



APRIL 2015

THE BUGLE

Announcing all that is happening at Continental

FROM THE PRESIDENT...

Welcome to Continental's Spring Season of 2015!

This year is going to be one of our best ever with many exciting things going on here at the club.

First of all we would like to thank Bobby Goitia for his years as Association Manager and hope he enjoys his well deserved retirement. We would also like to thank Gary Kerulis and John Gates of Jakes on the Green for several great years at the club. May all these gentlemen enjoy much success in their future endeavors.

We are also pleased to announce that Bobby Zweifel has accepted the position of Executive Director / General Manager. Bobby will oversee all of the operations at Continental Country Club. Bobby has been very involved with Continental throughout the years and has a passion for the club's success. His leadership and hospitality skills will take the club to the next level and his positive changes to the facility and staff are already apparent. As the General Manager of Wyndham Resorts in Flagstaff for the last 20 years, Bobby understands how to lead a team, employ excellent customer service and manage a busy facility. Bobby is also a proud CCC homeowner.

Krista Renning has taken on the position of Director of Marketing and Sales for CCC. Krista is a longtime resident of Flagstaff and homeowner in the CCC. Krista has a marketing degree from Northern Arizona University and continues to stay involved with NAU. Her enthusiastic energy, marketing skills and understanding of the community are all very helpful to the club's success. She has many years of experience in marketing and event planning in the tourism industry. Krista will also be assisting the new Oakmont and VENUE with events and weddings.

Our golf season is already off to a great start with beautiful weather on our opening day, which was on March 16th. Be sure to check out the pro-shop to find some great new products. Some of our most exciting news is the opening of our new restaurant, The Oakmont. Over the past 4 months, crews have worked tirelessly and their work has indeed paid off. We are beyond pleased with the final product and encourage you to enjoy the delicious menu and beautiful décor. The restaurant is now open for all to enjoy!

We are continuing to make improvements in other areas as well, including a beautiful new entrance and a new golf ball vending kiosk at the driving range. In addition, our new card system will be implemented by May and will make access to the amenities more secure and efficient. Please note that new cards will not be mailed out. New cards can be obtained at the front desk, once the new system is in place. Until then, please continue to use your 2014 cards.

With warmer weather here, there are many things the club has to offer: from Pickleball to fitness classes to the amenities at Bear Paw, it's all there for you, our Continental Members! Keep any eye out for next month's newsletter that will feature upcoming summer events! We are looking forward to a great golf and tourist season and to reaping the benefits of our improvements. Thank you for your patience will all of the work that has been going on throughout Continental Country Club! It is the members that make all of these wonderful things possible!

Bill Babb
*Continental Country Club
Board President*



GOLF



Happy Spring of 2015 to all! The Continental Golf Club is going through some amazing changes for the upcoming season. These changes started January 1st when the club contracted with OB Sports Golf Management Company. OB Sports has many properties they manage across the United States and Arizona. OB Sports currently manages Pinewood Country Club and Sedona Golf Resort, this proximity to our club has been beneficial to our pricing strategy for 2015.

The major changes are as follows; correct marketplace pricing for golf fees, reduction of labor costs associated with golf payroll through the purchase of a Driving Range ball dispenser, improved merchandise selection and profit in the Golf Shop through OB Sports Director of Merchandise, implementation and hiring of a PGA Director of Instruction as an Independent Contractor, Customer Service training, Switch to EZ Links software for Point of Sale systems as well as improved data capture for all players, change and upgrade to the Continental website, improved marketing for golf with the Continental Marketing Director and clear direction of a profitable golf concession!

The correct pricing structure for golf this year will be through the use of the "High Country Card." This OB sports golf discount card will be given to all Full HOA members for 2015. This High Country Card gives large discounts off the Retail Rate for Golf fees, allowing the Club to capture full retail green fees in peak season for guests as well as having our owners play at a reduced rate. This High Country Card will also have a travel privilege that will allow the Card Holder and three guests to play other OB Sports managed facilities at reduced rates. This card will become available in the early part of April.

Continental Country Club has repositioned its name in the Golf Market, the new name for our Golf portion of Continental Country Club will be Continental Golf Club. This name change is important to capture all players that are planning on playing golf in Northern Arizona and an important recommended change by our Golf Management company. OB Sports has also redesigned and updated our logo.

