



# Meadows Monthly

## Meadows Farms Golf Course

Home of the Longest Hole in the USA (841 yard Par 6)

### Tis The Season

Don't leave your favorite golfer hanging this holiday season. Bring happiness to those saddened golfer's eyes by buying them something from The Farm. We have gift cards that can be used towards golf, merchandise, and food. If you really want to impress them, stop by and we can help you stuff their stockings with balls, tees, and all the accessories they will need for the season ahead.

If we do not get to see you before Christmas, The Meadows Farms Family wishes you a blessed holiday.



## December 2017

Volume 1, Issue 9

### *Inside this issue:*

Happy Holidays	Cover
Ryder Cup Results	Pg. 2
Online Reviews	Pg. 9
Black Friday Deals	Pg. 10
ICE CHALLENGE	Pg. 11
Superintendent's Notes	Pg. 12
Free Golf Tips	Pg. 13
General Manager's Notes	Pg. 14
Flashback Article	Pg. 15
Merry Christmas	Pg. 21
Upcoming Events	Pg. 22

## Upcoming Events:

### December

25 - Closed for Christmas

31- New Years Eve  
Tournament

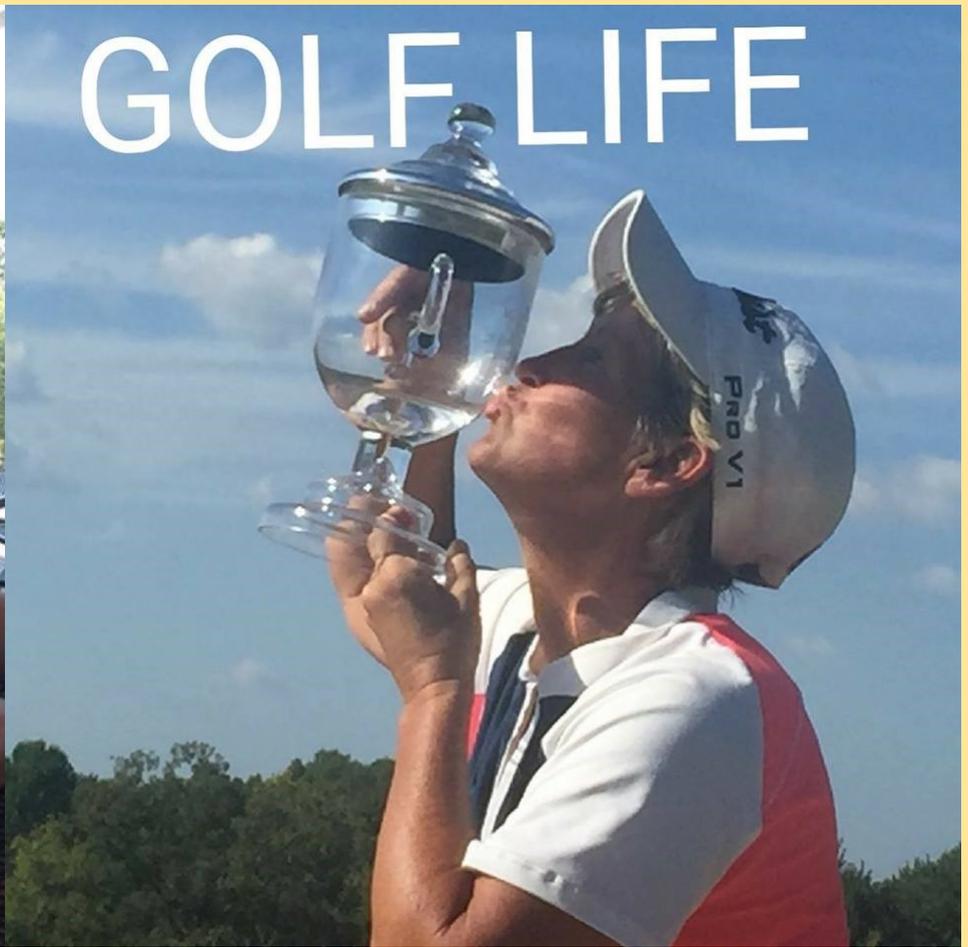
### January

13- Ice Challenge  
(Weather Permitting)

# The Ryder Cup Returns

Every year Meadows Farms Golf Course is proud to host our own Ryder Cup Tournament between winners and their guest from all in house tournaments that were held throughout the year. The captains of the teams are the reigning club champions. Those club champions then receive a list of all golfers that have won or finished well in tournaments throughout the year, or, may not have played as well, but participated in all of the events. (Continued on the next page)





Team captains Lloyd Knappenberger and Melissa Early met and picked their teams with General Manager Josh Dotson. After teams were picked, matches were set for the first of four rounds. Two-person teams competed against each other on the Waterfall Course in an alternate shot style format.

