



From the General Manager

As many of you know, the golf industry is a tough business. We are no different at Pocono Farms. As if our challenges were not enough, throw in a pandemic. Even with the pandemic, we have fortunately been okay so far. We have and continue to follow the guidelines to ensure the safety of our members/guests, and staff. Thanks to the efforts of Kyle, Jeff, and their respective staff's, we continue to follow the guidelines while doing our best to provide our members a quality golfing experience.

As we were made aware of the guidelines that needed to be put into place to ensure safe play, we enthusiastically looked forward to getting open for the season. Although it was a little later than what we wanted, it was great to start seeing members again. The members deserve credit here as well. You have accepted the way we need to conduct business to ensure the safety of all and it is appreciated. It is not what we are used to, but at least we get to play a game that we all enjoy, well most of the time except for those three putts!

As we are proficient with dealing with adversity, we will get through this as well. We truly appreciate your cooperation and continued support.

Membership

As of August 14, our membership numbers are catching up to the season end numbers of 2019. In part it is due to the fall special memberships that we are realizing. We have realized 21 fall specials so far compared to a total of 16 in 2019. We would love to get to 30 memberships. We are running a second radio ad on the new station out of Stroudsburg, 103.1 announcing our \$250.00 fall special starting on September 1st. This program has proven successful in the past as we typically retain about 80 to 85% of the fall specials for the next season.

We must also thank our LOYAL members who have returned. We understand some of the reluctance to join due to the virus. After seeing and hearing what we are doing to keep everyone as safe as we can, most have come back. Your support of the Club and golf operations is commendable.

By the numbers:

2020 - 143 memberships - 157 members +10 honorary members,
includes 21 fall specials

2019 - 147 memberships - 168 members +11 honorary members,
#includes 16 fall specials

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POCONO FARMS COUNTRY CLUB ASSOC., INC.

Golf Gazette



Member Rounds

After a delayed opening due to COVID, member rounds have bounced back nicely. We trailed behind the first two months since opening. This was anticipated along with membership trailing behind as well. Through July, our member rounds of golf are up 521 rounds over last year through the same period. This is a positive trend. The amount of rainfall and the temperatures have been about the same which means the members we have are playing more golf!! Keep it up!

Although we have not realized some of the outing play that we had on the books, but our league play has increased. We have been a little reluctant on booking more leagues. We didn't want to infringe upon member privileges or have the course show more signs of additional play. However, in looking at our opportunities, league play definitely had some appeal. Kyle was able to secure two more leagues this year giving us a total of 6.

Not only has this helped us realize more non-member revenue, they are also supporting the beverage cart. The additional league play is not showing additional wear and tear on the course. Kyle has really stressed to them the importance of fixing a ball mark or two, and replacing divots or using the mix. An additional benefit to realizing non-member revenue is that it helps in keeping our membership rates flat. The golf committee is not considering a dues increase for the 2021 season. It is anticipated that all of the leagues will come back. We are also hoping that there is some relief next year where we can realize more outings, or at least get back the ones we lost to the virus.

We did host two larger outside outings in late July and early August. Both were more than complimentary of Katrina and Kyle on the way in which they handled the food and beverage and golf operations during their events with all of the restrictions in place. One actually booked their event for next year before they left the property and we booked another outing for this year from an attendee at the other outing. As we have said from the beginning, our goal is to provide the services and hospitality that our members and guests expect/deserve, while keeping them and our staff safe.

Golf Scholarship

2020 marks the 17th year of the golf scholarship awards. Roughly \$60,000.00 has been awarded since the inception of the program to deserving graduating seniors.

This year's winners are Gabriel Canuteson and MacKenzie Piacenti who both exemplified excellence in not only their academic pursuits, but also through their leadership and community involvement. On behalf of the golf scholarship selection committee, the golf committee, Board of Directors, and those that have contributed to the scholarships, we wish them the best of luck in their future academic pursuits.



Course Update

Each year, Jeff Lesoine, our course superintendent, continues to build on the successes of the previous year by providing our members and guests with some of the best course conditions in the Northeast.

We have, and continue to receive, many positive comments about our course conditions and playability. Jeff and his team do a great job in providing our members those quality conditions considering the extreme weather conditions we sometimes experience in Tobyhanna.

The Board has affirmed to the golf committee that Kyle and Jeff can continue with the tree removal project this fall. The work will continue at the #17 tee box and go through #18 as weather permits. The Board has also challenged management and the golf committee to look at other similar long term projects, such as the tree removal project that was spread out over a few years, and come up with a list of recommendations.

At the August golf committee meeting, the committee discussed a few of these. They are in no certain order: Drainage, Bunkers, cart paths, and tee box leveling/expansion. The committee has asked for some preliminary pricing from management so that they can come up with a plan to present to the Board for future budget consideration.



Tournament & Event Winners to Date

First Place Championship Winners

Senior Club Championship - Mike Bryndzia & Betsy Cuneo

Glow Ball - Melissa Snyder, Josh Snyder, Bill Snyder, & Pauly Snyder

Club Championship - Pat Mitchell & Natalie Spiska

Handicap Tournament - Deb Ritter

Memorial Member/Member - Frank Milano & Mikey Gaudette

Member & 1 or 3 guests - Derrick Parrott & Polnasik - Patrick Mitchell & Frank Osborner

Parent/Child - **Adult Team** - Tom & Ben Sirolly - **Junior Team** - Jeff & Lyla Jones

Congratulations to all of the **flight** winners! For a complete list of all flight winners, please visit - poconofarms.com/Golf



In Closing

In closing, 2020 has been a challenging year and one in which we are up for the challenge. It has also made us realize that we are very fortunate to have a place, a golf course, where we can escape for a few hours, have some laughs, cheer on a good shot, maybe win a skin or two, and enjoy each others company.

We trust that you realize that even though these are different times, our goal is to keep you and the staff safe, and to provide you the opportunity to enjoy some sense of normalcy.

Enjoy the rest of the season!

POCONO FARMS COUNTRY CLUB ASSOC., INC.

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