



## CALABOGIE HIGHLANDS

# Season's Greetings

### CHRIS FLEMING, General Manager/Owner

2020, a year to remember for so many reasons. Let's look at the positives as we all know the negatives.

I want to start by saying thank you to all of you, especially our member volunteers who create such an exceptional social environment at our club. This year marked a profound transition of our club, and we are fully engaged in a vision for the next few decades.

We have accomplished many things this year that will benefit the Highlands social climate with many opportunities.

This year we dedicated multiple platforms to redefine the Highlands and its potential. The redesign and enhanced layout has come at a cost but has undoubtedly energized the golf community. The investment in expanded irrigation, turf enhancement, equipment, staffing, and intensified grooming was a welcomed addition to our facility and our course. At this

point, I need to thank my wife, Julie and our two girls for allowing me to pursue this course of action alongside our fantastic team this year.

The girls loved evening tours riding the "Side-by-Side" while changing sprinklers and looking at the golf course. A cherished time together.

Part of the family I would like to recognize is Tracy and Brian's introduction to our clubhouse. Hats off to their service, attention to detail, quality of food, unrelenting care of our members and customers, diligence in cleanliness and protocols, communication strength, the introduction of ideas, involvement in our community, dedication, and friendship.

Another integral part of this year was our maintenance crew's tireless efforts, who worked hard to ensure that things were ready for the new course launch while also enhancing conditioning. I was undoubtedly comforted knowing they had my back, and I cannot say how much I appreciate their help. Thanks go to Lou,

Jason, Scott, Gordy, Bob, Jeff, David, Colby, Wes, Jaryd, Calvin, Kiera, Trinity, Mr. Fleming, Julie, Jordan, Ashleigh, Grant and Leo. Their positive efforts have helped me sleep at night.

Now I wish to introduce the first and last people you see when visiting us is the Pro Shop team. Joanne, Jaryd, Wesley, Laura, Tara, Marcel, John, Brett and most recently, Shawn, who will be a strong presence next season. Thank you.

The upgrades to on-course services were paramount with introducing the Bunker Bistro and its new washroom services and well-positioned food and beverage services. Thank you, Arlene, Tracey, Tara and Joanne, for representing us there. I would also like to thank Kevin Coulas of Kev-Tec electric and Corey Dougherty of Dougherty Electric for their assistance in powering up our brand new Bunker Bistro service area.

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To continue these enhancements, we are pleased to announce the introduction of a seasoned and friendly golf operations manager Shawn Mosiondz. Shawn will introduce a lot of member-friendly programs, and his communication style is cherished. He looks forward to serving all of you. Adding to this is the purchase of 20 Yamaha golf carts to add to our ageing fleet.

Finally, after 39 years of manually changing sprinklers, we have invested heavily in

an automated irrigation system to provide reliable course conditions in the worst of weather. Toro irrigations technologies will begin installing this new system in 2021. I am pleased to say that this will not interfere with play or course conditions as it gets phased in. We will also focus on improving tee decks and concentrated play areas. The purchase of new commercial lawn care equipment will help us keep up with the day-to-day grounds keeping with over 300 acres of turf to maintain.

As always, we appreciate comments and suggestions from our membership, who play our course frequently. We appreciate you inviting your friends and family to play at the Highlands.

We will continue to update and advise you of plans as we advance, but I have to say we are excited to put 2020 behind us. We have some exciting news to share. I have asked Shawn to introduce some of our new initiatives to you.



## **SHAWN MOSIONDZ Golf Operations Manager**

The most intense and busy golf season I have ever experienced is in the books, and now the real work has begun. Since the course closed, I have been busy ordering products for next season, building our new point of sale system, developing our new tee sheet and setting up our new online store. These changes will benefit the staff, the members and public players.

I am incredibly excited for you to see our new fully stocked Pro Shop at the beginning of next season. We have signed on with Titleist / FootJoy to provide the highest quality golf balls and gloves available. Puma will be our leading clothing supplier. They have been my favourite clothing brand since I started golfing in 2009! The quality, design and price point are sure to be a big hit at the Highlands.

We also signed on with Cobra for all your golf club needs. Cobra is a fantastic brand, but you do not have to take my word for it. We have procured a fit cart for next season so that you can try the newest golf technology for yourself! We will also have a Demo Day in the early Spring for those

ready to take their game to the next level. Although these companies will be our main suppliers, I can bring in almost anything you can imagine. If you see something you like, please reach out to me, and I will have it in your hands in no time!

Our new point of sale, tee sheet and online store is powered by Tee-On. I have seven years of experience using this system, and it is fantastic! We have established our new Loyalty Point Program, where you earn 1 point for every pre-tax dollar you spend. Members and guests can redeem points for green fees, cart rentals and range balls. The online booking system will make it easy to secure your next tee time with just a few clicks. You can sign in to manage and make changes to your profile, including changing your username and password, adding playing partners to your favourites, or viewing your upcoming and past bookings. There is also a free to use score tracker that will be very handy to see how much you improve after buying a new set of custom fit Cobra clubs from me!

We have launched our new online store to sell our Christmas game package and gift certificates. We will be adding member-

ship purchases this week to make it easy for you to renew or sign up for the first time. We have partnered with Moneris to help assure your payment information is secure. If you are still hesitant to make your membership purchase online, please reach out to me, and we can make an appointment to meet at the Highlands. Our early bird pricing is in effect until January 31st, 2021. Save 10% on all membership categories!

I was truly fortunate to start working at the Highlands at the end of this past season. It gave me a chance to meet some of you in person and understand the operation and culture. I am looking forward to getting to know all members and becoming a valued part of this community! If there is anything you ever need, I am always a phone call or email away.