Melissa Early, your 2017 Women's Club Champion, was able to lead her team to a comfortable 5-2 victory over the Blue team in Round 1. The only Blue team to win was headed by team Captain Lloyd Knappenberger. Results for the first round are posted on the next page.

# ROUND 1

<b>Blue Team</b>	<b>Points</b>	<b>Red Team</b>	<b>Points</b>	<b>Winner</b>
Rittenbaugh/May	4	Early/Davis	5	Red
Moranville/Flynn	2	Thurston/Hicks	3	Red
Knappenberger/Arbisi	5	Wallace/Jarrell	4	Blue
Guyton/Gilliam	4	Baker/Baker	5	Red
Drakopulos/Pike	2	Cash/Smith	5	Red
Fitzgerald/Longfellow	4.5	Allen/Sexton	4.5	Halve
Ritter/Drakopulos	4.5	Fitzgerald/Stern	4.5	Halve

	<b>Blue</b>	<b>Red</b>
Alternate Shot	2	5

After a pizza party lunch. The captains reset pairings for the two man scramble on The Longest Course. Lloyd needed to get his team on track, and Melissa wanted to make sure she kept the pressure on.

Results can be found on the next page....



Lloyd's Blue team was able to squeak out a tight 4-3 victory over the Red Team. However, the Red team still had to 2 point margin at the end of play on Saturday.

<b>Blue Team</b>	<b>Points</b>	<b>Red Team</b>	<b>Points</b>	<b>Winner</b>
Knappenberger/Arbisi	4.5	Early/Davis	4.5	Halve
Moranville/Flynn	4	Thurston/Hicks	5	Red
Rittenbaugh/May	5	Wallace/Jarrell	4	Blue
Guyton/Gilliam	5.5	Baker/Baker	1.5	Blue
Drakopoulos/Pike	3	Fitzgerald/Stern	6	Red
Fitzgerald/Longfellow	4.5	Allen/Sexton	4.5	Halve
Ritter/Drakopoulos	3	Cash/Smith	2	Blue

	<b>Blue</b>		<b>Red</b>
<b>Captain's Choice Points</b>	4		3

	<b>Blue</b>		<b>Red</b>
<b>Saturday Points Total</b>	6		8

Going into Day 2, Melissa Early's Red Team had a two point advantage over the blue team. New two-man team pairings were set for the Best Ball Tournament on Island. Each player, on each team, had to play their ball from the tee through the green and record the lowest score. (Continued on the next page)

The Red team absolutely dominated almost all of their matchups and won 5.5 out of the 7 possible points. This put them 6 points up going into the final match on Sunday.

<b>Blue Team</b>	<b>Points</b>	<b>Red Team</b>	<b>Points</b>	<b>Winner</b>
Arbisi/Drakopulos	1.5	Baker/Baker	5.5	Red
Knappenberger/ Moranville	4	Wallace/Hicks	5	Red
Ritter/Pike	4	Thurston/Smith	4	Halve
Longfellow/Garrett	2	Davis/Stern	5	Red
Rittenbaugh/Gilliam	1	Early/Allen	5	Red
May/Nash	4	Jarrell/Sexton	3	Blue
Guyton/Drakopulos	0	Fitzgerald/Zabel	5	Red

	<b>Blue</b>		<b>Red</b>
<b>Best Ball Points</b>	1.5		5.5

	Blue		Red
<b>Round 3 Points Total</b>	7.5		13.5

The final match on Sunday was individual match play. One person from each team, squared off against an equal player from the opposing team. Lloyd Knappenberger's team had to win at least 10 out of the 14 individual matches to at least tie. His Blue Team had to win 11 matches to take home the title.

