

StoneWater Member Newsletter

April 2015

StoneWater Golf Club/ Zappitelli's at StoneWater
1 Club Drive
Highland Heights, Ohio 44143
440.461.4653
www.stonewatergolf.com

A Message from StoneWater Golf Club

Dear Valued Members of StoneWater,

We want to take this opportunity to thank you for your continued support of the Club and its vision. We all have seen the evolutionary journey that StoneWater has taken over the past several years. Back in 2013, we decided that taking the Club 100% private was the best direction for StoneWater as a whole. Towards the end of '13, we began a long-term plan to take the Club to the next level and fully private.

We achieved our goals and more in 2014, and we have no intention of stopping. We have continued to invest significant time and dollars into the Club to improve in any area necessary. The momentum created since the opening of Zappitelli's at SW has grown exponentially and will prove to be a success. The trust laid in Mike Pickett, Eric Wolk, and Steve Ambrose sets the foundation on the golf side. Our commitment to the vision will continue however, we need your help in turning our vision into reality.

Now that the weather has finally broken, and golf is right around the corner, join us in the journey to make StoneWater the best Club in Cleveland.

- StoneWater Golf Club Board of Directors

Superintendent's Corner

From the course:

Reality check! Another long winter in Northeast Ohio, yet we boldly predict there will be better days ahead. We have a head start on cleaning up the course. It is amazing how much clean up is required after winter. The winter storms create a number of broken branches, limbs, twigs and miscellaneous debris that needs to be picked up before we start mowing. The good news is there are better days ahead and the staff and I are anxious to get the course in fine shape for an outstanding golfing season.

Despite the past winter weather, overall, the course came through in good shape. This winter snow took longer to melt versus last winter. We didn't get a January thaw, and the snow continued to accumulate as much as two feet of packed snow. The snow caused more snow mold than usual and mainly occurred in the rough. It is caused by the grass blades being smashed down on the surface. The grass blades block off any air movement to the soil, creating a nice incubator for the mold spores to grow and flourish. This is a natural and common occurrence, however, and will cure itself as the grass starts to grow.

The range will be opening in mid April, and we will start hitting on the synthetic mat. When the soil temperatures warm up enough to allow seed germination, we will open up the turf area. Our goal is to provide a quality hitting surface throughout the year. FYI, it takes a minimum of 45 days for the seed to mature and be ready to hit off of again. Our rotation of the stations is based on allowing the time needed for the seed to mature. Sometimes it requires more time depending on growing conditions. There is something everyone can do to help keep our range the best in Ohio. That is accomplished by limiting the amount of divots. There is a helpful way to hit range balls on a tee and is detailed in Page 4 of this Newsletter.

Lastly, I would like to announce the hiring of William (Clay) Crosley as our Assistant Superintendent. William goes by Clay. He will be a valuable asset in assisting our team in taking StoneWater to a higher level. He brings years of private club experience from quality golf course maintenance operations. His experience includes Country Club, Oakwood Club, Firestone CC, Shaker CC and Canterbury Golf Club. Clay brings leadership and the commitment to continue to improve our course conditions and enjoyment!

Delivering StoneWater Pride and the finest playing conditions for your enjoyment!

Steve Ambrose

Course Superintendent

Member Corner

It is so nice to finally see some grass. That was one long Winter but we are all very excited that the golf season is now upon us. It has been a very busy off-season planning for the upcoming year, scheduling events, and finalizing plans to again improve your Membership Experience.

The Vision— Our vision for StoneWater is to be one of the best Private Clubs in Cleveland. We are going to be the Club that everyone talks about. We are creating an environment that is unique in the market and very attractive for multiple demographics and types of golfers. It started this off-season with our promotional videos and the response was exactly what we were looking for. Moving into the season, we plan to release new events and social environments that fit perfectly with our vision.

New Members for 2015- It is still early in the Spring Membership Drive, however, we would like to take this opportunity to announce some of our New Members to SW for this season.

