

AVCC Pro-Manager Report

November 18th, 2018

The past season at Aroostook Valley was a real roller coaster ride! From a very slow start to a busy mid season run, to a dismal and quite frankly, disappointing finish. If you were to ask anyone about the weather this past season most people would say it was incredible! I agree; we had a beautiful run from mid-July through mid-September and in fact it was one day after another of hot humid weather. However, spring was cold and windy and from mid-September on we had a very mediocre fall. This really affected play at the club this year. From our first board meeting in April and subsequent meetings in May, June and July I continually reported that our revenue was down in membership, green fees and cart rentals. I was concerned, but not panicking, at the time because I knew the meat of our season was still ahead of us. We had many tournaments on our schedule and it looked like true summer weather had finally arrived! When our August meeting finally rolled around, I was pleased to report that our income almost mirrored that of 2017 and all things being equal we would definitely have a successful 2018 season. Many big events followed including the St. John Valley and, by all indications, based on prior years even a decent finish would leave us in great shape. **THAT DID NOT HAPPEN!** By the time our October meeting was held we were down in revenue some \$13,000.00 dollars from mid-September to mid-October as compared to 2016 and some \$15,000.00 over the same period in 2017. To put it plain and simple people just stopped playing golf! Ask yourselves, “How much golf did I actually play from mid September on?” Likely most of us, other than Herrick Hansen, if answered truthfully, could say, “NOT MUCH”! Our members were not playing, and we certainly did next to nothing in green fee revenue and cart rentals. I can’t put my finger on it - was it poor weather (it

was not that bad of a fall) or had people played so much golf from mid-July until mid-September that if it was a little iffy out, they just didn't bother? There was no reason to think that a finish like that was possible, but it happened and we will have to watch that this is not a trend or we will have to adjust accordingly.

To the members of Aroostook Valley, "You are simply the best." Our membership is active, supportive and always willing to lend a hand. There are a lot of positives from this past season, I am pleased to say that our bar and kitchen revenues were up and all our expenses were kept in line. This year was very scary for me to be honest. Heading into the season with an entirely new clubhouse staff and a new Superintendent on the golf course, things could have gone south in a hurry! The staff performed above and beyond expectations. The girls inside worked hard and continued to provide great service in a welcoming atmosphere that has made us so successful, and that people have become accustomed to. I want to thank them for that. For those that choose to stay with us you now know why AVCC is such a special place to work and we are all one big family! Perry Swazey did a fabulous job with our golf course! I was so happy that in his first year he had greens that wintered so well and he did not have to deal with winter kill! The course was maintained beautifully and a lot of improvements were made. I watched as Perry gave it his all and I would like to thank him for that. It remains to be seen what the course will be like in the spring. We have been hit with heavy amounts of early snow and I am doubtful that the greens will get covered. Let's hope this snow acts like nature's cover! We want it to stay and to have no January thaw! We have to be prepared to roll up our sleeves in the spring and get the greens treated, seeded and covered early and we will be fine. In a perfect world the greens would have been covered but how could you see this coming? The

Monday morning quarterbacks could see it but they are not held in high regard. My wife has taught me that everything happens for a reason and though I am hard headed that always proves to be true! This may be a year where covers were not meant to be! If we have issues, we will fix them! A wise Superintendent once said to me, "Steve it is just grass, it will grow back! Beat it up once in awhile and it comes back stronger and better then ever." If by some miracle the ground opens up again this fall and we can move around the course we will take all necessary steps to protect our greens!

I would like to thank L.C. and Steve Hansen and Herrick for their work in the Pro shop this summer. Herrick, thanks for all you do in keeping the members and guests informed with your weekly publications and emails and Facebook posts. We all know what is going on at the club and enjoy seeing results posted on our web site. I hope you will continue to provide this service for many years to come.

I would like to congratulate our 2019 Club Champions: **Sheldon Sappier**, Men's Champion - **Tom Davidson**, Men's Net Champion, **Nancy Levasseur** Ladies Net Champion

Looking forward 2019 promises another busy tournament schedule and I am pleased to announce that AVCC will host Golf NB's Provincial Seniors, Super Seniors and Mid-Masters all together in one event. A huge shot financially and another opportunity to show case our club and its hospitality. We will be looking for volunteers to ensure the success of this event and know that many Members will step forward to do just that. Thanks to all our volunteers who

help with gardening, tournaments, barbecues, etc. As I have mentioned our club is full of people that want to help!

I am excited for the 2019 season. We have a lot of work to do! The poor finish we had this year has actually lit a fire in my belly.....we will have a successful 2019. The members, board of directors and staff will see to that, I have no doubts. Work is ongoing to ensure our success and we will not sit back and let things slip! We all love this place too much to let that happen!

AVCC Pro Manager

A handwritten signature in black ink, appearing to read 'Stephen Leitch', written over a light grey rectangular background.

Stephen Leitch