

FALL 2019

THE OFFICIAL NEWS MAGAZINE OF SANTA ROSA GOLF & BEACH CLUB

LIFESTYLES

INSPIRED *Tradition*



5

In Short

12

Lip
Sticked

17

Club History

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It's all in the
5 Touch



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10 Shed



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BOARD OF DIRECTORS



BOB BAIRD

President

The board of directors' key purpose is to ensure the company's prosperity by collectively directing the company's affairs, while meeting the appropriate interests of its shareholders and stakeholders. In addition to business and financial issues, boards of directors must deal with challenges and issues relating to corporate governance, corporate social responsibility and corporate ethics.



MIKE BAGGETT

Vice President & Golf Chair



ROY ACOSTA

Secretary & Planning Chair



JIM SHEPHERD

Treasurer & Finance Chair



ROBERT REEDER

Membership Chair



BILL WYROUGH

Policy Chair



SAM DALTON

Green & Grounds Chair



CHARLIE HOFNER

Social & House Chair



GINA COLBERT

Social & House Co-Chair

GENERAL MANAGER'S LETTER

As we are winding down the year and the 50th anniversary celebrations of the club, I hope you are as excited as the employees are about the future and the next 50 years at Santa Rosa Golf & Beach Club.

The grand opening of the Short Game Area on September 6th really was the starting point of what we can view as a new era for the club. The Short Game Area is the best place to practice the all important "touch" shots that are necessary for scoring low. The other great thing about the area is that it is the perfect preview of the golf course renovation that is coming in 2021. Bill Bergin, the golf architect for that project, will be used again for the big renovation project on the horizon. The grasses and the sand in the bunkers that were chosen for the Short Game Area will be identical to those that will be used on the whole golf course renovation. As you are out practicing and enjoying the Short Game Area, you can start to imagine the look and feel of the changes that are to come to the golf course.

Membership growth continues to be strong for us and is another promising glimpse into the future of the club. In fact, I am happy to be able to report that we recently sold out of equity memberships. In addition to the established social membership waitlist, we now have an equity membership waitlist for those wanting to join us in that membership category. To have both of our major types of membership on a waitlist is a tremendous achievement for the club. It speaks of the overall health of the club as well as the support that has been and continues to be shown by the Board of Directors and the entire membership as a whole.



Even though school has started for the kids and the days are getting shorter, the weather is still telling us that it is pool and beach season. This area provides us with many perks and an extended summer is one of them. When we get busy, it is so easy to forget or put off time to relax and enjoy our surroundings. We live in paradise and have access to a world-class beach, but it is easy to

take that for granted and not take full advantage of it. Soak in the last of the warm days because even busier times in the holiday season will be upon us before we know it!

As always, I am so appreciative of your continued support of the club. The success we have been able to achieve in the last few years, as well as our current trajectory, has so much to do with the efforts and the passion of the membership. We're looking forward to a fun fall and holiday season with everyone as we continue the legacy of the last 50 years here at Santa Rosa Golf & Beach Club.

Michael Bickett

General Manager
Santa Rosa Golf & Beach Club



facebook.com/santarosclub
&
facebook.com/vueon30a



@SRgolfclub
&
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instagram.com/santarosclub
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STAFF LISTING

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GRAND OPENING SHORT GAME AREA

On Friday, September 6th, Santa Rosa Golf & Beach Club celebrated the grand opening of the Short Game Area. This new amenity provides a 6,200 square foot green complex, two bunkers and the ability to hit both pitch and chip shots.

The celebration began with a few words to our members from staff and Bob Baird, President. Also in attendance was golf architect, Bill Bergin, who expressed his excitement for the completion of this project as well as for the golf course renovation coming in 2021. Bergin, named one of the top ten most innovative people in golf by Golf Inc. Magazine, will mimic aspects such as the grass and sand used for the Short Game Area on the golf course.

After the ribbon cutting ceremony, the Board of Directors lined up to participate in a ceremonial chipping shot to kick-off the fun as members gathered together enjoying refreshments, skills contests and live music courtesy of Forrest Williams Band.



GUIDELINES:

We couldn't be more excited for this amenity to now be open and available to equity, senior and junior members as well as their day guests. Members are asked to protect the use and conditions of the Short Game Area by reporting non-member use to the golf staff, filling divots with sand, raking bunkers, repairing ball marks on the practice green, cleaning practice balls off the green and most importantly...keeping safety as the number one priority.

The design offers golfers a multitude of optional areas, lies and conditions to practice from; therefore, members should feel comfortable practicing from any location within the confines of the fencing.

Members should use caution and keep safety of the others using the area in mind. If shots become dangerous for other members or practice balls are being hit outside of the boundaries, you should adjust your location, type of shot and/or club.

Members should limit the number and size of divots in a given area.

While the practice green may be used for putting, priority will be given to those practicing chipping, pitching and bunker shots. Putting should stop when other members are practicing shots from off the green.

Bags of practice balls will be available at the bag drop area for member use (limited to one bag per member). Members are requested collect golf balls with the ball pusher (located on the side of the green) and to return practice bags to the bag drop area when finished. Alternatively, members may choose to use their own golf balls.

Members should check in with golf staff prior to accessing the area. Please note that club dress code applies.

MEMBERSHIP UPDATE

*S*anta Rosa is making waves...

And that's a wrap! Santa Rosa Golf & Beach Club made waves this summer by officially selling out its equity membership category in September! The club now has wait lists for both equity and social memberships.

The following timeline may help to illustrate what a great success this is for your club:

- 2008-2011 – These were tough years for the club. Coming off the heels of a major hurricane along with the economic recession, the club was in a discouraging financial position.
- 2012 – This was a turnaround year for the club in which the club's board of directors began changing club policies, reworking membership categories, etc. in order to set up a plan for the club to survive. As they say, changes don't necessarily happen overnight.
- 2014 - When I joined Santa Rosa in the spring of 2014, we all knew the club had great potential and the thought of seeing and being a part of that growth was exciting for myself and the strong leadership team. During this time, Santa Rosa had 264 equity members, 247 social members, 18 junior members and 19 senior members – a total of 545. Through attrition, these numbers were on par with 2008-2011 numbers. The club was gaining members at

about the same rate as they were losing members.

- 2015 – This was a strong year with 45 net members. From here, growth has continued. Fast forward to now, the club has 400 equity members, 300 social members, 47 junior members and 30 senior members – a total of 777.