Chuck Niles, David Garnitz, Louis Geisler, Alan Grossman, Dworken & Bernstein, Dan Makee, Anthony Klang, Richard Ranells, Mark Nadaud, Roy Showman, Joe Compton, Don O'Toole

SW Member Blog- You will read more about this in Eric Wolk's section, but we are very excited about this. This was created to eliminate some of the repetitive emails sent throughout the season while allowing for new and modern avenues of communicating with our Members. Be sure to check it out and get familiar with its uses.

SW Poker League— Many of you have asked for it, so we're going to give it to you. Beginning in May, Mike Pickett will be hosting a regular card game in our Boardroom for all that are interested. Look for more details about our poker league in the coming weeks.

Corporate and Business Partnerships— We have worked very hard this off-season to establish new and beneficial partnerships with local and regional corporate entities to grow the value of StoneWater Membership.

Member Referral Program— Support from Membership with our Membership drives is still our biggest asset. Our referral program is still active. Refer your friends to join StoneWater and receive benefits for doing so.

Member for a Day Events— We will be hosting several Member for a Day events in April and May on either Monday or Tuesday. This will be a perfect opportunity to invite key prospective Members to our Club and experience all that we have to offer. We may need assistance from our Membership to play with certain groups. Let us know if you are interested. Also, if you have any friends that may be interested in experiencing SW before joining, coming to one of these dates might be what it takes for them to join.

Monday, April 6th Tuesday, April 20th Tuesday, May 5th

Throughout the month of April, we will be in contact with you about our upcoming "Member's Night Out" dates. Mike Pickett will be hosting the Members for an evening of fun, laughs, food, drinks, and some cards.

Save the Date- *Mary Pickett Memorial Invitational to benefit the PKD Foundation will be held Monday, August 3rd at StoneWater Golf Club. Be on the lookout for more information coming soon!*

Mike Pickett, PGA

Director of Golf and Member Relations

mpickett@stonewatergolf.com

440.461.4653 *231



Zappitelli's at StoneWater

Let the Golf Season Begin!

Thanks to all of you who ventured out in the cold snowy weather this winter. As the grass begins to green and spring begins to breathe life into the golf course, we at Zappitelli's want to welcome all those who have hibernated during the winter months. We are very excited about the upcoming season. In preparation, we will be freshening up our menu with some lighter options for the summer weather.

We also continue to bring in new and fresh entertainment for your dancing and listening pleasure. During the summer months we will be expanding our live entertainment to Friday and Saturday nights with many bands playing on our outdoor patio weather permitting. Please check the calendar of events on our website, www.stonewatergolf.com, for names and times of the bands weekly.

We at Zappitelli's are committed to making your food and beverage experience as Members of StoneWater Golf Club as enjoyable as possible. Our commitment to eliminate private events that close the Clubhouse to Members has continued. Look for future announcements for ways we will enhance service at the outdoor bar as well as The Pit.

If you haven't signed up already, make sure to make your reservation for our Easter Brunch on Sunday, April 5th from 10:30am-2:30pm. Look for upcoming information on our Mother's Day Brunch as well.

Thank you for your patience as we strive to reach new heights in service and food! I look forward to seeing everyone in the restaurant.

Gorye Chin- Restaurant General Manager
gchin@stonewatergolf.com

Zappitelli's at SW Hours of operation for April 2015 will be:

Monday-Thursday: 11:00am-9:00pm

Friday-Saturday: 11:00am-11:00pm

Sunday: 12:00pm-8:00pm (Excluding Easter)

****Note**— The above times are full menu hours only. The turn bar will be available in the mornings by Mid-April based on weather and Member Play.**

Message from Accounting

Reminder – Please inform the StoneWater Accounting Department of any changes to your contact information as soon as possible. This includes email address, telephone number, addresses, and especially credit card information. This will help ensure that you receive all important communications including your monthly member statement (will only send hard copies on request or they will be available in the pro shop).

Also – Please remember that your credit card on file will be charged for any balance due if primary payment is not received by the 15th of each month.

If you have any questions, please call our office at 440-461-4653, X-111.

Parent's Lesson Involvement

PARENT'S LESSON INVOLVEMENT

I've been asked numerous times by parents if they should come to their kid's lessons. This is really an individual preference and can lead to a positive environment if treated correctly.

