Welcome Back to the Club
We've Missed You!
It is hard to believe that as I am writing this letter in fewer than 45 days the club opens for our ninth season. I could not be more excited about our club’s history, or more importantly about its future.

I would like to personally thank each of you who gave in last season’s Employee Holiday Fund. Each participating team member received just over $500 before taxes. We are also very grateful for the phone calls, emails and well wishes from so many of you during the wild fires of 2016. Thankfully, no one in our immediate club family was directly affected.

2017 is shaping up to be one of the most incredible seasons to date for Old Edwards Club. I am very proud to be part of a team with so much drive and vision.

George and his team have done an amazing job completing the renovation of our 12th green. I cannot wait to see and hear your reactions to this much-needed improvement. The golf maintenance staff is also finalizing their tree removal project. This will pay major dividends for the quality of our turf, both on and around the greens.

Our golf professional team is creating several new programs, readying the golf shop and preparing for what will be our busiest season to date. Many of the new programs are directly attributable to their continued education and their desire to grow the game of golf. We are very fortunate to have such a strong professional team in place.

David, Hannah and their teams have enhanced and elevated our food and beverage options throughout the winter season. This is in direct response to our member survey completed last fall. I think you will be impressed with the new opportunities they have in store for you and your families. I cannot wait to sample some of these innovative new creations and concepts.

I am very excited to announce that many new members have joined our club over the last several months. Thank you for referring friends and family members. Old Edwards Club is close to filling our membership roster, after which we will create a waiting list from which to draw new members. Beginning April 14, 2017 (opening day) our initiation deposit will increase by $10,000. An additional increase will coincide with a full club roster and the creation of a waiting list.

Your continued support and feedback is helping us deliver the most exceptional service for you and your guests, and I look forward to sharing another amazing season with you and your families.

Sincerely,
Jerry West
Director of Operations
Welcome Back! It’s great to be starting another fun-filled season here at Old Edwards Club.

We’ve been busy over the winter months compiling new ideas and thinking about new events to add to our activities calendar for the upcoming season. We hope you will enjoy the season’s offerings and participate in as many as you are able.

Pick Up Your Membership Directory Inserts

The 2017 membership directories are available and located in the office. Please stop by to pick up your new inserts. The directories are a great way to stay in touch during the winter months. If you are a new member it is also a great tool to utilize when putting a face with a name.

Make the Switch to Email Statements

If you would like to stop receiving paper statements delivered through the mail and switch to email, please let me know. This saves both paper and time, while also allowing you to receive your statement in a more timely manner.

We’re always interested in new ideas and thoughts on how we can make your membership experience better. The membership office door is always open—feel free to stop by and let us know how we can help.

Here’s to a great 2017 season!

Bridget Henson
Membership Coordinator

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As the 2017 season is upon us, we are excited to look at where we’ve been and where we are going in the future. Over the first eight seasons at Old Edwards Club we implemented an exciting tournament schedule, teaching programs to develop golfers and help them enjoy the game more, offered merchandise based on the desires of members, and developed a golf operation to provide personalized service in a warm, friendly atmosphere. The golf experience at Old Edwards Club should be constantly evolving, and we are always looking to improve! With this in mind, here is a look back at 2016 and an idea of what’s in store for the 2017 season.

2016 Season Highlights
I would first like to look back at last season and recognize our major tournament champions. Everyone listed below should be congratulated for persevering through some of our biggest fields of competitors in Club history.

- **Williams Cup** | The Edwards Team captured their first victory over Team Williams on the strength of stellar singles match play
- **Medallion Men’s Invitational**
  Overall Champions John Ireland and Rick Osborn
- **Majestic Ladies Invitational**
  Overall Champions Wendy Bostick and Cathy Zei
- **Men’s Club Champion** | Cory Hurley
- **Ladies Club Champion** | Kathy Smith
- **Men’s Senior Open** | Lou Miller
- **Net Champion** | Ed Cockman
- **Men’s Points Race Champion** | George Auxier

Your 2017 Golf Team
I’m very pleased that a majority of the golf staff is intact from the previous season and we also have some new faces that are excited to join the team as well. On the golf professional staff PGA members Erika Mason and Adam Singer are returning this season in their respective roles. Ann Marie Osteen will be back with us again in the shop and Derrick Shoffner will be leading the outside operation with a mix of familiar and new faces rounding out the team. We realize that members love seeing familiar faces and I feel so fortunate that so many wonderful people are returning to the team for 2017.

