

JOIN THE SVTA FOR GOLF AND QUALIFIER



The site of the VGCSA Qualifier

Will this be a golf season to remember?

In Virginia we can count on one thing, the weather will be unpredictable. Our climatic averages are lovely to look at but do not predict the actual weather. If the daily record was the same as the calculated averages our weather would be seasonal but very mild. Unfortunately averages are calculated from wildly diverse actual records. For example, the average high in mid April was 63, our high temperature for the month was 93.

The big question is will the harsh weather bring out the golfers this summer? We have seen big days so far this spring. However, mostly on the nicest days and in response to the early season discounts. So, where will the market go from here? My optimistic opinion is this. The average golfer will pay less to play, they will take advantage of discounts and play courses cheaper than they are accustomed to playing.

To take that idea full circle, there will be new players for everyone. The \$100 golfers will be looking to play for less too. That will bring some business to the middle of the pack to offset some of the players that moved out of their price range.

My second prediction is that golf will be the affordable alternative to more expensive summer past times. Boating, summer homes, vacations are all down, people are staying close to home and eventually they will get bored. Take a look at the movie industry. The movie market has grown through all of the shrinkage around it.

Lastly, I took some time this winter to Google the golf course and look up as many player ratings as I could find. Thankfully, the majority was positive, but I learned a few things from this exercise. One, the people that write them are more reasonable than the guy waving his arms at you 400 yards away to move out of his line of flight. Second, the complaints are real and I found them to be completely avoidable. Third, the most repeated compliment was how nice, or friendly, or polite the staff was, even the grounds crew!

Written by Vince DiStefano

Upcoming SVTA Event

2010

MAY 4TH

MEETING AND GOLF

ROCK HARBOR GC

Thank For Your Vote of Confidence

President: Kurt Fellenstein, Trinity Turf

Vice President: Kurt Hellenga, Lakeview G.C

Treasurer: Robert Jenkins, Rock Harbor G.C.

Secretary: Vince DiStefano, Blue Ridge Shadows

2010 SVTA Meeting Schedule

May 4th- Rock Harbor Golf Club, Winchester Va.

- Host Superintendent, Robert Jenkins.
SVTA Qualifier Tournament. No Speaker

June- No Meeting

July 22nd- SVTA Fund Raiser Tournament. No Speaker

August 26th- The Highlands at Fisher Mountain. Franklin WV.

- Host Superintendent Tim Suess.
Speaker TBD

September 21st- Keswick CC Joint Meeting with the ODGCSA.

Host Superintendent Peter McDonough
Speaker TBD

October 28th- Winchester Country Club, Winchester Va.

Host Superintendent Scott Cornwell. Annual Seminar.

Potential Speakers- Keith Happ, Shawn Askew, Erik Ervin, and one other.

SVTA Golf Event

The Shenandoah Valley Turf Association will hold the May event of 2010 on **Tuesday May 4th** at Rock Harbor Golf Club in Winchester Va. This is the SVTA Qualifier.

Agenda: 8:30-9:00 Registration
 9:30-? Tee Times Start off #1

Cost: \$32 for Golf and Lunch

Remember: Proper golf attire, no metal spikes
 This event is open to all participants, but you must have gone to at least two other meetings within the past year to qualify.

RSVP: RESERVATIONS ARE REQUIRED BY 4/30/10
 Robert Jenkins- Host Superintendent.
 540-539-1664, bobbyj@rockharborgolf.com
 Kurt Hellenga- Vice President SVTA
 540-830-8991, khellenga@lakeviewgolf.net
 Kurt Fellenstein- President SVTA
 540-246-1847, kurt@trinityturf.net
 Vince Distefano- Secretary- SVTA
 540-631-9664, vdistefano@blueridgeshadows.com

Directions: From all points
Get onto 1-81 and take exit 310 (Va-37 towards US-50W/Romney/US-522N/Berkley Springs). Turn left onto Va-37. Take the second exit toward Va-622 (Winchester/Opequon). Turn Left onto Cedar Creek Grade/Va-622. At blinking light turn right onto Merri-mans Lane. Approximately 1.5 miles turn left onto Rock Harbor Drive.

Next Scheduled Meeting: Thursday July 22nd at Lakeview Golf Club in Harrisonburg Va. This will be the SVTA fund raiser. Host Superintendent Kurt Hellenga

The **Shenandoah Valley Turf Association** would like to thank all of the companies that continue to support our association. It is through their contributions that we are able to send these monthly notices.

Please get your advertising payments in so we can fill up the margins with you 2x3 inch ads. **This year we will be blasting our newsletter to everyone on the VGCSA email list.** Simply send in your check with your membership application/information update, then email your ad to svta_mail@yahoo.com.



Advertise with us in 2010