The Continental Golf Club Driving Range will be overhauled this year as well. Through the direction of OB Sports we have purchased a large capacity Driving Range Ball dispenser. This range ball dispenser will allow the Driving Range to be open for more hours this year and reduce driving range payroll. The addition of Eric J, Slack, PGA as our Director of Instruction will also increase business for the Driving Range. The club is currently working on programs that will discount range balls for the frequent range customer. The Driving Range will also have an improved appearance and new targets.

Golf Shop merchandise this season will be at the discretion of the OB Sports merchandiser who is in charge of all of OB Sports managed facilities. The merchandise mix will follow a customer demographic as well as top sellers for the season.

The Golf Shop will go through a complete overhaul for its point of sale systems and tee sheets. These recommended changes will allow for better data capture for our Homeowners, Guests and Visitors. The improved management of the Golf Data with the direction of OB Sports will be the key to our financial success for 2015 and beyond.

The last and most critical facet to the Golf Program this year is our Director of Marketing. Krista Renning is our new Director of Marketing and she is doing a fabulous job! The changes she has made and the effort she has put forth will put the Golf program to highest levels both in customer service and revenue. Thank you Krista!

I look forward to keeping you all updated on our exciting golf news in our monthly newsletters. Please come play golf with us soon and experience the new Continental Golf Club!

TENNIS

Spring is nearly here and it's time to get ready for tennis fun at CCC! Looking around you can't help but notice the many improvements and additions to the club. Tennis has not been ignored: the courts are in great shape, we have purchased a new ball machine for member use, and maintenance is happening on a regular basis. With such a happy state of affairs, the only thing we need...is you!

Following is a sampling of tennis fare available for you and your tennis family at CCC this spring and summer:

Leagues: **Women's cardio league – A fun group called "Ruffles & Racquets"** Tuesdays and Thursdays 4pm to 5 pm – Come get in shape and have fun with your girlfriends beginning May 5th through June 25th. Only \$125 for the class, plus \$19.99 for a Ruffle Uniform

Open Doubles League (drop-ins welcome) Mondays 5:30-7pm. Courts 5-8 All genders.

Leagues commence May 4th

Free Drop-in Doubles every Mon/Wed/Fri 9:00-11:00 am Courts 5-8. All genders.

Instruction: (begins June 1st.) Please call Coach Young with inquiries or to schedule private, semi-private or special request themed clinics at (928) 853-9939. I am available as of this writing for racquet restringing and customization, lessons or just to talk tennis, tennis conditioning and gear selection. Demo racquets available.

With the addition of The Oakmont restaurant we have the ability to cater your special tennis event court-side. Please contact Krista Renning, Director of Marketing for details at (928) 526-5125 ext. 203

Mondays 8:00 -8:30 am
FREE Adult introductory clinic – CCC Members & Wyndham Guests Only
8:30-9:00 am
FREE Kid's introductory clinic – CCC Members & Wyndham Guests Only

Tue/Wed/Thu 8:00-9:00 am
Adult Stroke of the Day: targeted, specific attention to every tennis stroke, one shot at a time, one day at a time. Intermediate to advanced players. If in doubt, just call and we'll chat.

Mon/Wed 9-10 am
Beginning Kid's Tennis ages 6-9
Soft balls and kid friendly sized racquets provided.

Tues/Thurs 9-10 a.m.
Beginner Kid's Tennis ages 10 and above
Basic introduction to the great sport of tennis with emphasis on fun and movement.

Mon/Wed 10-11 am.
Adult Beginning Tennis. As the saying goes, "if not now, when?" Come give the sport for a lifetime a chance and have some fun while getting in better shape!

Tues/Thurs 10-11 a.m.
Advanced Tennis Skill Building Clinic (3.5 NTRP and above) Open to adults and talented juniors 16 years of age and above. Exertion level: high.
Call Coach Brian if you've questions regarding this class being a good fit for you.

BY APPOINTMENT ONLY classes, clinics and specialty courses:

Private and semi-private lessons.

