



**KEN-WO GOLF CLUB  
MID-SEASON  
MANAGEMENT  
REPORT**

**August 2009**

## **DIRECTOR OF GOLF REPORT**

I would like to take this opportunity to provide the membership of the Ken-Wo Golf Club with a “snapshot” of the overall operation as of July 31<sup>st</sup>. Included with my report will be brief summaries from various department heads on their respective areas of operation, as well as reports from divisions within the club.

### **MEMBERSHIP:**

I am happy to report that there is once again a “waiting list” for membership at the club. The success in this area is attributable to the abundance of new members, along with the ongoing support and patronage of returning members. There are currently 585 adult members and 144 junior members at the club. The membership breakdown is as follows:

Adult Men	440
Adult Ladies	130
Intermediate	15
Junior Boys	116
Junior Girls	28

The strength in membership is paramount to the overall success and future of the golf club as it is this number that directly impacts all other revenue streams within the operation. I am also pleased to say that we have made great strides in attracting some younger members as there are currently 125 adult members under the age of 40 – very positive news for Ken-Wo’s future!

The budgeted dollar amount for membership in 2009 was \$475,000. This number was driven by the membership revenue from the previous 2 years - \$423,000 (2007) and \$469,000 (2008) respectively. The club has certainly seen an influx of new members in 2009 with our membership revenue amount currently sitting at \$505,000, an amount we can all take a great deal of pride in as members. Considering the challenges we are facing both economically, as well as competitively within the area, this number is very positive and bodes well for the future of the club.

## **PERFORMANCE BY DEPARTMENT**

### **ADMINISTRATION:**

The Ken-Wo business office has had a very busy year and I would like to take this opportunity to recognize and thank Brandy Martin for her patience and efforts to date. In conjunction with my arrival as the new Director of Golf in late February, we also went through the process of installing and implementing a new Point-of-Sales system throughout the entire facility. As is the case with introducing a new system to the employees and membership, there is often a noticeable “learning curve” to be met to ensure the benefits of the system are achieved.

As noted in the above section, the membership base is very strong and with that comes the need to service more people. The increase in members has certainly increased the work load for the office and I think it is fair to say the challenge has been met with a consistent level of service and communication throughout the season.

### **GREEN FEES & CORPORATE EVENTS:**

As the Ken-Wo Golf Club is essentially a semi-private / semi-public golf club, the overall success of the facility is largely affected by the revenue generated through green fees. Although we are first and foremost a “members” club, and something we as management staff recognize and take pride in, it is the revenue generated through our guests that allows us to offer a great experience with great service to our membership. Hand in hand with this is the ability to complete regular improvements both on and off the golf course. Having the ability to accomplish these feats while ensuring that the membership dues structure remains relatively constant is a bonus to everyone involved!

The season started with a bang as the month of April saw approximately \$24,000 in green fee revenue after opening later than expected on April 17<sup>th</sup>. The torrid pace set in April was challenged in May with a total of \$37,000 in green fee revenue. Unfortunately, the inclement and inconsistent weather in June and July has slowed green fee revenue, but we still held our ground with nearly \$45,000 in June and \$60,000 in July.

The remaining three months of the season play a very important role in reaching our budgeted number of \$285,000. We are extremely hopeful that the weather will cooperate well into October as this portion of the operation will also contribute to the other revenue streams such as power carts, pro shop and food and beverage sales.

Within the above noted green fee revenue is the revenue generated from corporate or charity golf tournaments. While we are very conscious as to how many of these take place throughout the year so as not to interfere too much with access to the tee for our members, events of this nature are crucial to the financial success of the club on a year to year basis. We have been fortunate in that the majority of prior events have returned with new ones already in place to offset those that have ceased.

## **GOLF COURSE:**

Our main asset is the golf course itself as that is the number one reason you as a member join the club – to play golf! I can say with confidence that the condition of the golf course has been excellent since opening day. While many other courses struggled with their spring conditions, we were able to lay claim to having one of the top conditioned courses in the Maritimes. And, we have been able to hold the claim throughout the season. Hats off to Rick Phelan and his crew for a job well done! Keep up the good work!

