



Dan Eisenbraun, President  
 Tony Erickson, Vice President  
 Lynette Bruening, Sec. Treas.  
 Cal Riesgaard, Director  
 Jeff Larson, Director  
 John Sternquist, Director  
 Greg Kouri, Past President  
 Waren Muller, Golf Course Superintendent  
 Pat Kramer, Golf Professional/General Manager  
 Jon Hoelsing, Assistant Golf Professional  
 Sonnie LaCombe, Food/Beverage Manager

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2 Y. Forum 8:15 Rotary Club - Noon Bridge 1:00	3	4	5 <b>Fish Fry 5:30 pm</b>	6 10:30 am Y. Women's Club
7	8	9 Y. Forum 8:15 Rotary Club - Noon Bridge 1:00	10	11	12 <b>Fish Fry 5:30 pm</b>	13 Frick 50th Anniversary 4:00
14	15	16 Y. Forum 8:15 Rotary Club - Noon Bridge 1:00	17	18	19 <b>Fish Fry 5:30 pm</b>	20
21	22	23 Y. Forum 8:15 Rotary Club - Noon Bridge 1:00 pm	24	25	26 <b>Fish Fry 5:30 pm</b>	27
28	29	30 Y. Forum 8:15 Rotary Club - Noon Bridge Stagette 1:30 SDSU Social 5 pm	31	<i>March 2010</i>		

Pro Shop: 665-4621

MARCH 2010

Office: 665-4522

### Board Report . Dan Eisenbraun



As I look ahead to the coming year, I feel both honored and humbled to be chosen to serve as your President at Hillcrest for 2010. Thank you for the opportunity and for placing your confidence in me to help lead this fine organization into the future. Recently I was reviewing the list of past presidents of Hillcrest, going

back to the first president during the year of my birth in the 1950's. This list contains some remarkable people who played a great leadership role not just at Hillcrest but also in our community and throughout the region. It is truly humbling to stand in their shadow and to ponder the efforts that have gone into the evolution of our wonderful club over the years. I am fully committed to Hillcrest Golf and Country Club and promise that I will do all I can to continue the legacy of Hillcrest as the premier club and best membership value in our area.

Among the long list of dedicated Past Presidents at Hillcrest, Greg Kouri will certainly be remembered for his enthusiasm, innovative ideas, and great generosity. Greg has a pure and absolute desire to improve the membership experience at Hillcrest, and he has demonstrated that he is willing to put a great deal of both his time and personal resources into making that happen without asking for any recognition in return. We all owe Greg (and Jill) much thanks for his service as President this past year and for his ongoing contributions to Hillcrest. I also wish to thank two members who have contributed so much over the past several years in their service on the Board as their terms now expire. Ken Bertsch provided stable, rock-solid leadership during his tenure on the Board and as our President two years ago. Thank you, Kenny, for being a great role model for us all! Wayne Anderson is also leaving the Board of Directors after three years of providing excellent advice and insight into many issues, and also for being a valuable source of technical knowledge during the period of time when our pool was

*Eisenbraun continued on page 3*

### Course Report . Waren Muller



In January I talked about some of the goals and new procedures the maintenance staff is undertaking during the 2010 season. This month I am going to cover some of the things you will notice when you get back out on the golf course in the spring.

The three main areas of concern for the 2010 season are no different than years prior and those three areas are greens, tees, and fairways. Last year we used our aerification plugs to re-grow a portion of our bentgrass nursery. When the nursery is usable we will start re-doing some collars. The collar on the front of #14 will be replaced with bentgrass and a large portion of #11 left collar will be replaced with bentgrass also. This should improve playability by improving the uniformity of the playing surface.

When spring arrives you can expect some modest upgrades at the practice facility with new range markers that will be adjusted with the moving tee rotation. The markers will be placed 50, 100, and 150 yards from the tee. The ballwashers will have new and improved towels with the new Hillcrest logo printed on them.

