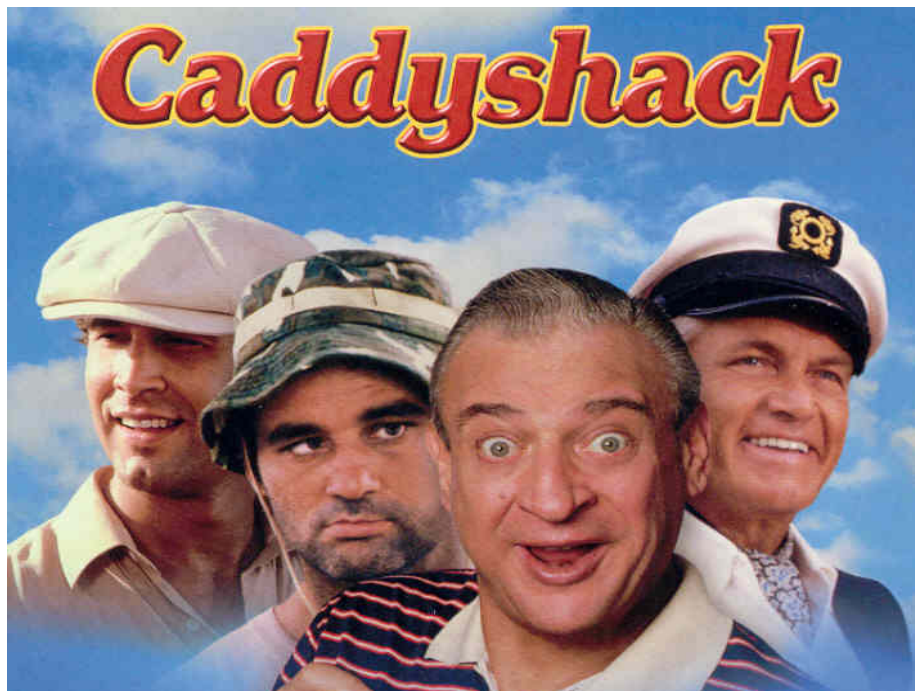


Join us Tuesday, August 23rd
From 6:00pm-8:00pm
For our Member Appreciation Night



Enjoy Complimentary Beverages and Appetizers while enjoying one of Golf's most Memorable Comedies.

Oh and don't forget to Dress as your favorite Character and Quote along with the movie! Yes talking during this movie is encouraged!

The August Tempo



It's the Last Tuesday Tunes of the Year

So Grab your Swim Trunks and the Kids and Enjoy

Tuesday, August 30th
from 6pm-8pm
Featuring Brian Curtis

Balcones Country Club is excited to join forces with Texas Advocacy Project for their

"Second Annual Backpack Drive"

August 16th thru August 31st



We will be collecting New backpacks to give to domestic violence shelters, August 16th thru August 31st at both clubhouses as well as our Caddy Shack Event on August 23rd

Last year you helped us raise over 400 Backpacks and School Supplies to donate to Texas Advocacy Project.

For more information about this project, turn to page 17 or contact Rachel Gill at rgill@balconescountryclub.com or for information about Texas Advocacy Project go to www.TexasAdvocacyProject.org

B
Balcones CC
**Women's
Association**
Austin

BCC Tempo ~ August 2011 Leah Cox, President

Our 2010-2011 year was very successful for many reasons... great growth in membership, great growth in funds raised for scholarships, and a successful spring event. The new BOD and committee chairs have been hard at work this summer planning for another fabulous year. Thank you for all who have participated in the survey. We received great feedback and appreciate all the input.

~ Social ~

**August 31, 2011 ~ 6:30-8:30 pm ~ Wine & Cheese Social
Spicewood Clubhouse**

The BCCWA BOD welcomes all BCCWA members to kick off our new year at a Wine & Cheese Social at the Spicewood Clubhouse. Come and enjoy some wine and cheese and catch up with friends. The BCCWA BOD and Committee chairs will be available to share about upcoming events and Market Days.

~ Luncheons/Programs ~

Save the date for the following upcoming programs

**September 15th ~ Evening Program
Fall Preview Fashion Show
hosted by**

ANTHROPOLOGIE

**October 20th ~ Luncheon Program
Mental Toughness by Bill Stern, Ph.D**

**November 17th ~ Luncheon Program
Women in Philanthropy**

December 15th ~ Christmas Luncheon

~ Market Days ~

October 21-22, 2011

Please join the BCCWA for the Preview Party Friday evening, Oct 21st. Saturday is open the public. We have great plans for this year! Raffle prizes include a Green Egg Grill and 40" TV and more! The Pantry will include the popular casseroles again and plan to come enjoy lunch at the Pumpkin Patch Café!

~ Membership ~

We would love for all ladies of Balcones Country Club to join our organization. If you are interested in membership, please contact Dorothy Johnson, Membership Chair, wardorj@austin.rr.com or 331-1140.

Balcones
COUNTRY CLUB

2011 Balcones

Labor

Day



Friday, September 2nd - Shotgun Start @ 1:00PM

Saturday, September 3rd - 8:00am Tee Times

Sunday, September 4th - 8:00am Tee Times

Member-Member/Member-Guests-\$225.00 per player

Guest-Guest Teams-\$250.00 per player

**Includes Prizes, Lunch, Contests on course,
Dinner & DJ by the Pool Sunday Evening**

Format: 2 Person Scramble - Balcones Course

Flights determined by low player's USGA Handicap index.

