



The Links Fall Issue



October 7, 2011



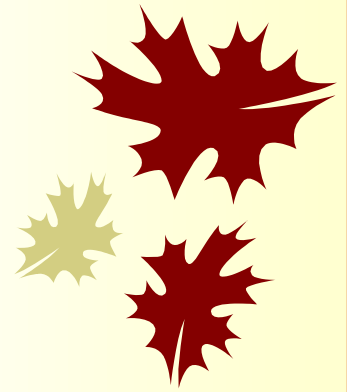
Manager's Message...Pentti Jofferi, PGA, PBA

Thank You Members for a terrific and extremely successful season. I am very proud to say that our #1 objective for this year of Member retention and new Member matriculation has been achieved. At the beginning of the season, there were 40 Members on the Resignation Waitlist. There is no longer a list of resignations, Country Club of the Rockies has a full contingent of 350 active Members, and we have a waitlist of people wishing to join. Few clubs in the country are in this enviable position. It has been a concerted team effort by staff, Members, and the BOD. The atmosphere at the Club this summer was filled with ENERGY. As we all know, it is contagious and everyone that visited the Club felt it. Thank you for introducing your friends to this CCR energy. Please continue to show your friends just what a special place CCR is.



Other plans and objectives:

1. **Development of a 5 Year Strategic Plan:** This summer, we conducted brainstorming sessions with our management staff and the BOD focusing on our Strengths, Weaknesses, Opportunities, and Threats (SWOT). These meetings, along with the results of the Membership Survey have given us valuable direction in planning for the future of the Club.
2. **Membership Survey:** Thank you to all Members that took the time to complete the survey. According to Reid Consulting, who facilitated the survey, the response rate and feedback were outstanding by comparison to other clubs. Highlights of the survey:
 - Overall, the membership at the Country Club of the Rockies appears to be very to extremely satisfied with the Club. Results indicated that the Club, in general, meets and exceeds the expectations of its Members.
 - A main focus will always be to foster and grow relationships among Members and staff, thereby enriching lives.
 - We must continue to provide activities and programs to “add value” to the membership, to encourage expanded usage of all areas of the Club. At the same time the Club should be mindful of programming the golf course given the short golf season. Balancing programs and daily usage is a delicate task, especially for a Club with a short golf season.
 - The survey results indicate the Members’ primary needs are exceptional golf, dining and service. The availability of Club tournaments and social activities is important, but should not restrict tee time access to the golf course.
 - The survey clearly shows the area with the greatest opportunity is within the dining room/pub. The addition of Micky Poage to our dining experience has changed our Club culture. Vista is experiencing an invigorating learning curve due to the substantial increase in business. We must take advantage of this opportunity and raise the bar in regards to staffing, training, service levels, menu options, and food preparation. We are working with Whitney Reid of Reid Consulting, a highly reputable firm in the golf and F&B industry, to help us achieve these objectives. We will “reintroduce” Vista to our Members and guests this winter and next summer.
 - Many comments were made of the difficulty of access and egress from some of our bunkers. Kevin and his crew are addressing the most severe bunkers this fall and next spring. Some of them will require reshaping, excavation and sod work, while others will simply need additional sand to raise the level of the bunker floor.
3. **Micky Poage:** Talk about ENERGY, Micky is now a member of the CCR family and has added incredible value to our dining experience. He loves CCR and we have reached a two-year agreement with him, giving us a unique opportunity to be labeled “The Place to Be” in the Vail Valley. Micky will be playing 6 nights a week in the winters, Monday thru Saturday, and 6 nights a week in the summers, Friday thru Wednesday. We will continue alternative entertainment on Thursdays during the summer months. Due to this increase in business, **please help us by making reservations in advance.**
4. **New Club Website:** Communication is key. We hope you enjoy the look of our new website and that you visit it more frequently. Both the Member site and the public site are much fresher and more appealing. We will continue to add more photos and keep it current and fun to visit.
5. **Capital Improvements:** Though the Club was financially very solid at the end of 2010, our success in membership sales has improved our balance sheet substantially and we are planning multiple capital improvement projects over the next five years, many beginning this fall. Here



are a few in the works:

- Upgrade restrooms on the course
- Begin a multi-year program to rebuild our cart paths
- Enhance the exterior Club entrance by improved lighting in the Porte cochere and some of the adjacent trees
- Create a sense of arrival at the Vista with stonework and wine cabinetry
- Window coverings in the Vista, along with additional soft seating
- Add a retractable awning on the patio for additional protection from the elements to ensure the outside dining experience our Members enjoy.
- Enhance the golf experience by adding trees in select locations and landscaping focal points in many areas.
- Create a short game practice area at the range for shots of 50 yards and in.
- Improve the practice bunker by raising one half of the existing bunker and also adding more area to hit fairway bunker shots from.
- Add lockers in the Ladies' locker room.
- Add fans in the Ladies' locker room.
- Large screen TV in the Club room for our slideshows, "Speaker Series" presentations, etc
- Many other "behind the scenes" needed improvements such as new phone system, improved cart wash and cart storage area.