As with any operation, and any golf course for that matter, there is always room for improvement. Rest assured that we are constantly discussing ways we can enhance the overall experience while also taking into consideration the financial position of the club. With that being said, there have been several minor course improvements completed throughout the season with more planned for the coming months. While many of these improvements may be small in stature, they are the type of projects that improve the overall image of the golf course and they are certainly recognized by both members and guests alike.

It should come as no surprise to many that the sand traps / bunkers are very high on the priority list when it comes to course improvements. A great deal of work is required to bring our bunkers “up to par” so to speak. The “band-aid” approach is to simply toss more sand over the existing base, but in the end this accomplishes very little. A vast majority of the bunkers need to be rebuilt from scratch including new drainage, shaping and sand. Several discussions have centered on this topic with hopes to begin the renovation process this coming fall with a handful of our existing bunkers being targeted.

## **GOLF OPERATIONS:**

The season began with a moderate renovation to the pro shop as a wall was put in place and a new counter constructed in an effort to create a new and improved atmosphere. The overall efficiency and effectiveness of the operation vastly improved at the same time. The renovations were met with a great deal of positive feedback from members, guests and staff. To date, these changes have accomplished everything we hoped they would as the pro shop has experienced somewhat of resurgence in terms of sales.

As many of you are aware, the pro shop is now owned by the club. Therefore, any and all profits generated through “your” pro shop are immediately re-invested into “your” golf club. So please keep that in mind when fulfilling your golfing equipment requirements.

I would like to recognize the entire golf operations team for their efforts throughout the season. The “team” atmosphere is alive and well in the pro shop and the “vibe” has been very positive since opening day. My thanks and compliments to Derek MacKinnon and Dan Fraser for their commitment and hard work, along with their leadership within the entire golf operation.

## **FOOD & BEVERAGE:**

The food and beverage operation continues to improve under the leadership of our food and beverage manager, Debbie Barclay. Several events have taken place in our dining room with the 2010 calendar already filling up with weddings, receptions, parties, etc. The comments and feedback we have received following these events has been very positive and certainly bodes well for the future health of the food and beverage operation.

We are blessed with some very loyal and committed employees within this facet of the operation. I can assure you that the team of individuals currently in place in our kitchen is as strong a team as you will find in an operation of this nature. Not only can they prepare great meals, but their ability to work together and ensure a safe and clean working environment is something to behold.

To complement our wonderful kitchen staff, we are very fortunate to have a service team that is genuine, sincere and hard working. Although there may be the odd hiccup from time to time each and every one of them is committed to serving the members and guests of Ken-Wo – and this service is always completed with a smile!

Last but not least, I would like to recognize the efforts of our clubhouse custodian Annette MacGillivray. Her consistency and attention to detail has allowed our members and guests to socialize in and visit a very clean and tidy environment. Great job Annette and keep up the great work!

**STATEMENT OF REVENUES - AS OF JULY 31<sup>ST</sup>**

I will now provide a year over year comparison of revenues in each department.

**NOTE:** ALL NUMBERS AS OF JULY 31<sup>ST</sup>, 2008 AND JULY 31<sup>ST</sup>, 2009

**MEMBERSHIP REVENUE**

2008	\$468,000
2009	\$505,000

**GREEN FEE REVENUE**

2008	\$158,500
2009	\$196,500

**POWER CART REVENUE**

2008	\$50,000
2009	\$63,500

**PRO SHOP REVENUE**

2008	\$116,000
2009	\$160,000

**BREAKDOWN:**

Merchandise - \$118,000  
Club Storage - \$22,000  
Driving Range - \$20,000

**FOOD & BEVERAGE REVENUE**

2008	\$144,000
2009	\$169,000

As you can see from the above noted numbers, the club has had a very successful first half to the season; however, we still have a long way to go to reach our end of season goals. The remaining three months of the season will dictate the overall success of the 2009 season in terms of finances.

I would like to close by extending a warm and sincere thank you to the board of directors, membership and staff for their continued support, patience and hard work.