**Guest-Guest Teams must have a Member Sponsor to play in
this event. Limited to the First 72 Teams.**

Championship and First Flight Black Tees. All other

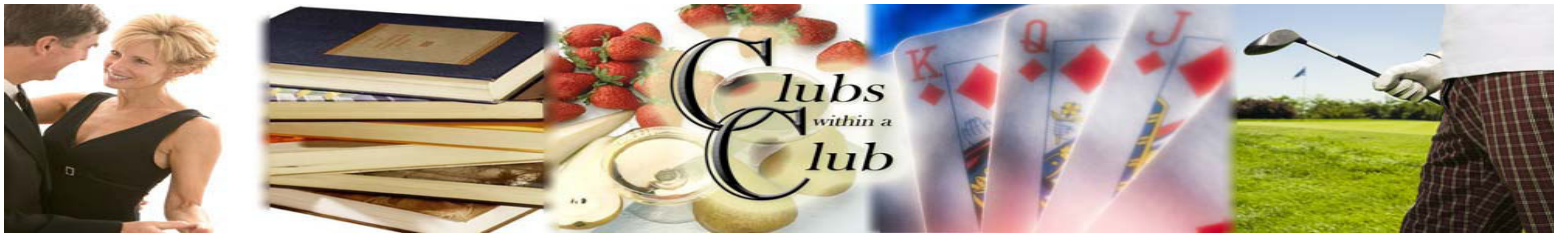
Flights - Men Blue or White Tees, Women Green Tees

Handicaps will be adjusted by USGA recommendations. Optional:

Players Pool & Skins daily in each Flight.

Sign-up Deadline is August 31st at 5:00PM.

**Sign up before August 20th and
save \$25.00 per Player.**



The Balcones Prosperity Network is a business networking group that meets at the Balcones Country Club. Most of our group members are also members of Balcones Country Club or live in the area. The meetings are semimonthly, held on the 2nd and 4th Tuesday of each month. Our group meets to exchange ideas, look for advice and to assist others who may need our help. Some businesses work with homeowners and some work with other businesses. Each week one of members has the floor for 10-15 minutes so we can get to know them as a person. We do this because doing business is still a very personal thing and we really would rather do business with someone we know, like and trust. This 15 minutes gives us that opportunity.

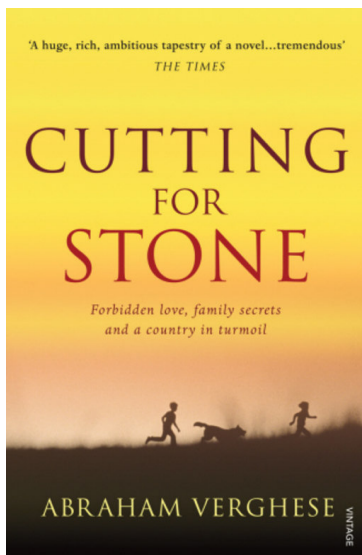
Each Tuesday we have the opportunity to learn a little something which might benefit our lives. Participation is necessary to drive the group. Most of our time is dedicated to helping others rather than a “look-at-me.”

We do enjoy a buffet breakfast and pay Balcones for that, there are no other costs associated with our group. Check our website www.balconesprosperitynetwork.com and see the type of people who are members of our group. There are no monthly fees or annual dues, we just pay for breakfast.

Balcones Book Club at Noon in the Balcones Dining Room

August, 10th, 2011

Cutting for Stone by Abraham Verghese.



For more information contact Rachel Gill,
rgill@balconescountryclub.com

BETH MOORE BIBLE STUDY “Esther”

Tuesdays, June 14, 2011— August 16, 2011

2:30 p.m. - 4:30 p.m.

Balcones Country Club

8600 Balcones Club Drive

Austin, TX 78750

Join us for Beth Moore’s study of Esther. This is a very personal examination of this great story of threat and deliverance as Beth Moore peels back the layers of history and shows how very contemporary and applicable the story of Esther is to our lives today. If you have ever felt inadequate, threatened, or pushed into a situation that seemed overpowering, this Bible study is for you. Just as it was tough being a woman in Esther’s day, it is tough today. This portion of God’s Word contains treasures to aid us in our hurried, harried and pressured lives.

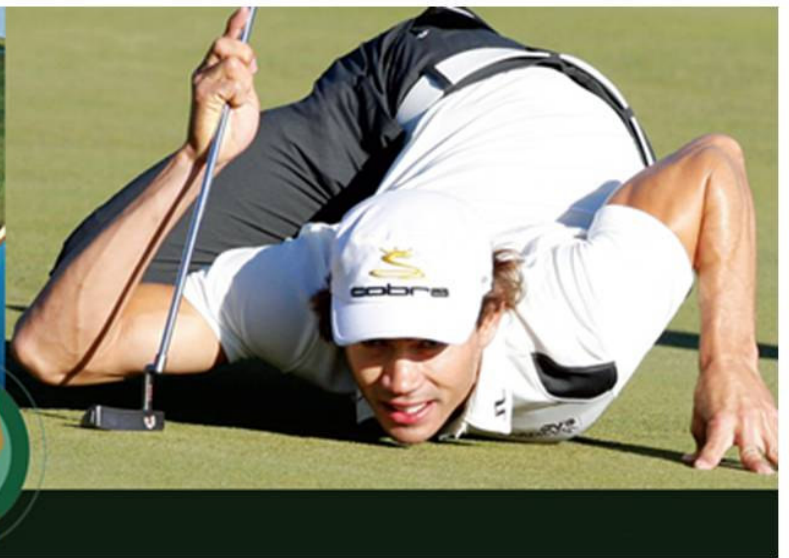
Charge for the class is \$18, which covers the booklet and the tip for the wait staff.