All of this is so timely as we recently celebrated the club's 50th Anniversary in September. Being able to announce that the club is sold out of its equity memberships this year is truly the cherry on top! I continue to be grateful to our past and present board of directors for making some of the difficult decisions years ago that set up our club for success today. I'm also thankful for our current board members who have taken this vision and continue to grow Santa Rosa Golf & Beach Club into the most successful (and fun) golf club in Northwest Florida and beyond!



Congratulations to our membership committee for this accomplishment and thank you to each of them for their support of the staff who make it happen. Robert Reeder (chairman), Gina Colbert, Liz Garner and Jennifer Jones.

Sarah Brazzwell
Membership & Marketing Director



PRIVATE EVENTS UPDATE

The great thing about saying goodbye to summer is welcoming cooler weather and all the upcoming holidays! Commencing with Halloween, there are many opportunities in the coming months to spend valuable time with loved ones and to remember the things we are most grateful for. If you're planning on hosting family or friends for an event, there are many things you can do to make the brunch, lunch or dinner remarkable.

DECORATE - Are you planning a holiday event or cooking for guests at home during the holidays? Tablescaping, or decorating, can provide an added touch and is one of the first things that guests notice when they walk in. As seen below from our annual Thanksgiving brunch, Fall colored florals and color schemes complement the Thanksgiving holiday perfectly. Interested in letting Vue on 30a take care of Thanksgiving brunch for you? Contact our hostess at 850.267.1240 to setup a reservation for brunch on November 28th – hurry, space is limited!



ENTERTAIN - From music to game playing, there are many ways to provide a source of entertainment for your guests. Whether you decide to play a round of charades, sing karaoke or dance the night away, your guests are bound to leave with a smile on their face. Pictured to the right is a bride and groom singing on the terrace during their wedding reception.

OFFER DESSERTS - There's nothing better than indulging in sweets at the conclusion of an event. Pictured below is a "S'mores Bar" that was provided on the west terrace for a full club wedding reception in January 2019. The wedding guests were able to satisfy their sweet tooth while overlooking the beautiful backdrop of the Gulf of Mexico.



As a host, there are many things that you can do to wow your guests during holiday events. Decorating tables, entertaining and providing sweet treats are just a few to name. Vue on 30a is a one-of-a-kind venue that can really set your private event apart from the crowd. For more information on weddings or private events, please contact 850.267.2305 x 3.



Rebecca Curtis
Private Event Director



MEMBER RELATIONS UPDATE

Life changes quickly and with all that is going on, the club may be the last place you think to notify. Have you moved, had a baby, ditched your landline or changed your email since you joined? It is time to update your member account! We need your updated information to keep you in the loop and get you plugged in to all that your membership at Santa Rosa Golf & Beach Club has to offer.

The Sassy Sisters season is off to a fun start! This group of ladies have several events each month to get together, meet new people, make fun memories and help others along the way. Keep an eye on Fast Facts and the club calendar to view upcoming opportunities such as Let's Play Cards, Capt. Anderson Shell Island Cruise, Honoring Veterans at Topsail as well as the annual Potluck on the Porch senior center philanthropy gathering.

In light of the upcoming course renovation, several of our members have banded together and conceived Operation Lipstick, a member fundraising campaign to give our golf clubhouse a fresh new look. The first event, Moonlight Wine & Dine On the Beach, will take place on Thursday, October 24th in which members will indulge in a superbly prepared four-course meal with drinks, favors, entertainment and more with the beautiful Gulf as a backdrop. One hundred percent of event proceeds will benefit Operation Lipstick.



Join us Friday, November 1st to celebrate the change of seasons and welcome all of our northern members back to town at the Welcome Fall Beach Bonfire! Step into your

boots and throw on your flannel to enjoy this evening of family fun to include live music, a beach bonfire, a smores bar and a delicious dinner buffet. With the welcomed crispness in the air, we're excited to host a Movie Night on the Range on Friday, November 22nd. All are welcomed to bring a quilt or a lawn chair for the showing of a family-friendly movie under the stars.

Your holiday favorites return this year with the Ladies Holiday Gala & Fashion Show on Wednesday, December 4th as well as the Holiday Open House on Sunday, December 8th. We're

excited to get in the holiday spirit and help you and your families make memories that last!

With a growing membership and social calendar, it is so important to keep an eye on upcoming events and register early. All social events require your registration by logging in to your account on the members website or club app. Many events sell out quickly and wait lists must be formed. Should you ever need assistance or have questions about upcoming events or your member account, please don't hesitate to contact me at 850.267.2229 ext. 7.

Kaitlin Hardy

Member Relations Coordinator

WELCOME FALL BEACH BONFIRE!

November 1st



GOLF COURSE MAINTENANCE UPDATE

It was a very busy summer for the agronomy team. We're excited to share that we have recently added a very knowledgeable equipment manager to our staff. He will help to oversee and maintain our maintenance fleet.

We continue to prepare for the big course renovation in 2021 by removing out of play turf and some marked trees. Additionally, we will still be fighting some inherent problems with course conditions due to the age and types of grasses presently on the course. The contamination on the greens is a prime example of continued challenges until the course renovations.

We will need to continue being aggressive with verticutting and top dressing the greens which diminishes the negative effects of the contamination when putting, as well as improving the aesthetics. Most apparent presently, is the spraying/killing of existing grass areas that are not considered to be in play but need to be maintained. Present areas are on hole #'s 1, 4, 6, 7, 8, 10, 11 and 15. The elimination of these grass areas will have significant positive impacts on present and future course maintenance operations. By reducing the turf footprint in out-of-play grass areas, multiple acres of presently maintained grass areas will be reduced. The advantage to doing this is:

- Reduced mowing time, allowing staff to focus on other areas in play

- Cost savings on chemical, fertilizer and special treatment applications, i.e. controlling mole crickets & nematode damage
- Eventual water allocation savings when the irrigation system is adjusted
- To begin exposing the natural white sand (a timely process) which is part of the course "Master Plan"



These areas will eventually become in-play areas with no free relief granted, but while the areas are in the transformation process, they will be marked as ground under repair "GUR", free relief, signified by white lines. Trust that it is the full intention of the board, committees and staff to maintain the course conditions and to provide a product that will continue to enhance the golfing experience for members and guests as we move into the 2021 project.

