

HURON PINES

GOLF & COUNTRY CLUB

NORTHERN ONTARIO'S BEST VALUE
IN CHAMPIONSHIP GOLF

2021 NEWSLETTER



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Expressing our gratitude to the
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HURON PINES GOLF CLUB
303 ELDORADO ROAD
P0 BOX 2041
BLIND RIVER, ON

Huron Pines

2021 Event Schedule

June 5-6	Unleashed 2-Person Open
June 26-27	Keith Fullerton Men's Invitational
July 10-11	TKT Memorial Mixed Open
July 18	Great Canadian Scramble Qualifier
August 7	Cameco Ladies' Open
August 28	Ladies' Club Championship
August 28-29	Men's Club Championship
September 8	Cameco Men's Senior Open
September 10	J&S Drilling Senior Ladies' Open
September 11	Senior Club Championships

Please note these dates are subject to change. To keep up with club updates, visit the Huron Pines Facebook page or website.

Host your next event at Huron Pines!

We would be happy to assist you in organizing your event. Many people choose Huron Pines as the venue for business events, family events, and various other types of private golf tournaments.

Email manager@huronpines.com for more information.

Manager's Greeting

Welcome to 2021... We made it!

I hope everyone is enjoying a happy and healthy winter thus far. 2020 was a year of unprecedented challenges, constant adaptation, and difficult decisions. But with deep valleys came high peaks - and 2020 was a great year for golf.

This pandemic has changed our daily lives by limiting what activities and community resources are available to us. Fortunately, with social distancing being natural on a golf course, our game offers the opportunity of a 4-hour mental health break with fresh air and physical activity.

After getting off to a late start like the rest of the golf world, Huron Pines experienced its busiest year to date. We exceeded our projections for rounds played by both members and guests. Our membership grew by over 40 players. Mondays were fully booked weeks in advance. Men's and Ladies' Nights had participants galore. Thanks to these factors along with conservative budgeting, we are in a position to offer an even more enjoyable golfing experience in the coming season.



Before diving into what to expect in the coming year, I would like to recognize the importance of the great team we have at Huron Pines. First off, the value that our Superintendent Peter Stos brings to our club cannot be overstated. His knowledge and commitment to excellence were reflected on the golf course all season long. Even with a limited purchasing budget and a late start, he and his reduced grounds crew were able to maintain turf conditions that rivaled any other course in Northern Ontario. In addition to Peter and his hard-working grounds crew, we are fortunate to have a great group of volunteer grass mowers in the mornings who help to prepare the course for play. When faced with a challenging year, an experienced Board of Directors is vital. Thankfully, we have exactly that. Many decisions made concerning health and safety of workers & players, budgeting, and other operational items were thoroughly studied and discussed in the boardroom. The presence of our Board is felt not only in the boardroom, but also at the course, where they all volunteer their time. Finally, it would be impossible for Huron Pines to survive without the generosity of our sponsors. Our friendly corporate neighbor Cameco and their Manager Chris Astles offer help in tournament sponsorship and assistance with maintenance projects. This year, their Covid Relief Fund also helped get us (along with many other local small businesses) on our feet. Sponsors such as Unleashed Fitness, Pier 17, and Huron Crest Cabinets were also very helpful this year.

Looking forward, 2021 promises to be an exciting year at Huron Pines. As mentioned above, our current financial position allows us to take strides forward. This season we are investing in 12 new carts, growing our fleet to a total of 60. The addition of carts will be a major asset on 2 for 1 Monday, Men's Night, and tournaments days. We will also be hiring additional staff to our grounds crew. This will allow us to tackle course projects such as tee deck reconstruction and drainage work, as well as giving Peter the ability to maintain the bunkers and driving range to his desired level. We will also be purchasing new mowers in the near future to make course work more efficient. Due to uncertainty last spring, all early season pro shop orders were cancelled, resulting in low inventory throughout the season. This season, I have the opportunity to fully stock our pro shop. We will be carrying equipment brands such as Titleist, Taylormade, Callaway, Srixon, and Pinnacle. In terms of clothing, we will be stocking Footjoy, Nike, and Levelwear.

I look forward to sharing another great golf season with all of you. In the meantime, take care and stay healthy!