To sign up for this class, or for more information, contact
Janie Williams - (512) 258-9448; janielw@swbell.net

or

Carol Lozano - (512) 219-6252; cmlozano2000@aol.com

Feel free to stop in to visit for a lesson,
or join us for the rest of the study.



2011 PALMER PARTNERS CHAMPIONSHIP “BIG FINALE”

Who will be the team that will accompany me on an all expense paid trip to PGA National?

Sunday, August 28th

Two Person Team - \$100.00 per Team

Format: Two Person Team. Each player will play their own ball in a Quota Stableford format. The team score will be the total of the two players +/- to their quota then added together. Stableford format will be off gross scores. Your quota will be determined by your handicap (for the month) subtracted from 36. EXAMPLE – a player has a 10 handicap – $36 - 10 = 26$ pt. quota. Points will be awarded on each hole as follows: 1 point – Bogey, 2 pt. – Par, 4 pt. – Birdie, 6 pt. – Eagle and 10 pt. – Double Eagle or Hole-In-One.

Winning Team packs their bags, Are you feeling Lucky!



SPONSORED BY:



August Junior Tournament and Clinics

Do you have your game ready? We will be holding a Junior Event on August 14th at the Balcones Course. This event will be open to any Member dependent under the age of 18 and still in High School. Starting times will begin at 11:00AM with the 18 hole players going out first. Entry Fee will be \$25 per player. Each participant will receive a tournament prize at registration as well as participate for the Trophies that will be awarded for 1st, 2nd, and 3rd in each of the three divisions. Get signed up today. Registration deadline is August 12th at 5:00PM.

Also beginning in August, we will be holding Junior Clinics, Wednesday evenings at 6:00PM. These will be available for the first 6 Junior's who sign up. The cost for the clinic is \$10.00 per person and you need to be signed up by 5:00PM the day of the clinic. Here are the dates for the remainder of the year;

August 10th- Chipping/Pitching
August 24th- Iron Play/Impact Position
September 7th- Bunker Play
September 21st- Specialty Shots
October 5th- Course Management
October 19th-Rules/Etiquette
November 2nd- Putting
November 16th- Chipping/Pitching
December 7th- Driving
December 21st- Aiming

Note; Day and Times will change when we leave daylight savings time.

"BIG FINALE" for 2011 Palmer Partners Championship, November 6th – 9th

Are you going to be part of the team that represents Balcones Country Club at PGA National this year? The Big Finale is being held at Balcones on the 28th of August. It will be a 1:00PM shotgun on the Balcones Course. We are changing the event just a little this year. In the past we have held qualifiers through the summer and then the final 24 players and ties go into the Finale. This year we are having a team competition where you pick your partner and the winning team will earn an all expense paid trip to PGA National. Entry Fee will be \$100.00 per Team. Each player will be given a target score to try and beat. Each player will then play their own ball and will be awarded points per hole based on their score. We will add the two players score together to get the team score. Example; if Player A is +5 on his target score and Player B is -5 to his target, then their team score will be Even. Additional details are listed at the Balcones Golf Shop so give us a call and get signed up today.

2011 Labor Day Invitational is around the Corner!

This means that it is time for everyone to find a partner and get ready for some Great Golf and a Great Time at Balcones Country Club. The event will again be held on the Balcones Course this year. This is one of the premier golf events at Balcones and everyone should look forward to playing in these all year long. The Entry Fee for this year's event is \$225 per player for member/member and member/guest teams and \$250 per player for guest/guest teams. **If you sign up before August 20th, you will save \$25 per player on your entry fee so get signed up early.** All guest/guest teams must be sponsored by a member. If you have friends that would like to play and are not championship flight material, then you can sponsor them for this event. All this means is that you vouch for them and the handicaps that they are using. We would love to fill up this year's event. We had about 69 teams for this event last year. Let's see if we can reach the 72 team mark for this year's Labor Day Event. Get your Partner early while the getting's good and plenty. Don't wait till the last minute and be stuck with the bottom of the barrel. Sign-ups began August 1st.

Support Your Club – Buy at Home!
Chris Osborne, PGA

Balcones

COUNTRY CLUB



August Junior Tournament

Sunday, August 14th

11:00AM Tee Times

Individual Stroke Play

\$25.00 per Player

9 Hole and 18 Hole Divisions.

~ 3 Separate Divisions ~

8 to 11—9 Holes—All Players Green Tees

12 to 14—18 Holes—Boys White Tees/Girls Green Tees

15 to 17—18 Holes—Boys Blue Tees/Girls White Tees

Tournament Gift and Awards

Trophies Awarded for 1st, 2nd,
and 3rd in each division.

*All Balcones Member Dependents under the
Age of 18 are eligible.*

Entry Deadline is August 12th at 3:00PM

We are excited to announce **3** new weekly “**Value Priced Buffets**” beginning Tuesday, August 2nd, 2011 for lunch. These new options are perfect if you want to get in and out of the club for a quick meal. No ordering from the kitchen, no waiting, just come in get seated at a table or in the bar and then you're ready to enjoy a quick and easy meal.

