

July 2019

The Foresight

GENEVA



1900

How can it be July already? I cannot believe how fast the time flies by; especially during the summer months. Now it's time to relax, soak up the sun and play a lot of golf. What more could we ask for, right? Come out to Geneva and do it all right here.

We've had a very busy June, so I suppose that's why it flew by so quickly. We held the 18th annual City of Hope event and it was a huge success. Last year it was rainy – this year the sun was shining. The HON Company, HNI and Allsteel have done such great things with this event and what a great cause they are supporting. We thank them for allowing Geneva to be their venue of choice yet again this year.



Men's Member Guest was a memorable one. Friday night was HUGE! It was so great to see so many members – both for Member/Guest and members that weren't part of Member/Guest. What a turn out! The Club was crawling with people and it was fantastic. I've heard a lot of great reviews about the music, the service, the food and just the overall experience. I'd like to congratulate those golfers that were the winners of their flights:

Steve Belcher/Adam Belcher – Steve Belcher had a hole in one on #5!!

Taco Tom Henricks/Doug Roelle

Tom Norton/Conrad Stalheim

Dave Gardner/Matt Rivera

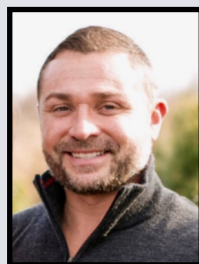
Brad Pankow/Jerry Ring – also overall winner!

Thanks again for a great weekend. We can't wait to do it again next year!

Family Fun Day will be here before you know it, so mark your calendars now for August 10th. This is always a fun event for everyone to enjoy. We will have fun at the pool, in The Grille and of course the FIREWORKS! Make a reservation and bring the family out. I hope we can pack the place again this year.

Everyone have a safe and happy 4th of July!

Hope to see you soon.
Brian



New Members

Chris & Krista
Wheeler

Gage & Sara Huston

Upcoming Events

July 4th

Happy Fourth !

July 17th

Family Fun Night

July 19th

Geneva Ladies Bridge

July 19th-21st

Club Championship

July 27th

Caribbean Night



Like us on
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President's Letter

As the calendar rolls over to July, and we begin the second half of 2019, I wanted to take this opportunity to provide our members with a summary of Geneva's financial situation.

In 2019, Geneva's finances have been adversely affected by two factors. First, even though overall membership is about the same as last year, we've lost 14 golf members in the three highest membership classifications, which translates to an expected dues shortfall of about \$50,000. The loss of these golf members also accounts for a corresponding reduction in cart and related golf fees. Second, the adverse weather conditions have reduced overall club usage, resulting in a decline in food and beverage revenue.

What are we doing to respond to these challenges?

- * Management continues to control labor costs based on usage. This tight control of our labor expense has resulted in a savings of \$20,000 so far this year.*

- * Our management team has not had a bonus or even a cost of living raise for the last two years.

- * Management has taken (and continues to take) proactive steps to secure golf and dining events that were not reflected in the 2019 budget. These outside events should generate about \$45,000 of additional revenue.

- * Management created two membership drive opportunities to encourage new membership. To date, this has resulted in 18 new golf memberships. We will be looking at additional programs in the future.

- * The kitchen has created some unique family dining options with lower price points. Made to order pizza and Geneva-To-Go weekly features are a few examples.

- * Live music and more club functions have been introduced.

Even with all our challenges, your club is in strong financial health. Your management team is dedicated to meeting the expectations of our members while controlling the Club's variable expenses. Your Board of Directors recognizes the challenges we have faced over the last few years and continues to take steps to adapt. Approximately 80% of Geneva's costs are fixed costs, so we have to focus on the remaining 20%, while keeping in mind that our members expect and deserve remarkable service every time they use the facility.

You can help by supporting and enjoying your club. If we all use Geneva even a little bit more, and if we promote Geneva to new members, the less the challenges outlined above will impact the members. Please come out more often to enjoy your club and bring your family and friends with you who may want to take advantage of Geneva's great golf and dining services we offer.

Thanks for taking time to read this update. Please let us know if you have any ideas or suggestions we can consider to improve your club experience.

Butch Trumbull

Dining Room Manager Report



Can you believe that 2019 is already half over? Holy cow, where does the time go?

