



# THE FORECAST

SELVA MARINA COUNTRY CLUB March 2010

## LETTER FROM THE MANAGER

DEAR FRIENDS,

**“Trying not to change is like trying not to breathe. If you succeed, you will die.”**

That was an interesting quote I heard recently that I thought was very appropriate and suited to Selva Marina Country Club. We are on the brink of major changes to our business model that will ensure our survival and success well into the future. This month **almost every membership is seeing the first of three reductions to their monthly dues.** We have moved to value oriented products and services starting with the F&B operation. We changed the menu to offer value driven entrees, value oriented drink specials, and value oriented buffets. **The Full membership now offers exceptional value by reducing cart fees 25%, including complimentary range balls and lockers, access to walking privileges, and of course our off-site fitness center.** Effectively we have reduced the cost of membership by more than \$1500 annually. If you play any golf at all, and of course you will, your additional savings can be another \$200 to \$1000.



So how can we be successful with all this reduction in fees? This is where you can make a tremendous difference in our operation. **We need to spread the word that we have this extraordinary opportunity for golf memberships** as well as the opportunity for non-members to access the course. Your word-of-mouth will make the difference in our success. On top of that **we will reward you with one free month of dues for referring for a new member.** We are finally seeing some change to this record cold winter and now is the time to get your friends, neighbors, and associates to take a look at the Club.

As I said, non-member usage of the golf course is part of this strategy. In the coming weeks you will see new advertising promoting this concept which will help transition us to this new business model. We will broaden the scope of the current usage by Golf Now and create new opportunities for outside play. And in fact it doesn't require an overwhelming increase in outside rounds played, perhaps even less as we increase our total membership base. But we do need profitability for our future success. **And I am certain we can still deliver, and even improve, the member experience with this plan.**

Best Regards,

### COAB Route Force Main Routed Through SMCC Property

You may have noticed surveyors on the golf course over the last several months. These crews are part of the engineering that is being completed to install a new 18 inch Force Main in Atlantic Beach. In the next two weeks more crews will begin the work of determining the location of existing utilities. By June the actual excavation and installation will begin along the right side of fairways #4 & #7 and should take approximately 9 months to complete the entire project. Rest assured that our staff and associates are taking measures to keep the work inside the 20 foot easement and minimize damage to our property.

## UPCOMING EVENTS

\$5.99 MEAL DEAL  
Wed., March 3rd • 6-9pm

1/2 Price Wine Night  
Thursday, March 4th • 6-9pm

Mother Son Dinner  
Saturday, March 6th • 6-9pm  
\$23++ Mothers • \$10++Sons

Bingo & Buffet  
Wednesday, March 10th  
6pm Dinner • 7:30 Bingo  
\$14.95++ Adults • \$6.95++Kids

Friday Nighter  
Friday, March 12th • 5-8pm  
Kids Night Out Available

\$5.99 MEAL DEAL  
Wed., March 17th • 6-9pm

Culinary University  
Wednesday, March 24th • 6-9pm

Seafood & Prime Rib Buffet  
Friday, March 26th • 6-9pm  
\$27.95++ Adults • \$10.95++Kids

CAMP OUT  
Saturday, March 27th • 4pm  
\$14.95++ per person



SELVA MARINA RECONSTRUCTION PLAN

SUN	MON	TUES	WED	THURS	FRI	SAT
	1 GOLF TENNIS OPEN	2 Tennis Ladies 9-11am Mens 9-11am 6:30-8pm	3 \$5.99 MEAL DEAL 6-9pm	4 1/2 OFF WINE NIGHT Ala Carte 6-9pm Birthday Dinner	5 Ladies Tennis A/B/C Level • 9am Ala Carte • 6-9pm	6 MOTHER SON DINNER 6-9pm
7 COUPLES CLUB CHAMPIONSHIP	8 GOLF TENNIS OPEN	9 Tennis Ladies 9-11am Mens 9-11am 6:30-8pm	10 BINGO \$5 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 MEN'S MEMBER-MEMBER	13 Ala Carte Breakfast, Lunch & Bar Menu
14 DAYLIGHT SAVING	15 GOLF TENNIS OPEN	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 GOLF TENNIS OPEN	23 Tennis Ladies 9-11am Mens 9-11am 6:30-8pm	24 CULINARY UNIVERSITY 6-9pm	25 Men & Women's Round Robin 9am Ala Carte 6-9pm Birthday Dinner	26 SEAFOOD & PRIME RIB BUFFET 6-9pm	27 AB WOMEN'S INVITATIONAL CAMP OUT 4PM SET UP 6PM COOKOUT
28 Ala Carte Breakfast • 7am Breakfast Buffet 9am - 1pm	29 GOLF TENNIS OPEN	30 WOMEN'S MATCH PLAY CLUB CHAMP BEGINS	31 No Dinner Service	<h1>MARCH</h1>		

## FOOD & BEVERAGE HOURS OF OPERATION

### BREAKFAST

Saturday • 7 - 11am  
Sunday • 7 - 9am

### BREAKFAST BUFFET

Sunday • 9am - 1pm

### LUNCH

Tuesday thru Sunday  
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 A - E  
MARCH 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	
<b>RESERVATIONS</b> CALL CHRISTINE AT 246-4827		<h1>APRIL</h1>			1 1/2 OFF WINE NIGHT Ala Carte 6-9pm Birthday Dinner	2 Ladies Tennis A/B/C Level • 9am Ala Carte • 6-9pm	3 BUNNY BREAKFAST 9-11AM
4 EASTER BRUNCH	5 GOLF TENNIS OPEN	6 Tennis Ladies 9-11am Mens 9-11am 6:30-8pm	7 \$5.99 MEAL DEAL 6-9pm	8 Men & Women's Round Robin 9am Ala Carte 6-9pm Birthday Dinner	9 FRIDAY NIGHTER 5-8pm • KNO Ala Carte • 6-9pm	10 FLY-FISHING TOURNAMENT WINE DINNER 6-9pm	
11 Ala Carte Breakfast • 7am Breakfast Buffet 9am - 1pm	12 GOLF TENNIS OPEN	13 Tennis Ladies 9-11am Mens 9-11am 6:30-8pm	14 BINGO \$10 per card 6pm Dinner 7:30pm Bingo	15 Men & Women's Round Robin 9am Ala Carte 6-9pm Birthday Dinner	16 Ladies Tennis A/B/C Level • 9am Ala Carte • 6-9pm	17 Ala Carte Breakfast Ala Carte Lunch & Bar Menu	
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