



NEWSLETTER

Reception Hall Getting a Facelift.....

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UPCOMING CLUB GOLF EVENTS

JUNIOR GOLF TOURNAMENT

AUGUST 4TH

MIXED TOURNEY

AUGUST 9TH, 10TH

SENIOR-JUNIOR CUP

AUGUST 16TH, 17TH

CLUB INDIVIDUAL TOURNAMENT

"CLUB CHAMPIONSHIP"

September 6th, 7th

NIGHT GOLF EVENT

September 13TH

If you've been around the clubhouse lately, you can't help but notice the reception hall facelift going on. We wanted to give everyone a little insight to what's going on and what lies ahead. The board has been grappling with the dilemma of sprucing up our aging facilities in the face of many years of stagnant revenue while further considering our projected membership demographics. We've looked at different aspects of updating over the last few years and each time couldn't justify incurring the expense with any increased expectation of a return on the investment from a growth in membership or a greater use by membership thereby increasing revenue. During this process, we have been looking at ways to generate additional revenue with what we have without infringing on the peak times our members enjoy the club. It became obvious that most of the membership's use of the club occurs Tuesday thru Friday afternoon and on weekends up until around 3pm. Hosting receptions on Friday or Saturday nights places no increased usage on the course or pool yet avails

additional income earning opportunities.

In recent years we've seen the appeal of our reception hall as well as its rental usage decline. As we brainstormed and looked around our community, we recognized that we have a very unique property when compared to other facilities that the public considers when having receptions &/or parties. This intrinsic uniqueness along with an increased appeal from updating coupled with a marketing strategy prompted us to begin the process. Once completed, Spring Creek will have one of the premier facilities to host group events. When completed, you'll see new walls, refinished ceilings including new light fixtures, a new floor and large digital media center. The hall will be a NON-SMOKING portion of our building. Both members and the public will be able to enjoy this amenity. A Club Family Movie night is planned later this summer along

with a multitude of other uses too numerous to mention here.

In light of recent cultural shifts in the locations of weddings, we've identified opportunity and are looking at developing a Wedding Package for marketing consideration. We've recently added local advertising to our newly designed and mobile device friendly website and have earmarked the revenue received from it to promoting our newly renovated hall. With this strategy, we believe in time we'll attract more web advertisers that cater to the wedding market (*ie; caterers, photographers, etc.*) If we're able to conservatively double our bookings (*which shouldn't be difficult as low as they have been*) and consider the increased bar revenue, we fully believe we'll see the return on our investment that will help fund further updating of our facilities – Lord knows and we do too that our bathrooms need it next.

Mike Elliott,

Club President



Name the Room Contest

The Board of Directors is asking for help from the Membership as it considers naming the Banquet/Reception Hall room. We request members submit prospective names for the North Side of our building and if your name is selected, you could win a \$50 clubhouse credit and recognition in a future newsletter. Golf metaphors would seem a fitting theme, but we're open to any and all ideas.

If you'd also include suggested decorating ideas with your submission, this would be most helpful in our consideration of décor. Please submit your ideas in writing in a sealed envelope to one of our board members or you may leave them with Mary in the clubhouse. Deadline is August 17th.

We can't wait to see what your creative minds come up with!

TWO-MAN SCRAMBLE RESULTS...

Spring Creek Golf Club's Annual 2-Man Scramble was held June 28th and 29th with the following results:

Championship Flight

1st Place Charles Midyett-Doyle Murr (128)

2nd Place Jonah Duckworth, Barry Hanes (130)

3rd Place Mark Miller-Jim Jones (132)



SPECIAL NOTE: Hard Copies of newsletter are located in the clubhouse to the left as you walk in the door right before you get in the bar. If you do not have an email address, please take a copy. In order to save on postage expense, we will not be mailing hard copies through the USPS.

A Flight

3 way tie for 1st, 2nd and 3rd

- RickHuff-Nick Happel (142)
- Denny Pryor-Stuart Pryor (142)
- Connor Stroburg, Andrew Walters (142)

B Flight

1st Place Ryan Whitaker-Drew Whitaker (147)

Tie 2nd/ 3rd Place

Bob Geary, Troy Wheeler (150)

Marty Farrar, Baxton Owen (150)

THREE PERSON SCRAMBLE RESULTS

Spring Creek Golf Club's Annual 2-Man Scramble was held June 28th and 29th with the following results:

Championship Flight

1st Williams, Rowden, Williams (118)

2nd Midyett, Murr, Huff (120)

3rd Bass, Bass, Bass (125)

A Flight

1st Tune, Harris, Smotherman (127)

2nd Huffman, Huffman, Bequette (128)

3rd Black, Black, Arts (130)

B Flight

1st Clift, Cox, Wilson (134)

2nd McManus, McManus, Temme (135)

3rd Combs, Holtzman, King (135)

Skins Game---A Saturday Skin worth \$325 was paid to Steward Carmier, Doug Arts, and Mike Johnson for an Eagle on hole 9.