This last month has flown by, Geneva kept us very busy and we would have it no other way. Men's member guest was a blast! We saw so many Geneva members out enjoying the live music, comedian, food off of the grill, and the great company! We love to see everyone out here having a great time. Thank you to all that came out to enjoy the evening and all who participated in the Men's Member Guest Tournament.

July is looking to be a hot one! Cool off with us in the pool! Our new pool heater has arrived and is installed thanks to ACCO, Kirk Butcher & team, Nelson Electric, Chamberlin Heating and Cooling, Bob's Crain Service, Steve Lee, and Brian Lee. It is not an easy task to install a unit that weighs thousands of pounds. They did a fabulous job and we are very grateful for all of their hard work throughout this process!!

Wednesday, July 17th we are hosting a Family Fun Night! Come hang out with your Geneva family and enjoy some time at the pool, a cocktail on the patio, and some grub off the grill. We are very excited for this event as we love to see our members of all ages enjoying The Club.

Stay cool and stay hydrated this month, and have a happy 4th!

Molli Lippelgoes

2019 Social Calendar

July 17th— Summer Family Fun Night

July 27th – Caribbean night

August 3rd – TGIF Event

August 10th – Family Fun Day

September 13th – Wine Dinner

October 18th – Kids Halloween Party

December 1st – Santa Brunch

December 7th – Kids Christmas

December 21st – Christmas Dinner Dance

**Be the first to see all
scheduled & pop up events
via email & social media!**

From the Golf Shop

Did You Know?

Did you know, as a member of Geneva Golf & Country Club there are many perks awarded to you that are not to the general public. We try to make Geneva the best experience for our members every single time you walk through the door.

Did you know, as a member of Geneva you receive discounted pricing on all products in the Golf Shop? 20-35% off all day every day.

Did you know, The Golf Shop is partnered with over 100 different companies both golf and un-golf related to accommodate all personal and/or professional needs with the ability to customize clothing, golf balls, clubs, awards, and an unlimited number of accessories, whether it personalized, logoed or customized.

Did you know, that Matt and I offer a variety of lesson plans for beginner/intermediate/advance players, including lesson bundles in a 3-Pack (i.e. short game, full swing, playing lesson) and 5-Pack (i.e. 2 short game lessons, 2 full swing lessons, and a playing lesson) at a discounted rate!



Did you know, as a member of Geneva you have an opportunity to play other clubs in our area for just a cart fee? (8 in all)

Please let me know if I can help with any of your golfing needs.

July seems to be our quite month for the club, but we still have some very important events scheduled this month. Please make sure you are looking at emails, text messages and the bulletin boards about course closers and upcoming club events.

July 4th Sidewalk Sale! Come out and experience great savings on all items on the club patio. The sale will run from 10:00am-6:00pm!

July 4th Pin Events! \$20 entry fee. Stop into the Golf Shop to sign up!

July 10th Men's Interclub @ Thunder Hills (need 6 players) – 12:30pm tee times.

July 18th Geneva Senior Scramble – This event will be a two-person scramble format, flighted. Seniors 50-64 Golden Oak Tees and Senior 65 and older will play the Gold Tees. We will start at 9:00am and have lunch following play! Call the Golf Shop to sign up!

July 19th Junior Club Championship - 8:30am tee times This is open to all Geneva juniors ages 5-21 to participate. Please call the Golf Shop to sign up.

July 19th, 20th, 21st Geneva Golf & Country Club Championship – Friday 1:30pm tee times for the Championship flight (54-hole competition)

Open Flight (white tee) Senior, Super Senior Men, Ladies and senior ladies will play 36-hole. Tee times on the weekend will start at 8:00am both mornings. Please contact the Golf Shop to register.

July 22nd Junior League Match home vs Red Hawk 3:00pm

July 25th Men's Interclub @ Short Hills 1:00pm

July 28th Junior League Match @ Crow Valley 3:00pm

August 8th Ladies Invitational 9:00am Shotgun

August 10th PARENT-CHILD GOLF, Family Day & Fireworks!

August 15th Geneva Senior Scramble – This event will be a two-person scramble format, flighted. Seniors 50-64 Golden Oak Tees and Senior 65 and older will play the Gold Tees. We will start at 9:00am and have lunch following play! Call the Golf Shop to sign up!