The maintenance crew is going to try and put a rush on returning the greens to an acceptable speed earlier in the year. In the past we started cutting about .15 hundredths of an inch higher than we plan to in 2010 which probably puts us two weeks ahead of last year and leaves us only needing to drop another .5 hundredths of an inch to reach our goal height of cut.

For you turf heads out there that means our final cutting height is .105" and we start at .155". We mow close to the dirt but not as close as the rumored height of cut at Jack's Memorial Tournament which is .065".

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<i>April 2010</i>				1 Men's Day Handicap Posting Begins Men's Day T-time Sign-up Men's Invite	2	3
4 <b>EASTER BRUNCH 10:00</b>	5	6 Y. Forum 8:15 Rotary - Noon Bridge 1:00 Ladies Day	7	8 Men's Day Men's Day Mixer #1 2:00 SG	9	10 10:30 Yankton Women's Club  6:00 Mtron Banquet
11	12	13 Y. Forum 8:15 Rotary - Noon Bridge 1:00 Ladies Day 5 pm Hosting Chamber Mixer	14	15 Men's Day	16 <b>President's Party</b>	17
18	19	20 Y. Forum 8:15 Rotary - Noon Bridge 1:00 pm Ladies Day	21 Sertoma Stag	22 Men's Day Men's Day Mixer #2 2:00 SG	23 YHS Invite 10 am SG	24
25 <i>Couples Open 1 pm SG</i>	26 Aerification - Course Closed All Day	27 Y. Forum 8:15 Rotary Club - Noon Bridge Stagette 1:30 Opening Stagette (2 Net BB of 4) Ladies Day	28	29 Men's Day	30	

## Pro Shop Report . Pat Kramer



Spring is nearly here and hopefully the golf course will be open before the end of March! Until then, the golf shop is open Monday through Friday 10:00am to 5:00pm. Stop in to visit with Jon Hoelsing, the new Assistant Golf Professional, and I about the upcoming golf season. Jon just recently graduated from the

University of Nebraska Lincoln and will soon be receiving his Class "A" PGA Membership. Jon will be a great addition to the staff and I am sure you will enjoy visiting with him.

All the new Foot-Joy products are in. You can expect to see exciting new equipment from Titleist, Cobra, Odyssey, Cleveland, and Taylor Made. Men's clothing arriving in the coming months: Gear for Sports, Sun Mountain, Monterey Club and Under Armour. Ladies clothing arriving in the coming months: Gear for Sports, Sun Mountain, Under Armour, and EP Pro.

The time is now to recruit new members for 2010. Please

encourage any potential members that you know to join. Sustaining a strong membership base is critical to avoid large dues increases in the future. Back for a limited time is the 10% discount special. All new members, who have not been a member during the past three years, receive a 10% discount off 2010 annual dues (Levels 1-5, Social 1 & 2). The referring member will also receive a credit to his or her account for same the dollar amount.

### A note from Jon Hoelsing

As Pat mentioned my name is Jon Hoelsing and I will be serving you as the new Assistant Golf Professional here at Hillcrest Golf and Country Club. I grew up near Yankton on a farm by Menominee, NE and currently reside in Hartington NE, where I attended high school at Hartington Cedar Catholic. I recently graduated from the University of Nebraska-Lincoln in December with a PGA Golf Management degree and will soon be elected to membership of the PGA. During my four years of college I completed internships at Wilderness Ridge Golf Course and Mahoney Golf Course in Lincoln, NE, and Oak Hills Country Club in Omaha, NE. I am very excited to be here at Hillcrest and eager to meet each and every one of you in the near future!

## Club Report . . Sonnie LaCombe



March is the month for our Friday night Fish Fry's, come out and join us each Friday this month for a fantastic meal. We will be serving from 5:30 till 9pm.

Congratulations to Tom and Rogene Cihak, their wedding reception was held here on Feb. 13th. What a wonderful time we had celebrating with them.