Instruction & Operation 36
On the instructional side for the season we are offering a robust lineup of opportunities for you to hone and improve your game. Whether you’re a beginner, or an experienced player looking to shave the last few strokes off of your handicap I’m confident that my team of golf professionals will be able to make the game more enjoyable for you. Whether in an individual lesson on the range, on course playing lesson or group lesson, instruction should and always will be fun and informative.

I know the staff shares my passion for teaching; we all love working with people and seeing dedicated students achieve their goals. An exciting new program partner this year for us will be Operation 36. This is a new game development system that works on the premise of starting from the hole and moving out as you advance.

*The great thing about this program is that it is for all skill levels; progress is measured by score and advanced players can move quickly through to challenging levels while beginners can see progress in an unintimidating format.* We look forward to rolling this program out in full detail closer to the beginning of the season.
With advanced technologies and fitting systems at our fingertips, in the form of video and launch monitor capabilities, we have some of the very latest analytical tools at our disposal. These will not only teach, but also help fit you for clubs that will compliment your strengths and minimize weaknesses.

Erika, Adam and I, as well as our new Seasonal Assistant Professional Eric Rogers, are all experienced club fitters dedicated to raising enjoyment and improving performance in your games through equipment. We will always offer the most competitive prices and variety of manufacturers possible and are very appreciative of your patronage.

**BRING ON THE FRIENDLY COMPETITION!**

In many ways the tournament program for 2017 will have a familiar feel to past seasons but with subtle tweaks to keep things fresh.

Among our newest offerings will be the first full season of the Men’s Casual Game. This twice weekly gathering will be a great way for friends old and new to get together in a casual format for a round.

We will still have our Men’s Points Race and Ladies Golf as in years past with some exciting Home and Home and Interclub offerings if you’re interested in playing off property.

As always, The Williams Cup, Medallion, Majestic and Club Championships will bolster the lineup and provide our premiere competitive offerings.

**RISING CHAMPIONS**

One of our greatest successes has been our Junior Camps and I expect this year to be no different. Signups for members has already begun and spots are filling quickly. We will open remaining camp slots for friends of members on the opening day of the season.

Under Erika’s expert tutelage and care these camps have grown in both size and popularity every year. As players have moved up through the years and improved, it has become necessary to offer an advanced camp for our rising juniors. This camp will be offered on the same dates as our beginner camps but in afternoons to allow for more private, advanced instruction.

**ON THE STYLE SIDE**

Finally, Erika has continually worked hard to offer the latest in golf fashion in the Shop. We want our Golf Shop to be the first place you look for golf shirts, shoes, lifestyle outfits and more.

We are dedicated to providing you competitive pricing and this year we will be highlighting our member’s discount. You will see on each item in the shop a sticker with a retail price and a member price that has been significantly discounted. These discounts will reflect a value to you as a thank you for your continued support of the shop.

In addition, Erika will be rolling out a new purchasing program that will give members incentive to become dedicated customers.

That is a nutshell version of where we’ve been and where we are headed in 2017. Beginning with this communication, we look forward to keeping you as informed as possible throughout the season. Through emails and ForeTees you will see enhanced coverage both prior to and after our golf events. We greatly appreciate your support and the opportunity to serve you and make the golf experience worthy of your praise.

See you on the mountain soon!!!

Jordan Kenter  
Director of Golf
Greetings from the golf course maintenance department!

I’d like to take a moment to update everyone on what we have accomplished leading up to the season. Like most of the country we experienced a very mild winter, making completing our winter projects much less time consuming and cumbersome.

**12 Green Update**

I am happy to report that the new green on 12 is complete. The previous green lacked good pin placements, had varying depths of sand based growing medium and shade issues created by several trees that had gotten too big, all of these factors led to a poor putting surface.

