



RIVER HILLS

SEPTEMBER 2020

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 **TheCurrent**
MEMBER NEWSLETTER

SEPTEMBER

Tuesday 1 Lunch 11A - 3P	Saturday 12 Lunch 11A - 3P Kid's Movie & Chill 3P	Wednesday 23 golf ER Wild Wings
Wednesday 2 Wild Wings	Sunday 13 Breakfast 10A - 1P Lunch 11A - 3P	Thursday 24 ABCD Men's Rumble Kids Eat Free
Thursday 3 ABCD Men's Rumble Kids Eat Free	Monday 14 Clubhouse Closed	Friday 25 Tennis Social Live Entertainment
Friday 4 Prime Rib Night Live Entertainment	Tuesday 15 Lunch 11A - 3P	Saturday 26 Member Appreciation Day TBD—Stay Tuned
Saturday 5 Event / Clubhouse closes 3P Lunch 11 - 3	Wednesday 16 Get in the Loop Wild Wing Night	Sunday 27 Member Appreciation Day TBD — Stay Tuned
Sunday 6 Breakfast 10A - 1P Lunch 11A - 3P	Thursday 17 ABCD Men's Rumble Kids Eat Free	Monday 28 Clubhouse Closed
Monday 7 Labor Day Golf & Pool	Friday 18 Prime Rib Night Live Entertainment	Tuesday 29 New Member Mixer — via <i>email invitation</i>
Tuesday 8 Clubhouse Closed	Saturday 19 US Open Partner Golf Lunch 11A - 3P Village Trivia 6P - 9P	Wednesday 30 Get in the Loop Wild Wing Night
Wednesday 9 golf ER Wild Wing Night	Sunday 20 Breakfast 10A - 1P Lunch 11A - 3P	SAWGRASS GRILL Mondays Closed Tuesdays 11 - 4 Wednesdays 11 - 8 Thursdays 11 - 8 Fridays 11 - 10 Saturdays 11 - 4 Sundays 11 - 4 Kitchen closes one hour before closing time. Times may be modified without prior notice
Thursday 10 NFL Men's Rumble Night Kids Eat Free	Monday 21 Clubhouse Closed	
Friday 11 Prime Rib Night Couples Golf Live Entertainment	Tuesday 22 Surf N Turf Lunch 11A - 3P	

upfront

On September 16, 2019 the HOA became the owner of the amenities. And just like that, a new reality of truths emerged that would very soon and inevitably be turned onto their heads.

This vision and the new associated missions have resulted in RH once again climbing to the top at the club level and within the overall community despite the massive hurdles we have faced.

Where has time gone? What happened this past year? At times it seems like a blur while at other times it seemed time stood still. Throughout the past 10 months (October through August) we have used words like "patience", "change", "relevancy", "vision" and "differentiation".

All of those words have to do with the culture we are nurturing for you and the one that you are building.

In the summer of 2019; the HOA made a bold decision to buy the club. This was only after the resident's voted at a positivity rate so high that many communities have contacted the Board to find out more information on the processes to protect their home values and add to the quality lifestyle of living in one of Tampa's best communities.



I don't know how everyone else feels, but the last six months have felt like an episode of "The Twilight Zone".

Sometimes truth can be stranger than fiction; or, was it the other way around?

For those that don't know or remember this TV show of the 60's and 70's; it was about how sometimes truth can be stranger than fiction; or, was it the other way around?

September 2019 Episode
"Imagine if you will" that an international disease of epic proportions invaded the world that affected every aspect of your life.

Early in the pandemic, one of the younger staff said to me "I've never seen anything like this!". I had to chuckle at the thought they might believe any of us had endured anything like this.

Has the virus created some roadblocks for us?

Sure it has, much like it caused challenges to all that are reading this.

The club's inability to host weddings and golf outings dried up overnight and took hundreds of thousands in revenues with them. These events are starting to return but very slowly. Eventually, they will return and do so with vigor since we can say with confidence, we have the finest amenities in this area on one piece of property.

September brings us our first birthday since the purchase and despite the confusion in the world today; we are going to celebrate!

