



THE FORECAST

SELVA MARINA COUNTRY CLUB

January 2010

UPCOMING EVENTS

New Year's Day
Friday, January 1st
Normal Club Hours

1/2 Off Wine Thursday
Thursday, January 7th • 6-9pm

Birthday Thursday's
Every Thursday • 6-9pm
Buy One Entree Get One FREE

Friday Nighter Happy Hour
Friday, January 8th • 5-8pm
Adult Event • KNO available

Family Bingo & Buffet
Wednesday, January 13th
6pm Dinner • 7:30 Bingo
\$14.95++ Adults • \$6.95++Kids

\$5.99 MEAL DEAL
Wednesday, January 20th • 6-9pm

TRIVIA NIGHT
Friday, January 22nd • 7pm
1/2 Off Wine Night

Seafood & Prime Rib Buffet
Friday, January 29th • 6-9pm
\$27.95++Adults • 10.95++Kids

New Year's Eve CELEBRATION

Thursday, Dec. 31st

8pm-1am

\$50++ per person



24-Hr Cancellation Policy in Effect

Valentine's Dinner

Saturday, February 13th • 6-9pm

Bring your Sweetheart to a Candlelight Dinner!

ENTREE MENU

Herb Crusted New Zealand Rack of Lamb with Smoked Mozzarella, Warm Spinach Salad & a Vanilla Brown Butter

Surf & Turf Petite Filet Mignon and Lobster Tail with Merlot-Demi Reduction & Drawn Butter

Penne Pasta with Hazelnut Crusted Chicken Gremolata & Roasted Broccolini Tossed with a Light Pesto Cream

Pan Seared Halibut with Wilted Spinach, Grape Tomatoes, Morel Mushroom Risotto & a Champagne Burr Blanc

Beef Tenderloin with Morel Mushrooms & Tarragon Marsala Sauce

Entrees include appetizer, salad and dessert.

Reservations Required • 24-Hr Cancellation Policy in Effect • Childcare Available



SELVA MARINA RECONSTRUCTION PLAN

STOCK HOLDERS MEETING

Monday, January 18th
Friday, February 5th
7pm

in Selva Marina's Clubhouse



PHONE NUMBERS & HOURS OF OPERATION

ADMINISTRATION | 246-4827

Monday - Wednesday • 8:00am - 4pm
Thursday - Friday • 8:00am - 5pm

GOLF PRO SHOP | 246-3144

Tuesday - Friday • 7:30am - 6pm
Saturday - Sunday • 7am - 6pm

GOLF MAINTENANCE | 246-4711

GOLF SHOP MIDWAY | 252-2924

Tuesday - Friday • 9am - 4pm
Saturday • 7am - 4pm
Sunday • 9am - 4pm

TENNIS PRO SHOP | 403-4004

Tuesday - Friday • 8am - 6pm
Saturday - Sunday • 8am - 5pm

POOL | 246-4827

Tuesday - Sunday • 6:30am - 8pm

FITNESS CENTER | 246-4827

Monday • 6:30am - 8pm
Tuesday - Sunday • 6:30am - 9:30pm

HAPPY NEW YEAR!

Dear Friends,

I want to extend my sincere gratitude to all of the members for their generosity when making contributions to the Holiday Fund. This staff has worked very hard over the last year to improve and show that we

can deliver the member experience you expect even during these difficult times. I know I speak for all of them when I say "Thank you!"

While we made cuts to the budget this season, including the staff holiday party, we preserved the Employee of the Quarter and, annual Employee of the Year awards. **I am very pleased to announce John Gioe, Golf Course Equipment Mechanic, as our Employee of the Quarter. And I want to offer a big congratulation to Tarah Caruso, Wait Captain, for being recognized as Employee of the Year.** Tarah had some big competition this year and despite being nominated twice for Employee of the Quarter, she had not won that title. But all nominees throughout the year are eligible for the annual recognition and she is truly deserving of the award. Tarah often works as a server for dinner service so please join me in congratulating her when you visit us for dinner.

I realize the continuing pressures of



this economy and I remain committed to improving the value of your membership as we move into the new year. We're having great success with Chef Shane's Meal Deal fried chicken dinner with over 160 attendees the last two times. I also have seen an increase in usage during

a la carte on Thursday evenings. So keep looking for our specials in e-mail reminders and in the newsletter.

Beginning in January we expand the \$2/\$2/\$2 Happy Hour to all day – everyday. That's right we have permanently lowered our draft beer, well brand liquor, and house wine to an everyday price of \$2.