New Membership Plan: Since we have had such a successful year, the BOD approved to increase the Membership Contribution from \$90,000 to \$110,000 effective September 15th. For a period, we had no memberships available, though recently a few Members have resigned for various personal reasons. We are processing applications from the Waitlist of Prospective Members and will be able to replace these resignations with new Members prior to year-end.

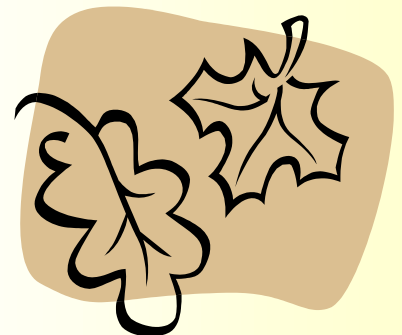
The Membership Committee has refined our vetting process of new membership applications, and established a policy for applicants who wish to be placed on the Waitlist of Prospective Members. Below are details for the new payment plans, and the protocol to be placed on the waitlist to join the Club.

The Membership Contribution is currently \$110,000. It is payable via one of the following options:

- **Full Payment** - \$110,000 Membership Contribution paid in full with application. Fifty percent (50%) equity. Two of the following three incentives may be selected with this plan:
 - ◇ Family golf cart lease for one season (\$1500 value)
 - ◇ Credit at Vista Restaurant (\$1500 value)
 - ◇ 15 free accompanied guest rounds (\$1875 value)
- **Three (3) Year Plan** - \$60,000 down with application for membership, \$30,000 payable on the first anniversary of acceptance of the application for membership, and \$20,000 payable on the second anniversary of the acceptance of application for membership. No interest is charged against the outstanding balance. Fifty percent (50%) equity.
- **Junior Membership** - \$110,000 Membership Contribution. Full privilege membership available for those under age fifty (50). Interest free payment schedule of twenty percent (20%) annually, with the full balance due on or before age fifty (50). Fifty percent (50%) equity.

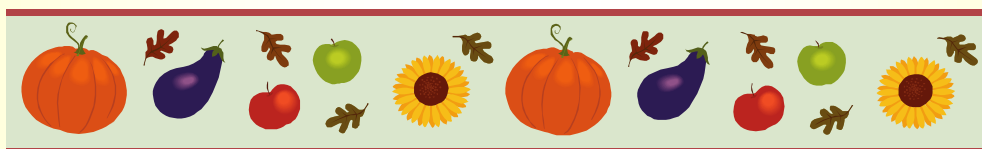
Waitlist of Prospective Members:

Prospective Members wishing to join the Club will be placed on a Waitlist of Prospective Members. To have your name placed on the



waitlist, the Club requires a \$10,000 nonrefundable deposit, along with a fully completed application for membership. This deposit shall be applied toward the first installment of the Membership contribution. Should the application not be approved, the down-payment will be refunded in full. Upon the first anniversary of being placed on the waitlist, if the Prospective Member's name has not come up, their deposit shall become refundable at their option. If they wish to remain on the waitlist, the deposit will be retained by the Club and the refund option will become available the following year if a membership does not become available.

As memberships become available, those on the waitlist will be notified in the order they were placed on the list. Their application will then be submitted to the Membership Committee, processed according to the membership protocol established by the Club, and finally, submitted to BOD for approval.



Board of Directors: Thank you to Randy Smith and Dennis von Waaden for their years of dedication and service on the BOD. We also extend our congratulations to our new President, Greg Walton, whose term began effective October 1st. Following are Members of the Board of Directors and Committee Chairs 2012.