Summer Time Quick Lunch Buffet

11:00am to 2:00pm \$5.99

Every Tuesday - Friday at lunch will be offering a new soup & salad buffet. This daily lunch buffet will be offering a salad bar with great options for building your own salad, cold salads such as chicken, egg salad, tuna salad, pasta salad, a variety of dressings, and a special lunch entree on the buffet.

Sunday Family Omelet Breakfast Buffet 10:30am – 2:00pm \$8.99

Come enjoy your club every Sunday morning beginning Sunday August 7th. Have eggs cooked the way you like them or create your own omelet. Also on the buffet will be bacon, sausage, fruit, breads and chef's choice of one breakfast entrée. Beat the after church rush by coming to the club. Children under the age of 3 are always complimentary.

“New” Prime Rib and Family Buffet

6:00pm – 9:00pm \$17.95

Same good Slow Roasted Prime Rib with the addition of a Chef's choice seafood and poultry offering. Now, prime rib buffet isn't for just the beef eaters. Come enjoy the assortment of our chef's creations every Wednesday evening beginning August 3rd. On Wednesday's we will offer a special children's entrée for \$3.95 for children under the age of 10.

From the Courts



Summer 2011 is going down in the record books. It's been a challenge this year, day after day of triple digits, and no days off due to rain. Pretty intense. *by Dan Wegert* I've always said I'd rather play in the heat than the cold, now I'm not so sure. Really looking forward to Fall. Until then, everyone needs to use a little common sense. Try to play in the mornings or evenings and, of course, hydrate before you play, while you play and again, after you play. If you start to feel disoriented, dizzy or even a headache, get OFF the court. You're DONE. Heat stress is nothing to mess around with.

BURGER AND BEER: Our monthly Burger and Beer will be held on Saturday, August 13th. The event starts at 9:30 a.m. with lunch served immediately after play. All members and their guests are invited out to play. If you know you are coming, let us know, however, we always welcome walk-ons. The format will be a mixer, with men's and women's doubles and mixed doubles rounds. Fees are \$3 for the tennis and the cost of lunch, which is applied to your minimum. Hope you can make it out.

VINO AND VOLLEYS: Let's celebrate the end of the summer vacation (kids are back in school) on Friday, August 26th with a Vino and Volleys Mixer. It'll be an evening of fun tennis and socializing. There is no cost for this event. Participants simply bring their favorite beverage and make an evening of it. Snacks are always appreciated. Vino and Volleys starts at 7 p.m. Open to all levels of players and, of course, guests are always welcome.

FALL JUNIOR AND ADULT PROGRAMS: The Fall after-school junior programs will begin on Wednesday, September 7th. The adult leagues will begin the week of September 12th. Please check out the schedules at www.danwegertennis.com. You can register at that site.

Please Welcome Your New Membership Director

Cynthia Geisler

Come by her office today to learn how to:

1st- Lower your dues.

2nd - Win a trip to Las Vegas with your choice of hotels.

3rd- Enter to win a trip to Mexico, Hawaii, or Free year of dues, or \$750 food and beverage credit!

Remember we need your help to fill the club!
Don't forget to bring a guest with you to the club!

Work 512-258-1261 ext 224
Cell 512-736-9022
cgeisler@balconescountryclub.com

Men's Golf Association News... by Mark Riddle

The heat and summer vacations took a bit of a toll on attendance at the MGA Championship, but still a good turnout. Thanks to all of you who are making friends with the new members and getting them involved. And thanks to the new members who have joined the MGA and participated.

Results from the MGA Championship:

Results by Flight

- 1st Flight Gross – Jimmy Small
- 1st Flight Net – David Dew (1st), Dan Treager (2nd)
- 2nd Flight Gross – Ben Winrich
- 2nd Flight Net – Aaron Eggleston (1st), Jim Goreham (2nd)
- 3rd Flight Gross – Irv Nettles
- 3rd Flight Net – James Deese (1st), Don Thorson (T-2nd), Terry Wilson (T-2nd)
- 4th Flight Gross – Bob Cotton
- 4th Flight Net – Jamison Gilveli (1st), Eric Barrs (2nd)
- 5th Flight Gross – Charlie Bennett
- 5th Flight Net – Armand Gonsoulin (1st), Steve Dyer (2nd)
- Senior Flight Gross – Scotty Duvall
- Senior Flight Net – Ken Moorman (1st), Joe Ratcliff (T-2nd), Clem DePalma (T-2nd)



MGA Champion (Overall Low Gross) – Kevin Dahl



MGA Champion (Overall Low Net) – Tony Spetsiotakis



Our fearless leader thinks he's got DFL wrapped up...

The next tournament is on August 20th and is the 666 format. Play from 4 tees (A-Black, B-Blue, C-White, D-Green) : 6 holes 4-man scramble, 6 holes 2 best net balls, 6 holes total net.

To join the MGA, just sign up for the next tournament. It's \$50 per year – which covers the cost for two people to the MGA dinner/party/dance on December 10th. Depending on the tournament, the MGA will normally cover either breakfast tacos, \$1 beer on the course, or a keg. Come join us for the fun and meet a great bunch of guys to play golf with.

If you want to get notified about upcoming MGA events, send us an email at balconesmga@gmail.com.

Mark Riddle – MGA Secretary

Board of Governors... by David Westland

Have you noticed how things are looking good around the Club? Even though it has taken several extra months, the beautification project on the outside of the Club has made a huge difference. The clean-up and organization in the inside of the Club has also helped with the overall appearance. What a great time to invite guests to show them the changes that have taken place at Balcones and the changes still to come. With the CAP fund at a standstill right now, the quicker we re-trigger and get to a full membership, bigger and better improvements will begin. A committee to look at long range planning as been created consisting of members from the Board of Governors and the Board of Directors under the guidance and direction of our GM, Phil Stika. We want the club to be ready for our next phase and want to show you the future.

