

## 2018 Delmar Golf Course President's Newsletter

" 80 - 20 RULE "

Dear Members,

Welcome back! After another Western Pa. winter, we are once again ready for another exciting season at Delmar Golf Course. Delmar GC is thankful for the financial support we received during the off season and we appreciate those members who took advantage of the Early Bird payment option as well as the 5 Year Membership option . We would like to remind those members who have not paid their yearly pass, and private cart storage fees are encouraged to do so as soon as possible. To avoid additional late charges your 2018 fees need to be paid, in full by April 15, 2018. We would also like to reminder private cart owners, cart storage fees are required to be paid in full before you use your private cart for the first time each season.

Delmar has suffered financial setbacks before. Fortunately, our focus over the last 6 season on financial responsibility has allowed us to survive and minimize damages. The recent setback has only delayed our ability to continue reducing long term debt and reinvesting in course equipment.. Delmar GC will not be defined by the recent difficulty, merley motivated to continue to remain focused and determined to persevere. We will modify accordingly and push onward like Delmar GC has for the last 58 seasons.

Our focus this offseason has been the Ez-Go golf cart lease. The Board of Directors has explored options to help free up capital and reduce financial stress. Delmar GC entered into a golf cart lease nearly two decades ago, foregoing purchasing 25 golf carts to replace the Delmar fleet. Since then, Delmar GC has spent over \$350,000 on yearly leases. In our judgment the golf course can no longer afford this arrangement and will need to reinvest in the purchasing of a golf cart fleet of its own. The initial six year investment to purchase these carts will cost the course an estimated \$135,000; however, after the 2023 season, Delmar GC will own 25 2018 EZ-Go gas carts. Essentially from 2023 on, each season \$23,000 will remain in the Delmar account. We understand this is a bold plan however correcting the previous financial decisions has left the course strapped for cash. Owning our own golf cart fleet will help correct remaining financial issues and in the process free up the capital needed to purchase more chemicals, golf carts and equipment.

An exciting tournament schedule has been created for the 2018 season. A preliminary list of the tournaments/outings/field day has been included in your newsletter so you can plan your summer golf calendar accordingly. Our membership drive over the last two season has been successful. This off season we have added 10 new members in addition to 10 from the 2017 season. We ask that you welcome these new individuals to the course and get them involved in our weekday and weekend leagues.

As always, our staff has been hard at work during the off season. Golf Course Superintendent Danny Freed, has remained dedicated and determined to make modifications and improvements to the golf course while understanding the challenges we face. Danny will once again be joined by Denny Capello, Sam Barry Sr., Mike "Beno" Rukobeano, Brian Hudson, Blake Beatrice and Alex Scott. James Mantz will continue to assist and mentor Danny this season. James has spent the previous 20 years working at Olde Stonewall Golf Club and has provided a wealth of knowledge and experience to our staff. Weather permitting the crew will be out on the course soon, volunteers to assist with Spring clean up are always welcome. Caitlyn Simeoni will be returning again this season as our manager of the Tin Cup Bar and Grille. We encourage everyone to experience all that the Tin Cup Grille restaurant has to offer. The Pro-shop is scheduled to reopen March 25th and will once again be managed and overseen by the Pro-shop staff from last season.

I encourage every member to promote Delmar GC to their family, friends and community associates. We must promote the course, and continue to reach out and welcome guests to Delmar Golf Course. It is essential that we welcome everyone to the course; therefore, I (we) ask for your cooperation as new golfers and events come to play Delmar GC. This season we are asking every member to help out and increase revenue at the golf course. By booking small outing (10-20 people) on a weekend or weekday, our membership can generate \$5,000 or more in revenue. That is simply asking 10 or so people to play one time a year can have a positive economic impact on the course. We are currently discussing the details, and once finalized more information will be provided.

Additional ideas to generate revenue and defer costs for the course 2018 season include:

1. Make a donation of a \$ 100-200-300 dollars
2. Recruit a new member for 2018
3. Invite a guest to league night/ league play on the weekend
4. Book a tee time for 10-20 golfers - church group, social club, class or family reunions
5. Run a golf outing at Delmar: currently only Stephen Johns, Brad Hampton, Dave Braymer, Bill Baker and myself do so
6. Volunteer time at the course to reduce wages
7. Purchase food/beverage at the Tin Cup Grille

It is up to you, the golfing member of Delmar GC, to indicate how important the golf course is to you and what you are willing to do to improve the status of the club. It is time for all of us to step up and do more to promote the golf course in a positive way.

As President I have challenged everyone to think differently and to make necessary sacrifices in order to correct the issues hampering Delmar GC. It is essential that we face the reality of today's golf market. Delmar GC and the golf business, have changed and we must continue to change in order to meet the demands and ideas of the modern consumer. Truthfully, Delmar GC is a much stronger organization in 2018, than it was in 2011, when it was on the doorstep of bankruptcy. Despite the efforts of some, we are continuing to rebuild and grow and will remain part of the Ellwood golf community.

One last thought for the 2018 golf season. During the offseason I read a book written by Chuck Thompson, titled "Golf the Untapped market". Thompson categorized golf membership into what he referred to as the 80/20 Rule. "80% of the members will be humble, grateful, respectful, loyal, and participate actively to help the golf course grown: it is only the other 20% who will be difficult on management and outsiders" .... Therefore I ask everyone to reflect, as a Delmar members which percentage of the 80/20 Rule are you?

Sincerely, President Sam Barry Jr.