(Continued on the next page)

After what looked like a possible comeback, the Blue Team was not able to win enough of their matches and fell short to the Red Team. Congrats to Melissa Early and her team on defending their Ryder Cup Championship.

<b>Blue Team / Red Team</b>	<b>Result</b>	<b>Blue Points</b>	<b>Red Points</b>
Arbisi/Wallace	Halved	0.5	0.5
Ritter/Thurston	Ritter	1	0
Knappenberger/Davis	Halved	0.5	0.5
Longfellow/Jarrell	Longfellow	1	0
Moranville/Hicks	Moranville	1	0
Drakopoulos/Fitzgerald	Halved	0.5	0.5
Drakopoulos/Baker	Halved	0.5	0.5
Garrett/Early	Early	0	1
May/Baker	May	1	0
Rittenbaugh/Stern	Stern	0	1
Pike/Zabel	Halved	0.5	0.5
Gilliam/Allen	Gilliam	1	0
Guyton/Smith	Smith	0	1
Nash/Sexton	Nash	1	0
	<b>Individuals</b>	<b>8.5</b>	<b>5.5</b>
		<b>Blue Final</b>	<b>Red Final</b>
	<b>FINAL SCORE</b>	<b>16</b>	<b>19</b>

Please continue to the next page to see all the winning team members.



**RED FLAG**



**Pictured Left to Right: Adam Thurston, Bishop Stern, Ray Sexton, Becki Davis, Mike Smith, Donnie Allen, Harold Hicks, Melissa Early, Bet Fitzgerald, Mark Zabel, Chrissy Baker, and Shawn Baker.**

**We would like to thank all our members, associate members and guest for participating, competing and assisting in an event that is designed to be fun but creates pressure that will be talked about all year.**

**We look forward to proudly displaying the Red Flag above the baseball field for all of 2018.**



**facebook**

5 Star  
Rating



**RATE US TODAY SO WE CAN BE THE BEST  
COURSE IN VIRGINIA IN 2017 PLEASE!!!**

**ONLY A COUPLE MORE DAYS LEFT TO  
VOTE IN 2017**

**VOTE NOW**

Our online profile is one of the most important aspects of our business. Two years ago, our golfers rated us as one of the top 10 courses in the state of Virginia, and we would like to remain there.

So many golfers go online and read ratings before choosing to spend their hard earned money on a round of golf. We are fortunate our golfers are spreading the word about how great the course is. Thank you to everyone who has taken the time to play the course this year and give us their thoughts.

If you haven't rated us recently, please help us by going to Golf Advisor, Facebook, Yelp, or Google and letting us know what you think. If you had a great experience, let everyone know online. If you didn't, let the staff at Meadows know so we can make it right.

# Black Friday Memberships

Thank you to everyone who broke through the doors on Black Friday and bought memberships. We are excited to welcome the new members of our family. If you did not get a chance to save big on Black Friday, reach out to Josh and ask about New Year's specials.

**Our Guarantee:** If for any reason you are dissatisfied with your membership in the first 100 days, we will give you 100% full refund. No questions asked. We are so confident that you will be beyond satisfied with our club, that we can make guarantees other clubs would never make.

You will become a member at the only 27-hole facility in the area. You will be joining an exclusive group where you will never have to fight over tee times. If we ever have a tournament, we have another nine holes that is dedicated to making sure our members can get out on the course. Other golf courses will turn you away, but not us. We promise our members unrivaled benefits and a pleasurable experience throughout the year. There are no dining minimums or additional costs associated with your membership once you sign up. So come out today, ride around the course, and get ready to purchase your 2017-2018 all-inclusive membership. We look forward to having you as a member for years to come.

See the information below if you would like to join.