Family Introduction to tennis
Create a new and healthy family activity: learn together, have fun together! Minimum three family members. Call to schedule 928 853-9939

Sport specific strengthening and conditioning
Increase peak performance by adopting pre and post play stretching & strengthening routines geared to muscle demand patterns of our sport. (Hint: this class will prevent injuries. Remember: it's hard to get better if you're hurt).

Job Description for Doubles Players
Wouldn't it be nice to have a concrete sense of where you should be and what you should be doing for EACH of the four positions required when playing doubles? (server, returner of serve, server's partner, returner's partner). This clinic focuses concretely on two or three things you MUST be doing or attempting to do in order to maximize fun while increasing focused attention during doubles play. Two doubles teams required.

Fee structure
Clinics: \$25/hour \$20/hour for Members & Wyndham Guests

Women's Cardio League: \$125.00/month
\$115/month Members & Wyndham Guests
Open Doubles League: \$40/month; \$15.00 drop-in;
\$32/month, \$12.00 drop-in
Members & Wyndham Guests
Private lessons: \$55/hr \$50/hr
Members & Wyndham Guests
Semi-private lessons: (2 players) \$75.00/hour total
Semi-private lessons: (3-4 players) \$25/hr per each
*Tennis Memberships: Annual Member \$225 single,
\$300 Annual Family Members

Ask about multi lesson discounts for private and semi private lessons.

Video Analysis available, there is NO better way to fast-track your improvement than through video analysis. Call we can discuss.

SPA

The Diamond Point Spa would like welcome our new aesthetician Tracy! Tracy comes to us from both Scottsdale and the South Hamptons and offers a wide array of treatments including facials, chemical peels, eyebrow tinting, eyelash extensions, dermaplaning and more! She is available daily from 10am to 5pm and you can book your appointment by calling the front desk at Continental Country Club at (928) 526-5125. Additionally, watch for an email invitation to our first ever "Ladies Night Out!" We will be hosting a wine and cheese reception to welcome our new aesthetician Tracy. We will also hosting more "Ladies Nights" in the future so watch for our email invitations.

The Spa will also be hosting an open house on Saturday May 16th from 2pm to 5pm in celebration of our 1st year at the Continental Country Club. Enjoy a glass of wine while you are introduced to our exceptional Spa staff and enter a drawing to win a free facial or massage.

Coming soon!

*Pool side massage starting late May

*Monthly wellness seminars

*Ladies nights



PICKLEBALL

There's no getting around the fact that pickleball is popular! Our successful 2014 Drop-in Program has over 100 enthusiastic members who are part of the Continental/Wyndham Pickleball Association (CWPA).



FRONT DESK

Hello from the Continental Country Club Front Desk! We are also the Membership/Guest Services, and the check-in center for many of our CCC Amenities! Here is a list of a few things we are always happy to assist you with:

CCC Membership

- Membership ID's and Member Guest Passes
- Inquiries about various Memberships with CCC and their policies
- General inquiries about the Annual Lot Assessment
- Updating any information on your account with us (Mailing address, Email Address, Phone Number etc.)
- We also process Design Review Forms and make sure it is expedited to the ACC for review

Guest Services & Check in Desk for CCC Amenities

- Interested in playing Tennis, Pickleball, using the fitness room, or the pool at CCC or at Wyndham Resorts Bear Paw Recreation Center? Stop by the front desk! We will love to show you how to get started!
- Information about the hours of operation for all of our amenities, including golf and the driving range
- Information about any special events or activities at CCC

If there is anything we can not answer, rest assured that we will certainly direct you to the right person who can! So stop by the front desk! Say hi! We would love to hear from you! The Continental Country Club is here for you!

928.526.5125

frontdesk@continentalflagstaff.com

2380 N. Oakmont Dr.

Flagstaff, AZ

WEDDINGS & EVENTS

With the new Oakmont Restaurant becoming a part of the Continental Country Club and completely remodeling our restaurant space, we now have the perfect location for weddings and events. Having a wedding at the CCC was always hard because the reception would be held in the main dining room. When the community would come to eat in the dining room and it had a wedding reception taking place, the restaurant guests were not happy. The good news now is that the Oakmont Restaurant has created the new VENUE. This is a private function room that can accommodate up to 125 guests. The room is 1,500 square feet and is perfect for wedding receptions and events. We also have the PATIO outside the restaurant that can be sectioned off for private events up to 200 people. The PATIO has three new fire pits that are perfect for a fun party at night. The ceremony site on the golf course is also a perfect location for a beautiful wedding. Outdoor weddings are extremely popular and we have the ceremony space and reception area that make a perfect combination for a wedding. We also have the option of a big tent wedding which is also a very popular way to have a reception.