If you have any questions, please feel comfortable in discussing with the chairman of the committees and with management staff. Thank you all for your understanding, patience and support as Santa Rosa Golf & Beach Club continues to grow towards becoming one of the premier golf and beach club facilities in the panhandle of Florida!

Kelly Barker

Golf Course Superintendent



DRESS CODE POLICY REMINDER:

Appropriate Attire Includes

For men

- Golf Slacks
- Standard length golf shorts
- Collared or mock neck golf shirts
- Clothing approved by the PGA Tour

For ladies

- Standard golf shirts, with or without collars, sleeve or sleeveless
- Standard golf shorts, skorts or skirts
- Clothing approved by the LPGA Tour

Inappropriate Attire Includes

- Jeans
- Defined as: men's, ladies or children's pants made of denim of any color
- Cut-offs (un-hemmed shorts)
- Gym shorts, short shorts, jogging shorts
- Tee shirts or jerseys
- Bathing suits
- Tops designed to be worn as undergarments
- Tank tops for men

We are a spikeless golf shoe facility. Golfers may wear either soft spiked golf shoes, flat soled sneakers/tennis shoes or any approved golf shoe wear supported by the major shoe companies.

6 KEYS

FOR IMPROVED CHIPPING AND PITCHING

by Carter Murchison
SRGBC's Director of Golf

I could not be more pleased to have the magnificent addition of the Short Game Area to the club's practice facilities and golfing experience! Everyone has the desire to increase driving distance, but fewer are interested in improving their short game. Statistically, we all know that a golfer can lower their handicap more quickly by improving their game on and around the greens.

Six key points for improved chipping and pitching:

- 1) Learn to use the bounce of the club. Most players use too much of the leading edge of the clubface which creates too much digging or fat shots at impact. Instead, think of using the bounce of the club (bottom), which will create cleaner and more consistent contact.
- 2) Set the proper shaft lean at address to improve the chances of using the bounce of the club at impact. Note that the shaft is only slightly leaning forward.
- 3) Set the proper ball position. For standard shots, the ball position should be middle or slightly back of middle in the stance.
- 4) Set the weight of your position slightly forward at address (55%-60%).
- 5) During the backswing, maintain your weight on the forward foot - same as at address.
- 6) Allow the clubhead to pass the hands on the through motion. This will ensure the use of the bounce of the club at impact.

Short game clinics and multi-hour schools will be available for members this fall. Please contact the golf shop for additional information at 850.267.2229..



Bounce of the Club



Proper Shaft Lean & Ball Position



Backswing



Through Motion

GOLF COMMITTEE UPDATE

The golf committee has continued to have monthly meetings throughout the summer months and is very excited about the upcoming fall and winter months and the tournament program for the members! In addition to our regularly scheduled tournaments, some highlights include:

- Intraclub Men's Challenge Cup event (October 25-27)
- Welcome Fall Golf Event (November 2)
- Santa Rosa Football Classic, formerly the NFL (November 8-10)

HANDICAP POLICY: The committee reminds all members to continue posting all scores, daily play and eligible tournament rounds. The committee and golf staff will continue to monitor and regulate players' handicaps.

PACE OF PLAY: The club continues to endorse a four hour pace of play for 18 holes and a two hour pace of play for 9 holes. The USGA has made significant strides to improve the pace of play by modifying golf rules that includes ready golf. Keep in mind that there are multi-tee options for men and ladies. Choose which tees work best for your game. Let's play at a reasonable pace and have fun!

STAFF CHANGES: Jacob White, Assistant Golf Professional for the last two years, has made a career change and joined the golf course maintenance team at Shark's Tooth Golf Club. While we will all miss Jacob, the club is fortunate to have added Laura Jansone as our new Assistant Golf Professional. Laura is from Latvia. She played college golf at East Tennessee State University and had a stellar amateur career that includes competing in 2 World Amateur Team Championships and being a 3-time Latvian Amateur Champion. Laura is the first female professional golfer from Latvia. She spent five years on the Ladies European Tour with a low competitive round of 64 and has been playing the ladies Symetra tour for three years. Laura is in the process of completing her LPGA club professional certification and will be actively involved in all aspects of the golf operation, including organizing the club's junior golf program. Please welcome Laura to the golf staff!

The committee welcomes input from all members with the goal of creating a wonderful golf experience for each member and guest!

The Golf Committee is chaired by Mike Baggett. Committee members include Cheryl Hoffman, Dianna Owings, Ken Colbert, Kathy Shepherd and David Swart.



Operation Lipstick

We are experiencing some exciting times at our club. The short game facility has opened and the golf course redesign is scheduled for 2021. The multi-million-dollar redesign of the golf course will be funded by both cash and a reasonable loan. No member assessment is planned to fund this redesign which is unheard of in today's golf course market.

However, with all these planned improvements to the course, there remains one key area untouched because of lack of funds - our golf clubhouse. It would be so wrong to reopen our new golf course anchored by this worn out building. A few concerned members have focused on this issue and have conceived Operation Lipstick. The concept behind Operation Lipstick is to make mostly non-structural upgrades such as paint, carpet, furniture, pavers and possibly an expanded deck to give our clubhouse a fresh new look using member raised funds. A committee is putting together a plan for several fund-raising social events and golf tournament(s) from which the proceeds will be 100% designated for these clubhouse upgrades.

From its beginning 50 years ago when members actually built our golf course and clubhouse, bartended, cooked and served food in the restaurant and much more, our club has a history of grass roots efforts by our members to keep it moving forward. This campaign is no different. The willingness of our members to do what it takes is what makes us unique in this market, giving us a dimension not found in other clubs.

There is limited time and space left to join us for Operation Lipstick's first event, Moonlight Wine & Dine On the Beach. On Thursday, October 24th, members will indulge in a superbly prepared four-course meal with live music,

fun and more with the beautiful Gulf of Mexico sunset views as the backdrop. The event is complete with drinks, favors, entertainment by Ike Bartley and more. Log in to your member account and register to attend on the club calendar. Contact 850.267.2229 ext. 7 for assistance.

Ticket Price: \$250 per person | 100% of ticket sales go toward Lipstick Fund

5:30 | Terrace Reception

6:30 | Dinner on the Beach (limited terrace seating available upon request)

8:30 | Desserts & Dancing on Terrace

First Course: Stir fried rice served with sesame seed crusted tuna finished with a wasabi aioli, sweet soy sauce and Siracha

Second Course: Pan seared smoked gouda and chorizo sausage with tomatoes, garlic and broccolini finished with truffle oil.

