

Rossmere Country Club Gazette

October 2017

Upcoming Events

Curling Begins

October 22nd

FGI Women's Bonspiel

October 27th to 29th

FGI Men's Bonspiel

November 2nd to 6th

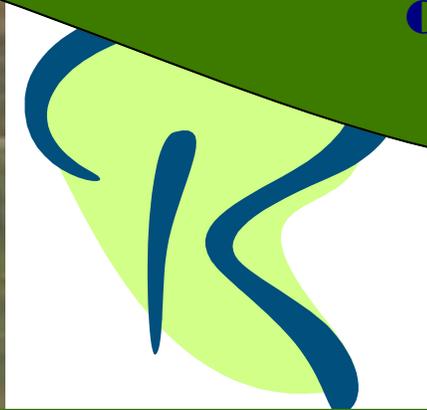


Day of the Dead Party

November 2nd

6:30pm

For tickets please contact Andraea Nickel at 204.988.1532



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A MESSAGE FROM THE TURF CARE TEAM...

Aeration Anger

Imagine a world without aeration. It would be so grand. Those dam Superintendents would stop ruining the greens right when they were running smooth and quick. There would be no more holes in the greens causing your ball to hop left or right. Sand on the greens and on your ball would be a thing of the past. The game of golf would be better off and greens would be perfect all the time. Or would they?

The certainty of aerating greens annually (or even more often) is equalled by the predictability of golfer anger at this maintenance practice. So why exactly is this necessary and can this madness stop?

There is a wide variety of greens out there built with sand, sand/peat mixtures, or the good old "push up" greens. The term "push up" refers to the soil on the site being used. This material can vary in its texture but generally is some form of clay otherwise termed "Manitoba Gumbo." The same is true for the grass growing on them. Greens are seeded with many different varieties, Creeping Bentgrass but are quickly invaded by Annual Bluegrass or Poa. Many older greens are completely Poa with several varieties naturally existing and surviving. All of these grass species need air, water, and nutrients to survive and grow.

The greens get the most traffic from mowers, golfers, wildlife, and ball marks. This causes immense compaction, and in turn, a lack of oxygen in the soil. Sand is used to fill the aeration holes since it provides the most air and compacts the least. This is particularly important on "push up" greens. The compaction also prevents water from entering and moving through the soil. Aeration provides air for roots to grow and for water and nutrients to be taken up by the plants.

The sand applied after aeration will also smooth the putting surface by filling all imperfections caused by spikes, ball marks, and general wear and tear. The natural life cycle of plants growing and dying is accelerated by the intense maintenance of greens. As these plants die there is an accumulation of organic matter or “thatch” which causes greens to feel spongy. This spongy surface will slow green speed, cause poor quality of cut, prevent water and nutrients from entering the soil, and ultimately reduce the quality of the green. Aeration and the removal of cores is the best method to control and reduce thatch. Aeration can also provide an opening to seed newer varieties of grass into existing greens. These newer varieties require less water and nutrients, and are better at surviving environmental stresses such as extreme heat, cold, drought, and disease.

This may seem like a lot of information but it is only the tip of the iceberg when it comes to the benefits and necessity of aeration. The equipment used in aeration has improved exponentially in the last ten years. The work is completed in less time, is less invasive, and recovery time is reduced. So the next time you see your friendly neighbourhood Superintendent out there aerating greens, instead of cursing and shaking your fist at them, give them a wave and a smile. You can rest assured that we are doing it for the health and survival of the greens, and to provide all golfers with a quality putting surface.

Question: Do we really have to aerate greens?

Answer: Yes, if we want them to have grass.

Written by: Greg Mitchell

Golf Course Superintendent

Rossmere Country Club would like to thank the Buckeyes Golf Team and Mile Mac Collegiate for their continued support of Rossmere Country Club. Congratulations on being the 2017 Provincial Boy's Golf Champions and we wish you all the future success.



