

HAPPY NEW YEAR!

January 2015
Newsletter

DAKOTA DUNES COUNTRY CLUB

960 S Dakota Dunes Blvd ~ Dakota Dunes, SD 57049 ~ p (605) 232-3000 f (605) 232- 3084
www.dakotadunescountryclub.com ~ facebook.com/dakotadunescountryclub

NEW COMMITTEE

The Board of Managers along with management have received a lot of great feedback and ideas from members this past year. As usage throughout the Club increases, we all take notice at ways we can improve the facilities. With over 1100 members, adults and children, we can all imagine the variety of wants and needs for the Club. To be effective and efficient in the future planning of DDCC, the Board of Managers will be forming a new committee to address the future plans and projects—the Strategic Planning Committee. This committee will review required projects, new project ideas and the funding and scheduling of projects for the short and long term benefit of the Club.

The Strategic Planning Committee will meet mid-January for the first time. We are looking for 5-6 interested members to join this committee; all types of memberships are able to join. If you are interested in this committee, please contact Jessica at (605) 232-3000 or by email.

You MADE A DIFFERENCE!



Thank you to all who helped make the Angel Tree at the Club so successful. We brought in a second round of tags this year due to the first 50 going so quickly!

Welcome
NEW MEMBERS

Russell & Jami Wermers

with children Cari, Evan, Nick, Alex and Nick



RON BOND
Club President

Here's to hoping that your holiday season has been joyous and memorable! As 2014 winds down the following facts and figures should be shared so the membership can see what your Club did this year:

- Rounds of golf played at DDCC increased by over 4,000 (33%) from 2013.
- The course hosted a total of 20 non-member golf outings which provide additional revenue.
- Golf Event participation showed another strong year with an extended field for Invitational and Men's League.
- Renovation to the patio was completed adding a unique feature to our Club that is not equaled anywhere in the area. The member response and utilization has been incredible.
- The number of fitness classes was increased and the scheduled days & times expanded.
- Membership numbers increased in 2014 by about 9%.
- The course opened to a full 18 holes. The Palmer redesigned 17th and 18th complement the existing layout. Remediation of the various ponds on the course is complete and has returned the vistas to the original design.
- Last, but definitely not least, service has been a struggle all year as we transitioned through several food and beverage managers. Adding to the scenario was the difficulty with staffing due to low unemployment in the area.

All things considered 2014 was a productive and successful year for your Club. In 2015, the focus will be on service, service, service and improved quality across the board. Expect expanded activities, live music on the patio and new offerings. We need to strengthen the membership base and welcome new members. Watch for the announcements as club management finalizes plans for 2015. I am sure that the membership won't be disappointed.

See you at the Club!

DON'T LET...

BACK PAIN KNEE PAIN
SHOULDER PAIN HIP PAIN

BLOCK YOUR
NEW YEAR'S RESOLUTION



KRUSE CHIROPRACTIC

330 Dakota Dunes Blvd, Ste 300
Dakota Dunes, SD 57049
(605) 217-2100
krusechiropracticdakotadunes.com



Winter Poker League

Tuesday Nights at 7:00pm
in the Palmer Lounge.
First hand is dealt on January 13th.
The game is Texas Hold 'em.

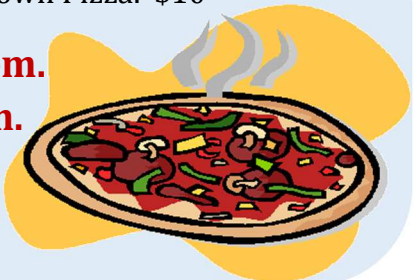
Call Rick for more information
and to get signed up!

Pizza Time

Saturday, January 17 at 12:00pm

Kids bring your parents to the Dining Room
and make your own Pizza. \$10

You make 'em.
We bake 'em.



Valentine's Day

Saturday, February 14th

Make plans to spend the night
with your loved one at your Club!

A special menu is being planned &
activities for the kids will be available.

More details to follow.

In the meantime,
mark your calendars!

MIKE RASHID

Food and Beverage Manager

Many thanks to everyone for such a warm welcome. I've been at the Club now for one month and have enjoyed meeting many friendly faces. For those of you who do not know me, I am a native of Sioux City, Iowa; a graduate of Heelan High School. I've spent a large portion of my professional life in the food and beverage industry working at the Sioux City Convention Center, City of Sioux City, Marina Inn and most recently Eldon's where I had the pleasure of meeting many DDCC members. When I'm not working, I enjoy playing golf, basketball and, in previous years, coaching.

