



# High Meadows "Hummer"

Roaring Gap, NC

July 2015

## General Managers Message

As you read The Hummer this month, I want to remind you that we have so much to be thankful for here at High Meadows. What an amazing place we have! As I listened at the Past Presidents dinner, I was struck by all of the change that has taken place over the last 50 years to get us to the place we're in today. We already have so much to offer to your families but we also know that the next generation wants more and they want it now. From listening to your stories of change, I know that hard work and dedication to be the best won't be enough. The next 50 years for HMG&CC will bring a totally different set of opportunities and adventures. It will take team understanding and willingness to think outside the box so we can become the club you all want and deserve. As we prepare to celebrate the 4<sup>th</sup> of July by the pool with food, fun, music and more, know that we are as proud of our members, past and present, who have embraced new opportunities, as we are of the people that fought for our independence some 239 years ago and I realize as we enjoy daily the fruits of their efforts that it's worth the struggle to overcome any obstacle.

We have so much going on at the club this month we want all of you to come out and enjoy all your club has to offer:

### ✂ HMG&CC Member Guest 2015 July 30, 31 & August 1

- ◆ Golfers, we need your invitations in ASAP.
- ◆ Social Dinner Dance, Saturday, August 1, will be limited to the first 150 including golfers with music provided by the band, White Chocolate, back to dance the night away.

- ✂ Make sure to get your reservations in for dinner Wednesday, Friday or Saturday from 6:00-8:00
- ✂ Pizza & More night has started with a bang! Pizza is served in the Grille Thursday nights from 5 till 8. Pizza and other selections are available to eat-in or to go. It's an evening so casual you can stop by in your jammies.
- ✂ Breakfast is being served in the Grille every day—let our team start your day with a fresh, made-to-order breakfast.
- ✂ Dance lessons have started, however it's not too late to join us! Call Donna today for information.

To get all you can from your club, come join us! The pool is warm and inviting, the tennis courts are wide-open, the golf course is amazing and the golf staff is ready to help you get to

(See **GM Message** continued on page 2)

## A Word From The President

Fellow Members,

I wanted to address an important and common topic that we talk about often – Membership. Regardless of which private club we are talking about (exception would be Augusta National), many clubs are struggling to attract and maintain members. There are many issues that are affecting this including two-earner families, changing role of husband/wife dynamics, more kid planned activities, less focus and general decline in golf play, more emphasis on total club and family amenities; companies not paying executive's membership dues, etc.

With all that said, we have many of the same challenges but, we have some things in our club's favor; overall growing surge of 50+ year olds population in the US with disposable income/wealth, wonderful climate (ideal elevation of 3200 feet above sea level to get the cooler temperatures and have a longer season), good quality of life, good value with home prices; taxes; club dues, convenient location to all major metro areas of NC – Charlotte, Triad and Triangle, etc.

Currently, we have about 225 various categories of golf and social members. We need to have about 250 members which breaks down to gaining net 5 new members per year (including attrition) over the next 5 years. This is very attainable and we have plans in place and ongoing to achieve this goal. We have 4 types of members: full time High Meadows residents, weekenders, seasonal who live in Florida or somewhere else for part of the year and locals that live in Elkin, Sparta, Galax, etc. This is a healthy mix and we are working on strategies to attract all 4 of these types of members. With that said, we need everyone's help in bringing new people to visit the club, providing ideas to the Membership Committee or Board Members and identifying new groups to target. Visibility and awareness are keys: once people visit our club – they love it!!

So, our goal is to have 250 golf and social members in place by 2019 gaining 5 net new members per year. We have incentives in place for new members and for current members to refer new members. Please think about what you can do to support our wonderful club and meet this membership goal.

look forward to seeing you at the club this summer!

Mark Stephens  
President

## Pros Corner

We are now in the peak golfing season and the golf course is in excellent condition. We have had some fun events already this year and some more exciting tournaments scheduled. Member - Guest, Pro-Am, Club Championship and Pink & Blue are just a few that are approaching. We hope everyone is enjoying the season and are planning to participate in these events! Please let the golf shop know if we can assist with your experience at the club in anyway!

### 2. Tip of The Month: Short Game to More Pars

To save more pars around the greens, you need to be able to control three factors. These are contact, trajectory and roll. To achieve all of these, you will need consistent ball position, which will result in solid contact and that will produce the consistent trajectory and roll. Next time you are practicing try working on this set up. Ball should be in line with the toe of back shoe, and a slightly open stance. The shaft angled so the grip points to the front hip. This will promote a descending approach into the ball with solid contact. Feel free to stop by and discuss your game with any of the golf shop staff

### 3. Course News:

- a. **Driving Range** - Closes each Monday at 4:30 pm for clean pick. (Allowing for maintenance to mow)
- b. **Cart Policies** - The maintenance staff works very hard to keep the golf course in excellent shape and we need to do our part to help! Please keep carts 30 feet from all tees and greens and be observant of any wet or damp areas. Carts are permissible on hole number 11, but we ask that you be careful and use good judgement.
- c. **Inclement Weather** - On occasion we have to restrict carts to paths. Please help protect the course by following these policies which will be posted in the golf shop.