Over 1,000 tons of top soil were added to the greens complex to flatten out the severe undulations allowing for the addition of fair pin placements. Several trees were removed to increase direct sunlight and promote air flow. A small “roll out” area was added to the left of the green to provide a much less penal pitching area for errant shots landing to the left of the green. A small berm was built behind the green to keep balls that land long of the green (or even on the green when they are firm) from rolling to the cart path and into the woods behind the green.

Thanks to some extremely mild temperatures we were able to install 4,600 sq. ft. of washed bentgrass sod. Our original plan was to install the sod in mid-March with plans of opening it up for play by early May. Due to the jump start, we hope to have it ready for play by opening day of the 2017 season.

As we have done in the past with new greens, we will need to manage this one differently from the rest of the putting surfaces. The height of cut will be slightly higher than the rest of the greens and the sod will need to be aerified four to six times in its first season to remove a small layer of finer soil particles that come attached to the sod. If we don’t mechanically remove this layer it will restrict drainage and create layering issues that can promote algae, moss and fungal growth on the new surface.

On the left are some pictures taken recently of the new green; as stated before we are extremely excited about the new green and eager for everyone to see it when they arrive for the 2017 season.

**Shade Management Program**

Another project we have been working on over the winter is phase one of a shade management program. Many of you noticed the ribbons around numerous trees on the golf course last fall. These were to identify trees that had gotten too big and were outcompeting the...
turfgrass for essential sunlight needed to provide high quality putting surfaces. Just like a turf manager manages thatch build-up to maintain healthy playing surfaces, one must also manage the shade created by surrounding trees, particularly around closely mowed, heavily trafficked putting surfaces.

**Shade/Photosynthesis**

Trees and turfgrass can certainly coexist, some of the most beautiful trees I have ever seen were on golf courses. Trees will grow on average 3-6’ a year. When trees and turfgrass get too close together the larger trees will outcompete the turfgrass for sunlight, water & nutrients. Turfgrass exposed to excessive shade hinders photosynthesis, the means the plant uses to convert sunlight into creating carbohydrates (food) that will be used as energy for the plant. Turfgrass that does not receive an adequate amount of sunlight will become thin and react negatively to stresses put on the turf via mowing, rolling and foot traffic. Many of the greens here, particularly several on the back nine, have trees that have reached the point where tree removal and or pruning of limbs has become necessary to alleviate the poor growing environment the lack of sunlight has created.

To identify which trees needed to be addressed we began taking pictures last season of greens throughout the day and have been using an extremely useful app called Sun Seeker, which pinpoints where the sun is throughout the day all year long.

The goal is to give an area a minimum of six hours of direct unfiltered sunlight throughout the day, with the morning sun being the most ideal as the temperatures are cool and the plant is best prepared to begin photosynthesizing in the morning hours.

Once the turf is under heat stress, moisture stress or mechanical stress, it begins to use the stored energy it has created through photosynthesis to carry out respiration, the plant’s cooling mechanism. When respiration exceeds photosynthesis the health of the turf declines. By selectively removing trees producing excessive shade on a turf site we can provide enough sunlight for the grass to photosynthesize and store enough carbohydrates to survive the rigors of a season.

To date we have removed approximately 150 trees around holes 12-17 and 5. In this first phase of the shade management program, we only focused on greens due to time restraints. The plan is to pick up where we left off next off season.

We are incredibly excited about all the work we have been able to get done so far this offseason and look forward to the dividends this work will pay in the coming season. I hope everyone had a wonderful winter and look forward to seeing you all out here at “The Club” real soon.

George Mason
*Golf Course Superintendent*
MODERNIZING GOLF’S RULES: KEY CHANGES

The R&A and the USGA released a preview of golf’s proposed Rules, which are due to take effect on January 1, 2019. Here are five of the most significant changes.

How to Drop a Ball
You will be able to drop a ball from any distance above the ground, provided it doesn't touch anything and falls through the air when dropped.