Handicap FYI from your BCC Handicap Committee

We encounter a lot of numbers and definitions while using the USGA Handicap System. Let's take a look at some of them.

Handicap Index Our personal handicap index is provided by GHIN and is updated twice a month. More on how it is derived later.

Course Handicap This is the handicap you use the day you play and is based on your Handicap Index, the Course you are playing, and the Tees you are playing. You can:

Look it up in tables provided at the Pro Shop

Use the GHIN system on the computer in the Pro Shop

Or, calculate it yourself. The USGA formula is: (Handicap Index) X (Course Slope) divided by 113; then rounded to a whole number. A man's handicap Index of 17.5 playing the Balcones Blue Tees would be:
 $(17.5) \times (117) / (113) = 18.1$ for a Course Handicap of 18

Course Slope A measurement of the relative difficulty of a course for players who are not scratch golfers. There is a different formula for Men and Women:

Men: Slope Rating = $5.381 \times (\text{Bogey Rating} - \text{Course Rating})$

Women: Slope Rating = $4.24 \times (\text{Bogey Rating} - \text{Course Rating})$

Bogey Rating A USGA measurement of the difficulty of a course for the bogey golfer. A USGA team evaluates and determines the Bogey Rating.

Course Rating A USGA measurement of the difficulty of a course for the scratch golfer. A USGA team evaluates and determines the Course Rating.

NOTE THAT EACH SET OF TEES WILL HAVE A UNIQUE SLOPE, COURSE, AND BOGEY RATING.

Our Scorecards list Slope and Course Rating for each Tee

Adjusted Gross Score A player's gross score for a round adjusted under USGA Handicap System procedures including Equitable Stroke Control (a chart in the Pro Shop covers this item).

Handicap Differential A Handicap Differential is calculated for each round of golf played. The formula is: (Adjusted Gross Score - Course Rating) X 113, then divided by Course Slope. So, a man's Adjusted Gross Score of 90 at BCC Blue would give a Differential of 20.4 recorded in GHIN. $(90 - 68.9) \times 113 / 117 = 20.38$, the result is rounded to the nearest tenth.

Handicap Index Back to your Handicap Index. It is calculated from the last 20 Handicap Differentials from rounds played. It is: (the average of the lowest 10 Differentials) X 0.96. So, only the 10 best rounds of the last 20 are used to determine your Handicap Index.

This is just a summary of how our handicaps are determined and I have abbreviated some definitions and explanations. It is covered in detail in the 150 page manual, "The USGA Handicap System". Each Pro Shop has a copy if you want to learn more; or send me a note at garypitt@austin.rr.com

Wine of the Month... by Adam Martinez

Adam's Wine of the Month

2010 Famega Vinho Verde

Minho, Portugal

Keep an eye out for this wonderful "patio" wine to make its way on to the Balcones wine list. The grapes used in making Famega are Avesso, Azal and Pedernã. This tasty wine is from western Portugal and is pale straw in color. It shows fresh pear, quince, anise and lime zest on the nose. It is fizzy and bracingly crisp on the palate, with the bright apple and citrus flavors showing impressive cut and energy. It finishes firm, long and delicious, with lingering notes of minerals and citrus peel. You should be able to find this for less than \$15 at your favorite wine shop.

Cheers,
Adam

Waterloo Swim School NewsSplash



June has been a busy time over at the Spicewood Pool. Our Adult Fitness class has been working hard on endurance, their strokes and even trying vertical kicking – now that'll burn your leg muscles. Meanwhile, the Waterloo Baby classes have been working on their Bubble Face breath holding and back floats. The kiddos are learning superman streamlines, kicking, windmill arms and how to cut a pizza (i.e. breaststroke arms J).

On June 14th, both BCC Sharks and Waterloo participated in the World's Largest Swim Lesson. The program was held to build awareness about the vital importance of teaching children to swim to help drowning prevention. It was a success – We had 103 participants between both pools. Even KVUE came out and did a piece on the program that day. Worldwide, the early count was that over 30,000 people participated in the event in 46 countries. This number will break the old Guinness World Record of 3,971 set last year. Go to the [KVUE](http://www.kvue.com) website to watch their video coverage of the event.

Swim Lessons – there's still room for you and the kiddos! We have two week lesson blitz's and weekly sessions still open. Got the grandkids coming into town? What a great way to help them improve their swimming skills while they are in town.

Visit us at www.waterlooswimschool.com or call 921-9893 find out how we can fit swimming into your summer schedule.

—Waterloo Swim School



to

**“State of the Club Report”
Balcones Country Club**

I would like to thank the many members who provided such a warm welcome to me upon my arrival to the club. Your welcome has brought back memories of the Texas warmth and charm that blesses this wonderful State. I am looking forward to introducing my wife to you, and to meeting and serving all the members of Balcones Country Club. Thank you for your enthusiasm.

As we all know, many private clubs have experienced challenging times over the last several years. As I have traveled the country assisting with the challenges of private club operations, I sometimes encounter those that seem to be thriving in a tough environment. Of course, the question arises, what makes some clubs succeed where others don't?

In working at more than 100 different country clubs across the country over the past 35 years, I recognized the clubs that were maintaining financial stability and content members had a consistent business plan and that the members strove to maintain a positive attitude.