The amenity has made strides at a rate and in a fashion that now and once again places us near the forefront in clubs in the market. What does that mean to you? It means that you will soon be asked to provide input about many particulars of the club in a survey. This will be a very important step towards a common truth that we all want the "best in class" amenities and services to grow, stabilize and flourish.

"Imagine if you will" a club and a community that you helped build.

Could there be truth in that or is that fiction? That's up to you.

upriver coming events

Labor Day Tournament

8:30 Shotgun — Must have a handicap to play. All Members and guests invited.

MON

golfer

Every other Wednesday.
Free golf clinics with the golf
doctors. 5:00 - 6:00

WED

Village Trivia Night

Two more Village Trivia Nights before the championship in November — check this issue to see what villages are next!

SAT

Tennis Social

Grab your racket and come over to play no matter your skill level then go from the Court to the Clubhouse for food, fun & fellowship. Starts at 6PM

FRI

NFL Rumble Night

It's Opening Night! Play golf, eat some food, have a few drinks! KC Vs. HOUSTON

WED

Kids Movie & Chill

It's the Kid Version of "Netflix & Chill"! Bring the kids over at 3PM for a movie & chill time. \$7++ includes Kids Meals & snacks.

SAT

US Open Partner Event

Pair up with a player that makes the cut in the US Open at Winged Foot GC. Your score plus their scores.

SAT

Appreciation Days

We have ideas on the event but need to wait a little so we know what rules exist or get changed by the dates — **STAY TUNED!**

SAT-SUN

Couples Golf

5:00 Shotgun Start, 9-holes
with dinner following play

FRI

GET IN THE LOOP

Gather the Gals for wine, free clinic and 4 holes. Beginners welcome. Great way to meet other golf gals! 5P Start

WED

Surf N Turf

Grab a shovel night. Volunteer a few hours and be thanked with a dinner and beverages!

TUE

New Member Meet & Greet

New Members that joined since August 15 are invited for a casual Meet & Greet with staff—look for your Email invite before the event.

TUE



Working from home? Kids really hungry? Don't want to cook?

Call 653-1554 / Ext 225

Lunch is available Tuesday - Sunday

Dinner is available Thursday - Friday

Menus are on the website and on the River Hills Country Club APP. Hard copies are also available for you to take home. ***Life is too short for average food.***

homebase

Margie Martin Membership Director



THROUGH THE REAR VIEW MIRROR

"We are River Hills!". Let's take a brief look at our first year as the NEW RIVER HILLS!

- **Over \$1.6M in superb improvements to the amenity**
 - * Renovated clubhouse
 - * New furniture & artwork
 - * New tennis court clay
 - * Repaved parking lot
 - * Extensive landscaping
 - * New pump systems
 - * Kitchen improvements
 - * New tee line on range
 - * Best range around
 - * Addition of The Suites
 - * Sports House upgrades
 - * New pool fence
 - * New security systems
- Heralded dining
- Vastly elevated course conditions & satisfaction
- Increase in annualized dues line
- Extensive and regular communication with the Membership

THE TAMPA CLUB PARTNERSHIP

Effective in September, we have formed a new alliance with a prestigious partner — THE TAMPA CLUB.

What does this mean for you as a Member of River Hills?

- Dining opportunities in the Bank of America building downtown with spectacular vistas of Tampa Bay and all of Tampa.
- Opportunities to participate in activities that surround the Lightning and Bucs in addition to Gasparilla.
- Seasonal parties, gatherings and festivities.
- Ability to bring a guest and visit for lunch or dinner when downtown.
- Varietal music such as jazz, Blues and other genre events.
- Added value to being a Member!
- Close to all the great sites and culture of downtown.
- Just blocks from the water taxi.
- Gasparilla parking access
- SEE TAMPA CLUB PAGE

MEMBER APPRECIATION & CELEBRATION DAYS

It's been quite a year since last September! It's time to really celebrate and appreciate the membership of your club!

Your support over the past year deserves recognition.

The weekend of September 26 to 27 (Sat - Sun) will bring some special events.....we hope!

We are not ready to announce these because the world changes almost every day. Much of our abilities will be based on Governor's Orders or Hillsborough County updates.