BOD

Greg Walton
Steve McPhetridge
Craig Cormack
Donna Thomason
Steve Suggs
Bill Thomas
Dave Anderson
Cochran Scott
Tom Johnson

Executive Committee

Greg Walton—President
Steve McPhetridge—Vice President
Craig Cormack—Secretary/
Treasurer
Randy Smith—Past President



Committee Chairs

Steve Suggs—Membership
Craig Cormack—Finance
Bill Thomas—House
Dave Anderson—Strategic Planning
Donna Thomason, Cochran Scott—
Golf & Tournament co-chairs
Tom Johnson—Greens & Grounds
Steve McPhetridge—Special Projects

Notes from the Golf Shop....

.....Tom Apple, Master Professional



It's sad to see such a great golf season as 2011 come to a close. All of our competitions were blessed with excellent participation, great weather, and outstanding playing conditions. Following are the results of our events in the second half of the season.

The Country Club of the Rockies Member-Member Championships, Scotch on the Rockies, were held the first weekend in August. The 36-hole medal play competitions were followed by our Club Party. Winning this year's Ladies event were Jan Jones and Ginni Edwards, finishing ahead of runners-up Amy Pace and Sherry Smith in a two-hole playoff. The Men's Division was won by Bob Howe and Joe McKenney, barely surviving their playoff over runners-up Joel

Thompson and Cochran Scott.

Our Club Championship Week was conducted in mid-August, beginning with the Couples Championships. Our Net Couples Champions were Nils Ladenberg and Gail Day, while Brian and Robin Thorsen defended their Gross Couples Championship title.

This year's Junior Club Champion is Will Matthews, who defeated defending champion Michael Wilhelm in a sudden death playoff. Our Ladies Senior Club Championship was won by Andrea Potash, our Net Ladies Champion is Sue Manner, and Donna Thomason defended her title as 2011 Ladies Gross Champion. Our Men's Senior Club competition was won by Al Hughes, Steve Weinberg is our Net Men's Champion for 2011, and our Men's Champion Golfer of the Year is Lance Hughes.

The Ladies Solheim Cup, an inner club event established in 2004, was won by Team USA, captained by Dottie McDonald, prevailing over Team Europe and Captain Amy Pace. The competition featured team outfits, a lovely cocktail party hosted by Dottie and Amy, and great camaraderie among our lady members.

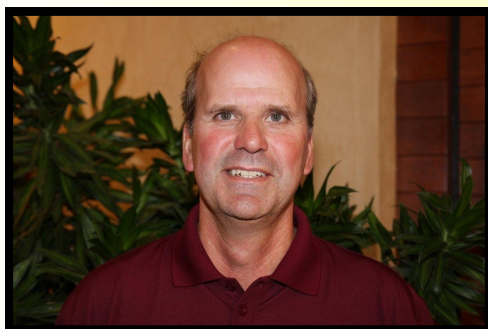
Our final Club event of the season was our Labor Day Couples event featuring a Hawaiian Luau theme. Winning the Pineapple in the net division was the team of Joe and Pam McKenney and Frank and Patty Flood. Gross Pineapple winners were Harold and Janet Knight and Bob and Sara Voegeli. Golf was followed by a delicious dinner and many Pina Coladas served by the Vista Restaurant.

I'd personally like to acknowledge our Golf and Tournament Committee and Chairman Steve McPhetridge for their support throughout the season and thank our wonderful staff for all their hard work and dedication. Country Club of the Rockies is a special place, due in most part to our membership. Thanks to you all for your support, and have a great fall season. Chad, Annie and I will be at the Club throughout the winter and available in the Golf Shop at your convenience. Please stop by or give us a call if you're in town. *Hope to see you at our Holiday Party in December.*



Turf Talk....Kevin J. Ross, CGCS

Many club members are surprised when I tell them that September and especially October, are some of the busiest months for my staff and me. Why are they so busy? Well, I like to think of that time of year as the race against Mother Nature. During my first year managing CCR(1995), I learned there are no guarantees when it comes to snowfall and winter setting in. That first year, we had snow on the ground for two out of the four weeks in October. After November 1st, it seems like anything can happen. So, November 1st is the date I



Our aggressive greens aerification program is an intense weeklong process that takes the entire staff

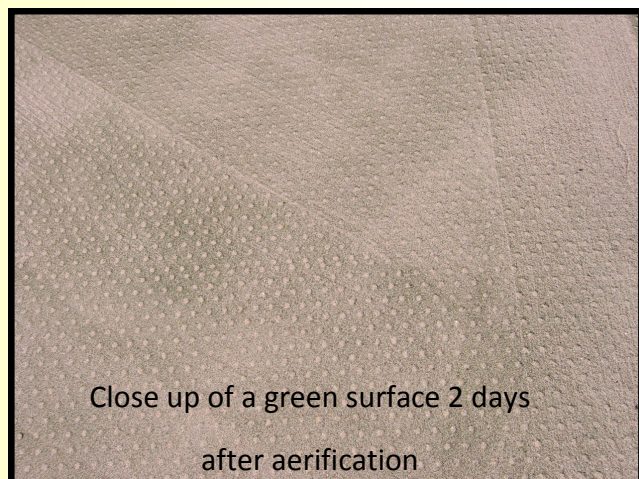
like to target every year to make sure the golf course is properly put to bed for the winter. Putting the course to bed is a monumental task.

