

Board of Directors

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ACC Clubhouse Bulletin

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The upcoming season is fast approaching and the ACC Board, as well as the ACC Managers, are in the process of preparing for opening day. The Managers have been working in the off season to come up with different ideas and thoughts on how to make this year even better than the last. There will be some changes made this year in hopes of ensuring a great season for not only the membership, but also potential members as well. There will be more information on these thoughts and ideas in the upcoming newsletters.

Managers

Clubhouse:

Melissa Conley

ProShop:

Chad Robbins

Superintendent:

Reid Koberg

*Business Hours
for the month of
February:*

*Tuesday and
Thursday from
8:30am until
4:00pm.*

Next Board Meeting

Wednesday, February
14, 2018 at 2:30pm

60th Anniversary

This year will be a very special year as Arrowhead Country Club will be celebrating its 60th Anniversary (April 1, 1958). In honor of that celebration, we are planning several social events centered around this amazing accomplishment, as well as showcasing our past history at different events. We will be posting upcoming events on our website, as well as sending monthly newsletters with updates of what is happening in the Clubhouse and on the course. Please be sure to keep an eye on your inbox and ensure your information is updated with the Business Manager so you are kept up to date.

Employee Dishonesty Claim

During the annual meeting held last October, it was briefly mentioned that Arrowhead had filed an employee dishonesty claim in an attempt to recover the losses sustained by a previous employee. At this time, we would like to not only dispel rumors but also communicate to the members the outcome of that claim.

Several members of the Board worked fervently to gather information to submit to our claims adjuster. A lot of time and effort went into this claim, ensuring the most accurate and complete information was pro-

vided. After reviewing the claim, the adjuster found in Arrowhead's favor and awarded the Club with approximately \$75,000 in lost revenue. Due to the theft, Arrowhead was forced to "go to te well" and use our line of credit to continue the Clubhouse operations.

In addition to the filed insurance claim, the same information was also forwarded to the Peoria County Sheriff's office. As of this newsletter, they are working diligently to compile evidence to pursue options against the previous employee. Arrowhead has done

everything in their power to not only recuperate from the financial loss, but also provide the Peoria County Sheriff's Office with the information they need to move forward. Currently, it is up to Peoria County Sheriff and the State's Attorney's office to determine if there is enough evidence to secure a case. The positive is that Arrowhead recovered the funds of the financial theft and has made changes to business practices to ensure this never happens again. As we learn more information, we will pass that on to the membership.

Capital Improvement Project

There are three main projects the Board of Directors are focusing their time and attention.

Deck Renovation: As many of you are aware, the Board has been looking to update the current deck structure at the Clubhouse. At this time, they are very close to selecting a contractor to lead the deck renovation project. This process has been lengthy due to architectural as well as engineering questions along the way. The hope is to have the project completed by the end of April.

Cart Shed: With the recent high winds sustained here at the Club, it became apparent the ridge cap on the cart shed has been in disrepair for some time and needs to be addressed very soon. We have received bids from two contractors and are investigating possible options to make those repairs. As a result of the severe damage, the repair must be handled this season or there may be major repairs that will need to take place in addition to ridge cap.

HVAC System: It is no surprise the Peoria area was hit with several cold snaps this year. A critical part of the roof based HVAC unit failed and had to be replaced as it caused the entire unit to stop functioning. The units are over 20 years old and are quickly coming to their end of life. The Other Facilities committee is currently researching repair and/or replacement of the Clubhouse HVAC system. There are many options to consider as well as redesigning the current duct system in attempt to boost the efficiency and life of the new and/or improved units.

We will keep the membership updated as to the status and progress of these capital projects as we move forward. As we celebrate the 60th anniversary, please keep in mind the majority of our Clubhouse structure is also celebrating 60 years as well. Therefore, we may have unexpected expenditures along the way to ensure efficiency and safety.

Social Media

These days it seems that everyone is either on Twitter or Facebook, talking about their kids, sharing political views or just celebrating life's everyday moments. Arrowhead is slowly becoming an every day name on Facebook and Twitter as well. I realize many of you may not spend your days scrolling through Facebook, checking up on your friends or family. However, if you are one of those techno people who spend even an hour a day scrolling through social media, please take the time to find Arrowhead and spread the word to friends and family. In today's culture, many of us learn a lot about local businesses through social media and Arrowhead wants to capitalize on that concept. Arrowhead will continue to utilize our website to attract and notify current members as well as potential members. But, we are quickly learning that Facebook and Twitter is where we need to focus our attentions as well. You can find us on Twitter at **@notthefakeacc** and on Facebook at **Arrowhead Country Club**.