I am enthusiastic coming to the Club as it is an excellent fit for my work style with the strong emphasis on personalized service. I know there are challenges and understand frustrations are running high for the membership. I'm not here to sugarcoat our current service levels. What I am here to do is fix those levels and progress this country club to the place we all want.

I am going to ask each of you for help. I need you to tell me the good, the bad, the ugly. Don't hide a bad experience from me. Pull me aside, call me to your table, shoot me an email. Whatever is easiest for you, but please explain it to me, so I can use it as a training tool. This is completely necessary to move forward in improving your Club.

You will begin to see changes as we enter 2015. With a month of observations and slight changes under my belt, I'm ready to get the ball rolling, changing procedures that will improve timeliness and service.

I'm excited for the summer season and opening up the patio. I have goals to make that area the "warm weather showcase" and most exciting part of building. In the meantime, I look forward to getting to know each of you and seeing how we can better your membership experience.

Psst! Did You Hear?
WE GET TO PLAY ALL DAY!



We now offer kennel free daycare! Your pet can play all day in our spacious indoor-outdoor areas with friends while being supervised by a trained staff member certified in off-leash dog play as well as pet first aid and CPR. What better way to be your pet's home away from home?! Now taking reservations for January Obedience classes.

1200 Northshore Drive, McCook Lake, SD 57049
605.232.DOGS (3647) | www.dogwoodpethotel.com

Dining Hours

Tuesday – Saturday 11:00am – 9:00pm
Sunday Breakfast 10:00am – 1:00pm

Palmer Hours

Tuesday – Saturday 11:00am – 9:00pm
Sunday 10:00am – 6:00pm



Santa Brunch





More Photos on our Facebook Page.



JUSTIN ARLT
Head PGA Professional

The year 2014 is in the books. It's been put to bed and we are on to a new year, a new season and new MEMORIES to be created at Dakota Dunes Country Club in 2015!

We truly do have a special club but it's not just the facilities, the great course or the community around it that makes it such a wonderful place. DDCC is wonderful because of the people, the friendships and the memories made together at the club.

Take a minute to think back and reflect on the year that was 2014 with the good times, laughs, highlights and memories made. I think we will all find that many of those times revolve around DDCC with family and friends. It's what makes Dakota Dunes Country Club and this community so great and why membership is **PRICELESS**.

Now that the holiday shopping traffic is over I'm getting many questions about what I will be doing to keep busy. Believe it or not the months of January, February and March are very busy and vital to the golf season's success. I will be searching, hiring and putting together the new staff of 16 people for next season. Included in that will be the hiring of two new assistants to replace Jake Stephens and Adam Harter. The offseason is also when I put together the buying plan, merchandise mix and golf shop for next season. Our little 120 square foot shop produces nearly \$285,000 in apparel and equipment sales which doesn't include other fees like cart fees and green fees. The offseason is also filled with sales calls and meetings for corporate outings that fill our calendar and create revenue to keep revenue up and member dues down. My favorite offseason task is recharging my batteries for the upcoming season.

Speaking of the game of golf and playing it. My New Year's resolution for 2015 is to play more golf with the membership and teach more. Last year was so busy I gave only 13 lessons and played even fewer 18 hole rounds of golf. Overall as a staff we want to focus on teaching and playing the game with the membership in 2015. We want to enjoy the game we love, but most importantly focus more time on helping the membership improve and enjoy the game. After all this is a core part of what it means to be a PGA professional at a facility like Dakota Dunes Country Club.

Looking forward to another memorable year with you all!

Golf Shop Hours

Tuesday & Wednesday 10:00am – 3:00pm
 Thursday 9:00am – 6:00pm
 Friday & Saturday 10:00am – 3:00pm

Please join us for the



Member Mixer

Friday, January 16 at 6:00pm

Stop out to your Club to meet new and fellow members while enjoying an evening at your Club.

Hors d'oeuvres are provided.

Like "Old Friends" in your community.

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DOUG HAUSMAN

Golf Course Superintendent

.69" of rain on the fifteenth of December is without a doubt the best Christmas present ever for Dakota Dunes. (Particularly after the winter of 2013 through 2014.) Normal winter temperatures followed the rain, sealing in and freezing a healthy turf.