The member's attitude represented a united effort to improve their club and community. Their success had nothing to do with the quality of facility, services, or lack thereof. It was due to the camaraderie of the members and their combined support of the club. Each member played a role in maintaining the image and reputation of the club — whether it was through monetary means, becoming selfless in desires, or just through positive discussion of the club with their fellow members and community at large.

Members also recognized that they could become their own worst enemy. It was understood that if members spoke poorly of the club, it devalued the community, which included their personal homes. On the other hand, they recognized that positive discussion resulted in maintained membership levels and improved the club experience for all members. This attitude was taken very seriously as it had a direct impact on success levels.

I personally experienced the flip side of this equation only a few months ago at a club in the Southwest. The club was member-operated where each member was an owner. This gave each member a sense of entitlement and compromised even the most basic golf etiquette. The members demanded anything and everything that came to mind and expected the club to fulfill each desire, regardless of whether or not it had the capability. In general, the policies and procedures benefiting the club and its members were carelessly ignored.

Regarding the Balcones Country Club and its many needs and desires, I feel it will be beneficial to hold Member Town Hall meetings so that we can openly discuss in detail the direction the club needs to take and what assistance each of you can provide. I know that this letter may create questions, and in some cases frustration, in our discourse on club operations. These discussions need to take place if we are to set in motion the decorum needed to reposition the club for success within this community.

I also want to mention that the staff and I are paying special attention to the little things that we can improve without the need for additional funds. Please sit back, relax and enjoy your club as we work behind the scenes addressing these matters. I can assure you your concerns are not going un-noticed.

To begin this process, we are invigorating the club's outside appearance to establish a favorable first impression. If you haven't noticed, we've removed the air conditioning unit from the front window of the clubhouse; power washed the stained lime stone walls and added the Balcones Country Club script to the front wall. We also removed the rotted porte-cochere and we are adding new landscaping to the front of the club to provide greater curb appeal. We removed all the nails, staples, hooks and hangers from the walls and ceiling inside the clubhouse and we took down the water stained curtains from the ballroom. We have also cleaned out all the debris and unused materials from old storage areas. We will continue to go through all areas of the club and address these kinds of issues. Please understand the task we face is like eating an elephant. We can only do so one bite at a time.

State of the Club Continued.....

We recently conducted an audit of the membership roster and found that attrition was not being properly accounted. Members who resigned or were delinquent on their accounts were not being suspended and Invitees were being counted as members, though they had not officially joined. These issues artificially inflated our roster by more than 100 members. This shortfall misrepresented assumed trigger. Needless to say we all have our jobs cut out in bringing these membership levels back to trigger levels so we can set money aside for capital needs.

In my discussions and communications with members, the one concern each member shared is the desire for the club to become completely private, including Spicewood at Balcones Country Club. Unfortunately, we just don't have enough members from the community in order to achieve this desire. We must develop a "**Fill the Club Strategy**" if we are to attain this vision for our club. I hope to share this strategy in greater detail at the Member Town Hall meeting to be scheduled later this month.

To assist us in this effort we have hired a new Membership Director, Cynthia Geisler. Cynthia grew up in the Balcones community and has worked in real estate sales as well as the sale of hospitality lodgings. I am confident we will accomplish our goals by developing a new club direction and with Cynthia's assistance.

To assist in kicking off the "**Fill the Club Strategy**," I am announcing the Associate Sponsor Sweepstakes. Here's how it will work...sponsor a New Member and your name will be entered into a drawing for one of several prizes:

- 8 day Mexico Vacation including two-for-one airfare — Three prizes available
- 7 day Hawaii Vacation including two-for-one airfare
- 1 year Complimentary Dues
- 1 year Complimentary Carts
- \$750 Food and Beverage Credit

As an added benefit, the first 25 Sponsoring Members and their Invitees will each receive a three day, two night Las Vegas vacation including two-for-one airfare.

By sponsoring a New Member you will become an Associate Member, or if you are already an Associate Member, you can assist a fellow member by awarding the Associate level to him or her. Associate Members pay a 25% reduced dues level for the same privileges. (\$254 per month instead of \$326 per month)

Please contact Cynthia or myself at your earliest opportunity if you have any questions or if you would like to sponsor a New Member. She will be sure to send out an invitation on your behalf and follow up with your Invitee(s) to ensure they receive special attention.

We want to recognize the members who actively assist our "**Fill the Club Strategy**." All members who support the efforts of the club through the sponsorship of a New Member will also receive a silver Arnold Palmer umbrella pin. This pin is to be worn by the member on his or her lapel or hat. Members wearing this pin will receive special recognition by club staff. Recognition may come at various times in the form of complimentary carts, guest fees, desserts, lunches, drinks and many other ways when frequenting the Club. We will hold a Silver Pin Party so that I can personally pin you. This will be explained in greater detail at our Town Hall Meeting.

I would also like to have a meeting with any member whom is a real estate agent. We are developing a program to promote the club by providing complimentary memberships to be offered with home listings. Please watch for further announcements regarding this opportunity or contact me directly.

Our membership is our greatest asset and we need to capitalize on this by welcoming new residents as well as building a stronger relationship with the surrounding Homeowners Associations. It is imperative that Balcones Country Club become "The Front Doors to the Community."

State of the Club Continued.....

Food & Beverage

We are in the process of developing and introducing new menus for both lunch and dinner. We will keep some old favorites and feature some new choices and cuisines. We plan on changing the menu at least three times per year, replacing the least ordered items. In the bar we are developing a Happy Hour appetizer menu that will include items priced around \$5.