Suffice it to say, we will attempt at every level to bring some opportunities to celebrate our first birthday as the NEW River Hills! Regardless, there are many chances to come over and visit, get active and meet your neighbors!

We value and appreciate your support — YOU make our club a better place!

Margie Martin Membership Director

homebase

WE  OUR
MEMBERS

MEMBER APPRECIATION DAYS

TWO DAYS OF CELEBRATING OUR FIRST YEAR!

September 26 - 27

pipeline

to the future

october

NFL SUNDAY AFTERNOON BOGO APPS

OKTOBERFEST BEER TASTING NIGHT

SCOTCH & STEAK

VILLAGE TRIVIA NIGHT

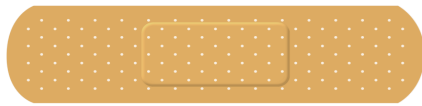
KIDS MOVIE NIGHT & HAYRIDE

GOLF - LADIES MEMBER GUEST

tothetee

Eric Pacana PGA Head Professional

September starts cooling off from the dog days of summer. Nights start to get a little cooler and some of the humidity starts to drop a little too. You will notice that days are already starting to get a little shorter. Please note the change in the Golf Shop hours for this month. It will not be very long before we start thinking about the time change on 11/1/20. There are many events and clinics this month, so mark them on your calendar along with all the great stuff happening this celebration month.



Golf**ER**

5P-6P

WEDNESDAYS SEP 9 & 23
FREE GOLF WALK IN CLINICS

We want to see beginners, avids and kids! This is a free golf clinic for ALL MEMBERS. The Doctors will offer free clinical advice to cure your ails or fears!



US OPEN

SEP 17 - 20

Optional Events

US Open Pool

Sign up in the Golf Shop before 9.17.20. \$10 entry. All Members eligible to win Golf Shop or F&B Credit. Winner takes all.

US Open Day SAT, SEP 19

Dave and his crew will set up the course with faster greens, tough pins and higher rough. Your net score will be paired with a score of an Open player that makes the cut. Your score plus the player's third and fourth rounds will result in a 54 hole score. Net double bogey is highest score by you allowable on any hole to speed play.



ONLY \$20 PER

GET IN THE LOOP 5P

WEDNESDAYS SEP 16 & 30
LADIES FUN GOLF NIGHT- JUST TRY!

What's better than a short clinic, a few glasses of wine and playing just 4 holes for fun? We want beginners! You'll be paired with other ladies that started the same way



COUPLES TWILIGHT 5P

FRIDAY SEP 11
ALL MEMBERS WELCOMED

Enjoy friends and buddies for 9 holes and then relax with a Prime Rib dinner after play.

GOLF MEMBER COUPLES \$ 45

OTHER MEMBERS \$ 55

Applicable golf car fees not included



LABOR DAY SHOTGUN

MONDAY SEP 7 8:30 START

Choose your own foursome. This is a Net event so you will need a handicap. Guest are welcomed! Includes lunch.

GOLF MEMBERS \$25

OTHER MEMBERS/GUESTS \$40

Applicable golf fees are not included

tothetee

Eric Pacana PGA Head Professional



LET'S
GET
READY
TO

RUMBLE

MENS ABCD SHAMBLE EVERY THURSDAY

5:15 SHOTGUN

5:00 REGISTRATION DEADLINE

Come and play! Meet other guys around the club. Play, eat and have a few drinks. These events are the perfect opportunity for you to bring guests and make new acquaintances

EVENT FEES

Golf Members	\$20
GPS/Non-Golf/Guest	\$40

\$10 of entry must be paid in cash for games. Entry includes games, food and all fees. Guests may play a maximum of 2 Rumble Nights.

NFL RUMBLE NIGHT THURSDAY, SEP 10

8:30 Chiefs vs. Texans

Stay after play until the game reaches halftime and watch the season open.

In the tradition of Kansas City and Houston, we will serve the Shamble players smoked ribs!*

NOTE: *Entry Fee on NFL Night will be \$5 more per player

DRIVING RANGE ANNOUNCEMENT

Starting Tuesday, September 8 — Grass tee will close Tuesday thru Friday at 2PM

Only Staff Instructors will have access to the teaching area grass tee.