Social Event Committees

In years past, Arrowhead has hosted many social events to encourage the membership to stay active in the Clubhouse, as well as promote camaraderie throughout the year. Unfortunately, last year, many of our social events fell short of having enough members to pitch in and help out. As stated in our 60th anniversary update, we plan to host several new, as well as past practice events. That being said, we depend on the support and help of our members to make those events successful.

In an attempt to increase participation by the members at these events, we are going to do something a little different. This year, we will be sending an email to all members informing them of the social events we will have, what social events members are currently signed up for and what events still need coverage. We have several members who are either not on an event, or have been on an event for years and would like to change things up a bit. Once the email hits your inbox, please take the time to locate your name and the event you are currently assigned to work. **IF you do not see your name on any event, please look through the list of events and determine where you would like to be assigned to work.** If you see your name listed for an event and would like to move, now is the opportunity. Arrowhead will be tracking the emails from the members as to their preferences. You will have two weeks to respond back stating you are happy with your current event, you need to be placed on an event, or you would like to change.

Members are asked to donate two hours of their time each year to participate in a social event. As previously stated, participation has been falling short. Something new this year is how Arrowhead will be handling that issue. Without member participation, we will either have to cancel social events or we will have to start paying for outsiders or employees to step in and help. One of the main objectives of a social event is to bring in income. If we have to pay employees or outsiders, we lose the profit we are seeking. Therefore, if you are signed up to work an event, and are unable to attend, you will be charged \$25.00 if you do not notify the Business manager ahead of time. If you are a no-show for your scheduled work assignment, you will be charged \$50.00. The success of these events is solely based on membership participation. We encourage all of our members to not only attend these events, but also do their part to ensure everyone has a great time.

Growing the Membership

It is no surprise to the membership that each year, Arrowhead loses members due to various reasons. Although this is typical in this environment, we would prefer to grow our membership versus lose membership. With that being said, we are looking at several different options to not only grow brand awareness but encourage potential members to join our ranks and enjoy the course and events as much as the current membership. This year, we are bringing back the three-year contract option, as well as promoting a three-month preview membership. In addition to that, we have included a new membership category in hopes of attracting teenage students to develop a love of the game and a possible love of the country club environment.

We have tried a few different tactics to promote brand awareness. Some of you may have noticed our ads in the Peoria Journal Star. As of this newsletter, we are also taking our ads live on local radio stations. These ads serve two purposes. First, we hope to bring awareness to who we are and what we do. Secondly, we are promoting the membership options to attract new members into the Club.

In addition to the radio and newspaper advertising, and the social media advertising, we have been getting our name out there at different events. Last week Arrowhead had a booth at the wedding showcase held at Embassy Suites. This event produced great results in two aspects. It was a great way of informing people of who we are and what we do. It also led to future brides bringing their event to our Club which leads to financial growth as well as a positive image for the Club. The next event Arrowhead will participate in is the Spring Home Show at the Peoria Civic Center. This event brings hundreds of people and therefore allows us to reach a magnitude of potential members that we wouldn't have otherwise had the ability to capture.

The membership growth of Arrowhead relies on events such as these. However, there are other ways to build our membership back to the levels we had previously. Current members are the best spokespersons for Arrowhead. What better way to get our message out there than our members who enjoy our Club every day. We are encouraging our members to spread the word, brag about what an incredible opportunity it is to belong to Arrowhead Country Club. Express to friends and family the atmosphere that Arrowhead is known for as well as all the amenities that a member can enjoy by being a part of our family. Arrowhead can't exist without its members. We need to continue to grow and develop and try new things when the old ones no longer work. The health and success of the Club solely lies in the membership. If we can't build our membership, our Club will sacrifice and the Board, as well as the Managers, are working diligently to prevent that from happening.

Arrowhead is currently having some issues with our phone system. We are working to get this issue resolved. In the meantime, we are asking members to reach out to the Managers directly if you have any questions or concerns.

Melissa Conley, Business Manager: 309.657.9347

Chad Robbins, Golf Professional: 708.497.8142

Arrowhead welcomes any feedback from the members. Our Club wouldn't be what it is today without our members. If you have any comments, questions, concerns or suggestions, please feel free to email Melissa.arrowheadcc@gmail.com or stop by the office.

Thank you!