Time for Ball Search
Three minutes will be the maximum allotted time to search for a ball, rather than the current five minutes.

Repairing Spike Marks
It will be OK to repair spike marks and any other damage done by shoes, damage from a club and almost all other damage on the putting green.

Leaving Flagstick in the Hole
If you make a stroke from on the green and your ball hits the flagstick in the hole, there will be no penalty.

Relaxed Rules in Penalty Area
You are allowed to ground your club and move loose impediments in a penalty area (an expanded concept of water hazards).

Tell us what you think about the proposed Rules changes.
We welcome feedback at usga.org and randa.org through August 31, 2017. The new Rules will go into effect January 1, 2019.
The start of every golf season is one of the most exciting times around the golf shop.

In the months of March and April we are busy at work preparing the golf shop for opening day. Every day is like Christmas around here! We have new merchandise hitting our doorstep daily. We continually strive to provide you with the latest and greatest in golf equipment and apparel. We have much to look forward to in the 2017 season....

Is this the year that you’re committed to eliminating those dreaded three putts? Maybe you want to hit more fairways off the tee, or get your wedges dialed in to give yourself more birdie chances.

The Golf Professional Staff can help fit you for the clubs that are right for you and your game. Be on the lookout for various Demo Days throughout the season from Callaway, Ping, Titleist, and Taylormade. While we have a great offering of clubs on-site, these Demo Days are a great opportunity for you to try anything and everything that the club manufacturers have to offer. A new addition to our Demo Day offerings will include a one day Wedgeducation from Titleist where you will have the opportunity to be custom fit for your wedges. We will also be offering a one day putter fitting from Ping around the July Fourth holiday.

When it comes to golf apparel Old Edwards Club should serve as a One Stop Shop for men and women alike. Ready for a new pair of shoes? Slip into Ecco, Nike, Adidas, and Footjoy. Need a new shirt? Throw on Peter Millar, Golfino, Bobby Jones, and Turtleson. Need a new pair of shorts or the perfect fitting skort? How about Oxford Golf or Tail Golf. What about a pullover for those brisk mornings or crisp summer nights? Try Straight Down or Under Armour on for size. Stay dry this season with Zero Restriction and Sunice. You don’t play golf? That’s ok, we have plenty of styles available for yogis, gym rats, and all day hikers. Stop by and let us help you find the look that’s right for your lifestyle.

To reward our loyal customers we will conduct monthly drawings for prizes throughout the season, including golf clubs, shoes, and apparel.

- For every $100 you spend on merchandise you will be entered into the month’s drawing. This means the more you spend the more chances you have to win. If you spend $500 on merchandise in one month you receive five entries into the drawing.

- We will also be rewarding our top three spenders in the shop April through November. First place will receive a Two-night stay for two at Old Edwards Inn along with Dinner for Two at Madison’s. Second place will receive a Spa Treatment for Two at Old Edwards Inn. With third place receiving a Dinner for Two at Madison’s.

Let us help you give yourself a fresh look and custom fit gear for the new year. And remember, you don’t have to play like a scratch golfer to dress like one!

Erika Mason
Head Golf Professional
Hello Members and Friends,

I hope that the Winter has treated you all well and I am looking forward to an exciting new season here at Old Edwards Club. The downtime here in the Winter gives a good bit of time for introspection, self critique and forward thinking and I have taken this time to work on plans to expand our culinary options for the season to come. Your fantastic participation in the Member survey this Fall also gave a lot of much appreciated input and food for thought.

A common theme in the survey results and an overriding thought in my examination of the food service here at the Club was a desire for more variety in service and in menus. With that in mind, we are excited to offer meals to go. These will include full meals and simpler options that can be picked up at the club ready to serve, or to be heated in your kitchen. We are excited to help you with delicious simple options for your families and guests.

We also plan to continue Tuesday dinners with new fun themes. Additionally, Bistro Wednesdays will include a selection of early-bird appetizers that will change weekly. That will lead into a special prix fixe menu with a selection of soups, salads and appetizers and a choice of four special light entrees and dessert, all for one nice price!