Get ready for a bunch of fun events at the CCC. The calendar of events will be full of fun parties and entertainment. You can look forward to member parties, karaoke nights, country dancing, big band night, trivia nights, murder mysteries, comedy shows, dueling pianos and much more. It is important we have your email so you can be on our email blasts for the latest and greatest event information.

Don't forget about holding your next golf tournament at Continental Golf Club. We are taking our tournaments to the next level by helping tournament coordinators with all the details, including food & beverage. If you have never organized a golf tournament, we can help. Tournaments are great fundraisers and so much fun.

Call or email me, Krista Renning, Director of Sales & Marketing to book your next event. (928) 526-5125 ext 203 or krenning@continentalflagstaff.com





GREEN THUMB AWARD

Despite the temperamental nature of Spring at 7,000 feet, it's never too early to begin planning for your spring garden tomorrow! We understand the planning, labor and love it takes to create a beautiful outdoor space and the Continental Country Club would like to recognize your efforts by introducing the Green Thumb Awards! The Green Thumb Award, originally established at the Continental Country Club in 1979, is an awards program that recognizes the extra effort put forth by homeowners to beautify our community, by creating an outstanding gardening and/or landscape environment on their property.

Beginning in April, we will choose the owner of one outstanding yard each month and they will receive a to-be-announced-prize and have a photo of their garden/landscape design featured in the Continental Country Club monthly newsletter and on our Website. Please know that you don't necessarily need a lush green lawn to win the Green Thumb Award. Criteria for the Green Thumb Award is based on creativity in the use of plants, grasses, and trees, native and non-native and other landscape materials. With current drought conditions persisting, xeriscaping techniques will be given hearty consideration.

Selection of the Green Thumb Award will be conducted by landscaping and gardening enthusiast Judi Barrett and our CC&R Compliance Monitor, Brian Young. Happy planning today and planting tomorrow!

Reminder: extensive changes to existing landscaping may require submission of a Design Review Form.

RESTAURANT

The Oakmont is the ideal place to grab a coffee with friends, an afternoon business lunch, dinner with the family, happy hour cocktails on the scenic patio, or host your own private event in our private dining room. The menu combines the very best simple yet hearty dishes ranging from salads to handmade sandwiches, and truly great steak and seafood. Mid Century Modern influences perfectly collide in this open dining space bursting with energy, and warm accents throughout. Just steps away, a sports themed bar will offer an inside outside feel including scratch made dishes and several local beers on tap.

Think of it as an extension of your own home or office, where you can go with ease or sit back and take in the views. In this spirit we have created The Oakmont - A great neighborhood restaurant. We are open for business April 1, 2015! Thank you to all the members who have been patient with our remodel. Please come see us at the Oakmont soon... and bring your friends!

HOURS OF OPERATION *(Kitchen closes at 10 PM)*

OAK Bar	Sun - Thurs	8 AM - 11 PM
	Fri - Sat	8 AM - Midnight

Oakmont Restaurant	Mon - Fri	11 AM - 10 PM
	Sat - Sun	8 AM - 10 PM

Sundays will feature a delicious brunch starting on Mother's Day

The VENUE Available for private functions up to 125 guests

The PATIO Available for private functions up to 200 guests

COMPLIANCE CORNER

Not everyone is fortunate enough to own a home within our HOA. Properties within the Continental Country Club are beautiful! Landscaping is well thought out and gracious, paint colors are appealing. Curb appeal is intact throughout the CCC community. Continental Country Club HOA aims to protect the beauty of your neighborhood and the value of your property everyday by way of the CC&R's. The CC&R's are a set of Architectural Standards that every property within the Continental Country Club must adhere to. It assures that everyone does their part and puts as much love & effort into their property as you do! Adherence to the CC&R's by property owners like you is what truly protects the integrity of your property and your neighborhood.