A MESSAGE FROM THE GOLF OPERATIONS TEAM...

October has arrived and with it the last chance to squeeze a few more rounds in. We anticipate that the golf course will close for the season during the last week of October. Greg has indicated that no set date is scheduled but he will keep an eye on the forecast.

The annual Ambrosie Pro Am was held on September 11th. Congratulations to Glen Mills from Assiniboine and Kevin Giesbrecht from St. Charles who tied for low pro with a score of 65. Thank to you all Members, Professionals and guests in raising money towards Cancer Care Manitoba! We must also thank the Ambrosie Family for their continued support of Rossmere Country Club and Cancer Care Manitoba. Tee times for October will continue to be pushed back. On October 10th, start times will be 9am. Please note the weekend format continues to be first come first serve for Oak Members until 11am. Aspen members may book tee times after 11am on weekends.

The Backshop has closed for the year as we transition into the curling season. We currently are only operating with 20 carts due to the inability to charge the electric units. Thank you to all members who picked up their clubs and push carts. However, we have 10 sets that are still here. If your clubs are amongst those, please pick them up as soon as possible. On September 30th, the driving range closed for the season.

The Board of Directors has recently approved a cost plus operation next season. What does this mean? Merchandise, clubs, balls, shoes will be priced at 10% over landed cost. Landed cost includes shipping and logos. Next season there will be two prices on each price tag – member price and retail price.

The Golf Operations Team begins to purchase new merchandise for the Pro Shop at the CPGA buying show on October 9th. If there is anything you would like us to stock or order please let us know. We do have access and accounts at a wide range of suppliers.

Regards,

Gavin March
Golf Operations Team

A MESSAGE FROM THE FOOD & BEVERAGE TEAM...

Fall has officially arrived, the geese are starting to fly south and I imagine many of you are not far behind them. As the golf season is coming to an end I would like to thank all of you for your continuous support in the food and beverage department. Now it is time to look ahead to next year, so if you would like to share any feedback, please do so.

We also had to say a few goodbyes this past month as many of the staff went back to focus on their studies. Some will stay on throughout the year, but some will stay away from work to focus on school but has committed to come back next golf season.

Chef Ryan has begun working on the fall dining room menu and I can honestly say it was sure difficult to give my opinion on which items should make the final cut. They all sound delicious; however my favourites that you will see include an antipasto melt, mushroom stuffed house ravioli, and a Bruschetta duo.

As we slowly shut down the golf course, we now focus on the curling season and the winter hours. As of November 1, our food and beverage operations are as follows:

MONDAY	11AM-2PM, 4PM-CLOSE
TUESDAY	CLOSED
WEDNESDAY	11AM-2PM, 4PM-CLOSE
THURSDAY	11AM-CLOSE
FRIDAY	11AM-CLOSE
SATURDAY	9AM-5PM
SUNDAY	9AM-5PM

October and November will still be somewhat lively with weddings and small events, which will lead us up to the Holiday Season where our holiday calendar is filling up quickly with party dates. If you still haven't booked your holiday party, Rossmere would love to host your company!

During the "off-season" we will be hosting a fair amount of new events as well. Our first event will be our Day of the Dead party on November 2nd. If interested please contact Andraea for more information on this party.

Every month we will also have a special event night for everyone focusing on specific themes, so be on the lookout for these events. Some ideas we have are "crab bash", "Chinese new year", "feast of St. Patrick's day party", and a "beer pairing party", just to name a few. If you have any ideas on themed events, let me know as we would love to hear your feedback and of course would like to keep this club lively during the winter months.

Once again, on behalf of our staff, thanks for a great 2017 golf season!