Usually the parents that understand the golf swing and play a lot with their kids have the most success. For the parent's that want to help their kids I recommend that they come to all lessons and listen carefully and take notes. I personally invite them to sit in a chair on the lesson tee and view the lesson and at the same time make sure they understand the process. This is an opportunity to let the student know the parent, teacher and the student are all on the same page. I also explain that this is the triangle of learning and it speeds up the learning process. "Just think of it, now the student has two coaches and they both are telling me the same thing."

Then again, we run into the student that doesn't want his parents around and also the parents don't want to be viewing the lesson. In this particular situation I make sure the pupil has all of his or her homework written on a piece of paper of which I have a copy.

I have always felt that this can be a very positive moment for the teacher, the parent and the student.

Bob Bourne, Master PGA Professional

Director of Instruction

Bobbournegolf.com

From the Pro

Dear Members,

This is an exciting time of year as we begin another fun season at StoneWater! There is so much to cover, and if you have any questions please contact the Golf Shop.

There will be some familiar faces this year on the Golf Staff that will continue to work hard at providing the very best experience possible! Dick Roth has already started his 11th season with StoneWater, and Paige Victor will return in May to help in the Golf Shop. Kirk Stewart and many of the other Outside Operations Staff will be returning as we look to provide an even higher level of service outside. We've also just hired an Assistant Golf Professional, Jude Lander, PGA. Jude comes to us from Pennsylvania and will utilize his experience as a Golf Professional to help us raise the bar in areas such as events, junior golf and overall service.

New merchandise has begun to make its way into the Golf Shop with most of the new items starting to arrive in April. We are continuing with some familiar vendors from last year, including Adidas, Greg Norman, FootJoy, Ouray, Titleist and Callaway. There will also be some really great new apparel and accessories from companies such as Matte Grey, Antigua and EP Pro. Just as we did last year, Members will receive a discount of 10% off all merchandise in the Golf Shop, and there will be special pricing at our Callaway and Titleist Demo Day on May 29th! Mark your calendars now!

Last year, we communicated everything you needed to know via email and by posting information around the Clubhouse, including on the bulletin boards outside the Golf Shop. Because we were sending emails faster than you could read them, we've decided to change the way we communicate things such as league and tournament information and results, event registration, points standings, handicap committee updates, and other general information. Everything that was mentioned above, plus additional information such as course conditions, weather and rules, will now be available on the StoneWater Member Blog! You will still receive some emails as we transition to completely using the Blog. Information on this site will be updated regularly, and everyone will be encouraged to use the Blog for everything possible. The Blog can be accessed by going to our website, stonewatergolf.com. Once there, click on "MEMBER BLOG" in the top right corner. The StoneWater Member Blog will open in a new window and does not require a password. The Blog can also be accessed directly by going to stonewatergolfclub.blogspot.com. Please visit the Blog often. You can provide comments to the Golf Shop directly from the Blog, but they will be seen by everyone. To provide private comments or feedback, please contact the Golf Shop directly. Any member of the Golf Staff will be happy to show you all the features of the Blog in person. Simply stop by or call the Golf Shop with questions.

Wishing you many fairways and greens in the upcoming season,

Eric Wolk, PGA
Head Golf Professional

Driving Range Care

Continued from Golf Course Superintendent– Steve Ambrose

The following method is how I was instructed to hit balls off the range tee:

Place the ball at the most forward location of the hitting area. After the first divot, place the next ball as close to the middle back edge of the divot. There should not be more than a half an inch of turf between the ball and previous divot. Continue straight back for about a foot using this method. Then move back to the front divot and place the ball as close to the left edge of the first divot of the first row. Then continue the same method used on the first row. Continue this pattern throughout your practice session. When you are finish there should be a square patch with no to very little turf inside. The next person to use the teeing area should start from the back or side of the previous user's square. In time, you will be able to hit a pyramid of balls and only creating a divot area of about 1 square foot. For a pre-round warm up, the divot area should be smaller. Remember it is cool to be square when hitting on the range tee.