Closest to pin prizes went to Jeff Woods, \$50 and Ivan Smotherman \$50. Closest to the pin Sponsors were Town and Country Bank of Salem and Camron Erway, State Farm Insurance of Salem.

LADIES TOURNAMENT RESULTS

The Ladies Scramble was held June 14th w/ 12 teams.

Championship Flight:

- 1st Sue Killian/Mary Bahr of Rolla (74)
 2nd Faye Stewart/ Joann Zap of Rolla (77)
 3rd Shelia Blackwell/Shirley Perkins of Salem &
 Tie Cleone Sisco/Debbie Gray of Salem with a 79

A Flight:

- 1st 4 way tie with a score of 83...
- Marie Flurry/ Shirley Downey of St. Clair
 - Joyce Bradley/Robin Keeney of Salem
 - Cindy Maledy/Sarah Huff of Salem
 - Joyce Hart of Salem/ Holly Hart of St. Louis

Longest Putt on # 2: Amy Wheeler of Nixa

Closest to pin in three shots on #9: Shelia Blackwell of Salem

Longest Drive # 7: Debbie Gray of Salem

Closest to pin # 5: Cindy Maledy of Salem

Lunch and door prizes followed play.



GOLF TEAM FUNDRAISER - Parents of the high school golf team held a fundraiser Saturday night at the golf and country club. Parents hope to make the fundraiser an annual event. Organizer Debbie Gray is pictured with golf team members, from left, (front row) Aaron Welch, Phillip Rowan, David Perkins, (back row) Sean Keefe, Rob Gray, Debbie Gray, Shannon St. John and Chris Fraley.

Top: Parents put together a fundraiser for the Salem High School Golf team. Picture from 1987. **Back Row from Left to Right:** Sean Keefe, Rob Gray, Debbie Gray, Shannon St. John and Chris Fraley. **Front Row:** Aaron Welch, Phillip Rowan and David Perkins.

Bottom: A momentous day for Salem Golf and Country Club.

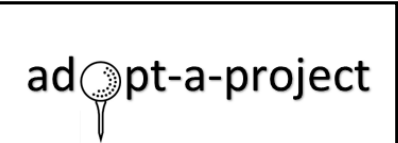
Golf Club House is Started



Ground being broken this week for the clubhouse of the Salem golf club. The fifth tee, on the southeast corner of the course was chosen as the site for the clubhouse.



Thanks to Butch Hilderbrand and James and Joan Gray for painting Cart Shed Number three. It looks wonderful. Thanks for Adopting that Project !



The Club is planning on holding another Adopt-a-Project day. Be sure and watch in next month's newsletter for the date.

If you are interested in helping now, there is a list of projects currently in need at the clubhouse. Our golf course and club house are already looking better and benefiting greatly from this program.

Spring Creek Golf Club

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The Annual Night Golf Tournament is set for September 13th. Signup sheet is located in the clubhouse. Be sure and register soon as this tournament always fills up.

9 Holes will be played in the daylight and 9 holes after dark. Meal and beverages in the club in between rounds. We'll see you there! (or maybe we won't) Bring a flashlight!



Don't forget to tell your friends and family about the Spring Creek's newly redecorated room for Weddings, Anniversaries, Reunions, birthday parties, and special events.



SENIOR-JUNIOR CUP MATCH

August 16th and 17th. Signup sheets located in clubhouse on bulletin board.

This is a Member only fun event. Golfers 65 and older who tee off from the Black Tees versus Golfers 64 and under from the white tees in a Ryder cup style match play event.

Saturday will be a two person Scramble format and Sunday will be a two person 4-ball format. One point per match both days. (The smack talk has already started.) Come out and play in this fun event.

Saturday and Sunday by tee times with all teams starting on hole number one. Come out and play !

Junior Golf Tournament

Monday, August 4th, Spring Creek Golf Club will be hosting a Junior Golf Tournament Fun Day.

The goal for the day is to introduce golf to our youth with a free golf clinic, along with a tournament, followed by lunch, awards ceremony and a pool party.

We need volunteers for hole chaperones, food servers and pool attendants. The day begins with registration at 8:30 a.m. and ends at 2:30 p.m. If you can work that time frame or even part of a shift your time would be greatly appreciated.

Twilight Golf Special

During the month of August Spring Creek Golf Club is offering a Twilight Golf Special open to the public for one round of golf for up to 4 golfers after 3:00 P.M. The package price includes golf and cart rental for a flat rate of \$100. The price is the same even if only 3 golfers are in the group so there is an incentive to bring 4 golfers along.

Stipulations are, you must play after 3:00 P.M. on Fridays, Saturdays and Sundays only.

The purpose of the promotion is to increase green fee and rental cart income as well as attract new members.

If you see someone new on the course during that time, be sure to make them feel welcome and encourage membership.