

July
2017



President's Report:

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I walked around this beautiful land yesterday that we call Mimosa Hills Golf Club and was newly acquainted with the vistas and landscape we call our little bit of Heaven. We should be proud to call this our Club and support it with our best efforts. Your Board of Governors would like to thank all our supportive members for their efforts in making Mimosa Hills a great place to play, dine and entertain and also thank the employees for their diligence in this effort.

June was a great month because we saw the rewards of those efforts. The Member-Guest Tournament was a huge success and the Tournament Committee should be commended for a job well done. The G-Tour Tournament was also well received and provided additional revenue.

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The business office will be closed on Tuesday, July 4th.





President's Report cont:

MIMOSA HILLS
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Continued from page 1

The Bunker project thru the efforts of the Preservation Club is proceeding with plans for a fall completion. The work on next year's Budget will be starting in July with several critical decisions to be addressed.

As always, we thank you for your input and advise. Contact me at wronny@bellsouth.net or talk to me at the Club. Happy 4th of July!

Ronny Wilson
Board President

The next time you go up to hit balls or get a snack at the shack , please check out the Joe Cheves , Billy Joe Patton memorial at the driving range (Joe Cheves -Billy Joe Patton Practice Facility). (see more on page 7)

A fitting tribute to two of Mimosa's most legendary figures!

Knox Matthews
Grounds Committee

The Mimosa Hills Preservation Donors Club is an ongoing opportunity to support your club. Funds are used to improve and repair areas on the golf course that need special attention.



Thank you to those who have contributed thus far.

If you would like to contribute please contact the business office or one of the committee members listed below.

Jim Best Gary Julien Chuck Ohrt
Bill Straughan Knox Matthews



www.mimosahills.org



Food & Beverage:

MIMOSA
HILLS
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Restaurant Hours:

Sat -Wed 11:00 am- 3:00 pm

Thurs & Fri 11:00 am- 9:00 pm

Bar & Grill

Sat – Wed 11:00 am – 5:00pm

Thurs & Fri 11:00 am – 9:00 pm



*Friday
July 21*

Enjoy an old-fashioned family style dinner.
Dinner offerings are placed on each table on serving platters for guests to fill their own plates.

(It's just like sitting down for dinner at home with your family!)

Your dinner will include:

Fried Chicken ~ Country Fried Steak
Green Beans ~ Cream Corn ~ Fried Okra
Red Skinned Mashed Potatoes

Served w/ your choice of
Fresh Baked Biscuits or Corn Bread Muffins
Finish off your meal by making your very own ice cream Sundae!

Soft Drinks, Tea or Lemonade
included with meal

Adults: \$12.95 Children \$5.95 Under 6 Free

July Dining Specials Thursday – Friday

Entrees

w/choice of (2) sides

6 oz. Beef Filet	10 oz. Beef Filet
\$17.95	\$25.95

Hamburger Steak
w/green peppers & onions **or** mushroom gravy
\$12.95

Stuffed Bell Peppers
\$11.95

Coq au Vin (Chicken in Wine Sauce)
\$13.95

Salmon with Fresh Fruit Salsa
\$13.95

Vegetarian Pasta Carbonara
\$12.95

Sides

House Salad, Caesar Salad
Crunchy Vegetable Salad w/Ricotta Crostini
Grilled Asparagus w/Hollandaise Sauce
Stuffed Baby Red Potatoes
Fried Okra, Squash & Zucchini Gratin
Spinach & Mushroom Stuffed Tomatoes



JULY GOLF NEWS

Saturday, July 1st

Flag Day

The Mimosa Hills traditional flag day will be held on Saturday, July 1st.

Format: Add your handicap to par, which establishes your goal number which will be indicated on the flag. You will place flag where your ball lie at that number. Lets see who can outlast the field.

Cost: \$20

Make your own pairing groups and tee times.

Must complete round by 4:30 pm.

Tuesday, July 4th

Independence Day Shoot-Out

Shootout for Mimosa Hills members and their guests. Tee times will be reserved from 9:00 am to 10:00 am.

Mimosa Hills will make pairings. Format will be determined by number of participants.

Cost: \$20

Thursday, July 13th

CGA Ladies 4-Ball

Mimosa Hills is proud to host our first CGA Ladies One-Day 4-Ball event.

Shotgun start beginning at 10:00 am. The golf course will be closed to non-tournament players until approx. 3:00 pm.