Third Course: Chef Gio's Surf and Turf: Tempura battered and flash fried half of lobster stuffed with lobster macaroni and cheese paired with sliced tenderloin and accompanied by baked Brussel Sprouts with bacon and balsamic vinegar served family style

Dessert: Dark Chocolate Cheese Cake

Hosted by:

Rick & Karen Schoonover
Charlie & Liz Garner
Dewayne & Kathryn Youngblood
Jerry Lancaster & Crawford Sandefur
Dean & Eden Millsap
Bob & Cheryl Hoffman



Raise Glasses Raise Funds



FOOD & BEVERAGE UPDATE

The heat and the crowds are finally headed out of town, but dining reservations are still highly recommended! The easiest and most efficient way to make reservations is through the club's mobile app, which uses open table. Additionally, you can always call the hostess during restaurant hours Tuesday-Sunday at 850.267.2305. Beginning in December, Members' Night will be extending from Wednesdays to also include Fridays! We're happy to provide another opportunity during the week for everyone to come out, connect with other members and enjoy all that we have to offer at Vue on 30a.

Shorter days and cooler temperatures are on the horizon, but fortunately that does not have to put a halt on the fun! The pool will be heated during the months of November and December and we hope to see everyone out continuing to enjoy the pool and beach club.

Looking for the easy button on for the upcoming holidays? Forget the cleaning, decorating, prepping and cooking – let Vue on 30a handle all of the stress for you by making reservations for our annual Thanksgiving Brunch on Thursday, November 28th. You'll enjoy your favorite holiday staples with a Vue brunch twist. To make a reservation, call 850.267.2305. Be sure to plan ahead as space is limited for this popular event.

Stewart Meecham

Food & Beverage Director



CHEF GIO's HUMMUS

The holidays are the perfect time to add new appetizer recipes to your repertoire! Keep your guests snacking and happy when they arrive and as they await the big meal. Hummus is a wonderful, versatile appetizer selection for hosting guests because you can season however you like and serve with a variety of vessels. Arrange an assortment of toasted naan or pita bread along with colorful raw veggies for a display that is sure to impress and keep guests satisfied.

Combine the chickpeas, roasted peppers and garlic in a food processor. Turn on the mixer, then gradually add extra virgin olive oil and lemon juice. Add minced cilantro and season to taste.

- 32 oz. Chickpeas
- 3 oz. Roasted Peppers
- 1 Clove of Garlic
- 3 oz. Extra Virgin Olive Oil
- 1 ½ oz. Lemon Juice
- 1 Bunch of Cilantro

UPCOMING

GOLF EVENTS

OCTOBER

- 10.03.19 THU – LGA Golf & Luncheon
- 10.05.19 SAT – Lite Scratch Tour Tournament
- 10.06.19 SUN - Lite Scratch Tour Tournament
- 10.07.19 MON – Walton Area Chamber Tournament
- 10.18.19 FRI – Military Golf Outing
- 10.25.19 FRI – Men's Challenge Cup
- 10.26.19 SAT - Men's Challenge Cup
- 10.27.19 SUN - Men's Challenge Cup

NOVEMBER

- 11.02.19 SAT – Welcome Fall Golf Event
- 11.07.19 THU – LGA Golf & Luncheon
- 11.08.19 FRI – Santa Rosa Football Classic
- 11.09.19 SAT – Santa Rosa Football Classic
- 11.10.19 SUN – Santa Rosa Football Classic

DECEMBER

- 10.05.19 THU – LGA Golf & Luncheon
- 10.07.19 SAT – Santa Scramble

For full tournament and golf event details, visit members.
santarosacub.com or call the golf shop at 850.267.2229.



Prospective Members
Tournament Winners

MEN & WOMEN OPEN TEE TIMES

Join SRGBC's Open Member Play each week.
For more information, contact the golf shop at
850.267.2229.

TUESDAY

Ladies Golf 10 a.m.
Men's 9-Hole Golf 1 p.m.

FRIDAY

Men's Open Golf 10:40 a.m.
Men's 9-Hole Golf 1 p.m.

WEDNESDAY

Men's Open Golf 10:40 a.m.

SATURDAY

Men's Open Golf 7:30 a.m.

THURSDAY

Ladies Golf 9 a.m.
Ladies Golf 11 a.m.

HOURS OF OPERATION

GOLF CLUB

*Monday 6:30am-12pm
Tuesday – Sunday 6:30am-5:30pm

SHORT GAME AREA

*Monday 6:30am-2pm
Tuesday – Sunday 6:30am-6pm

DRIVING RANGE

*Monday 6:30am-2pm
Tuesday 6:30am-6pm
Wednesday 6:30am-5pm
Thursday – Sunday 6:30am-6pm

*Please note that the golf course will close all day on some Mondays due to golf maintenance schedule. These closures will be communicated through Fast Facts. Hours of operation will adjust for time change. Visit SantaRosaClub.com for updated hours beginning in November.

UPCOMING SOCIAL EVENTS

OCTOBER

- 10.02.19 WED – Monthly Book Club, 3:00-5:00 pm, West Wing
 10.11.19 FRI – Sassy Sisters Garden Showcase & Tablescape, 11:00 am, Offsite
 10.17.19 THU – Sassy Sisters Let's Play Cards, 1:00-4:00 pm, West Wing
 10.21.19 MON – Sassy Sisters Capt. Anderson Cruise, 10:45 am, Offsite
 10.24.19 THU – Moonlight Wine & Dine On the Beach, 5:30-10:00 pm, SRGBC Beach

NOVEMBER

- 11.01.19 FRI – Welcome Fall Beach Bonfire, 5:00-10:00 pm, Vue on 30a
 11.06.19 WED – Monthly Book Club, 3:00-5:00 pm, West Wing
 11.09.19 SAT – Sassy Sisters Honoring Veterans at Topsail, 8:00 am, Offsite
 11.14.19 THU – Sassy Sisters Let's Play Cards, 1:00-4:00 pm, West Wing
 11.20.19 WED – Sassy Sisters Potluck on the Porch: Senior Center Philanthropy, 11:00 am, Offsite
 11.22.19 FRI – Movie Night on the Range, 4:30-7:30 pm, Driving Range
 11.28.19 THU – Thanksgiving Brunch, 10:30-2:00 pm, Vue on 30a