Liam Hamlin

From our *super* Superintendent

It is a peculiar thing to write a newsletter reflecting on the year that was and the year ahead when we are still in the midst of a worsening pandemic. We started this past golf season not knowing whether we would have a golf season at all, and with truly grim possibilities for the future of Huron Pines. In an extremely fortunate turn of events, we wound up in a situation where golf was pretty much the only sport that one could possibly participate in during this historic time. Golf courses throughout Canada reported an increase in rounds over the year of 17%, a much-needed revival after many years of gradual decline in the industry. For the first time in the 24 years I have been at Huron Pines, we are finally in a position to begin to look at an actual budget for planning capital projects and capital expenses for equipment in a meaningful way. Some of the top priorities on the course are drainage, tee leveling and expansion to accommodate changing use

patterns and levels of play as well as some work to bunkers and building improvements. As with everything humans build, there comes a time when things need to be replaced and, in some cases, with infrastructure on the golf course, we are at that point. The silver lining here is that we appear to be in a financial position to do something about it.

Speaking of silver linings, my eternal gratitude goes out to our staff and the volunteer contingent of Tom VanRoon, Ken Gibson, Bob Horton, Gerry Guillet, Robert Menard, Larry Payette Sr., (newbie Ed Pellerin) and Warren Neufeld. I seriously don't know what I would do without you guys! That leads to a sad acknowledgement of the retirement of Royal St Jules after 14 years of highly intense service. Goose assures me that he will be back periodically to help out should the need arise, but he will be missed to be sure! I'd like to add an additional note of thanks to Mark and Marisa Deverell and Ken and Muriel Gibson and their son Graham for helping bring the carts over this spring in a Covid-compliant way. Thanks also to Mark Deverell, John Campbell, Eric Simon, John Gerrish and Dave Graham for braving hornets' nests while helping with brushing!

My thanks also go to the Board of Directors and Counselors for getting us through this trying year.

On a final note, I am not sure where we would be right now without the help and support of Chris Astles and Cameco, words and thanks are not enough for the scope and scale of your help.

I am sure that we will see the end of this in due time, so be well and please stay safe! I want to see each and every one of you next spring!

My very best,

Peter Stos



Congratulations to Peter on his Hole-in-one on the 5th hole during our year-end Steak n Beans!

President's Message



Thankfully, 2020 is now a hindsight.

As 2019 ended, the possibility of a 100-year pandemic from a novel coronavirus was theoretical. By spring 2020, it was a reality that required necessary public health measures to attempt to slow its exponential growth. The state of emergency declaration on March 17th evolved into a two-week province-wide lock down of all non-essential businesses. This eventually was extended until after May 19th.

Weekly virtual board meetings initially set up on free trials of GoToMeetings morphed into town sponsored Zoom meetings to deal with the rapidly changing restrictions as they applied to the golf course industry. Golf realistically is not an essential service; however, a golf course requires minimal mandatory essential care to survive. As highlighted by our astute superintendent:

"The key is to minimally maintain while still allowing us to bring it back to a good and playable form in a timely manner (with any luck, this year). Failing this we could wind up eventually reseeding the entire course. In that scenario, we could probably add an entire year to our time of closure." -P. Stos March 29, 2020.

Many debates were held concerning cash transactions, credit card touch systems, worst case budgeting, locker rooms, tee-time spacing, volunteers, tournaments, men's/ladies' night, golf cart use, pricing, lessee assistance, washrooms, outhouses, etc. All the while, deciphering and comparing our provinces mandates with those across Canada. A carefully crafted, staged reopening plan was drafted that complied with the provincial restrictions to ensure the safety of our employees and golfing customers. This was presented and approved by the town council in early May.

Upon opening, it became obvious that golf is the perfect socially distanced pandemic sport, that enables its participants physical exercise and psychological stress relief. The course became busy early on, requiring shortening of initial tee time intervals from 20 minutes to 12 minutes and eventually 10 minutes. Open tee times became scarce and golf carts were insufficient for the traffic. This resulted in a silver lining in the form of unprecedented and unexpected increases in both green fee and cart revenues. Membership numbers also increased by 25% in 2020, plus an additional 18 golfers in the fall who took advantage of the new members drive for 2021. Expense budgets were managed conservatively. The net benefit resulted in the ability to proactively setup a capital replacement account that has been direly needed since expansion 20 years ago.

Budget meetings in November and early December were encouraging. Even using conservative revenue expectations, we were able to allocate a significant increase to the expense budget and still budget funds for capital reserve. Reinvestment in the course was our main directive. Any capital acquisitions were cancelled last spring due to the unpredictability of the 2020 season. Approval has been granted for \$100,000 towards the start of our cart fleet replacement, and the delayed acquisition of a new tractor and fairway roller system. Work on a five-year plan has been started realizing that cart fleet, rough mower and fairway mower replacement tally up to an additional \$400,000.