The temperate December allowed us to get a head start on working on the tree canopy. Currently, our priority with tree work has been on hole nine. Our objective is two-fold: to be able to play golf and to allow sunlight to improve the playability and agronomics. Hopefully the winter season will allow us to have the stumps ground so when spring arrives we can fill the holes and seed them back to playable rough. When weather does not allow us to proceed with this worthwhile endeavor, the winter over haul addressing the equipment fleets takes precedence.

Our priority for 2015 is going to be green speeds. Believe it or not tree work will have a very large effect on green speeds. There is a very long list of agronomic issues which affect playability on the greens as well as throughout the golf course. One has to be very flexible when addressing green speeds. Obviously a cool, wet year while in the middle of a grow-in creates a different set of circumstances than a hot, humid, dry year does. We are going to change cultural practices as the weather patterns dictate. Whatever cannot be accomplished on a Monday will be carried out into the early morning hours the following Tuesday with the least bother to the member.

2015 is shaping up to another great year as our calendars are quickly filling up with events throughout the year. We look forward to making 2015 a successful year out on the golf course and wish you and your families a Happy New Year.

Reach for your Putter

It's Putt Putt Golf and everyone is invited for an evening of crazy golf & fun!

We will be staging a 9 hole course throughout the Banquet Room and upstairs Clubhouse.

Saturday, January 24th

Course opens at 7:30pm for Adult play!


Families have fun early on the course at 6:00pm!

Goofy holes, contests, drinks, and **outrageous fun!**

Sign up now with Rick!



Dr. Thomas Holland


**Holland
DENTAL
IN THE DUNES**
FAMILY & COSMETIC DENTISTRY

383 W. Steamboat Dr. • Suite 101 Steamboat Center
Dakota Dunes, SD 57049

Schedule Your Appointment Today
605-232-5898



Zumba Fitness is at your Club!

Have you tried Zumba at your Club?

Zumba class is designed to bring people together to sweat it out. Zumba mixes low-intensity and high-intensity moves for an interval-style, calorie-burning dance fitness party. A total workout, combining all elements of fitness – cardio, muscle conditioning, balance and flexibility, boosted energy and a serious dose of awesome each time you leave class.

A 10 class punch card may be purchased for \$65 or drop ins are \$8.

For questions, contact Rick.

CIRCUIT CLASS *and more*

Are you interested in joining a daily workout? Scott Scholl has the perfect opportunity for you! Scott is a fully certified personal trainer through the National Council on Strength and Fitness with close to four years of experience as a personal trainer. He is a certified sports nutritionist and physical therapist assistant with First Aid and CPR certifications. Scott offers a variety of options to the Membership.

**Circuit Class
Personal Training
Nutritional Advice**

Email Scott at jollygreen66@longlines.com

TONING *with Carol*

Monday, Wednesday, Friday

8:50am—9:30am

Rec Center

No sign up required for Toning.

FREE TO MEMBERS!

Please just introduce yourself to Carol when you arrive in class!



Step it up! with marsha

Step class is held on Monday, Wednesday, Thursday & Saturday at 9:30am in the Board Room. Free!



Start 2015 with the right step.

Cardio & Strength with Karen



Monday, Wednesday, & Friday at 8:00am in the Rec Center.

Open to all members at **NO COST!**



RICK PRUETT Activities Coordinator

Let's bring in the New Year with some fun activities at the club!

Saturday, January 17th we will have Kid's Pizza Day. Kids, Between 12:00pm and 2:00pm in the 19th hole, make your own pizzas and enjoy them for lunch. Cost for the Kid's Pizza Day is \$10.

Friday, January 30th will be Kid's Movie Night at 8:00pm. Enjoy popcorn, dress in comfortable clothes and snuggle in for a movie while your parents dine and have fun at the Club.

Kids, if you plan on attending and of these activities please email or call Rick to sign up in advance.

Fitness classes continue in January with our great variety of classes. Karen's Cardio Class is on Monday, Wednesday, and Fridays at 8:00am in the Rec Center. Carol's Toning Class is offered on the same days at 8:50am also in the Rec Center. Try your hand at Zumba with Melissa Strong on Tuesday and Thursdays from 9:00am - 9:45am or Marsha's Step Class over in the club house on Monday, Wednesday, Thursday and Saturday mornings at 9:30am. If one of these classes don't work, then you can get into a circuit class with Scott or sign up with him for private training. Whatever your needs are, we have options for you!