## Meadows Farms Full Island Membership

**2017-2018**

Preferred Membership Program: \$ 1,795.00\* Individual

2018 Price: \$2,295 (\$500 Savings)

Preferred Family Membership Program: \$2,795.00\* Family

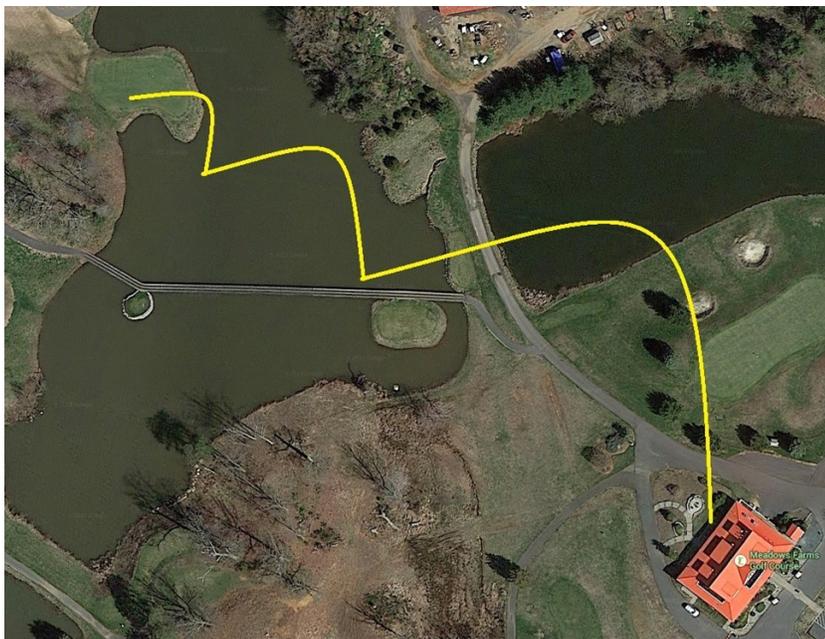
2018 Price: \$3,795 (\$1,000 Savings)



# ICE CHALLENGE SEASON



If you have never participated in our ICE CHALLENGE before, you have no idea what you are missing. As the ice forms on the big lake behind the club house, we hold closest to the pin contest to the green that sits 235 yards on the other side of the lake. The key is to bounce your ball across the frozen lake and get it to stop as close as you can to the pin, without it bouncing over the green. So when it is cold outside, and you would love to swing a club, give us a call and find out when our ICE CHALLENGE will be held.



# Scott's Corner

By now, in normal years, we would have had an extended taste of Ole Man Winter, wait 66 degrees on November 29<sup>th</sup> and leaves hanging on the trees like a baby to its blanket. Crazy but not uncommon especially as climate change is more apparent than some folks in D.C. seem to think! If you are one to believe global warming is not real, you are very sadly mistaken! We all can help. Plant trees, eliminate bare areas in yards and fields, remember green plants make oxygen and sequester carbon plus helps to keep the environment cooler by not letting the sun heat bare earth! Hey, that just described a golf course!

Don't worry Winter is coming and hope it will be mild! I'm just too old to enjoy chilly weather! Only 100 days till the growing season starts!

Hope everyone has a great Holiday and hope to see you all on the course. Don't wait till next year!



# FREE TIP OF THE MONTH

## Punch Shots

The shot itself is not that complicated, but the reason most golfers don't know how to do it is because they never practice it on the range, and/or they are using the wrong technique.

The biggest mistake players make is that they take way too long of a swing, which has a tendency to send the ball on a higher trajectory. Everything about this shot should be abbreviated.

**Think of it as more of a chip shot rather than a full swing.**

Here are some keys to hitting a low punch shot that can get you out of trouble:

You don't have to hit the ball as hard as you think to advance it 30-60 yards, and clean contact is the most important part. Think about doing 20-40% of your normal swing.

Address the ball like a chip shot. Keep your weight forward, hands ahead of the ball (shaft leaning forward), and position the ball further back in your stance. Your goal is to make contact with the ball first, and "trap" it. Clean contact is the most important part!

Your follow through is abbreviated, and try to finish with the club face lower to the ground.

Your arms, and the rotation of your torso mostly dictate the shot. Your lower body will be completely quiet.

You can vary the height of your shot by the club you select, and the length of your swing. This is where experimentation on the range is crucial.

Personally I will use anything between a 4-iron to 8-iron. If I am trying to hit a really low shot that runs, I choose a 4-iron and try to keep the club face closed through impact. If I have some more room to work with in terms of height, and I don't want the ball to run, I might use a 7 or 8-iron.