DECEMBER

- 12.04.19 WED – Ladies' Holiday Gala & Fashion Show, 10:30-2:00 pm, Vue on 30a
 12.04.19 WED – Monthly Book Club, 3:00-5:00 pm, West Wing
 12.08.19 SUN – Member's Holiday Open House, 4:00-6:00 PM, Vue on 30a
 12.31.19 TUE – New Years Eve Dinner, Vue on 30a

HOURS OF OPERATION

BEACH CLUB

Monday-Sunday 8am-8pm

VUE ON 30A

Monday - Closed

Tuesday-Saturday 11am-2:30pm | 5pm-9pm

Sunday 10am-2pm

Happy Hour: Tuesday – Saturday 3pm-6pm



GOLF PROGRAMMING

MEET YOUR INSTRUCTORS



CARTER MURCHISON PGA Director of Golf

Originally from South Florida, Murchison has been a director of instruction for more than 35 years and is a Class A PGA Professional. He has also qualified and competed in five PGA National Club Professional Championships and has established four course records in his professional playing career.



LAURA JANSONE

Assistant Golf Professional/Junior Instructor

Laura grew up in Latvia and moved to the United States to play golf for East Tennessee State University. Laura played on the Symetra Tour in 2011, 2012 and 2015 as well as the Ladies European Tour from 2013-2017. She now resides in Miramar Beach and is working towards becoming a LPGA Golf Professional.

PERSONAL INSTRUCTION FOR ADULTS

Lessons are One Hour | \$75 One Class for One
\$375 Series of Six Lessons

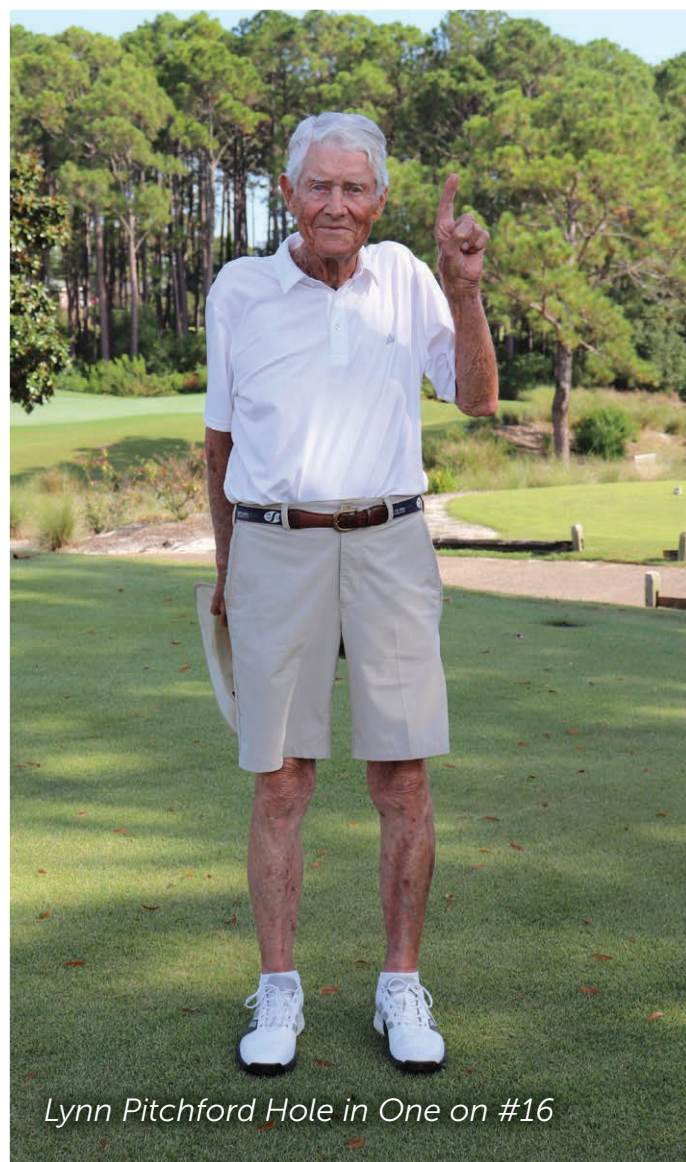
Available to all levels. Improve your game through skill-based instruction with a video teaching system.

Contact carter@santarosaclub.com.

PERSONAL INSTRUCTION FOR JUNIORS

Lessons are One Hour | \$50 One Class for One
Available to all levels. A great way to prepare your junior for a future in golf.

Contact laura@santarosaclub.com.



Lynn Pitchford Hole in One on #16

CLUB HISTORY

The following are the club history research findings of Billy Crane, member of 30 years. Billy worked hard to investigate and compile 50 years worth of Santa Rosa Golf & Beach Club facts so that we can share the rich history of the club with others. Thank you, Billy!

EARLY YEARS

The story starts before 1967. South Walton county was largely uninhabited. The large military presence in the panhandle of Florida meant that many servicemen eventually became landowners in Walton County, including quite a few high-ranking military officers. The can-do attitude that these men had created a future for development here.

In 1967 General Kees put together a steering committee to research the possibility of putting a beach club and golf course where it stands today. In October 1967, Earl Keys (retired executive from General Mills) called together generals Gorby, Morris and Pierce. He also called Howard Lucas, a petroleum engineer. They discussed the possibility of starting a golf course at Santa Rosa Beach and set up the steering committee which included Earl Kees, Alvin Gorby, Winslow Morris, Arthur Pierce, James Williams, Wilder Johnson, Murray Beasley, Eric Alan, Harold Lucas and Butler. At a subsequent meeting, the steering committee wisely decided to commission a feasibility study to prove the feasibility of building a golf course at Santa Rosa Beach. They hired

Patterson Associates Inc., a firm from Gulf Breeze, Florida, who were the planners, engineers and surveyors to conduct the study. The study was completed in March of 1968 and was very comprehensive. It was also in March 1968 that they had the first annual meeting in which the articles of incorporation and bylaws were approved. They agreed to apply for a loan from the Farmers Home Administration.

On January 31, 1969, the state of Florida issued a corporate charter. Kees contacted Cassidy and Spires about land. The club received the charter in January 1969 as a regular nonprofit corporation under the laws of the state of Florida. The founders were Earl Keys (President), AL Gorby (Vice President) and Arthur J. Pierce (Secretary Treasurer). The club was created to provide golf, tennis, beach facilities and companion recreational activities for all its' members and guests.