**\* Anyone utilizing a Handicap Flag must observe all policies .**

Thanks, Todd

## GM Message *(Continued from page 1)*

the next level in your game, or just relax on the deck and enjoy the view with a glass of win.

We have a new golfing member that joined us last month, adding another generation to our membership family. They took advantage of our offer and know the value of our club. Could a member in your family or a great friend be next? Your club has a goal of 5 new members this year: The season just started and we only have 4 more to go. Be the next member that gets rewarded for bring a new face to the club!

See you out and about at HMG&CC,  
Mark

## Ladies News & Notes

High Meadows LGA has been active for the beginning of the season. We held our **Kick In** and the **Queen Bee** tournament in May. Congratulations to Jerry Parsons for winning and being crowned the 2015 Queen Bee. We held our LGA Invitational in June with a good turnout. Many thanks to Glenda MacKeen for all of her hard work in making this a great tournament.

On July 9 we will host our 2015 Ladies Member Guest **Hummingbird Cup**. This is our premier event of the season. I encourage everyone to participate. If you don't have a guest, we have a list of women who would love to participate. Please contact Vicki Cox to find a willing partner.

The festivities will kick off on Wednesday, July 8<sup>th</sup> with a cocktail party at the home of Carolyn Harrell. Then members and guests will have dinner at the club. You will need to make reservations for dinner through Donna at 336-363-2622. The golf tournament on Thursday begins at 8:00 for registration and breakfast with a 9:00 shotgun start. Luncheon will be served at 1:00. If you haven't signed up, please call Vicki Cox. This is going to be a fabulous event and you won't want to miss out on all the fun!

Happy Golfing, Pat Green  
Pat Green, LGA President

## Benefit Pro Am

### OUTSTANDING!!

We are extremely pleased to announce that for the third consecutive year we have exceeded the previous totals for both membership donations and total donations to the **Alleghany County Community Foundation** through the **2015 High Meadows Country Club Pro Am**! Your strong commitment to the Pro Am and, more importantly, to this very worthy community organization is a testament to the compassion and generosity of our membership. The Pro Am Tournament and Hole Sponsorship Committee wishes to express its sincere appreciation for the outstanding response from the High Meadows members. Since we are still receiving contributions from our members we are not yet ready to announce the official totals, but they will be announced shortly after the Pro Am has been completed in August. Please share our pride in this accomplishment for the betterment of our community.

The next BIG announcement is that **CHILLY WATER FARM**, which is owned and operated by our very own Kim Brown, has agreed to be the major sponsor for our 2015 Pro Am. Kim's generous heart and strong commitment to Alleghany County is further evidenced by this sponsorship. She is very involved with various other community initiatives that benefit Alleghany County and we appreciate her involvement in our Pro Am this year. If you have any opportunity please also extend your appreciation to Kim and Chilly Water Farm for their involvement.

Thank you again for a great 2015 campaign!

Ralph Gamer  
Chairman – Pro Am Tournament Committee

## Welcome New Members

**James & Amanda Harrell III**  
Golf Members from Raleigh, NC

### From The Membership Committee

Your membership committee; Kim Brown, Mike Carlton, Lou Garner, Maggie Styers and Paul Perlik continues its efforts to recruit new members to our wonderful club. As outlined previously, we believe our success will be directly tied to real estate sales.

To that end, the club hosted local realtors at a Wine & Cheese reception on June 25, where meaningful dialogue and exchange of ideas will hopefully help all concerned. Recognizing that our neighbors at Camp Cheerio welcome several hundred families every summer, we have instituted a "Cheerio Line" on arrival Sundays. Board and Membership Committee members are walking the line, offering water, handing out informational material and generally talking up the club. Property tours, access to the grille and golf are offered in hopes of generating interest. We continue our investigation into other economically feasible marketing opportunities.

Nonetheless, we continue to believe that our best salesmen are our members. Remember our incentives for both you and prospective members. Invite someone to the Member Guest. Brag about the ten degree temperature difference while they swelter in the flat land heat. Emphasize our superb golf course and quality dining experience. We can do this, but we need your help.

As always, please don't hesitate to contact any Committee member with your thoughts, ideas and suggestions.