A very special thanks to the membership for the support and commitment you have shown to “your” golf club. An equal amount of thanks to the Ken-Wo customer service team – all departments – for their continued efforts and commitment to serving the members and guests of Ken-Wo Golf Club!

Please enjoy the remainder of the 2009 golfing season and I encourage each and every one of you to continue to support all aspects of “your” golf club.

Yours in Golf,  
Rene MacKay  
Director of Golf

## **SUPERINTENDENT REPORT**

The course has been in great shape this year due to the abundance of rain in July and hard work of the maintenance crew; however August has started off hot and is starting to stress our aging irrigation system with a few leaks.

With the absence of any major construction for the 2009 season, the Greens and Long Range Planning Committee have compiled a list of minor course improvements that will greatly improve our course. Many improvements have already been made with many more to be done as time permits.

Ken-Wo being an old course was not designed for the amount of play and cart traffic that we encounter, this has led to many worn areas around greens and tees where the traffic is restricted. To help reduce the damage to these areas we have added some new cart paths and white lines to direct traffic. We ask all members and guests to observe and follow the painted lines; this will help to ensure better playing conditions around the greens for everyone.

A reminder to members and guests that the maintenance staff have the “ Right of Way” in the morning prior to tee times and you are NOT to hit into them without their acknowledgement. We thank you in advance for your consideration and cooperation in this regard!

One other reminder - please do not apply bug spray while on the greens or tees as the spray burns the turf. And last, but certainly not least, PLEASE remember to repair your ball marks and replace your divots during your round. And for that matter, please do not hesitate to replace other divots you may see, while also repairing a couple of extra ball markers when time allows.

On behalf of the entire maintenance crew I would like to thank the membership of Ken-Wo for their continued support and patience as we work towards providing the best golfing experience possible.

Have a great summer and good golfing to all!

Rick Phelan  
Superintendent

## HEAD PROFESSIONAL REPORT

August is well underway and our club championship season is revving up! Since we unlocked the pro shop doors and started firing golfers onto the first tee, the club has been busy. The new look in the pro shop has certainly proved to be a step in the right direction. Pro shop sales have been solid during this time of economic uncertainty and we attribute those sales to some of our positive changes. Since the pro shop is now owned by the golf course, all purchases benefit the overall bottom line of "your" golf club. Also, remember that if we don't have it 'in stock' we can always search for and usually get you the products you need. We are here to **HELP!**

We'd like to extend thanks to **ALL** of you who have supported the pro shop since the doors opened this spring! Please be on the look out for some great August deals!

Our staff has been enjoying the 'positive comments' on our new staff shirts! Thank you!

Some of the staff is soon heading back to school, but our fall staff will remain consistent as Jordan Milne, Andrew Harris, Dan Fraser and I will be working the bulk of the hours.

At this time, I'd also like to thank all the pro shop and back-shop staff for their hard work this season. Daniel Kenny, Luke McDougall, Eric Titus, Sam Kenny, Jordan Milne, Andrew Harris and Daniel Fraser logged many hours throughout the season to keep the operation running smoothly! Many thanks guys!

Good luck to all the participants playing in their club championships over the next little bit!

Play well and remember "When it's breezy, swing easy!"

Derek MacKinnon  
CPGA Head Professional

## **FOOD & BEVERAGE MANAGER REPORT**

This year has been both challenging and rewarding. Challenging: in that we have had to deal with increased day-to-day traffic in the dining room while keeping in mind budgetary concerns. Rewarding: in that we have created a better atmosphere among our staff thanks, I think, to the direction of Rene Mackay.

We have had a number of successful member events including the Lobster Boil, which was a great success. We're hoping that this will become a yearly event. The Friday Night Socials have been better attended this year and I believe that scheduling fewer has led to a greater commitment by members to attend. I foresee this success continuing into next season.

Men's night turnout has been consistently high this year, averaging seventy golfers every Wednesday. The Fitzsimmons Scramble, Canada Day and The Len Smith Family Classic were all well attended and drew good reviews from many members.