You may have noticed we added two new signs to the entries off Selva Marina Drive. We will change the information on these boards frequently, so anytime you are visiting the Club you should see the latest news on what is coming up. I also hope this keeps the rest of our neighbors aware of the events at the Club so we can encourage their participation and eventually gain a new member or two.

I look forward to seeing you at the Club.

Best Regards,

Dil L. Thwin



“Wishing All A Happy New Year”

Every New Year brings with it the optimism to face challenges and the desire to make a better future.

However, with this thought process comes the realization that whatever our plans, they must be vetted against an environment in which we often have little control. Such is the case for Selva Marina Country Club as we enter 2010 and pursue our strategy to rebuild. To be successful we must be patient with a real estate market that is slowly climbing out of a historically weak period. The sale of our property will yield the proceeds to build the future, the timing of which is market driven and outside our control.

In the meantime, your Board will continue to focus on the Club and the best possible member experience. In the end the member experience is all that truly matters. Delivering that experience falls in the hands of our staff. Improvements across the board were seen in 2009. Our golf course has never looked or played better. Tournaments and social play have seen rising numbers. The tennis programs continue to be one of the strongest and best run aspects of our Club. Hats off to the professionals and members that drive that program. The summer pool season exceeded our expectations as exciting programs drove greater participation. Lastly, our hats go off to the Food and Beverage group for bringing their level of service and



quality of food to new highs. If you haven't experienced a thoroughly enjoyable lunch, dinner or Sunday brunch put on by this group, you are missing out.

In 2010, I ask that you pledge to continue supporting your Club. Invite neighbors and friends to give us another look. Make Selva Marina a first thought when planning an event, a night out or just having lunch with friends or family.

Lastly, please join me in recognizing our staff that put so much of themselves into making our Selva Marina a place worth coming to for relaxation, exercise, competition and friendly gatherings. They do a great job... let them know it!

Sincerely,

Rich Redick

It's all about the Member Experience!



TURF TALK Golf Course Super., Chris Durkee



SEASONS GREETINGS
from Golf Course Maintenance,

We wish you not only a Merry Christmas but a Happy New Year as well. How quickly a great fall season has turned to winter and we are ushering in the New Year with great expectations in 2010.

It was hard to really tell that we were in December as moderate to hot fall temperatures allowed for some great growing and golfing conditions. During this time, we have put a large focus on trying to repair thinning and weak areas around some of our greens and aprons. These areas are the result of high traffic wear, shade issues, and in some cases soil nematodes damaging our root system. These tiny soil Borne pathogens invade and penetrate root systems of Bermuda grass turf, and remove vital nutrients required for a healthy turf canopy. #4 green and green surround and also #5 and 17 green surrounds seemed to be the worst affected areas that we have had to repair. This damage is no doubt related to the discontinuing of Curfew soil fumigant after the 2007 season. This powerful nematicide was replaced with a more natural treatment process (sesame oil) mainly due to it's damaging effects to helpful soil microorganisms. Another effective product, Nematicure, is no longer labeled for golf course use. The result is we have limited options for treating nematodes. The fairways have not really been affected by this change, however the greenside roughs have not responded nearly as well. We are increasing our rates, aerifying, topdressing, and fertilizing these areas vigorously throughout the fall, however we will probably not see full recovery until our temperatures increase in March and April.

Throughout the winter you will also no doubt notice the results of an ambitious landscaping and tree work campaign, to improve the shot values and panoramic views of our beautiful property. This will include a hole # sign restoration and some of the hole signs receiving new beds of landscape, in their new locations.

The overseed program on our tees has progressed very well for the past eight weeks, and will certainly provide us some great playing surfaces throughout these cold winter months. We will continue to fill divots with a sand seed mixture for some time, but please do not hesitate to use the sand provided on our par three tees to fill any divots you may create. It really helps a great deal in maintaining a quality tee area for everyone.

Again, I would like to thank everyone at SMCC for another wonderful year, and here's looking forward to continued success and a bright future in 2010.

See you on the green,
Chris Durkee, GCS





COURT REPORTER

WELCOME TO 2010...

We have rescheduled the Merry Mixed Doubles tourney for February 13th and have renamed it the Sweetheart Mixed Doubles.

We are also excited to be one of only four Clubs to participate in the new Quickstart 8 and under Tennis League Pilot Season. Quickstart tennis is a revolutionary approach to getting children playing tennis faster, utilizing low compression balls, smaller nets, shorter courts, lighter racquets, and simplified scoring as they play in a fun, team, environment with friends. Please spread the word as we are looking to recruit 10 to 20 seven and eight years olds to be a part of this exciting new program!