Increased golf traffic has exposed some of our flaws. A new point of sale system that integrates with online tee sheet booking software is being investigated to enhance the front end of our golf business. This will enable a better customer experience while enhancing the ability to track and audit payments. Discussion concerning a Starter/Ranger program is also underway.

Despite all the work and tribulations, all our dedicated Board of Directors from 2020 left their names to stand for re-election. Their collective experience, dedication and love of golf will continue to be selflessly volunteered in 2021 for the benefit of Huron Pines.

Lastly, our corporate neighbor, Cameco has finally allowed Chris Astles to retire. Their loss will be our gain, as the course will benefit from his management expertise. Hopefully, the new Cameco manager is a golfer, curler, cross-country skier, boater, and snowmachiner with a keen interest in community support that parallels Chris's efforts.

Happy 2021, stay healthy and COVID free,

Mark Deverell

President Huron Pines



Membership

In response to the regular inflation of COL (Cost of Living), this season, our memberships will see a 1.6% increase and be rounded to the nearest 5-dollar increment.

Early Bird Special

SAVE \$100 by purchasing your membership before April 1st, 2021!

<u>Membership Type</u>	<u>Rate</u>	<u>Price with tax</u>
Single Adult Membership	\$1,305	\$1,474.65
New Member Special	\$1,005	\$1,135.65
Out of Town Membership	\$890	\$1,005.70
Student Membership	\$530	\$598.90

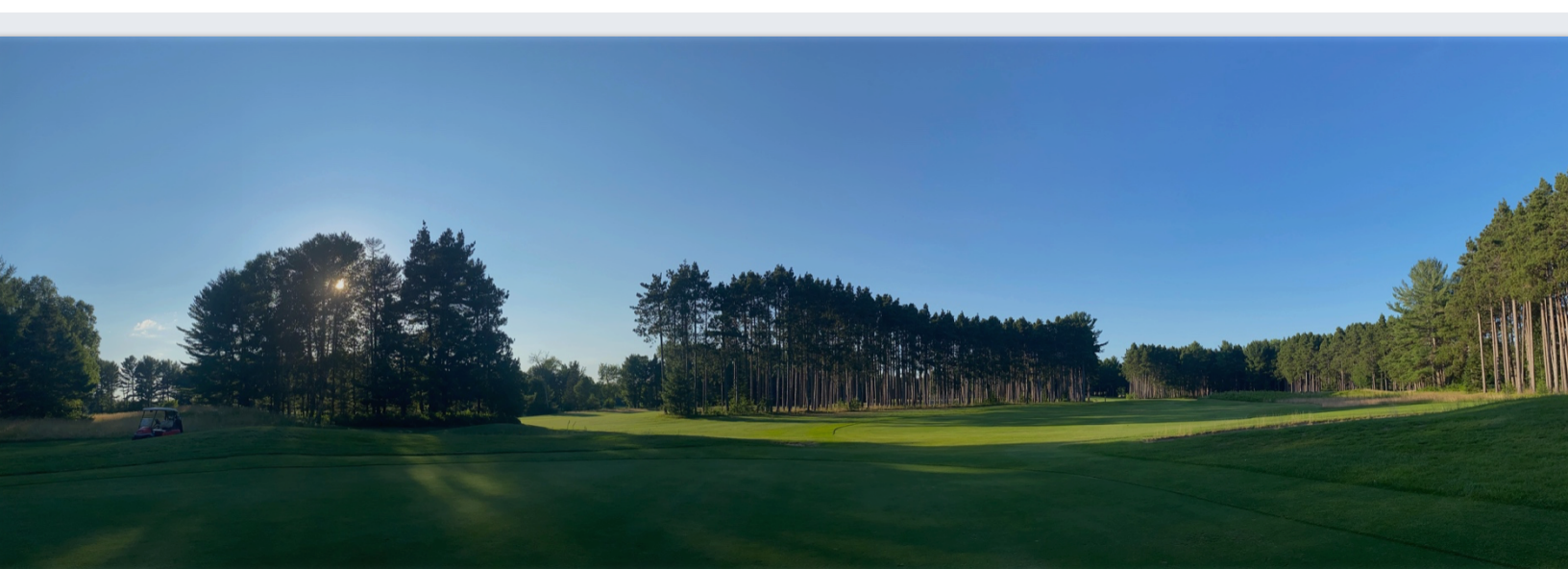
Membership vs Green Fee

To break even on your membership, play ___ rounds per month

Single Adult Membership = 4.6 rounds per month

New Member Special = 3.6 rounds per month

Out of Town Membership = 3.1 rounds per month



Volunteer Appreciation Page

Huron Pines would not exist without the generosity and passion of our numerous volunteers. From rough mowers, to marshals, to bathroom renovators - we appreciate you all.