We have had tremendous feedback from all our weddings and private functions. This is great word of mouth advertising for the club and our banquet services. I am hoping this leads to more functions in the future.

We're very grateful for the understanding of our members when we host these "outside" functions as they sometimes interfere with regular dining room hours.

I'd like to thank my staff for the team spirit they have displayed. Neta Jollymore, Juanita Martin, Leah McNally, Katrina Morse, Lindsay Pearl and Katherine Dugas have been on the front lines providing superior customer service to our members and guests. Heidi Onyschuk, Brian Crabb and Elaine Rogers have done a wonderful job in the kitchen preparing many fine dishes day after day.

Annette MacGillivray deserves thanks for all her hard work keeping the clubhouse in great shape. Dawn Folks, Yvonne Elliott and Karen Corkum have returned year after year to provide excellent service catering our many tournaments and functions.

The guys downstairs deserve a nod for handling our kegs, empties, garbage and the many other tasks they are called upon to do.

I greatly appreciate all the help and decorating the Ken-Wo Ladies provide for many of our club events.

Last but certainly not least I'd like to thank our members for their continued support and all the encouragement they have provided me personally.

Debbie Barclay  
Food & Beverage Manager

## **KEN-WO LADIES' DIVISION REPORT**

Mid season finds the golfers of the ladies' division just truckin' along. The Scramble For Cancer Care, under Mary Ann Culliton's leadership, raised over \$5000 for the Cancer Navigation Program at VRS. The weather co-operated and the costumes were inventive, to say the least.

Regular Thursday morning golf engages many of the women members. Cheryl Smith and Peggy Smith are handling the draws with their accustomed competence. Partners' and single match play continues.

We will be sending four golfers to the NSGA Women's Bronze tournament later this year.

Four teams from Ken-Wo participated at the NSGA Women's Pinehurst tournament on a VERY hot day at Eagle Crest. We congratulate Cheryl Smith and Mary Ann Culliton for placing second in the second division net and Bonnie Lockhart and Elaine Craig for placing first in the third division gross. And Laura Harris once again won the NSGA Amateur Women's title.

A most successful 85<sup>th</sup> anniversary Ladies' Club championship was held on August 6th and 7th. Beth Lloyd received a special trophy from Herbin's for her repeat as club champion. Peggy Smith led the group of 'niners' as champion of the 9-hole players. Past champions were invited to join us in play and dinner. Fashions of the decades since the 20's were modeled by Ken-Wo golfers. We sincerely thank Debbie Gauthier and her assistants for a great event.

We are organizing for our first Ken-Quest tournament. This is a match play with Grandview Eaglequest. Twelve golfers from Ken-Wo will take on twelve golfers from Grandview on the 28<sup>th</sup> and 29<sup>th</sup> of August. The sign-up sheet is posted.

Jane Cayford  
President of the Ladies Division

## **SENIOR MENS' DIVISION REPORT**

The Senior Men's golfing activities continue. Our visit to Osprey Ridge was very successful and we look forward to their return visit on September 16th. The Culliton trophy will be unveiled and awarded at that time.

The Senior Men's Championship is scheduled for August 17th and 18th and a strong field is anticipated.

Our weekly play/competitions are going well and strong turnouts make for enjoyable days. All in all, the season is moving along much too fast.

The Giffin Cup, our "closing" competition sponsored by Ron Giffin will be awarded for the first time this year. Sign up will commence in early September.

Your executive continues to explore new thoughts for next year as well as meeting the challenges of this year.

Our thanks, to Rene and his staff, for their cooperation and assistance!

Continue to have a great time and I look forward to seeing many of you at the Championship.

Bob Fraser  
President of the Sr. Mens' Division

## **SOCIAL COMMITTEE REPORT**

The Social Committee continues its quest to provide a hospitable atmosphere for all Ken-Wo Members. The Opening Cocktail party was well received with approximately 90 members present. This was followed up with The Fitzsimmons Opening Tournament completing the opening weekend package.

The Friday Night Socials' are being overseen for the Social Committee by Pat and Martha Barry. Each time, a couple volunteers to organize the next event. 60 people are accepted for golf and this is always full with a waiting list.