Recollections of Bob Bannerman

No local bank would back such a risky operation, so the founders went to the FHA because they had a provision in their charter that called for funding recreational entertainment, etc. This met all the qualifications under this



requirement. They obtained a loan of \$235,000 at 5% interest from the FHA. The loan went through and construction was started on both the clubhouse and the golf course itself.

We came down in 1971 and there were only three holes of golf that had been completed - all the rest were under some form of construction. The clubhouse was still in progress of being constructed. It was still in rough form and we had to struggle to find equipment, such as tractors, lawnmowers, etc. to keep the project going. We bought a Ferguson tractor which is a fairly big tractor, but we needed money for more equipment so we made a deal with a bank in DeFuniak, FL for a loan. We were starting out with two debts - one with the FHA and one to the bank in DeFuniak. The whole enterprise was a very close working team. There was no saying "I'm in charge" or anything like that. It was simply a cooperative effort.

We moved a long and Kees became the first president, but he became somewhat ill - heart trouble I think. Harold Randall took over as president. We all worked together as we didn't have much money at all. Everything we did required a coordinated effort of the members themselves. One of the first things we had to have was a pro shop and administrative shop that we could use. Winnie Morris had gotten a hold of some secondhand golf carts when he took over the job of maintaining them. We had enough money to buy the material for the pro shop, but we couldn't give out a contract because we didn't have that kind of money. All of us men and women got down there - we had trowels



and we had cinderblocks and with the guidance of two or three people who knew something about building we put up the building.

Once the basic exterior was finished, we had to furnish it. Again, we didn't have any money so we took contributions from members to finish the place. Being made of total concrete, it was very noisy so we finally put in a drop ceiling to help alleviate some of that and for the first time we had a livable room. The question of having a cook and staff to run the place was a monumental problem. They were hard to get and it was equally hard to find somebody who had some quality in what they were doing. We constantly had to be on alert even though one of the members was the house manager. We needed a bartender and under Florida law you could not tend bar in a public place such as the club unless you were authorized to do so. We couldn't afford a bartender so the whole board went over to Pensacola, FL and before the proper people over there, everybody was photographed and fingerprinted and became authorized to be bartenders. When we came back we maintained a schedule that we would serve for so many hours and then somebody would step in to relieve us. Anyway, it worked.

The clubhouse was doing better and the golf course was doing very well, but we had to make many improvements on it in the meantime. Angus Andrew was the executor of the estate of the lot to the east of the clubhouse (75 feet wide and 300 feet deep). We decided we would definitely need the room for future expansion so we arranged to buy an additional 75 feet from Angus Andrews at the cost of \$15,000.

After my term, we were in a position where we wanted to expand the golf course to 18 holes instead of just nine. Now it so happened that Jake Veeland was President of Saint Joe paper Company, and it also happened that Jake was a fraternity brother of mine. Saint Joe paper company furnished us a list of pieces of property surrounding us that they would like to have, which generally was in the middle of one of their holdings. We met with the people that owned this property and tried to buy it. We got a promise of sale from them and the cost for the 50 acres. We bought the property and then deeded it over to Saint Joe. They in turn deeded over to us the 50 acres that we wanted.

Board Meeting Quotes

The following are some quoted minutes



from board meetings beginning in 1987. This is when the club begin to explore the real possibility of adding a second nine holes to the golf course. It was during this time that Santa Rosa Golf and Beach Club began to be run more like a professional country club. The club had the original loan of \$235,000 plus another loan to buy the additional 50 acres for the new nine. I believe that was purchased in 1984. In January of 1988, the FHA was about to call the original loan and the board was shopping for a new \$550,000 loan to pay the original loan off and start on the back nine project.

February 1987:

"The membership is overwhelmingly in favor of the construction of an additional nine holes"

March 1987:

"Our problem has been the loss of \$40,000 per year incurred at the clubhouse". To deal with this dilemma we have to examine the following alternatives - shut the clubhouse completely, shut the clubhouse except Friday through Sunday and for special events, cut cost and increase revenue, promote and develop a public commercial restaurant or continue to absorb the loss. We have chosen the third choice as a means of dealing with this problem."

April 1987:

"Tom Jackson, our golf course architect, has designed an exciting nine holes on the 50 acres that Bob Fleet's administration wisely bought for us some years ago. He has also planned a pro shop, driving range and lots on the 20 acres that we are

attempting to purchase. We are currently applying for permits and requesting prices to construct our golf course. I anticipate the board giving the go-ahead on this project so we can break ground in the next 60 days or so."

"More good news! We have uncovered a half dozen or so lots on the existing golf course that are not restricted as to their use and that may be sold. We are in the process of plotting them and anticipate offering them for sale by auction at the July annual meeting. With the cash we currently have, the revenue derived from the sale of these lots and the cash from our members who exercised their option on equity membership, we should be in a financial position to just about build the new nine holes for cash if we so desire"

May 1987:

"We have filed our permits to construct the additional nine holes barring unforeseen holdups. We should be able to take bids for construction in June and, pending board final approval, begin work shortly thereafter."

"The plan called for 10 lots. Your board has decided that only six should be made available. There will be two to the right side of the first green, but with the club retaining possession of the land containing the stand of pines to the immediate right of the green. It will also be a few lots to the right. A permanent lake will be constructed in the low-lying area so look out, you really short knockers"

August 1987:

"Some really great news that many of you have been waiting to hear: We have obtained a permit to construct our new

nine holes. We will receive bids from contractors to build the course in the next several weeks. If all goes well, the board should be in a position to award the contract before the end of the month. Under this scenario, the course would be finished by March 1988 and be playable by this time next year."

September 1987:

"We are pleased to announce that the contract has been awarded to construct our new nine holes of golf. Bergman Enterprises of Milton, Florida was given the contract by the unanimous vote of your board of directors. The contract price is \$314,000 and requires completion by July 1, 1988. Additionally, your board has voted unanimously to acquire 20 acres of property from DGI. The property will be used for relocation of our pro shop to a central location that will allow both nine and 18 hole play. It will also include a driving range, 150 parking spaces and 11 residential lots. A plot plan of the layout is on display in the pro shop."