We are very excited about offering fun and tasty appetizers and drink specials to help foster gathering of members for light fun dinners. Those appetizers and some of the lighter entrees will also be available as part of our regular dinner menu throughout the week. By creating menus weekly with lots of options and variety based on what is best available, we hope to see you all more to enjoy these offerings.

Another exciting development is the introduction of ForeTees for the dining room. Most of you took advantage of ForeTees for tee times with Jordan last season. That app will now include the ability to book dining reservations and access information regarding upcoming events and dinners in the Grill Room. Those who already use ForeTees can access the dining options through the same app. Others may sign up through the Golf Shop. This new tool will make it easier to stay informed and make your dinner reservations.

Finally, we welcome some new staff and are so excited to have Hannah and Jacky back to lead our new charges and help them elevate our service and quality. Personally, I look forward to a year on two feet rather than crutches! I feel so fortunate to work with such an amazing group of people and to have the opportunity to serve all of you and your families.

We will open the Grill Room on April 14th and move quickly towards the season. I cannot wait to see you all and welcome you back and share our season and the changes we are making with you.

Best,
David Young
Club Chef
Hello Members,

and welcome summer of 2017! Can you believe another season is already upon us? It’s hard to believe how quickly time flies.

We are very much looking forward to this season here at Old Edwards Club and are excited about some new and improved golfing, dining and social options. Chef David has been hard at work this winter creating fresh ideas to better suit you, from lighter options, different themes for Tuesdays and almost entirely new lunch and dinner menus.

Our goal is to continue to grow and improve year after year and bring fresh ideas from your wants and needs in a Clubhouse.

I am very proud to announce the promotion of Taylor Quigley to Head Wait and Supervisor. Taylor has been an exceptional team member and sidekick to Jessica and me over the past two years, and I believe she has a real opportunity to shine this year in her new position. We will be able to accomplish much more and extend greater service to you with Taylor by our sides.

We appreciate all of the comments and suggestions from our Fall Member Survey!

We all spent a lot of time going over each answer. As your leadership team, we hope that you will persist in giving us feedback and ideas. Part of improving your experience is keeping communication open.

I hope you feel comfortable expressing your concerns and suggestions to David, Jacky, Jessica, Taylor and me. We are here to make you happy and we believe that ongoing feedback will help us address issues and make improvements along the way without waiting for a survey.

We have some plans for improving everyday communications... from our Foretees Dining App to improved calendars, emails, newsletters and bulletin boards. Of course, a discussion on the Chimney Terrace with a sweet tea is always welcome as well!

As our 2017 season kicks off, I hope to bring more and more joy into the Clubhouse. In the Dining Room, I will be working with Chef David on improving the beverage program and bringing fun specials and promotions.

I also am working on an improved training program to give our seasonal servers tools for excellent service with as little in-service training as possible.

Outside the dining room, I have ideas for groups, clubs and gatherings for those looking to do more things together outside of golf. I would love to hear more from each of you about biweekly or monthly activities to build on our creativity, knowledge and relationships with each other.

We look forward to welcoming you home and making this the best year Old Edwards Club has ever seen!

All the best,

Hannah Delany
Clubhouse Manager

Hello from Hannah

465 Main Street and Corner of Fourth and Church Streets

Subtle Sophistication
Acorns Boutique and Acorns on Church
Home furnishings, accessories and women’s apparel. Ask about Old Edwards at Home linens and bedding.

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Feeling French?

Celebrate French Independence Day with Live Gypsy Jazz by One Leg Up and the Champagnes of Laurent-Perrier.

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AT OLD EDWARDS CLUB
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Mountain Dreams Begin Here

OUR STAFF

Spring is here and we are looking forward to seeing each of you as you return to the Club this season! This winter has been unusually busy and we already have several properties that are either sold or under contract and the demand for vacation rentals is overwhelming. All of these things point to a great real estate market and productive and successful selling season. We would like to take this opportunity to say a special thank you to all of our property owners and club members for your continued support! If we can help you in any way, please do not hesitate to contact us.

Thank you,
Ed, Jennifer, Sheila, Darlene, Bill, David, Britney & Ashlee