At times, at bit of a "nudge" is necessary to remind owners of the need to maintain the goal of excellence throughout the Continental Country Club neighborhood. The initial "nudge," or Friendly Reminder, is almost always sufficient to the task of gaining renewed compliance to CC&R standards. Please know that receiving a Friendly Reminder letter IS just that: a reminder. And we'd like to think it's friendly! It's a simple reminder and it's an invitation to open the lines of communication with your HOA. If you have questions or concerns, we welcome your phone call or email.

Remember, we are ultimately here For You, By You and With You!

Curious to know what the six most common infractions during this time of year are?

- 1 Accumulation of items in view (ladders, buckets, bulk trash)
- 2 Parking. Vehicles that are parked in an area that has not been pre-approved by the HOA.
- 3 Weeds, general deterioration of landscaping (weed cloth exposed, erosion)
- 4 Pine needle build-up on roof and/or on ground (fire hazard).
- 5 Modification to the exterior of property without first submitting a Design Review Form to the Architectural Control Committee for approval.
- 6 RV's, trailers (including construction trailers), ATV's parked beyond allowable grace period.

As always, we thank you for all so much for all of the time and energy you spend on your property to make sure it is maintained at and even above the standards of the CCC HOA! We understand that sometimes, it surely can be a Labor of Love!

	Actual	Budget	Prior Year	Increase/Decrease Over Prior Year
REVENUES				
Membership Income	\$1,208,178	\$1,161,232	\$1,194,746	1.1%
Golf Income	\$821,800	\$1,168,403	\$909,622	-9.7%
Other Income	\$16,222	\$18,020	\$49,638	-67.3%
TOTAL REVENUES	\$2,046,200	\$2,347,655	\$2,154,006	-5.0%
EXPENSES				
Employee Compensation & Benefits	\$394,043	\$432,515	\$447,706	-12.0%
Utilities	\$150,202	\$171,555	\$158,169	-5.0%
FGMC Expenses	\$476,155	\$507,078	\$504,389	-5.6%
Golf Course Water	\$70,564	\$80,850	\$79,551	-11.3%
Maintenance Service & Materials	\$187,568	\$168,733	\$190,964	-1.8%
Lake Elaine	\$141,986	\$183,019	\$169,382	-16.2%
Walnut Canyon Lakes Park	\$57,901	\$45,534	\$60,718	-4.6%
Depreciation & Amortization	\$196,362	\$253,944	\$244,299	-19.6%
All Other Costs	\$323,473	\$338,030	\$355,442	-9.0%
TOTAL EXPENSES	\$199,8254	\$2,181,258	\$2,210,620	-9.6%
EARNINGS BEFORE INTEREST & TAXES	\$47,946	\$166,397	\$(56,614)	-184.7%
Interest Expense	\$83,993	\$86,400	\$88,100	-4.7%
PRE-TAX INCOME/(LOSS)	\$(36,047)	\$79,997	\$(144,714)	-75.1%

CALENDAR OF EVENTS

APRIL

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 April Fool's Day 5:30 - 7:30 PM Yoga	2 9:00 - 10:00 AM Yamina Body Rolling	3 Passover Begins	4 8:00 - 9:00 AM Yoga 8:30 AM Funny Bunny Breakfast
5 Easter Sunday	6 6:00 - 7:00 PM Tai Chi	7	8 5:30 - 7:30 PM Yoga	9 9:00 - 10:00 AM Yamina Body Rolling	10	11 8:00 - 9:00 AM Yoga
12	13 6:00 - 7:00 PM Tai Chi Throughout Day Bulky Trash Pickup	14	15 5:30 - 7:30 PM Yoga	16 9:00 - 10:00 AM Yamina Body Rolling	17	18 8:00 - 9:00 AM Yoga
19	20 6:00 - 7:00 PM Tai Chi	21	22 5:30 - 7:30 PM Yoga	23 9:00 - 10:00 AM Yamina Body Rolling	24	25 8:00 - 9:00 AM Yoga
26	27 6:00 - 7:00 PM Tai Chi	28	29 5:30 - 7:30 PM Yoga	30 9:00 - 10:00 AM Yamina Body Rolling		