To complete this new club dining experience, we are conducting service training with our staff members and developing a Standards of Operations for the Food & Beverage Department. You may have already noticed some service improvements. We now have additional wait staff working to allow your server to remain on the floor while another staff member brings food from the kitchen. This new runner system will keep your server free to take care of any needs that come up. We will continue to work the kinks out of this new service procedure and hope that it will be fully implemented in the next few weeks. Additionally, we are holding daily line-ups with our service staff to guarantee that we have ladies and gentlemen serving ladies and gentlemen.

Please be on the look out for a new calendar of events posted in the club. Special events for the coming year will include a chili cook-off, tailgate parties, family nights, parent's night out, value dining nights, casual luncheon buffets and a "Truly Special" event.

We will also be developing a schedule for the Hours of Operation of the clubhouse. This new schedule will have an opening time and a closing time. This schedule must be adhered to if we are to maintain our labor budgets and other financial requirements. We request your assistance in these matters as we cannot have staff members staying on club premises after closing. We will always accommodate our members regarding small variances in time but unless prior approval has been granted, closing times set for the benefit of the club and will be enforced.

Golf Course

Since the assumption of club operations by APGM, the course has seen continuous improvements every month. Resolving turf issues requires building the soil profiles with the right mix of nutrients so that healthy turf can grow. Unfortunately, extreme weather conditions have hampered our efforts with this progress. Looking at the condition of our fairways, I'm sure you all realize that we are in extreme drought. In fact, from all representations they say we are in one of the worst droughts in several decades. We are actively searching for a long term solution for a new source of water that can be added to our current supply lines. But there is no immediate fix and we stand in line with many others facing a similar issue. As Mark Twain put it, "Whiskey is for drinking; Water is for fighting."

One of the possible solutions is to drill water wells. On July 5th we drilled a well at an investment of \$12,500 only to find water with salt content four times the acceptable level for watering turf. We plan on making this same investment at two other locations in an attempt to remedy this need for water. We are also looking at partnering with the city to increase the capacity of our reservoirs in an effort to capture more water during the winter months. This would assist in stretching out our water reserves during drier seasons. Again all these efforts are in play and we will examine every effort in order to remedy this problem.

Golf Play

We are excited about the upcoming year as the staff develops our 2012 calendar of events. We will be adding many new golf events and activities including several junior leagues, beginner clinics, and many social golf events. Please plan to participate in these new activities as it is only through your participation that we will see new levels of camaraderie attained.

To maintain turf conditions and to become more consistent in our daily operations we will be making several operational changes on how members utilize the club. We will be requesting that all members check in with the Golf Shop desk before beginning play. During the check-in we are requesting each member to sign a receipt for all charges, in

State of the Club Continued.....

cluding cart rentals. This request is being made to protect your accounts and will settle any disputes concerning charges made to member accounts. Resolving these incidents results in an inefficient use of time and prevents the staff from better serving the members.

On the golf course we request that all members ride two to a cart. The use of four rented carts being used for one four-some is both a waste of available carts and an increase in wear-and-tear placed on the carts. This added usage increases the need to maintain and/or replace carts. Please remember that all increases in club expenses will be reflected as an increase in prices and in the monthly dues you pay. Please help us maintain our carts and keep our club fees from rising.

We also request that Members who play with another Member who owns a private cart to please ride with the Private Cart Member. Please check in with the Golf Shop as a reduced rental fee will still be charged to the rider's account. If you choose to not ride with another member and wish to drive a separate cart, you will be required to pay the full cart rental fee.

Members who own a private cart playing with another Private Cart Member are requested to pair up in one cart. You can choose whose cart will be used and then trade cart use every other play time. Your assistance will reduce wear and tear on each Private Member's cart and will reduce the number of carts on the turf.

Golf is one of the greatest inventions of mankind. It is a game of etiquette, decorum and good will. It is all our responsibility to ensure the course is in the best shape for the golfer playing behind us. All these efforts will assist us in providing better course conditions, a more efficient use of your dues and will create a more cohesive social atmosphere on the course and in the club. We appreciate your support and everything you can do to assist us creating this environment.

Spicewood Golf Course

As we discussed earlier in the letter, we are developing a **"Fill the Club Strategy"** and a big part of the strategy is the repositioning of the Spicewood Course. This repositioning will require all Non-Member players to become part of the **"Balcones Loyalty Club."** The Loyalty Club will be offered as a trial membership to only the Spicewood Course. Members of the Loyalty Club will be given value driven tee times and green fees. Loyalty Club members will only be able to play the course a maximum of ten times in one year. After the tenth round of golf, Loyalty Members will be required to join as a Balcones Country Club Member or they can no longer play at the Spicewood course for a year. This includes not being able to play as a guest of a Member. We believe that the frequent players at Spicewood are mostly residents in the community and receive value from our club, and therefore, should contribute to the club by becoming a Member.

At this time I would like to announce the appointment of Jerome "J.J." Jennings as the Assistant Manager for both Balcones Country Club courses. Please join me in congratulating J.J. on his promotion. I see great things in this man as he possesses the servant's heart that will assist the entire club in becoming all it can be.

I know there are many topics in this letter that may have left questions in your mind or areas of the club that were not covered. Please voice these matters during the Town Hall meetings rather than sending me an email or trying to reach me by phone. This will prevent me from having to address the same issue repeatedly with many different Members. However, remember that I have an open door policy and appreciate Members sharing their thoughts and ideas. Also, feel free to invite a Non-Member guest from the community to take part in our Town Hall meetings.