The Barry's also organized the Canada Day Celebrations and it was well attended. Many members stopped by for the BBQ on the deck and cake cutting ceremony.

The July 18<sup>th</sup> "Lobster Boil on the Deck" was attended by 75 people. The golfers enjoyed a Shot Gun start and a Dance followed; this was our first time offering a Summer Party in quite sometime for members and guests. Due to the positive response, we hope to be able to bring another event of this caliber next year.

The Aug 9<sup>th</sup> Mixed Pinehurst was won by Brian and Pat Wirvin and Overall Low Net winners were Nick Levy and Stephanie Meisner. 36 couples were in attendance. A Corn Boil and BBQ were enjoyed by the participants. I would like to note that this event only had 9 couples last year. We feel this is a reflection on our new approach to our membership, with better communication thru the office and promotion with our posters.

Promotion for the Applefest on Oct 3 & 4<sup>th</sup> with a Shot Gun start and a mixed Pinehurst Format are underway. A sit down dinner will be included for the Saturday night. Kenny's has offered to sponsor this event with unlimited apples.

As you can see we have been a busy committee to date, we enjoy great cooperation from our management and staff.

We receive lots of positive feedback from our members regarding our efforts and appreciate all of our members who participate; making these events a success.

We hope to keep our moral high and get our members involved. We would appreciate any suggestions from the Board in this regard.

Thank you for your continued support.

Mary Ann Culliton  
Cheryl Hawboldt-Smith  
Chairpersons – Social Committee

## **JUNIOR COMMITTEE REPORT**

We are having a wonderful year co-coordinating the Ken-Wo Junior in house tournaments this year. Thank you to Maggie Kenny, Tom Thomson, Rene MacKay, Derek MacKinnon, Dan Fraser and Jordan Milne for your support. We tip our hats to Bob and Pam Dugas for their past leadership. We realize now, what a huge undertaking these tournaments are. You prepared us well for slipping into your shoes. But the BIGGEST thank- you, goes to all the parents who walked with the various tee groups. We could not run these tournaments without you.

We are having a very successful year. All the Ken-Wo junior in house tournaments are highly attended. Our first tournament in May had 73 golfers, June's had 63 and July's had 53. Even though the number went down, we had new golfers at every tournament. Our club championship should be huge this year. It will be very exciting, with stiff competition in all age groups.

It is great to see, that our largest number of golfers participating in the tournaments, is from the younger age group. We have around 20 in the under-14 boys group, around 17 in the under-12 boys group and the 150 yard group boys group continues to grow. The most exciting growth is in the girls division. Although they are young and we are working them toward the forward tees, they are strong and competitive golfers. We have 13 young ladies and hopefully more next year. A lot of praise needs to go to Maggie Kenny for starting the Future Links Girls Club. This is a club for only junior girls. It met on Tuesday nights in June. These evenings were highly attended and lots of fun was had by all. The girls had an opportunity to golf a few holes, chip into a swimming pool, paint golf balls and putt in the dark into glow sticks. We finished our last night off with a pizza party.

The junior committee was pleased to host the Lennie Smith Family Classic. It was a huge success with 76 teams entering! Thank you to the Ennis Group for your support. We look forward to hosting this tournament again next year.

The Junior/Senior/Ladies scramble was another highlight for the juniors this year. We had 35 juniors take part: 24 boys and 11 girls. Everyone had a great time and the weather co-operated!! Thank you for hosting our juniors.

Our club championship is on August 10th and 11th. We know this will be an exciting tournament. We are wrapping up our season with an end of year Banquet on August 24th. It will be an opportunity to recognize the successful golfers we have at Ken-Wo.

Thank you to all our sponsors this year: Build-On Construction (Mike Ward), Lars Nichols Wealth Management, Vision Care Centre, Wickwire Place Assisted Living Residence (Paul and Lisa MacDonald) and Ennis Group (Sean Ennis).

We look forward to another successful year next year.

Angus and Margaret McLean  
Chair of Junior Committee