FREE!!!! QUICKSTART TENNIS KICK-OFF

Saturday, January 30th • 11am - 12:30pm

Introducing the new Quickstart 8 and under Tennis League Pilot Season.

8 AND UNDER QUICKSTART... PILOT SEASON PACKAGE

League runs February 6th – April 28th
Package Includes... All required league fees and USTA membership dues • All court, practice, and coaching fees • Your very own racquet and low compression balls to keep • Over 20 practices offered. Practices start Feb 6th running Tuesdays 4-5pm and Saturdays 10-11am through April 28th. Come the days you want • Total of 6 matches. There will be three home and three away. Matches will be against other area teams starting February 15th and being played Mondays or Wednesdays through April 28th from 4 to 5:15pm • Two free monthly tennis magazines.

\$155 Members and \$200 Non-members per child • Can be 1 or 2 payments

JUNIOR GRAND PRIX

Saturday, January 23rd

Grand prix's are fun one day events for all of our 14 and under Junior players.

SWEETHEART MIXED DOUBLES

Saturday, February 13th

PAY IT FORWARD

Dear Fellow Member...

Many a child's life has been "saved" through sports; you might know one or be one yourself. I consider myself to be one. Fortunately, fate intervened and I was guided by Coach Chet, his dedication and drive to keep "his kids" active and involved. To pay it forward I have helped Selva Marina Country Club's REB Phillips, Ron Lague and Mary Jenkins partner with the First Coast Tennis Foundation to create the *Playing for Love Fund*.

We have dedicated Selva's annual Jacksonville Clay Court Championship to be a fundraising opportunity to bring the love of tennis to underprivileged children here at the Beaches. To accomplish this, the *Playing for Love Fund* is joining with existing afterschool programs and providing free tennis camps throughout the year. Over 16 kids are already receiving lessons with Coach Penny at the Donner Park tennis courts. You should see their smiles, they love it!

Please join us by becoming a participant, sponsor
Proceeds go directly to instructors and court improvements

Thank you,
Carolyn Woods



Playing for LOVE Fund

Bringing the Sport of Tennis to Underprivileged Children



MARCH 19-21

PLATINUM SPONSOR

- » Name/logo on tourney shirt
- » Your name/logo on front of entry and poster sent to over 30 clubs in North East Florida
- » Official sponsor of the Saturday buffet
- » Links to your business from Selva Marina's and USTA's Tourney home page
- » Promotional Tent
- » 8 tourney entries
- » 8 additional tourney shirts
- » 8 tourney hats
- » 8 V.I.P. passes
- » Name/logo on player partner board
- » Stadium Court banner provided
- » Sponsorship acknowledged in the player packet, Newsletter, and web site

\$2,500

GOLD SPONSOR

- » Name/logo on tourney shirt
- » Name/logo on entry form
- » Display at Brunch on Sunday
- » Link to your business on Selva Marina's Tournament Page
- » Promotional opportunities
- » 4 tourney entries
- » 4 additional tourney shirts
- » 4 tourney hats
- » 4 V.I.P. passes
- » Name/logo on player partner board
- » Courtside banner provided
- » Sponsorship acknowledged in the player packet, Newsletter, and web site

\$1,000

SILVER SPONSOR

- » Name/logo on tourney shirt
- » Name/logo on entry form
- » Link to your business on Selva Marina's Tournament Page
- » Promotional opportunities
- » 2 tourney entries
- » 2 additional tourney shirts
- » 2 V.I.P. passes
- » Name/logo on player partner board
- » Courtside banner provided
- » Sponsorship acknowledged in the player packet, Newsletter, and web site

\$500

FRIENDS SPONSOR

- » Promotional opportunity
- » 1 tourney entry
- » 1 additional t-shirt
- » Name/logo on player partner board
- » Sponsorship acknowledged in the player packet, Newsletter, and web site

\$100

THE LINKS SIDE



UPCOMING EVENTS

The 2010 Golf Schedule is finalized and includes all your favorite tournaments and events. Our schedule "kicks-off" with the popular Super Bowl Scramble on Saturday, January 30th featuring "tough-pin day".

The Men's Member-Guest is scheduled for October 21st-23rd so mark your calendars now for this premier event.



CLEARANCE SALES

ASHWORTH SHIRTS

Buy any shirt and receive a SMCC Cap for FREE (a \$15 value)

JUNIOR GOLF CLINICS

continues on Tuesday and Thursday from 3:30 to 4:30 pm
Cost is only \$10 per session.