Just like your wedge shots, the length of your swing will help determine how far the ball will travel. I have always found that shorter is better since making proper contact with the ball is your number one goal.

This shot is only valuable if you practice it though. It's not difficult to execute, and can save you a ton of strokes. You just need to work on the range a bit to feel comfortable with the technique and understanding your trajectories and distances with various clubs.

Thanks to [jon@practical-golf.com](mailto:jon@practical-golf.com) for this great tip.



## *Note from Josh...*

December can be a great month to work on your game. We are in winter rates, and with the advantage card giving you \$10 off the rack rate, you can't afford to not be here. So what do I do when it comes to winter golf? I stop hitting off my regular tees, and I move up, way up.

I cannot get comfortable hitting my driver with a jacket on, or even a thick pull over. The worst is even if you learn to hit your big clubs wearing thick clothes, you are now adjusting your swing which will hurt you in the spring.

So I move up to the forward tees, I leave my driver in the bag, and I start learning shots that you don't need to necessarily make a full swing for. Off the tee, use a mid iron to hit to some random target on the course, like a tree to the side of the fairway. Once there, practice punching the ball out from under the tree. Learning this shot now, will save you during full season.

Now you are back within range of the green and can practice your chipping and putting. These are by far the most important parts of your game, and I rarely see anyone working on them.

So take advantage of winter golf. When you see a day in the upper 40's, jump on it as an opportunity to get out and really practice your game. You will be so far beyond your foursome when the season starts, and it is all because of the little things you did during the offseason.

Always remember, you don't get much done, if you only work on the days you feel like it.

I look forward to seeing you soon –Josh Dotson, General Manager



FLASHBACK: 1977

# The Washington Post

## Farmer Meadows' Nursery: The Style Is Unusual

By Megan Rosenfeld December 1977

We went to Sterling, Va., the other day to visit with Bill Meadows, who owns a nursery there that caught our interest. It's quite large, employing 70 people in the off-season (which is now) and grossing nearly \$3 million this year. But it wasn't the plants that we went to see, since when you get right down to it one plant is somewhat like another, but rather Mr. Meadows' intriguing style of management.

When we arrived he was attending a meeting of the landscaping department. These meetings are held twice a year in December and July, as are similar meetings of the other department: retail. IT was largely a young crowd, dressed in blue jeans and boots, and quite serious.

Two weeks before the meeting all the employees were asked to submit a list of "problems" they found on the job. These problems - there were 197 of them - were collected into a mimeographed program and formed the agenda for the meeting.

They include such things as "better communication between puller, checker and loader" (#97) and "too much mud" (#99). The mud question seemed to be a particular concern. "This problem is so great there will be a committee set up to deal with it," Meadows said. (Continued on the next page)

Committee were also set up to examine the questions of fertilizing all plants automatically, a system for foremen to buy gas, whether the company should continue to take government work, and the whole issue of trucks.



The meeting was held in Meadows' office, which is marked by a sign on the carved wooden door that says "Farmer." Meadows is called "Farmer" "Farmer" and there are signs all over the nursery that announce such things as "Farmer Sez Don't Carry More Than Four Plants to Your Car." (Susan Whitmer makes the signs and has printed more than 10,000 of them).

To find Meadows' office, we went through the mud and gravel lot where the trees and shrubs are sold, up the stairs past the house-plants section and the employee lounge, and through the utilitarian cubicles used by the clerks, designers and executives.

Farmer's office is entirely carpeted in red plush, even the walls. One wall is covered with mirrors. There are banks of squishy white cushion sofas, and red chairs with chrome frames. On a shelf behind Farmer's desk is a row of glasses, each bearing a red letter, so that when properly aligned they spell out "F-A-R-M-E-R". (Continued on next page)



As the discussion went on secretary Tina Crawford took copious notes. All the suggestions and potential solutions will be given to the top executives (who by their dress, at least, were difficult to distinguish from the staff) and by March 1 everyone will have a list of assignments to correct the problems. Last year only five or 150 problems were not solved, Farmer said. The name of anyone who fails to carry out an assignment goes on a blacklist.

One fellow said he was "embarrassed" about the rocks the company was selling "They're ugly," he claimed.