Rough Mowing & Ground Maintenance

We are fortunate to have dedicated individuals who volunteer to mow the rough in the mornings, keeping the "second cut" in prime condition for those of us who tend miss the fairway. In addition, Tom Vanroon cleans up the treelines, so we can find our golf ball when we really venture off the beaten path...

Bob Horton, Ken Gibson, Gerry Guillet, Robert Menard, Warren Neufeld, Larry Payette, Ed Pellerin, Tom Vanroon

Tournament Assistance & Maintenance Projects

Tournaments are complicated. Extra sets of hands go a long way in getting players checked in and ready to play in an efficient manner. Maintenance projects such as berm repair and bathroom renovation were tackled this season thanks to some helpful golfers.

Marisa Deverell, John Gerrish, Graham Gibson, Muriel Gibson, Dave Graham, Heidi Lees, Sharon Hamlin, Brian Olson, Wayne Spence Al Thornhill, Anne Villeneuve

Board of Directors

Many important decisions are made in the boardroom. Our caring, knowledgeable Board of Directors ensure that every aspect of golf course function is well thought-out, so we can provide a premium product to our golfers.

Chris Astles, Ben Belanger, John Campbell, Mark Deverell, Ken Gibson, Gerard Rainville, Mary Shamas, Eric Simons

Ranger

With the increase in traffic we experienced this season, "Sheriff Ray" was ready for duty. He ensured that players were following on course rules and respecting pace of play.

Raymond Quenneville

Thank you, volunteers!

Sponsor Appreciation Page

We have many great sponsors who offer assistance in various forms throughout the season.



Stop by for all your pharmacy and giftware needs.



27 WOODWARD AVENUE, BLIND RIVER, ONTARIO P0R 1B0
PHONE: (705) 356-2633

Thank you, sponsors!

Our Champions

Although our tournament season was delayed, we managed to host all of our "Majors" by year's end. Congratulations to our champions!

Unleashed Open Champions

Matt Dumontelle & Jay Jewett

Keith Fullerton Men's Invitational Champion

Ryan Hagger

TKT Memorial Mixed Open Champions

Sharon & Liam Hamlin

Cameco Ladies Open Champion

Sandy Glibota

Cameco Senior Men's Open Champion

Brent Hatton

J&S Drilling Senior Ladies Open Champion

Marlene Rivet

Ladies Club Champion

Bonnie Lavigne

Men's Club Champion

Liam Hamlin

Senior Ladies Club Champion

Myra Kiernan

Senior Men's Club Champion

Marc Lemire



HURON PINES GOLF & COUNTRY CLUB
2021 EARLY BIRD MEMBERSHIP REGISTRATION FORM

These rates include \$100 SAVINGS by paying before April 1st!

Name _____ Phone Number _____
 Street Address _____ Mailing Address Box # _____
 Town & Postal Code _____ Email _____

DESCRIPTION	RATE	AMOUNT
Adult x_____	\$ 1205.00	\$ _____
New Member x_____	\$ 905.00	\$ _____
50 K Mem x_____	\$ 790.00	\$ _____
Student x_____	\$ 530.00 (age 19-23 enrolled in school)	\$ _____
Unlimited Cart Rental x_____	\$ 625.00	\$ _____
(Spouse rides free when playing with you)		
Locker (Club Storage) x_____	\$ 55.00	\$ _____
Storage 3-wheel cart room x_____	\$ 65.00	\$ _____
SUB TOTAL		\$ _____
13% HST Applicable to all rates		\$ _____
TOTAL MEMBERSHIP COST		\$ _____

OFFICE USE:
 Method of Payment _____ Cheque Number _____ Cash \$ _____

RECEIVED BY _____ Date _____

MEMBERSHIPS CAN BE PAID AT THE TOWN OFFICE (Cash or Cheque) OR MAILED TO HURON PINES BOX 2041 BLIND RIVER.