Range balls will be available until 5:30PM when Golf Shop closes.

This is in preparation to allow the grass tee to re-establish itself more easily before the winter season comes in addition to the increased activity of school play.

This is one of the reasons the artificial tee line was constructed this year.

tothetee

Eric Pacana PGA Head Professional

River Hills CC



2020 EST 1989

MEMBER GUEST

THE **FLAMINGO** LADIES 2020 MEMBER-GUEST OCTOBER 24 SATURDAY

- Full Golf Members are invited to play and bring one to three guests to play
- Format - Net Scramble
- Breakfast
- 9:00 Shotgun
- Luncheon
- Favors
- Prizes
- Games
- Guests must have a handicap
- Entry Fee \$75 Per Player
Includes all fees, charges,
Service charges and taxes

PLEASE NOTE: The Member-Guest events for Golf Members are the premier and showcase tournaments at all clubs. Our events will be of the very highest caliber and value. The Men's Member-Guest will close the entire golf course, practice facilities and clubhouse (fitness remains open). There will be no lunch/dinner services available Thursday - Saturday.

Limited reciprocal start times at other facilities will be available for Full Golf Members only. GPS Members and guests are not eligible for considerations.

THE **STATESMAN** MEN'S 2020 MEMBER-GUEST NOVEMBER 5 - 7 THURSDAY - SATURDAY

- Full Golf Members are invited to play and bring one guest
- Format - Flighted/Five 9 hole matches of best ball net/point system
- Thu - practice round/games
- Fri - 27 holes (3 matches) plus Couples Cocktail Evening
- Sat - 18 holes (2 matches)
- Sat - Spouse luncheon
- Shootout (Sat)
- Two breakfasts (Fri-Sat)
- Two lunches (Fri-Sat)
- Two receptions (Thu-Fri)
- Favor packages
- Golf Shop credit & prizes
- Putting Contest (Thu)
- Par 3 Shootout (Thu)
- Guests may be any other player other than a full Golf Member. Other Member categories are eligible to play as Guests (Tennis, Social, GPS)
- Guests must have verifiable handicap with qualified approval of the World Handicap System (Golf Association System)

to the tee

Eric Pacana PGA Head Professional

GOLF SHOP HOURS

MONDAY

TUESDAY - SUNDAY

CLOSED

7A - 5:30P



END OF SUMMER GOLF SHOP SALE

Men - Buy any shirt*, shorts or hat at 20% off and get the 2nd at 50% off. Special sale on ladies goods! BOGO ladies apparel*. All discounts on retail. Under Armor not included.

Where did summer go? The golf staff was very pleased with the number of kids we met and taught this summer! All of our camps were very well attended and we think next summer will be even bigger!

Talking about kids, the club will be hosting high school golfers this year. You may say, that's not new but it is because we made a commitment to support the **golfers of tomorrow** by hosting both Durant and Plant City High Schools this year (as well as a few from Bloomingdale). Suffice to say, these kids had no other course or practice facility to utilize in the area. These athletes will be at the range, practice green and on the course in the afternoons. We want to be good stewards of the game and believe support of our local young golfers is key to the continued growth of the game!

Steve Rintoul PGA Tour Rules Official

inside the ropes



Steve is out and about again! In September. Look for him at the USGA US Open being held at Winged Foot GC up in New York. The 2020 schedule is a bit different this year as this event is typically held in June. Winged Foot has hosted numerous national championships through the decades.

In November, Steve will be at Augusta National Golf Club for The Masters. After it's postponement in April, this event is the only Major contested on the same course each year. So many avid golfers are aware of the excitement in the game when "the back nine starts" on Sunday.

Look for Steve as many rulings are made at this events!

Ben Clark Executive Chef

orderup



Do you have a wine that we do not stock? Bring over your favorite and enjoy it here for a reasonable corkage fee of \$10. This option is not available for liquor or beers. Wines bought by the bottle here at the club may also be taken home if not fully consumed.