Stonewater Golf Club Events Schedule

Wednesday, April 1st – Men’s Kickoff Party

Wednesday, April 29th – The Ladies of StoneWater Opening Dinner*

Monday, May 4th – The Ladies of StoneWater Opening Day for Monday Night Golf*

Wednesday, May 6th – The Ladies of StoneWater Opening Day for Wednesday Golf*

Thursday, May 7th – Men’s League Opening Day

Saturday, May 9th – Men’s Opening Day

Saturday, May 9th – Deadline to sign up for the Men’s Season Long 2-Man Team Match Play

Monday, May 25th – Couples’ Memorial Day Tournament

Friday, May 29th – Demo Day with Callaway and Titleist from 12:00pm to 4:00pm

Sat.-Sun., June 13th-14th – Men’s Stroke Play Championship & Club Championship Qualifier

Friday, June 19th – Ladies Member-Guest Invitational (PM Shotgun)

Thursday, July 2nd – The Ladies of StoneWater Championship begins (runs through August 31st)*

Friday, July 3rd – Couples’ Firecracker Tournament (PM Shotgun)

Wednesday, July 8th & Wednesday, August 5th – The Ladies of StoneWater “StoneWater Cup”*

Monday, July 13th – The Ladies of StoneWater 9-Hole Happy Hour Tournament*

Thurs.-Sat., July 16th-18th – Men’s Member-Guest Invitational

Wednesday, July 22nd & Wednesday, July 29th – The Ladies of StoneWater Member-Member*

Sunday, July 26th – Couples’ Member-Guest (PM Shotgun)

Monday, August 3rd – Mary Pickett Memorial Golf Outing to benefit the PKD Foundation

Sat.-Sun., August 8th-9th – Men’s Member-Member

Sat.-Sun., August 22nd-23rd – Men’s Match Play Club Championship

Monday, September 7th – Couples’ Labor Day Tournament

Sat.-Sun., September 12th-13th – SW/LM Ryder Cup (top 12 players in points qualify for our team)

Friday, September 18th – StoneWater Member Charity Outing

Saturday, September 26th – Men’s Closing Day

Sunday, October 4th at Little Mountain – 8th Annual RAZZ Invitational

Saturday, October 24th – Super’s Revenge and Chili Cook-Off

*The Ladies of StoneWater events are open to all Women Members of StoneWater. A one-time fee of \$25 is required to join The Ladies of StoneWater in order to participate in one of these events.

**There will be a Guest Special the third Wednesday of every month from May through October. The Guest Fee will remain the same, but included in the fee the guest will have up to \$15 to spend in the restaurant on the day of play!

"A Proud Partner of the Cleveland Cavaliers"

Stonewater Golf Club Calendar

April

Mon	Tue	Wed	Thu	Fri	Sat	Sun
		1 Men's Kick-Off Party	2	3	4	5 Easter Brunch from 10:30am- 2:30pm
6 SW Member for a Day Event #1	7	8	9	10	11 LIVE Entertainment at Zappitelli's from 9pm-12am	12
13	14	15	16	17	18 LIVE Entertainment at Zappitelli's from 9pm-12am	19
20	21 SW Member for a Day Event #2	22	23	24	25 LIVE Entertainment at Zappitelli's from 9pm-12am	26
27	28	29 Ladies of Stone- Water Opening Dinner	30			

IMPORTANT NOTE- Don't forget to check our new Member Blog. It is available through the SW website in the top right-hand corner!

May

Mon	Tue	Wed	Thu	Fri	Sat	Sun
				1	2	3
4 Ladies of Stone- Water Opening Day- 9 Holes	5 SW Member for a Day Event #3	6 Ladies of Stone- Water Opening Day- 18 Holes	7 Men's League Opening Night	8	9 Men's Opening Day Event- 9am Shotgun <u>Deadline for Match Play</u>	10 Mother's Day Brunch at Zappitelli's at SW.
11	12	13	14	15	16 LIVE Entertainment at Zappitelli's from 9pm-12am	17
18	19	20	21	22	23	24
25 Couples Memorial Day Tournament	26	27	28	29 SW Demo Day hosted by Titleist and Callaway	30	31