Winter Poker league will start on Tuesday, January 13th at 7:00 pm in the Palmer. Sign up and try your luck at Texas Hold-em. Cost to play in the league is \$110 with payouts to the top 4 place winners every night of league.

Our 3rd annual Putt Putt around the clubhouse will be Saturday, January 24th at 7:00pm. Enjoy live music and mini golf around the clubhouse. This is a fun night, we will have hole prizes and team competition. Mark your calendars so you won't miss the action!

Ladies fun night will be Wednesday night January, 7th and 21st. Ladies spend some time socializing with your friends, enjoy some games and relax in the Palmer. Invite your friends and take advantage of a night at the club!

Keep an eye out for emails regarding details of these events and make sure to mark them down on your calendars!

Happy New Year!

Activities

January 7: Ladies Fun Night

7:00pm Banquet Room: Games, Socializing and Fun!

January 7: Ladies Volleyball

7:00pm Rec Center: Every Wednesday night!

January 13: Poker League Begins

7:00pm Palmer Lounge: Email Rick to sign up!

January 16: Member Mixer

6:00pm Dining Room: Eat, drink and be social!

January 17: Kid's Pizza Day

12:00pm—2:00pm Dining Room: Make your own pizza!

January 21: Ladies Fun Night


7:00pm Banquet Room: Games, Socializing and Fun!

January 24: Putt Putt Golf


6:00pm/7:30pm Clubhouse: 3rd Annual Fun Night of putt putt golf!

January 30: Kid's Movie Night

8:00pm: Board Room



Keith Howard
Broker Associate
CRS



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REALTY, LLC
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www.dakotadunes.com



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All applications are subjected to underwriting approval. **Cash Advance Fee:** 3% of the amount of each cash advance, \$5 minimum and \$50 maximum fee. **Foreign Transaction Fee:** 1.00% of each transaction in US dollars



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Refer & Save

Know someone looking to join the Club? Here's your chance! Not only will you help grow your Club, but you will receive an account credit when you refer someone new! How much of an account credit? The value is equal to one month of the new member's dues.

How does it work? Your referral meets with Jessica to become a new member. They inform her that you referred them to the Club. When the new member pays their first month dues, the Club will credit your account for the same amount of their first month dues!

Please note, this referral program is for new members joining the Club and does not include a current member upgrading their membership or a previous member rejoining.

There is no limit to the number of referrals you bring in, so spread the word. The more you refer, the more you earn!

For any questions on this offer, contact Jessica at (605) 232-3000 or stop by the Administrative Office.



JESSICA WEBER Marketing/Membership Director

Another year closed at the Club. This one was full of its ups and downs as we continue to work towards an outstanding Club.

I'm extremely proud of the membership as you helped welcome in many new members throughout the last year. During our 2013-2014 Membership Drive, we had 70 new members, 25 of which were referred by current members. You all are a huge part of the Club's marketing. Your word of mouth and encouragement drive the membership. We have another great membership drive in place for this year. 50% off golf membership dues for the first year—that is a better rate than the 2014 drive's 1st year offer. Please talk with coworkers, friends, neighbors.

To continue moving forward and finding the success we have had, membership growth is absolutely necessary. The past two years have been a great start. We have ended each year with positive growth which was not done in years prior.

2013: 60 New Memberships, 28 Resigned
2014: 59 New Memberships, 30 Resigned

Along with new memberships, management is always looking at retention numbers. As the Club ages we account for normal attrition. Resignations due to unhappy membership experiences, however, are something we look to keep to a minimum or better yet extinct! Following a tough year in staffing, we must have an incredible year providing the membership with outstanding, personalized service, increased activities and delicious food. It is all about consistency and quality.

We always appreciate hearing from you. Thus, this coming year you will hear from different members on the management team, checking in with your membership experience.

We will be looking for members to take an active role on committees and the board this year. We will be filling two seats on the Board of Managers (Equity Members Only), opening up a new Strategic Planning Committee and as always looking to add to our current committees. If you are interested in any of these, please contact me so we can discuss.

Wishing everyone a prosperous 2015!