The biggest of all tasks is our aerification program. Aerification is one of those necessary evils of sound agronomics. Nobody likes it (including myself), but it has to be done for good turfgrass health. I compare it to an annual visit to the dentist. Nobody wants to go, but it's necessary for healthy teeth.

Aerification has many positive agronomic effects on plant health. It relieves compaction, allows for oxygen and gas exchange, improves drainage, re-

duces thatch/organic buildup, improves root growth, and introduces a new growing medium, to name a few. I have also termed aerification as, "out with the old and in with the new." I like to think of it as taking old sand/soil/organic matter out and incorporating a new fresh, sandy, growing medium in its place. The visual plant health response to this is amazing.

Following aerification, the turf surface is the most important factor for finishing in a timely manner. It is essential to make sure the turf surface is clean and that the topdressing sand has disappeared, so our winter turf protectants can be sprayed and will have good surface (leaf) contact. What are these turf



Close up of a green surface 2 days after aerification



16 days later, and shows the surface almost clean and ready to spray for snow mold

protectants? In this part of the country, where prolonged snowfall is the rule, turfgrass is very susceptible to winter fungi disease called "Snow Molds". These "Snow Molds" can cause significant turf injury and result in poor playing conditions for an extensive time period in the spring.

So, let's look at greens aerification dates. First, a little history of CCR dates. Prior to when I arrived in 1995, aerification occurred in late August to allow for fall golf. It didn't take long for me to learn that even aerifying in late August didn't produce great green surfaces again that year. So, I moved the dates to mid-September to give the membership more time to play on great greens. Well, it did allow more time to play



free for this long. However, with a very sound agronomic program, and a bunch of very dedicated "Poa Pickers", we have achieved the nearly impossible. You have probably seen my staff digging out the *Poa* on greens. I like to look at them as the unsung hero's of CCR. The second task I would like to mention is the winterization of the irrigation system. This is a sunup to sundown duty that takes 3 days and the vast majority of my staff. It is something that can't be rushed and must be done to absolute perfection, to ensure the system overwinters with no problems.

on non-aerified greens, but the greens were never good again. So, I started to experiment on our nursery green to see how late we could aerify, and still be successful with our snow mold control products. I found it took about 3 weeks for the turf surface to clean up and offer a good spray surface for our snow mold program. Knowing the latest we wanted to spray was the last week in October (because we had to beat Mother Nature), I then worked backwards on the calendar to determine that October 10th was the best for greens. This is the reasoning behind the present greens aerification dates. It also allowed great greens thru the beginning of October, which was a great benefit to our membership. When it comes to tee, approach and fairway aerification, I know this process takes about 4-weeks to finish, so we start this approximately mid-September.

This time of year, there are certainly several items of agronomic importance that we address. However, there are two I would specifically like to mention. First is our *Poa annua* eradication program or the so-called "Poa Pickers". When we renovated our greens in 1997-1998, I didn't think it would be possible to stay basically *Poa*-





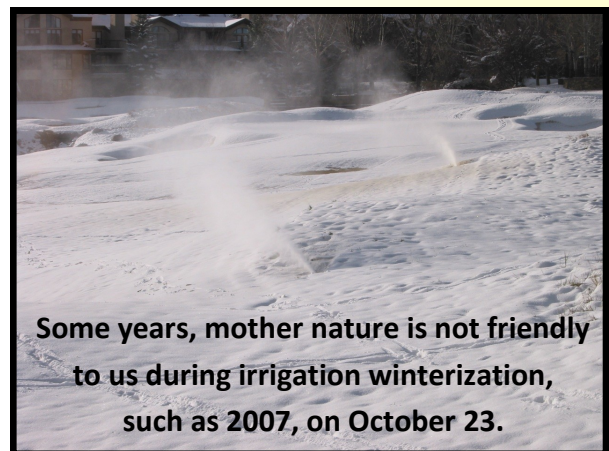
Early morning sunrise on a cool morning during day #3 of the irrigation system winterization process.