October 1987:

"Our ground breaking ceremony in September for our new nine holes was a huge success. Approximately 140 people attended the ceremony."

November 1987:

"The new nine holes are progressing magnificently. The fairways are all cleared. In the coming month, the greens will be shaped and the lakes will be dug. The grass is scheduled to be planted in early March."

December 1987:

"Those of you holding options to acquire an equity membership should remember that December 10th is the deadline for the club to receive your \$1,500."

January 1988:

"On or prior to December 10th, 56 of our members exercised their option to convert their membership to equity. This raised the number of equity members at our club to 155."

February 1988:

"Non-member greens fees are raised from \$15.75 to \$18.00.

Guest greens fees will be \$12.00 for 18

holes. Effective April 1, 1988, full dues will be raised from \$35.00 to \$50.00 per month. Minimum spend will remain at \$25.00 per month."

June 1988:

The lots the club planned to sell in May did not happen. "Walter Blessey said the sale of the lots is crucial before building the pro shop. Other discussion to try again an auction. Walter talked about creating a partnership of investors; would be the friends of SAROGABI. \$5,000 per unit, limit six per person, with three managing partners. Art Jones made a motion we except Walters plan for the lots. The motion was seconded by Molin Campbell. Passed."

July 1988 Annual Meeting:

"Walter Blessey gave a resume from one year ago to date. He said one year ago, the new nine holes was only a dream; the previous year equity membership had been instituted to try to make the dream come true. We now have 178 equity members, 126 regular members and 47 social members."

July 1988:

"The first is absolutely critical: the partnership agreement. Jim Taylor will finalize and send draft to all partners. He is also to have subdivision country club estates and restrictions record."

"Al Downs made a motion to adopt Neil's plan to remodel the clubhouse. Sally Goodwin seconded it and it was unanimously agreed upon. Jim Taylor

suggested that we take the plan one step at a time and get a reaction from the membership before moving on to the question of having public dining facilities"

"The pro shop is on the go with the amount we have from the partnership. Art is to sign loan papers concerning partnership and construction in Walters absence."

"Architect Jeff Prescott is to deliver working drawings to Neil Clark so we can let them out for bid by late August or early September."

"Since the board wanted a quick sale to raise the \$360,000 necessary for the new pro shop, the board voted in favor of a partnership plan. Lumping 19 lots together and selling them to members in 72 units of \$5,000 each. One Fairway – \$20,500 each, two Fairway – \$25,000 each, 13 Fairway – \$30,000 each, driving range \$14,000 each - this equals \$360,000."

September 1988:

"It was decided that the last Saturday in October will be our grand opening celebration."

New nine club house: "It will take two weeks to get the sealed bids back. No bid will be opened until we have received all the bids. A special meeting of the board will be called the first or second week in October to determine the contractor. Our estimate is \$300,000."

June 1989: "The grand opening of our golf club has been rescheduled for Sunday, July 9 at 1:00 pm."



FAST FORWARD TO 1995

The club was now running as a great 18-hole facility. Just prior to the next major event that occurred at the club, plans were being formulated to build a swimming pool and do a major renovation to the beach club. Then came October 19, 1995 - Hurricane Opal.

In December 1995, there was a proposed bylaw change to increase equity membership from 350 to 400 members. This move, along with a small \$20 increase in monthly dues, was to help pay for some of the damage from Hurricane Opal and to be used for improvement renovation as well as construction of golf, administrative and beach club facilities. In the beginning of 1996, there was a long-range plan formulated and details were sketched out as to the phases of improvements, costs, capital expenditures and financing sources.

During the annual meeting on March 1, 1997, it was questioned how we were going to pay for the renovations and enhancements. This was answered, "source of funds for the expansion are insurance proceeds \$160,000 dues increase over three years \$270,000 and the possibility of selling 50 new memberships would equal \$375,000."

Recollections of Mary Lutz

There was a time, post Hurricane Opal, when member resignations exceeded new membership sales by almost 2 to 1. The board authorized the distribution

of a questionnaire to a sampling of local Santa Rosa Beach homeowners inquiring about what amenities locals were looking for that would entice them to join. The list of amenities that were returned included tennis courts, limited golf privileges, beach side dining, beach access, parking and more overwhelmingly a swimming pool.

At first the plan was not initially popular with some of the club members. Moreover, the county and EPA would not approve the plans until one of our board members, John Fox, went to Tallahassee to obtain the permits after agreeing to modifications to include eliminating a baby pool and changing the size and location of the pool itself. But by building the pool, the social membership category increased from a small group of 20 to 30 mostly widows into 250 memberships that became a vigorous social culture at the club. The beach club with its pool, trendy new bar and restaurant facility and alfresco dining, in combination with other club upgrades, such as remodeling the golf clubs' pro shop and Mulligan's, all served to reverse the clubs downward financial spiral.

RECENT YEARS

The final permit for the pool sent in during March of 1998. By the end of the 1990's the second green was dying in various places. It was decided to replace it. When the green was dug up, they discovered old stumps, etc. were placed there and the green was built on top of the rotting debris. During the timeframe of 2002-2003, the board of directors decided to

replace all the existing greens. One nine was completed and then the following year, the second nine was done.

This is where I will leave off on this report. Unfortunately, a lot of early material was destroyed in 1995 due to damage sustained by Hurricane Opal. The events since then have been an evaluation of progress, which other more informed members than myself can fill in with this information more accurately.

FINAL THOUGHTS

The most important observation I have taken away from this investigation has been the recurring effort in making the club the best it can be by members giving their time and efforts – being willing to pitch in and give it their all. The evidence is all around the history, from the original members laying cinder blocks, working as bartenders and cart mechanics to the members that helped with Vue remodeling by knocking down walls, painting, repairing furniture, bush hogging areas on the course by hand, teaching classes, etc. The list of volunteerism goes above and beyond anything that could be expected of members of any club. I also would be remiss in not citing the benefits of past and present employees who have given and continue to give to the club. So many of them have made us feel a sense family and friendship. I hope all the members reflect on the employees that mean so much to their enjoyment of the club. It is something all members share and it enhances the club experience.