IN A PERFECT WORLD

In a perfect world of food & beverage, the club would offer the very finest and widest selection of every kind of meats, fish, breads, cheese, wine and liquors on a menu. **Suffice it to say; that is simply not realistic.**

Take for instance the prices of beef products that you buy at the store. One might think that because we order thousands of dollars in meats per month that we would get a big discount. This unfortunately is not true. Suppliers deliver the food and do not request payment for those goods for 30 days. Both of these have added costs that you don't pay at home that we absorb in the cost. We can buy frozen meats cheaper, but we do not do that in the vast majority of purchases. Our freezers hold about 10 home freezers in capacity. **We prefer fresh all the time.**

In the restaurant business, the COGS (cost of goods sold) for food can range from 20% to 60% of the retail price. Many public chain and individually owned restaurants have an absolute need to be in the 20-25% range or they simply go out of business very quick.

The gross margin of profit that remains after subtracting is gross profit. What you end up with after other expenses dictates the realities of service and venue provision. Our COGS range in the mid to upper percentages. Therefore our gross profit is reduced. Some items have low COGS while some have higher.

High retail items have higher COGS while some lower priced items have lower COGS to plan on the lower item counts of higher priced goods. We do this because the cost of some goods is so high, our retail prices would escalate dramatically and eliminate that item because it simply would not sell and create huge amounts of waste. If we purchased USDA Prime and Wagyu Beef; our retails would skyrocket on many items and essentially price ourselves out of our market.

The gross profit must pay for all payroll, taxes and benefits first. Then you need what's left to pay for all expenses. Extremely high volume or very high gross margins are needed to create a profit.

With a limited market (Members); our desire for perfection and abilities to offer the very best of everything does not fit the design required for very high volume or very high gross margin as both are dictated by supply and demand factors. A happy medium must be sought to fit somewhere between McDonalds (massive volume and lower prices) and Ruth's Chris Steakhouses (lower volume and high prices).

Where is the sweet spot in a realistic world of demand, supply and costs at a club? Where do quality of goods and retail prices meet on a graph? Our goal is to offer quality at a reasonable expectation and price. Then we add in the elements and abilities of a trained and enthusiastic team. We also calculate what the plant can truly offer. Can we be "the" everything to everyone in a perfect world?

Iggy Molina

USPTA Professional

matchpoint

Tennis Social

Friday, Sep 25
6 - 8P

Register in the Tennis Shop

\$10 Member

\$15 Non-Tennis/Guest

greenspace

Dave Patterson GCSAA Superintendent

Surf & Turf



TUESDAY, SEPTEMBER 22 5P - 7:30P
FREE FOOD FOLLOWS!

PUT YOUR GLOVES ON FOR A LITTLE LANDSCAPING!

Our plan is to remove the Fakahatchee Grasses near the putting green to hole 14 to beautify the left side penalty area. These grass stands will be cut in half and placed out on the hole in addition to possibly some other locations TBD.

Additionally, there are some bushes at the pool area that will need to be removed and replanted behind the clubhouse between the two staircases on the back open air patio areas.

What's needed? Gloves, shovels and an appetite for some food & beverages after the project.

FALL / WINTER 2020 - 2021
DETAIL TIME

What do these seasons bring to a golf maintenance team? With the grasses going into dormancy in late October/early November, the amount of time needed to cut grass goes down. This follows the most active 6 months of a team just trying to keep up. Rains came late this summer. That helped weeds grow.

The winter season is one where we can now get into the outskirts of the hole boundaries along other properties, repair summer high use equipment and get ready for spring 2021.

Thanks to all that stop us and thank us for our efforts over the past year. We are well on our way to having the course at premium conditions over the next 12 months. This is the plan and so far its working.

thehouse

Shane Turi House Manager

WEDNESDAYS

WILD WINGS
75 CENT WINGS
ALL DAY LONG

Whether it's lunch or dinner, wings are always good! With a variety of sauces, you can order different options for all the family and enjoy here at the club or take it home. It's good homework food too!

THURSDAYS

KIDS EAT FREE
DINE IN / TAKE OUT
ALL DAY LONG

Order any regular entrée and get one Kids Meal for Free. If Mom and Dad eat; two kids eat for free. Kids can color a page and enter a contest to win a gift from the club. The winners are blind draw so any age can win!