I know everyone is ready for the snow to melt away and warmer temperatures to arrive. It won't be long till the clubhouse is full of activity again.

## Fish Fry Menu

Every Friday in March - Starting March 5th  
Serving from 5:30 pm till 9:00 pm

### Appetizers

**Crawfish - \$5.95 Crab Cakes - \$5.95**

### Soup

**Manhattan Clam Chowder  
Cup - \$3.95 Bowl - \$4.95**

### Entrées

*Dinners include choice Fries, Baked potato or  
Vegetable du Jour, Hushpuppies or Cheese Biscuit*

**7 Fantail Shrimp - \$12.95**

**Crispy Breaded Pollock - \$13.95**

**Mahi Mahi - \$17.95**

**Almondine Walleye - \$17.95**

**Grilled Canadian Walleye - \$17.95  
topped with Toasted almonds**

**Filet Mignon - \$18.95**

*Broiled Bacon Wrapped Filet  
served medium rare to medium*

### Dessert

**Death by Chocolate Cake - \$4.95**

## Golf Schedule for 2010

You can also view the continually updated club calendar, a short summary of most events, and all event results on the golf schedule page at [www.hillcrest.4t.com](http://www.hillcrest.4t.com).

April 1: Sign-up begins for Men's Invite  
April 1: Men's Day T-Time Drawings Begins  
April 1: Handicap Posting Begins  
April 8: Men's Day Mixer #1 2 pm SG  
April 22: Men's Day Mixer #2 2 pm SG  
April 23: YHS Invite 10:00 SG  
April 25: Couples Open 1pm SG  
April 26: Aerification - Course Closed All Day  
April 27: Opening Stagette (2 Net BB of 4)  
12:30-1:00 or 4:00-4:30 TT  
May 3: Green Jacket 2 pm SG  
May 4: GHIN Deletion Deadline  
May 4: Ladies Clinic (Full Swing) 6:30  
May 6: Men's Day 2-Man Best Ball Begins  
May 7: Couples Night (Alternate Shot Scramble) 6 pm SG  
May 11: Ladies Clinic (Putting & Chipping) 6:30  
May 12: Mt. Marty Classic 1pm SG  
May 18: Ladies Clinic (Pitching & Sand) 6:30  
May 19: Senior League Begins 8:30 SG  
May 21: T-Times for Men's Invite Practice Rounds taken at 8 am  
May 25: Ladies Tin Whistle 1 pm TT  
May 28: Jr. Golf Begins 7 am  
May 28: Couples Night (Alternate Shot 2 Net BB of 3) 6 pm SG  
May 28: Demo Day (Titleist, Cobra, Taylor Made, Ping, Callaway, Cleveland) 4-8 pm  
May 31: Couples Memorial Day Tourney 1pm SG  
June 1: Men's Invite Sign-Up Deadline  
June 1: Ladies Day 2-Lady Best Ball Begins  
June 2: SDSU Outing 1 pm SG  
June 4: Family Night Adult-Child Event 6 pm TT  
June 6: Men's Net Match Play Pairings Posted  
June 11: Couples Night (Pinehurst Stroke Play) 6 pm SG  
June 12: Ladies Invite 1 pm SG  
June 13: Parent-Child Tourney 1pm TT  
June 13: Membership BBQ 5 pm