Best Regards,
Kyla Bellisario



FRIDAY

3

NOVEMBER



DAY OF THE DEAD
DIA DE LOS MUERTOS



\$30

PER PERSON



6:30PM Rossmere Room @ Rossmere Country Club 925 Watt
St. Live Miriachi Band, All You Can Eat Taco Bar, prizes for
best costume

MEMBERSHIP NEWS

The 2017 golf season is slowly coming to a conclusion and we thank you for your continued support and dedication to Rossmere Country Club. The Board of Directors recently approved the 2018 Membership Dues Structure and payment plan options for the 2018 membership. Additionally, the Board of Directors approved a new Member Incentive Program and the Rossmere Club Membership in the Pro Shop to begin in 2018.

The new approach is based on the current golf industry and the perceived value required to meet the needs of a changing membership landscape. Outlined below is the three phase approach to the 2018 Membership structure.

1) 0% Increase in the 2018 Membership Fee's

1. The Membership Committee believes the marketplace for membership golf in Manitoba is shrinking. Many private/semi private golf courses are providing massive "deals" to attract new members. Unfortunately, the new member pool are transient or short term members and are not a long term solution for a strong membership base. Rossmere pricing must stay competitive during this fluctuating marketplace.
2. We have all heard of the many golf courses that are having financial trouble in the last few seasons. We believe in the long run this should reduce tee time inventory in the province (casual green fee's), but it will not have an impact on membership at Rossmere.

2) Rossmere Member Pricing

1. The Board of Directors changed the Pro Shop Operation to a "**Cost Plus**" operation for the 2018 season. Included in your 2018 dues will be a Membership fee associated with the Pro Shop Operation. Oak, Aspen, Corporate and Young Golfers pay a \$50.00 membership fee. Night Leagues and Juniors are required to purchase the membership for \$30.00. Couples and Family memberships are charged \$75.00 per couple or family. The membership will be added to the 2018 Rossmere Fee Structure.

What is a "Cost Plus Pro Shop" operation?

This model incorporates the membership fee at the start of the season. This "Membership Fee" entitles members of Rossmere to purchase Pro Shop merchandise at the cost price plus 10% over the shipping and logo fee.

Example: A typical Rossmere shirt sold in the Pro Shop

Wholesale Price \$20.00 (plus shipping \$1.00, logo \$3.00)

Total Wholesale Price = \$24.00

Rossmere Club Price = \$26.40 (10% mark-up) (Regular Retail Price \$49.95)

What are the Membership advantages of Rossmere Club Pricing Pro Shop Structure?

Rossmere Pro Shop will be able to provide the membership competitive pricing and improved selection on merchandise, clubs, shoes, balls and corporate sales.

3) 2018 Membership Drive or Incentive Program

1. The idea is to provide incentives to the current membership to recruit new members for Rossmere Country Club. New members are more likely to remain members (past two years once their Trial program is complete) if they are integrated into existing groups at Rossmere Country club.
2. These new members are generally not transient or looking for the next best deal out there. We want the members to take pride and ownership of the club in helping sell/promote membership. We must find ways to re-build our aging membership base to remain a member club.

Incentive Program

Rossmere is offering the current membership base incentives to promote and sell membership at the club. A current member would receive 1/3 of the golf dues for every new member signed up for the 2018 season. This incentive includes Oak/Aspen/ Young Oak/Young Aspen, Students and Corporate. Members of the Corporate Gold category are each charged \$50.00 membership fee. The incentive does not include Group Associate, Junior and the Night League membership categories.

Incentive values for new members:

Oak	\$578.00
Aspen	\$516.00
Young Oak	\$595.00
Young Aspen	\$474.00
Student	\$271.00
Corporate	(Based on level)

Incentive Payment:

- The incentive payment will be spread out over a 3 year period of time. For every new member, the current sponsoring member will receive 1/3 of the total value of the incentive in the first year in the form of house credit. If the new member joins in Year 2, the member would receive another 1/3 of the total value of the incentive program. If the new member joins in Year 3. The member receives another 1/3 of the total value of the incentive program. The incentive credit may be transferred to the new member.
- The goal would be to limit the number of one and done members because of the credit we are providing. It also make it the best interest of the member to integrate the new member into the Rossmere membership to sustain our membership base.