FRIDAYS

PRIME RIB NIGHT
\$17.95
4:30 - 8
Live Music 5 - 9

Order a 10 oz Prime Rib and you get a choice of a baked potato or fries (regular or sweet). Add a Salad and you've got a dinner that is a great value especially when you consider Happy Hour pricing all night!

SAWGRASS GRILL SEPTEMBER 2020

Kitchen Bar

Monday	Closed	
Tuesday	11-3	11-4
Wednesday	11-7	11-8
Thursday	11-7	11-8
Friday	11-9	11-10
Saturday	11-3	11-4
Sunday	11-3	11-4

Operations may alter hours based on lack or increased activity without notice. Take-out Dinner must be ordered no later than 7PM.

DON'T FORGET ABOUT OUR LUNCH SPECIALS! If you order a regular entrée, you get a BO-GO appetizer!



We've been gathering info, statistics, vendor opinions, market fluctuations and the seasonality factors of cuisine choices for the fall. Since opening last year, we have changed the menu every 3 months. Some of your favorites may not have made the cut. Special requests are welcomed and if we have the goods - you got it! We want feedback on the new menu items. The only way to do that is for our membership to try it.

[CLICK HERE for NEW MENU](#)



BREAKFAST SUN 10A - 2P

Come over for a very leisurely breakfast with a variety of selections that will satisfy almost every breakfast lover!



VILLAGE TRIVIA SAT SEP 19

Gather your Trivia Teams...
WATER OAK • OSPREY COVE
EAGLES LANDING

tampaclub



We have been working on a partnership that will benefit all Members if they so choose to utilize this awesome perk of being a member at River Hills Country Club.

Effective September 8; you may enjoy dining and active participation in special events at the Tampa Club. Located high in the Bank of America building; the Tampa Club dining rooms overlook the Tampa skyline and bay. It's a great place to go for lunch or dinner. Visit there and you can get reduced fees in a secured parking lot (authorization after visiting required). To use this perk, advance reservations are required for membership verification and payment is required at time of visit. ID may be required upon arrival.

Phone 813.229.6028 or rsvp@thetampaclub.com for reservations
www.thetampaclub.com will have the calendar

We are working on more partnerships to increase the value of belonging to RHCC.

poolbook

Splish, Splash...

- The pools can be used by Members everyday from 6A - 8P
- During the school year, the swim team practices every morning except on Sundays. After school they practice Mondays - Fridays.
- Access cards will be required for entry starting on September 8 (Tuesday)
- The TBAC swim team owns the pool heaters and pay for all utilities.
- The swim team pays the club for use / \$45 per day / 365 days a year
- TBAC is one of the TOP 100 club teams in the USA
- Many kids that live in River Hills are on the team
- There is a dedicated lane ready for Member swimming during practices
- Pool use by Members to date is exceptionally low



MAIN PHONE 813-653-1554

3943 New River Hills Parkway

Valrico, FL 33596 813-653-1554

OFFICE HOURS

- Mondays Closed
- Tuesday - Saturday 9A - 5P
- Sunday Closed

Membership Director X 232

Tuesday - Saturday

Golf Shop X 223

Tuesday - Sunday 7A - 5:30P

Accounting X 233

Monday - Friday

Food & Beverage X 312

Tuesday - Sunday

Sawgrass Grill X 225

Tuesday - Sunday

Tennis Shop X 237

Daily

General Manager X 228

Monday - Saturday

BOB SWEZEY

General Manager

bswezey@riverhillscountryclub.com

MARGIE MARTIN

Membership & Marketing Director

mmartin@riverhillscountryclub.com

ERIC PACANA

PGA Head Golf Professional

epacana@riverhillscountryclub.com

DAVE PATTERSON

GCSAA Superintendent

dpatterson@riverhillscountryclub.com

IGGY MOLINA

USPTA Tennis Professional

imolina@riverhillscountryclub.com

SHANE TURI

House Manager / F&B Sales

sturi@riverhillscountryclub.com

BENJAMIN CLARK

Executive Chef

bclark@riverhillscountryclub.com

JACOB CLINE

Accounting

jcline@riverhillscountryclub.com