Paul C. Perlik  
Membership Chair

### House Committee Update

Remember Pizza night is back on Thursday nights in the Grille. Come on in and sip on a glass of wine out on the patio while you enjoy your pizza! What a great time to come enjoy and support your club!

Sally Earnhardt, House Committee Chair

May Dining Numbers		
Wed	Fri	Sat
	59	66
33	63	43
33	59	67
55	100	66
54	57	76
831		

June Dining Numbers			
Wed	Thu	Fri	Sat
40	X	68	Mm
46	9	112	60
20	21	65	43
31			
515			



## S-H-H-H-H

### Can you hear it?

### It's the Rumble on the Mountain!

### It's coming on September 19, 2015

Once again the HMCC LGA is sponsoring the Rumble on the Mountain, a modified match play charity event raising money for the Play for Pink Breast Cancer Research Foundation and Blue Ribbon Golf, Prostate Cancer Foundation. As those of you who have played in the past know, it is a fun event featuring a team of two women against two men with all proceeds going to the charities.

To help raise funds for the charities, we are asking for Hole Sponsorships. We will also be having a silent auction, a live auction, a raffle and a gala. More information on those events will follow in subsequent Hummers and emails. For now, we need your commitment to sponsor a hole during the tournament. ***Please complete the form included with this Hummer and return it to the office with your check made to either Play for Pink or Prostate Cancer Foundation.***

## July 2015

<i>Sunday</i>	<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>	<i>Saturday</i>
			<b>1</b> Wed. 11:00 Men's Group	<b>2</b> Ladies Day 9:00 am 10:00 Nines	<b>3</b> Super Senior Play Day 11:00	<b>4</b> <b>4th of July Tournament</b> Golf Cart Parade Cook-out at Pool
<b>5</b> Chapel 9:00 am  Open Tee X's ... 8-10 Couples ..... 10-11 Mixed Couples . 11-12	<b>6</b> Super Senior Play Day 11:00	<b>7</b>	<b>8</b> Wed. 11:00 Men's Group Ladies Night Out	<b>9</b> Ladies Day 9:00 am Member Guest w/Social	<b>10</b> Super Senior Play Day 11:00	<b>11</b> Ladies Day/ Men's Points Chase 10:00 1:00 Nines
<b>12</b> Chapel 9:00 am  Open Tee X's ... 8-10 Couples ..... 10-11 Mixed Couples . 11-12	<b>13</b> <b>Kidsw week Ages 7-13</b>  Super Senior Play Day 11:00	<b>14</b> <b>Kidsw week Ages 7-13</b>	<b>15</b> <b>Kidsw week Ages 7-13</b>  Wed. 11:00 Men's Group	<b>16</b> <b>Kidsw week Ages 7-13</b>  Ladies Day 9:00 am 10:00 Nines	<b>17</b> <b>Kidsw week Ages 7-13</b>  Super Senior Play Day 11:00  <b>4:00 Twi-lite 9 hole w/Social</b>	<b>18</b> Ladies Day/ Men's Points Chase 10:00 1:00 Nines Board Mtg 3:00
<b>19</b> Chapel 9:00 am  Open Tee X's ... 8-10 Couples ..... 10-11 Mixed Couples . 11-12	<b>20</b> Super Senior Play Day 11:00	<b>21</b>	<b>22</b> Wed. 11:00 Men's Group	<b>23</b> Ladies Day 9:00 am 10:00 Nines	<b>24</b> Super Senior Play Day 11:00	<b>25</b> Ladies Day/ Men's Points Chase 10:00 1:00 Nines
<b>26</b> Chapel 9:00 am  Open Tee X's ... 8-10 Couples ..... 10-11 Mixed Couples . 11-12	<b>27</b> Super Senior Play Day 11:00	<b>28</b>	<b>29</b> Wed. 11:00 Men's Group	<b>30</b> <b>Practice Round Member-Guest  Pizza Party for Member-Guest</b>	<b>31</b> <b>9:00 Round 1 Member-Guest</b>	

### Coming Events August

July 30 - Aug 1..... Member-Guest Weekend  
 Aug 8..... LGA Lynne Allen Memorial Tourn.  
 Aug 21..... Pro-Am - 1 Day Event  
 Aug 29..... Comedy Night  
 Aug 29 & 30..... Club Championship

### July Dining Hours

Wed, Fri & Sat. ....6:00 - 9:00  
 Thursday (Pizza In the Grille Beginning June 11).....5:00 - 8:00

### Side Door Lounge Hours

Sunday ..... 12:00 - 6:00  
 Bar opens at 12:00; Food Service at 3:00