I hope this summary has been helpful in understanding some of the processes that occur in the fall in our race against Mother Nature.

I want to thank everyone for all your great comments throughout the summer, and hope you all enjoyed a great golf season. I look forward to seeing you back on *The Links* next year.



Not even a little snow can stop the "Poa Pickers"



Some years, mother nature is not friendly to us during irrigation winterization, such as 2007, on October 23.



Some of our CCR course maintenance crew sporting their Mexican National Soccer Team jerseys. Justino Compean, President of the Mexican Futbol Federation (center back row) presented all Mexican staff members from maintenance and Vista with these team jerseys. Thank you Justino!

Junior Corner.....BJ Aguilar

What a season we had and what a finish! This summer saw the Country Club of the Rockies Juniors take their games and competition to a whole new level. With the addition of new families to the Club, our Juniors had new competition and friendships. All of that came to a dramatic finish during our Junior Club Championship when Will Matthews edged out two time reigning champion Michael Wilhelm in a one hole play-off.

Wilhelm birdied number 10 to take a four stroke lead on his nearest competitor. Not ready to give up, Matthews made the turn 4 back thinking, "I need a good back. Even would be good." On 13 Matthews watched Wilhelm hit a ball out, saw an opportunity, and steadied himself with a string of pars. On the walk from 16 to 17, he turned to his dad and whispered, "I'm only 2 back." On number 18 Matthews was staring down a 25 foot bender for birdie and the tie, when Wilhelm (in with a par) walked up to him and said "Drain it." That is just what he did. The sportsmanship shown throughout the day was amazing as we continuously witnessed these boys cheering on each other's good shots and then taking off their hats to congratulate and thank each other for a good round when they were finished.

This sportsmanship continued on as Wilhelm and Matthews stepped up to the #1 tee for the first ever play-off in the history of Country Club of the Rockies Junior Club Championships. Surrounded by spectators, both young men were full of adrenaline and bombed 300 yard drives with Wilhelm's just leaking left into the bunker. Matthews put his second shot to about 25 feet, and with Wilhelm in for bogie, he 2 putted his way to victory. Once again, Wilhelm, showing true sportsmanship, was the first to congratulate our new champion.

A big congratulations also goes out to our CCR First Tee Player's League team for another great season. The group had a really strong showing with three 1st place finishes (winning in Vail by 6 strokes and Eagle Ranch by 4), one 2nd place, one 3rd and one 6th place finish (big props go out to Christian Bohren and Jack Kamby for doing a great job toughing this one out as a twosome in a 5 person scramble). The team won season finale by one stroke over rival Red Sky at Eagle Vail Golf Club. Congratulations to



Michael Wilhelm, Charlie Michelin, Christian Bohren, Asher Greenberg, Van Putman, Michael Kohn, Turner MacLean, Carlos Holguin and Jack Kamby. Next summer we only lose one player to age and with the talented new members that have joined us; this team should be strong for years to come.

Keep an eye out in the spring editions for announcement of Junior activities for next season.

Thank you for a wonderful summer!





Thank you for all of your patronage to Vista resulting in a very successful 2011 Summer Season!

Vista will re-open for dinner Monday through Saturday the beginning of December. If you know your holiday plans for December, please book early! We want to take care of our members' reservations first! If you have plans for hosting guests give us a call to arrange large groups or private dining.

Please watch for an email regarding NYEVE:

*Micky at the Piano, 6:00 to 9:00 p.m. and **Kathy Morrow and the Fabulous Femmes**, 9:30 p.m. to 12:30 a.m. We will have a 6:00 seating with a buffet dinner for \$50/per person before the music starts. Children 12 and under will be half price. Our second seating will include the buffet, dancing and the show for \$100 per person (adults only). (Alcohol will be an additional charge). Vista is offering this to MEMBERS FIRST before opening to the public, so please **MAKE YOUR RESERVATIONS EARLY!** It is going to be a blast! **970-926-2111***

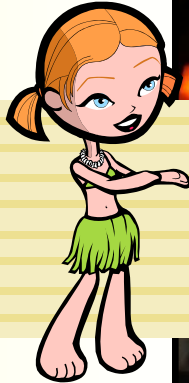
We look forward to seeing many of you this winter and all of you next summer. Thank you!