2009 THE SELVA WAY

CONGRATULATIONS

EAGLE

Neil Dixon
Eagle 2 on Hole #2

CHRISTMAS MIXER

1st Place

Celie Rabuck • Debbie Peterson
David Hagist • Reb Phillips

2nd Place

Dobe Cooney • Karen Reed
Carl Krouch • Buff Rastrelli

3rd Place

Liz Crawford • Kathy Vaillancourt
Tom Bloodworth • Alex Ruden

CLUB EVENTS

As always, we appreciate your business.

Anytime you bring guests out to the Club it is a win-win situation for all of us. Please contact Tim if you have a group, big or small, that you would like to host at the Club. We can give your golf group a personal touch by adding prizes, contests, etc... anything to add value to your experience.



CLUBHOUSE

Menu

BINGO

Wednesday, January 13th
6-9pm

Memphis Style BBQ Beef Ribs
Maple Bourbon BBQ Chicken
Carolina Pulled Port Butt
Kids Corner

Entrees include Salad, Bread,
Vegetables & Dessert

\$5.99 MEAL DEAL

Wednesday, January 20th
6-9pm

Snap beans with Mustard Glaze and
Country Ham • Applewood Smoked
Bacon wrapped Meatloaf with Maple
Bourbon BBQ • Southern Fried
Chicken • Andouille Sausage
Cornbread Stuffing and more.

Father Daughter DINNER



Saturday, February 6th 6-9pm
Special Gifts for Daddy's Girl
\$23++ Fathers \$10++ Daughters

Catering

Are you looking for the perfect location?

Remember Selva Marina for your...

Wedding Ceremonies & Receptions
Wedding Rehearsal Dinners
High School & Family Reunions
Birthday Parties • Anniversaries
Baby & Bridal Showers
Holiday Parties • Sports Banquets
Golf Tournaments • Corporate Meeting
Christmas Parties

Contact

Michelle Cox, Catering Director
at 246.4827

SUN	MON	TUES	WED	THURS	FRI	SAT
<h1>JANUARY</h1>					1 Ladies Tennis A/B/C Level • 9am Ala Carte • 6-9pm	2 Ala Carte Breakfast Ala Carte Lunch & Bar Menu
3 Ala Carte Breakfast • 7am Breakfast Buffet 9am - 1pm	4 CLUB CLOSED	5 Tennis Ladies 9-11am Mens 9-11am 6:30-8pm	6 No Dinner Service	7 1/2 OFF WINE NIGHT Ala Carte 6-9pm Birthday Dinner	8 FRIDAY NIGHTER Ala Carte • 6-9pm	9 Ala Carte Breakfast Ala Carte Lunch & Bar Menu
10 Ala Carte Breakfast • 7am Breakfast Buffet 9am - 1pm	11 CLUB CLOSED	12 Tennis Ladies 9-11am Mens 9-11am 6:30-8pm	13 BINGO \$5 per card 6pm Dinner 7:30pm Bingo	14 Men & Women's Round Robin 9am Ala Carte 6-9pm Birthday Dinner	15 Ladies Tennis A/B/C Level • 9am Ala Carte • 6-9pm	16 Ala Carte Breakfast Ala Carte Lunch & Bar Menu
17 Ala Carte Breakfast • 7am Breakfast Buffet 9am - 1pm	18 Stockholders Meeting 7pm	19 Tennis Ladies 9-11am Mens 9-11am 6:30-8pm	20 \$5.99 MEAL DEAL 6-9pm	21 Men & Women's Round Robin 9am Ala Carte 6-9pm Birthday Dinner	22 TRIVIA NIGHT 1/2 OFF WINE NIGHT	23 Ala Carte Breakfast Ala Carte Lunch & Bar Menu
24 Ala Carte Breakfast • 7am Breakfast Buffet 9am - 1pm	25 CLUB CLOSED	26 Tennis Ladies 9-11am Mens 9-11am 6:30-8pm	27 No Dinner Service	28 Men & Women's Round Robin 9am Ala Carte 6-9pm Birthday Dinner	29 SEAFOOD & PRIME RIB BUFFET 6-9pm	30 Ala Carte Breakfast Ala Carte Lunch & Bar Menu

FOOD & BEVERAGE HOURS OF OPERATION

BREAKFAST

Saturday • 7 - 11am
Sunday • 7 - 9am

BREAKFAST BUFFET

Sunday • 9am - 1pm

LUNCH

Tuesday thru Saturday
11am - 2:30pm

DINNER

Thursday & Friday Ala Carte • 6 - 9pm

BAR MENU

Sun., Tues. & Wed. • 11am - 2:30pm
Thursday & Friday • 11am - 9pm
Saturday • 11am - 2:30pm

BAR SERVICE

Tuesday, Wednesday, Saturday & Sunday • 11am - 7pm
Thursday & Friday • 6-9pm

IF YOUR LAST
NAME FALLS
BETWEEN THE
LETTERS F - N
JANUARY IS YOUR
QUARTERLY
MINIMUM BILLING
MONTH.