"That must have been just load." Farmer responded, "I've always been proud of the rocks we have. They come from West Virginia (as does Meadows) with moss and with character."

Later the discussion became more philosophical. A designer complained that a foreman had been rude to a laborer on a job, and Farmer spoke at length on that subject. "Anyone who screams or shouts or uses profanity - that person is handling the situation wrong and going against company policy. I've never screamed at any employee . . . Now Ted, here, he came to work here from a warehouse, where the only way you could scream and shout. When he came here he did the same thing. Ted has been restrained - it took him five or six weeks, but now he doesn't scream."

It also came out that some of the executives have been "short" or "cuit" when talking to employees on the two-way radio. (Installing the radios, by the way, was the result of a previous company meeting.) "We have to be courteous with each other," Farmer said, "sometimes our office staff forgets that, including me." (Continued on the next page)

His philosophy of management is "guidance." not yelling, he said. "The lowest person on the totem pole should be treated with as much respect as a vice president."

After the meeting he took all 32 participants to lunch at a Chinese restaurant in Herndon.

"We like to party," he explained while driving to the restaurant in his Bill Blass Mark IV Continental. Last year he took 29 full-time employees on a five-day trip to Atlanta to attend a nursery association convention, and another year he took a group to the Caribbean for a few days. His wife, Betty, who was school librarian and then the firm's bookkeeper, describes her job now as "social director."

(Continued on the next page)



Eight years ago Farmer Meadows was teaching sex education in Fairfax county elementary schools, but he soon found that selling vegetables from the 11 roadside stands he developed was more profitable. He quite teaching, and during months in his house shooting pool and listening to rock music, he conceived his nursery project. He would open a discount nursery, he decided, save money by hiring teenagers as clerks, not guaranteeing plants and by advertising extensively and differently.

"Other nurseries were advertising things like a 'one-gallon' to two gallon' Japanese holly," he said, "I advertised a "two-foot holly." it makes more sense to people."

The success of the vegetable selling business allowed the Meadows to move six years ago from a \$135-a-month apartment in Falls Church to their custom designed home opposite what is now the nursery. Meadows, now 42, said he waited until he had enough money to pay cash for the house and all the furnishings; he didn't like the idea of having a mortgage.

Meadows taste for plush surroundings carries over to his house, which is also carpeted in red. It contains, as well, a room that is "wall to wall bed" for family television watching. He and his wife used to have a bed that swings, but he had it taken out because his daughter is now 16. "I realized my house was too sexy for my teen-age daughter," he said. (Continued on the next page)



Sometimes Meadows prefers to watch Redskins games on the television in his office, where he can keep an eye on the business. On top of the television is another television, a closed circuit terminal he had installed so that he could see if his employees are stealing.

"The biggest problem I've ever had is employees stealing money. Perhaps I've overreacted - that's from having a produce stand and 50 kids dealing out of a cigar box."

He also makes full-time employees take a polygraph test every three months. The first day the tests were taken, he said, seven employees quit and five others were caught in a lie.

"Nine times out of 10 people will steal," he said, adding that the polygraph tests showed that nearly everybody in the firm stole a Christmas tree.

After two years of these security measures, 95 per cent of employee theft has been eliminated, he said.

"You can be nice and kind and have a good attitude, but money is so important." Farmer said. "You can talk about these polygraph tests - but as long as they're paid adequately, they don't mind." Farmer will have given out \$40,000 in Christmas bonuses this year among his 70 employees (the staff swell to 150 full-timers during the spring and fall seasons.)

"I enjoy attention and have a great need for it." Farmer said. "I need to be No. 1. When I was a teacher, I was Teacher of the Year. When I was a coach, we won all the ball games. I started with one vegetable stand and ended up with 11. Now I want to be the largest nursery in the country."





**We wish you and your family a blessed and Merry Christmas. Thank you for your continued support of Meadows Farms Golf Course. We look forward to seeing you in 2018.**



# DECEMBER 2017

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2 Ryder Cup
3 Ryder Cup	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25 CHRISTMAS (CLOSED)	26	27	28	29	30

# JANUARY 2018

SUN	MON	TUE	WED	THU	FRI	SAT
31 New Years Eve Tourny	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			