cultivars have a real tendency to lay over making it almost a necessity to tee the ball up regardless of your club selection.



*Warren Muller, CGCS
hillcrestturf@hillcrestyankton.com
665-7081*

From the Golf Shop...



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

Are you ready for some NEW irons? Titleist is coming out with the new 718 irons, Callaway has the NEW Epic iron, and Ping will be introducing the G400 irons and woods. We do accept trade ins for your old set of irons and woods. Contact Scott to set up an appointment to get custom fitted.



July/August pro shop hours are:
Monday's noon-8:00 p.m.
Tuesday-Sunday 7:00 a.m. – 8:00 p.m.

Housing Volunteers are needed for Pro-Am. If you'd like to volunteer, please contact Scott or Adessa!

Pee Wee Junior Golf ages 3-7 years old chipping onto the green.



Upcoming events for July:

July 15th – NEW 6-6-6 event. 2 person teams with the format on holes 1-6 - 1 net best ball, holes 7-12 - alternate shot, and 13-18 - scramble. This will be a FUN Format too play. There will be a skins game included in the entry fee. Cost is \$20 per person. Call the golf shop to get signed up.

July 16 – Couples Day at the Races 1:00 Shotgun

July 21-23 SDGA Senior Championship. Golf course will remain open before and after the Championship tee times.

July 28 – Couples Night Golf is filling up fast! Call the golf shop at 665-4621 to get signed up

July 31 and August 1 – Pro Jr. and the Pro Lady tournament.

August 3-6 – Hillcrest Pro-Am. Spots are filling up, get your team signed up.

All of the tee sheets, results, and player statistics will be listed on golfgenius.com. Go to the schedule of events page and click on the golf genius link and it will take you to the tee sheets and results.