We have a big task in front of us and I appreciate your willingness to work with the club and support it during these times of transition. Thanks for being a member!

Phillip Stika, General Manager
Balcones Country Club

Texas Advocacy Project Invites Balcones Country Club to Participate in its Second Annual Backpack Drive.

With the help of Balcones Country Club members, Texas Advocacy Project plans to make a difference in the lives of these families. The Project will provide information about the non-profits legal services that can get and keep the whole family safe—and make things just a little bit easier on the first day of school for children in shelter. Modeled after the success of Texas Advocacy Project's annual Handbags for Hope Campaign, the Project is collecting **new** backpacks and discreetly tucking their hotline numbers and other information about life-saving programs in them. In addition, each backpack will contain the supplies kids in crisis need to start their first days at a new school.

Last year Balcones Country Club members helped the Project collect more than 400 backpacks and school supplies. Please consider participating again this year. We will be collecting at the August Cocktails with the Council through the end of August. With your help, we can not only make it a little easier for kiddos in need to navigate the scary waters of a new school, but provide their moms with the information they need to keep their families safe. After all, studies show the best long term solution to domestic violence is legal intervention, and that is exactly the free service Texas Advocacy Project provides.



For more information on Texas Advocacy Project, visit www.TexasAdvocacyProject.org.

IS YOUR COMPANY READY...



...FOR THE HOLIDAY SEASON???

We know what you're thinking...

"No way is it time to start thinking about the holidays!"

Prime dates are filling up quicker than we've seen in the past several years! Don't miss your opportunity to celebrate the holidays at your club. We want you celebrating with us!!!

Call Rachel Gill Today at 258-162 or rgill@balconescountryclub.com to check available dates and for further information.



10th Annual Balcones Market Days

BALCONES WOMEN'S ASSOCIATION SCHOLARSHIP FUND BENEFIT

BCC Member & Guest Party

Friday,
October 21, 2011
6pm - 9:30pm

Balcones Country Club
8600 Balcones Club Dr.
Austin, TX 78750

Don't miss the Silent Auction and Estate Table:

Airplane Ride with private pilot
Beach Houses
Travel experiences and so much more!

But wait there's more!
What could be more fun in October
at BCC than a German Beer Garden
under a blanket of lights
ready for you to enjoy!


\$1 Raffle Tickets

- Big Green Egg Grill
- 40" 3D TV
and more!

Pumpkin Patch Cafe

Serving Lunch
Saturday, 11am -2pm

Visit **The Pantry** for
Homebaked Treats and Casseroles



To make a tax deductible donation contact Phyllis Janson at janson@prismnet.com or
Cindy Jones at cin913@hotmail.com

August 2011

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1 Duplicate Bridge at Spicewood 8:45am	2 Ladies Bible Group 2:30pm Duplicate Bridge, Balcones 6:30pm-8:00pm	3 Prime Rib Night 6:00pm-8:30pm Moonlighters 5:30 pm	4 Family Night Buffet 6:00pm-8:30pm Sundowners 5:30pm	5 1/2 off Bottles of Wine in the Dining Room 6:00pm-9:00 pm Honeymooners 5:30pm (BCC)	6 WGA Tournament (BCC)
7 Brunch 10:30am-2:00pm	8 Duplicate Bridge at Spicewood 8:45am	9 Prosperity Networking Group 7:30am Ladies Bible Group 2:30pm	10 Prime Rib Night 6:00pm-8:30pm Balcones Book Club 12:00pm Moonlighters 5:30pm	11 BCC Ladies Canasta 9:30am-3:00pm Family Night Buffet 6:00pm-8:30pm Sundowners 5:30pm	12 No CWC, Dinning Room Open Honeymooners 5:30pm (BCC)	13 Tennis Burger and Beer 9:30am
14 Brunch 10:30am-2:00pm Junior Tournament	15 Duplicate Bridge at Spicewood 8:45am	16 Backpack Drive Begins Duplicate Bridge, Balcones 6:30pm-8:00pm	17 Prime Rib Night 6:00pm-8:30pm Moonlighters 5:30 pm	18 Family Night Buffet 6:00pm-8:30pm Sundowners 5:30pm	19 1/2 off Bottles of Wine in the Dining Room 6:00pm-9:00 pm Honeymooners 5:30pm (BCC)	20 MGA Tournament (Spicewood)
21 Brunch 10:30am-2:00pm	22 Duplicate Bridge at Spicewood 8:45am	23 Prosperity Networking Group 7:30am Caddy Shack Member Appreciation	24 Prime Rib Night 6:00pm-8:30pm Moonlighters 5:30pm	25 BCC Ladies Canasta 9:30am-3:00pm Family Night Buffet 6:00pm-8:30pm Sundowners 5:30pm	26 Tennis Vino and Volley 7:00pm Honeymooners 5:30pm (Spicewood)	27
28 Brunch 10:30am-2:00pm Partners Championship Finale	29 Duplicate Bridge at Spicewood 8:45am	30 Ladies Bible Group 2:30pm Tuesday Tunes Duplicate Bridge, Balcones 6:30pm-8:00pm	31 Prime Rib Night 6:00pm-8:30pm BCCWA Mixer At Spicewood Moonlighters 5:30pm	Don't forget to check online at www.balconescountryclub.com For updates on Calendar Events!		