A 24-HOUR CANCELLATION POLICY IS IN EFFECT ON ALL CLUB EVENTS.

SUN	MON	TUES	WED	THURS	FRI	SAT
	1 CLUB CLOSED	2 Tennis Ladies 9-11am Mens 9-11am 6:30-8pm	3 No Dinner Service	4 1/2 OFF WINE NIGHT Ala Carte 6-9pm Birthday Dinner	5 STOCKHOLDER MEETING 7pm	6 FATHER DAUGHTER DINNER 6-9pm
7 Ala Carte Breakfast • 7am Breakfast Buffet 9am - 1pm	8 CLUB CLOSED	9 Tennis Ladies 9-11am Mens 9-11am 6:30-8pm	10 BINGO \$10 per card 6pm Dinner 7:30pm Bingo	11 Men & Women's Round Robin 9am Ala Carte 6-9pm Birthday Dinner	12 FRIDAY NIGHTER 5-8pm • KNO Ala Carte • 6-9pm	13 VALENTINE'S DINNER 6-9pm
14 Ala Carte Breakfast • 7am Breakfast Buffet 9am - 1pm	15 CLUB CLOSED	16 Tennis Ladies 9-11am Mens 9-11am 6:30-8pm	17 \$5.99 MEAL DEAL 6-9pm	18 Men & Women's Round Robin 9am Ala Carte 6-9pm Birthday Dinner	19 Ladies Tennis A/B/C Level • 9am Ala Carte • 6-9pm	20 Ala Carte Breakfast Ala Carte Lunch & Bar Menu
21 Ala Carte Breakfast • 7am Breakfast Buffet 9am - 1pm	22 CLUB CLOSED	23 Tennis Ladies 9-11am Mens 9-11am 6:30-8pm	24 No Dinner Service	25 Men & Women's Round Robin 9am Ala Carte 6-9pm Birthday Dinner	26 SEAFOOD & PRIME RIB BUFFET 6-9pm	27 CAMP OUT
28 Ala Carte Breakfast • 7am Breakfast Buffet 9am - 1pm	<h1>FEBRUARY</h1>					RESERVATIONS CALL CHRISTINE AT 246-4827



PRSRT STD
 U.S. POSTAGE
PAID
 JACKSONVILLE, FL
 Permit No. 3916

1600 SELVA MARINA DRIVE
 ATLANTIC BEACH, FLORIDA
 32233-5699

TELEPHONE: (904) 246-4827
 FAX: (904) 246-9121

WWW.SELVAMARINA.COM

CONGRATULATIONS!

EMPLOYEE OF THE QUARTER

JOHN GIOE
 GOLF COURSE EQUIPMENT MECHANIC

It was quite a shock for John to come work for 2008. His previous job in Palm Coast was for a whose equipment was so new it was rare for him to even change the oil. Once John arrived here immediately set to work and has made tremendous improvements on our equipment including rejuvenating machines that had been retired. But he doesn't just wenders with our aging fleet of golf course equipment often helps out other departments and provides support for our Facilities Director as well. John is often called on to repair ice machines or golf carts as well as occasionally lending a hand with other repairs all around the Club. John has a great friendliness about him and is very open, always positive and kind. Though many may remember him as the chainsaw man from the hayride at the Halloween party he is much more fun and delightful in person.



EMPLOYEE OF THE YEAR

TARAH CARUSO • WAIT CAPTAIN

Tarah has been with our Club for about a year and a half. She has always been bright and cheery and service oriented. As a server she receives accolades from our members often. She has since grown to be quite a leader and was therefore promoted to Wait Captain earlier this year. Under her tutelage our waiters have become just as friendly and helpful as she is. Her hard work, dedication, efficiency and standard quality as well as her cheery personality, Tarah was voted Employee of the Year for 2009. Please congratulate her next time you are having dinner at the Club, she's sure to be smiling for you!