June 18: Men's Invitational Practice Rounds & Shoot-Out  
June 19-20: Men's Invitational 8am & 1 pm SG  
June 22: Ladies Indy Tourney 1pm TT  
June 25: Couples Night (Alternate Shot Scramble) 6 pm SG  
July 4: Firecracker Tourney 8 am SG  
July 6 & 13: Ladies Club Championship 2 pm TT  
July 9: T-Times for Pro-Am Practice Rounds taken at 8 am  
July 9: Couples Night (3-3-3) 6 pm SG  
July 10-11: Men's Club Championship 8 am TT  
July 16: Junior Golf Championship 7am  
July 16: Family Night Adult-Child Event 6 pm TT  
July 18: Couples Day at the Races 1pm SG  
July 21: Hosmer Law Firm Outing 1 pm TT  
July 23: Pizza Pop Open 8 am TT  
July 30: Couples Night (Alternate Shot Scramble) 6 pm SG  
August 2: Pro-Am Volunteer Pizza Party 6-8 pm  
August 3: Pro-Am Qualifying 7:30 am SG  
August 3: Ladies Pro-Am 2 pm SG  
August 4: Pro-Am Practice Rounds  
August 5-8: Pro-Am 7am TT  
August 13: Couples Night (Derby) 6 pm SG  
August 13: Night Golf 9 pm SG  
August 27: Family Night Adult-Child Event 6 pm TT  
August 28-29: Yankton City Golf Classic 8 am TT  
September 6: Couples Labor Day Tourney 1 pm SG  
September 8: Chamber Day Tourney 1pm SG  
September 9: Men's Day Mixer #3 2 pm SG  
September 10: YHS Invitational 10 am SG  
September 12: Marchand Cup at Hillcrest 9 am TT  
September 13: Aerification - Course closed all day  
September 21: Ladies Awards Stagette (Scramble) 1pm SG  
September 26: Couples Season Finale 1pm SG  
October 7: Last Men's Day T-Time Drawing for the year  
October 26: Last Day to Post Scores

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undergoing the much needed renovations. Wayne's experience helped to achieve the great results we now enjoy and unquestionably saved the club much money in the process. I encourage all members to extend their thanks to these quality individuals for the many volunteer hours of service they have provided.

While we will certainly miss having Ken and Wayne on our Board of Directors, we are very fortunate to have two new members that have stepped forward to serve who will bring excellent experience and perspective to the Board. John Sternquist and Jeff Larson were elected to the Board of Directors at our annual meeting in February. Please thank them for their willingness to serve the members of Hillcrest.

Looking to the future in the management of a private golf club can leave one feeling rather uneasy these days. We frequently hear and read stories about the decline in membership and income at private golf clubs nationwide and the numerous clubs that are struggling financially. This is certainly due in part to the uncertain economic times we are living through right now, but industry analysts will tell you that the problem is actually more cultural than it is economic. Since the early 1990's, although the number of golfers in our country may have increased, those that belong to private clubs have decreased by 30 percent. This may be a reflection of the fast pace at which we now live and the numerous other commitments that most households have managing two careers and keeping up with the many organized activities of their children. We at Hillcrest are certainly not immune to the stresses being felt in the industry. Recognizing this, the Board of Directors, after a great deal of thought, has chosen to modify the business model under which Hillcrest has been operating. We have essentially had two separate businesses operating at Hillcrest for many years, and oftentimes you might say in competition with each other. Our income streams for food, beverages, driving range fees, cart rentals, green fees, and so forth were fractured and divided. Starting in 2010, we now have brought all of the business functions, including the pro shop and snack bar, together into one entity. This should eliminate duplication of management effort and have all portions of the business pulling in the same direction. Pat is now a full time employee of Hillcrest and will serve as our Head Golf Professional and General Manager. He will take over all bookkeeping responsibilities along with management of staff and oversight of budget. To assist him in the golfing activities and pro shop, we have hired an Assistant Golf Professional, Jon Hoelsing, who is a recent graduate of the UNL golf professional program. Jon is originally from Hartington and we are very pleased to welcome him here to Hillcrest. I will give you more updates on this important change in our business model in future newsletters.

I hope that we soon begin seeing temperatures that start with a 4 and have at least two digits. There is still a lot of snow on the course to melt before the first rounds of golf are played, but it won't be long now! Looking ahead to upcoming events, please mark your calendars for Friday evening, April 16th, the date planned for the annual President's Party. More details will follow, but good food, good music, and a good time for all is promised!