Labor Day Luau Party with Couples Event

September 5

Gross Winner's Knight's & Voegeli's
Net Winner's McKenney's & Flood's



HAWAII



Scotch on the Rockies Party and Men's & Ladies' Member-Member Tournament

August 5 & 6

Men's Overall Joe McKenney & Bob Howe

Ladies' Overall Jan Jones & Ginni Edwards



Couples' Club Championship on August 14
Gross Winner's Brian & Robin Thorsen
Net Winner's Nils Ladenburg & Gail Day

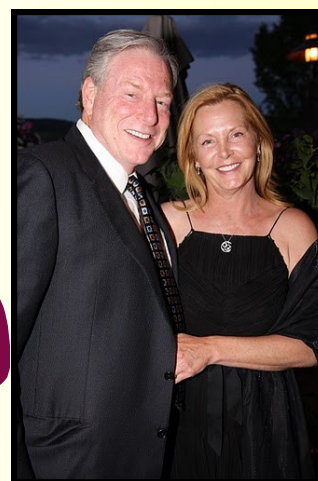


Men's & Ladies' Club Championships
August 16 & 17

Gross Ladies' Winner Donna Thomason / Net Ladies' Winner Sue Manner
Ladies' Senior Winner Andrea Potash / Men's Senior Winner Al Hughes
Men's Champion Golfer Lance Hughes / Net Winner Steve Weinberg



Thanks for the memories.....





*Mark your calendar for the
CCR Christmas Party on
Wednesday, December 28!*



Staff Spotlight.....Natalie Volk

Natalie moved to the Vail Valley in 1992. Originally from New Jersey & New York City. She is a very proud mother of two daughters, Brooke 16 and Tess 11. Natalie enjoys everything about living in the Colorado Mountains, "we ski, hike and mountain bike as much as we can". Happy to be a part of the CCR Team!



Welcome 2011 New Members

Richard & Nancy Lee Shoemate,
Vero Beach, FL

Brian & Mary Lou Derksen,
Dallas, TX

Kelly & Cindy Parker,
Houston, TX

Bob Pettit,
New Orleans, LA

Stephen & Heather Chappellear,
Edwards, CO

Mark & Marci Pisciotta,
Greenwood Village, CO

Jeff & Christy Mobley,
Oklahoma City, OK

Fernando & Marinela Lerdo,
Mexico City, MX

Carlos & Laura Laviada,
Mexico City, MX

Roberto & Monica Aguirre,
Geneva, Switzerland

Ron & Carolyn Bernell,
Houston, TX

Joe & Sue Justice,
Dallas, TX

Billy & Catherine Rucks,
Lafayette, LA

Doug & Vicki Rippetto,
Dallas, TX

Jeff & Katie McBrayer,
Dallas, TX

Dr. Clay & Brenda Cockerell,
Dallas, TX

Jack & Jayne Kendall,
Houston, TX

Gary & Andrea Yetman,
Libertyville, IL

Gerry & Marci Spector,
Edwards, CO

Jay & Gail Mahoney,
Cordillera, CO

Carl & Claire Anderson,
Paradise Valley, AZ

Mike Williams & Amber
Swedgan, Canton, MS

Gary & Susan Rosenbach,
Vail, CO

Larry & Janet Rigdon,
Houston, TX

Charles Tanabe & Arlene
Bobrow, Englewood, CO

Mark & George-Anna
Johnson, Dallas, TX

Al & Ardyth Diercks,
Davie, FL

Enrique & Carmen Badia
Castillo, Mexico City, MX

German & Rosario Larrea,
Mexico City, MX

Manuel Gonzalez Sordo &
Laura Suinaga, Mexico City,
MX

Maria Santos & George
Sinnott, Beaver Creek, CO

Mark & Lisa Putman,
Memphis, TN

Larry & Joan Mullens,
Monroe, LA

John & Lisa Ourisman,
Bethesda, MD

David Bradshaw,
New York, NY

Catherine & Buzz Matthews,
Cherry Hills Village, CO

William & Paula Fitzgerald,
Castle Rock, CO

John & Muffin Lemak,
Dallas, TX

Dr. Michael & Pamela
Mycoskie, Arlington, TX

Gibson & Laura Smith,
Greenwood Village, CO

Chad Clay,
Houston, TX

Richard & Suzanne Bross,
Austin, MN

Dr. Jeffrey & Roselyn
Anderson, Tuscaloosa, AL

William & Lizzy Cronin,
Dallas, TX

Roy & Sandi Anderson,
Gulfport, MS

Jason & Molly Baumer,
Edwards, CO

*Please check out our online directory at
www.countrycluboftherockies.com,
under Club Information click on
Member Roster.*