Rossmere members have two payment options for the 2018 golf season.

1) The first option is a pay in full option. If you pay your dues by October 31st, you will receive a 5% discount on golf dues. Cheque or debit card is the suggested form of payment. (Discount available to full Oak, Aspen & Corporate Memberships) Pay in full is available after October 31st without any discount applied.

2) The second option is a twelve month payment plan commencing November 30th, 2017 and concluding October 31st, 2018. Two convenient payment methods to meet your needs!

The Staff & Management at Rossmere Country Club continue to work hard on our food & beverage service program, enhancing golf operations and improving the maintenance of the golf course. With your continue support and dedication to Rossmere Country Club the future has never looked brighter.

The Golf Membership invoice will be sent to membership at the beginning of October. Please look for the invoice to arrive in your inbox early next week. If you have any membership questions please contact Scott Parker at 204.988.1533 or email sparker@rossmere.ca.

Respectfully,

Membership Committee
Rossmere Country Club



WINTER OPERATION HOURS

Starting November 1st

FOOD & BEVERAGE HOURS OF OPERATION

MONDAY	11AM-2PM, 4PM-CLOSE
TUESDAY	CLOSED
WEDNESDAY	11AM-2PM, 4PM-CLOSE
THURSDAY	11AM-CLOSE
FRIDAY	11AM-CLOSE
SATURDAY	9AM-5PM
SUNDAY	9AM-5PM

WEEKLY CURLING DRAWS

Monday Rossmere Masters - 10am High Performance - 5:30pm Monday Ladies - 7:30pm	Thursday Manitoba Hydro - 5pm Rossmere Men's - 7:15pm
Tuesday High Performance 7pm	Friday Rossmere 60+ - 9:30am Civic Mixed - 6pm WK Mixed - 8:30pm
Wednesday EK Ladies - 9:30am High Performance - 5:30pm Wednesday Ladies - 7:30pm	Saturday Saturday Super - 12pm
Sunday - Special Olympics - Noon	

2017 Loyalty Program

Thank you to all of the members who participated in the 2016 Loyalty Program. The New Loyalty Program began on November 1st. Your accumulated points can be found at the bottom of Dining Room receipts.

Membership Bird Dog!

Believing that our current members are Rossmere's #1 public relations medium; the Board of Directors is continuing to offer current members a \$50 house account credit for every new member that they recruit.

Membership House Accounts Now Due!

Our year end is fast approaching, please stop by the office and clean up your house account. Thank you!

FORE all your real estate needs

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& LISA ASTROPE RE/MAX Executives Realty

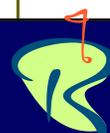
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October 2017



Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3 Private Meeting	4	5	6 Paint Nite	7 Wedding
8 Wedding	9	10 Private Party	11 Private Meeting	12 Paint Nite	13 Paint Nite	14 Private Breakfast
15 Baby Shower	16 Private Lunch	17 Private Lunch	18 Paint Nite	19 Private Meeting	20 Paint Nite	21 Private Function
22 Curling Begins	23	24 Paint Nite	25 Private Lunch	26 Phoenix Draft 7pm	27 Fort Garry Ladies Bonspiel	28 Fort Garry Ladies Bonspiel
29 Fort Garry Ladies Bonspiel	30	31				



November 2017

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2 Day of the Dead Party	3 Private Meeting FGI Bonspiel	4 FGI Bonspiel
5 FGI Bonspiel	6 FGI Bonspiel	7 Wawanesa Funspiel	8	9 Paint Nite	10	11
12 Private Party	13	14	15	16 Paint Nite	17	18
19	20	21 RETAC Meeting	22	23 Retirement Party	24	25 Holiday Party Holiday Party
26	27	28	29	30		