SRGBC GROUP FITNESS CALENDAR

Group fitness classes are available to all members and are led by volunteers. All participants are encouraged to sign up for text message notifications to receive timely updates on class happenings and cancellations. To learn more about leading a class, participating in a class or to sign up for notifications, contact:

Kaitlin Hardy
Member Relations Coordinator
kaitlin@santarosacub.com
850-267-2229 ext. 7



SRGBC and the volunteer instructors cannot assume responsibility for any accident or injury you might incur while participating in group fitness. Please consult your physician to determine which classes are best suited to your health and fitness level. Intensity and impact can be varied by the individual as needed.

MONDAYS:

POWER YOGA

TIME: 8:00 – 9:00 am

LEADER: Kelli Moore

LOCATION: Terrace or Beach

Bring your yoga mat and spend the hour engaged in a continuous flowing sequence of movement designed to improve strength and flexibility of all muscle groups based on Vinyasa Flow Yoga. This is an advanced yoga class and is recommended for those who desire a more difficult workout.

AQUA JOGGING

TIME: 8:30 – 9:00 am

LEADER: Gina Colbert

LOCATION: Pool

Join us in the pool for a class that's good for your joints and your heart! Aqua jogging is a music-filled, self-paced workout. Recommended equipment to attend class: aqua shoes, noodle or aqua jogging waist buoyancy belt.

WATER WEIGHTS & BANDS

TIME: 9:00 – 9:30 am

LEADER: Gina Colbert & David Farley

LOCATION: Pool

Hop in the pool for a class designed to build muscle tone with the use of water weights and bands.

AQUA NOODLE & NEKDODDLE

TIME: 9:30 – 10:00 am

LEADER: Tammy Withers

LOCATION: Pool

Grab your noodle and your Nekdoodle and join us in the pool for an aerobic workout to get your heart pumping and burn calories!

TUESDAYS:

SANTA ROSA RUNNERS

TIME: 8:00 – 9:00 am

LEADER: Beth Schwarting

LOCATION: Vue Overflow Parking Lot

Join us for a running or walking session every Tuesday in the parking lot across the street from Vue on 30a. All experience levels are welcome!

WEDNESDAYS:

AQUA JAMZ & AQUA STATIONS

TIME: 9:00 – 10:00 am

LEADER: Sue Bryant & Tammy Withers

LOCATION: Pool

Hop in the pool for a class designed to build muscle tone and burn calories. Follow simple movements to fun music!

THURSDAYS:

AQUA JOGGING

TIME: 8:30 – 9:00 am

LEADER: Karen Angelosante

LOCATION: Pool

Join us in the pool for a class that's good for your joints and your heart! Aqua jogging is a music-filled, self-paced workout. Recommended equipment to attend class: aqua shoes, noodle or aqua jogging waist buoyancy belt.

AQUA ZUMBA

TIME: 9:00 – 10:00 am

LEADER: Karen Angelosante

LOCATION: Pool

Aqua Zumba® blends the Zumba® philosophy of following simple movements to great music and adds water resistance for the ultimate pool party! No equipment is needed.

FRIDAYS:

AQUA AEROBICS

TIME: 9:00 – 10:00 am

LEADER: Barbara Young

LOCATION: Pool

Hop in the pool for a class that utilizes the water's resistance and your buoyancy to make for a great low to moderate level aerobic workout encompassing all muscle groups. This class is suitable for all fitness levels.

PLEASE WELCOME OUR NEWEST EQUITY MEMBERS



Bruce & Robbie Bailey



Nancy Banyas



Dennis & Pamela Bloom



Tony & Denise Brown



Curt & Renee Couch



Richard & Trudy Davidson



David Flannery



Janice & Hal Gaultney



Donnie Lunsford & Benita Gaetano



William Hartmann



Daniel & Betsy Hendrix



Steve & Larissa Herda

PLEASE WELCOME OUR NEWEST EQUITY MEMBERS



Jean & John Hlay



Jeff & Julie Hoogenboom



Jon & Pat Huenemann



Terry Niemann & Frost Jones



Greg & June Kohls



Joseph & Dianne Leitner



David & Kimberly Lonergan



Chris & Kevin Lowell



Andrew O'Connell



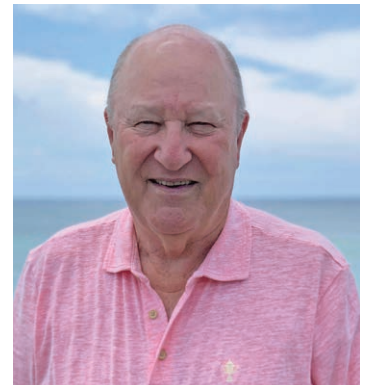
Tony & Deborah Patterson



Pete & Debbie Pearson



Jeff Thompson

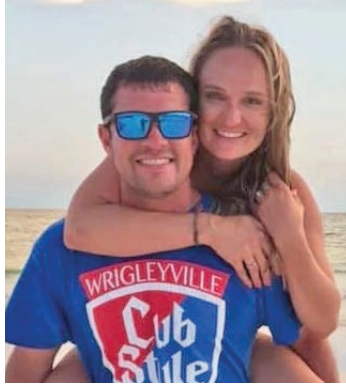


David Wilder

PLEASE WELCOME OUR NEWEST JUNIOR MEMBERS



Brett & Stephanie Campbell



Ron & Bailey Hefner



Patrick & Kari Miller



Kasey Owen

OUR NEWEST SOCIAL MEMBERS



Thomas & Judy Cleveland



Bethany Heath



Ann & Phil Heppding



Bill & Michelle Kuzila



Julian & Kristin Railton



Chris & Tonia Wasson



Bonnie & Forrest Waters



Social Lifestyles



Beauty Princess Tea Party



Miles Wilbanks



*Animal Tales -
Brave Volunteers*



Dive in Movie Fun



*Ready for the
Dive in Movie!*



Kids Summer Series



Dive in Movie



Ford Youngblood



Olivia & Otis Estrada

Brodie Webb



Painting on the Beach



Junior Golf Program



Bill Wyrrough



Judah Hackney



Jimmy Clark, Roy Acosta & Mike Baggett



Bill Bergin and Casey Joiner



Lee Owen, David Burba & Bob Baird



Trivia Night Winners



*Nancy Banyas, Charlene Burnham,
Patty Reeder & Tim Burnham*



*Sam Dalton, Andrew O'Connell,
Jay Sekulow & Brian Spence*



Rick and Karen Schoonover



Sassy Sisters Committee 2019-2020



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Santa Rosa Beach, FL 32459
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www.santarosaclub.com

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Santa Rosa Beach, FL 32459
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