August 16th Muskie Invitational 10:00am Shotgun

August 17th & 18th 2 Day / 2 Person Golf Event – Come and join us for a unique event. We will play 4 different, 9-hole formats and conclude with a 4-hole shoot-out! Grab your partner and get signed up. This event is flighted.

August 22nd Muscatine Charities Inc “4 Person Scramble Golf Event”

12:00pm Shotgun. Put a team together and come and enjoy a great day of “funraising” for over 30 Muscatine Charities!!

August 25th Couples Club Championship – 11:00am tee time.

Let's play some golf!

Steve

Credit book must be used by October 1st. No acceptations!

Social Events



Sunday Brunch

Every Sunday

11am – 1pm

(some exceptions apply)



\$15++ for Adults (13 & up)

\$9++ for Children (6-12)

5 & under eat FREE



(+ 18%Gratuity & Sales Tax)

Please Call For Reservations



Geneva Ladies Bridge

Hostess: Shirley Dillion

Date: Friday, July 19th

Price: \$10+tax

Menu: Geneva club croissant, homemade pasta salad, fresh fruit and pineapple upside down cake for dessert.

2019 JULY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 Club Closed	2	3	4 Main Office - Closed Lounge & Dining Room - Closed The Grille/Kitchen 10:00am - 5:00pm Pool/Snack Bar - 11:00am - 5:00pm	5	6
7 Brunch	8 Club Closed	9	10	11	12	13 NO MEMBER DINING OR CARRY OUT
14 Brunch	15 Club Closed	16	17 Summer Family Fun Night	18	19	20 NO MEMBER DINING OR CARRY OUT
21 Brunch	22 Club Closed	23	24	25 Board Meeting	26	27 Caribbean Night
28 Brunch	29 Club Closed	30	31			

Featured Employee



This is Maddi Phillips, Maddi is our full time bartender. She will be celebrating her one year anniversary with Geneva in August. Maddi has been a dedicated employee since her first day. She was not even on the pay roll when she received a call from her best friend, Molli, saying that Geneva was short staffed and needed a "Guest Bartender". She has been hooked ever since and loves being here!! Maddi is the daughter of Bob and Barb Phillips and was born and has been raised in Muscatine. Maddi has always had an interest in cosmetics. From the time she was able to walk, she was getting into her mother's makeup bag. In addition to working at Geneva, Maddi sells Mary Kay and loves doing make up for any and all occasions! Thank you, Maddi, for all of your hard work!

*Geneva
Staff
Members*

Brian Lee, *General Manager*
Steve Hutton, *PGA Golf Professional*
Matt Dail, *Asst. Golf Professional*
Don Hassel, *Grounds Superintendent*
Clint Calkins, *Asst. Superintendent*
Krista DeRiemacker, *Office Manager*
Laura Simmons, *Executive Chef*
Molli Lippelgoes, *Food & Beverage Manager*
Jessica Weikert, *Membership Admin.*
& *Asst. to General Mgr.*



*Geneva
Board
Members*

Butch Trumbull, *President*
Sue Kistler, *Vice President/ Membership & Promotion*
Larry Stewart, *House*
Gary Schmit, *Treasurer*
Mike Eversmeyer, *Secretary*
Jason Schillig, *Greens & Course*
Jon Nietzel, *Golf*
Christina Soltwedel, *Social*
Rachel Wester, *Pool*
Eric Thomsen, *Controller*

Hours of Operation:

Front Office:

Mon-Fri 8:00am—4:00pm

Pro Shop:

Mon 10:00am—6:00pm

Tues-Fri 8:00am— 6:00pm

Sat. Sun 7:00am—6:00pm

Dining Room:

Tues-Fri 11:30am—1:30pm Lunch

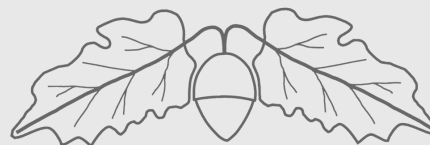
Tues-Sat 5:30pm—9:00pm Dinner

Sunday 11:00am—1:00pm Brunch

Lounge:

Tues-Sat Open at 4:00pm

GENEVA



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Contact Information:

Clubhouse: (563) 263-8942

Fax: (563) 263-5326

Pro Shop: (563) 262-8894

Email: geneva@genevacc.com

Pro Shop: shutton@genevacc.com

www.genevacc.com

Created by: Tyler Wentworth

Club Information