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NEW Pro Shop Hours

Sun – Fri 8:00 am – 7:00 pm

Sat 8:00 am – 6:00 pm





Continued from page 4

Monday, July 17th

Dan Dobson Junior Open

This event is becoming more and more popular each year, as it serves as a 4 spot qualifier for the Joe Cheves Junior.

Tee times will begin at 8:30 am. The golf course will open to non-tournament players at approx. 12:00 pm.

Tues-Wed, July 18th-19th

Solid Tine Venting

We want to reinforce that this is not aerification. Just a process to punch small holes into our greens to allow air flow during our hot months. Process is hardly noticeable the next day. Delays for tee times will be minimal. Please call the pro shop for further details.

Mimosa Hills Junior Clinic 2017

Summer Junior Clinic will be held July 17th- 20th.

Clinic begins at 5:00 pm each afternoon and end at 6:30 pm.

Please check the newsletter for registration form and further details. (page 11)

Friday, July 28th

Burke County Open

Mimosa Hills will host the first round of the BCO. Shotgun start at 1:30 pm. Member play will be limited Friday morning. All rounds must be completed by 1:00 pm. All cart rounds must be completed by 12:00 pm.

Seniors- Mon-Wed-Fri

Starting time will continue at 9:00 am.

There will be no senior play on Monday, July 17th to accommodate the Dan Dobson Junior event. Also, there will be no play on Friday, the 28th to accommodate the Burke County Open.

Jimmy Piercy
PGA Head Golf Professional



Mimosa Hills



Golf News:

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RED TEES: The Ladies have been playing each Thursday at 9:00 am since May 1. We have two scores to report.

May 11: Best Ball Net

Winners: Tyra Jones, Junia Hastings, and Thelma Conley

Thelma Conley also won the special of the day.

May 18: Best Ball Net

Winners: Tyra Jones, Diana Anderson, and Margaret Nieters

Diana Anderson won the special -the longest putt made on #18.

June has been playable and at least 4 ladies were able to play each Thursday except for the 22nd when there was a tournament.

Looking forward to seeing you all on the course at 9:00 am the rest of the season. I will be the one on the sand traps or the rough. I like to save the fairways for you good golfers!

See you on the course! Flo Carter



Scenes at Mimosa –
How Beautiful it is!





Cheves-Patton Memorial:

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Several years ago, a few Mimosa Hills members and others raised the funds to completely rework our practice facilities. The target greens were added, the tee was extended, and the permanent artificial turf hitting area was installed. The funds for that project were raised in honor of our long-time golf professional, Joe Cheves, and our nationally recognized amateur golfer, Billy Joe Patton, and the facility was renamed "The Cheves-Patton Practice Facility".

Although the actual rework had been done, the project was not complete. We have now added the marker to officially rename our practice facility.

Mimosa Hills would like to again thank everyone who participated in this project to make Mimosa Hills a better place and to promote the game of golf that these two legends held so dear.



Mr. Cheves was head pro at Mimosa Hills for 30 years, and was a PGA Life Member. He's a member of the North Carolina Sports Hall of Fame, and the Carolinas PGA and Carolinas Golf Halls of Fame. A life-long supporter of junior golf, "Pro" passed away at age 89 on July 31st, 2007.

Billy Joe Patton, who nearly won the 1954 Masters as an amateur and later received the prestigious Bob Jones Award from the USGA in 1982, died on Jan. 1 at the age of 88 in his hometown of Morganton, N.C.



The golf course has received plenty of rain the past couple of months! Some major 'gulley washers' to boot. I cannot stress enough how fortunate we are here at Mimosa Hills Golf Club in the way that water sheds off the course. At most other golf courses, with the amount of rain we have gotten, carts would be restricted to the path 90% of the time where as we are about 10% if that. Donald Ross laid out the routing beautifully! The rain has the bermudagrass in great shape, nice and green and healthy. It is filling in well all around. Although the greens are soft, the rain also has them healthy coupled with some cool nights late in the month of June. You cannot beat 'mother nature' versus the pond water.

We know that summer is going to kick in this month. As the heat builds our bentgrass roots will start to decline and become weak. They will only get softer as this occurs. We will raise cutting heights according to the severity of the heat thus slowing down green speeds. The solid tine venting will take place on July 18th and 19th. Minimal disturbance will occur from this process. We will double roll them behind the aerifying contractor.

This process is important to create an air channel to allow oxygen exchange and heat release. Golf courses that own their own aerifier will do this every other week throughout the summer months. Yes it does make the greens softer but remember July and August are not good months for bentgrass greens in the south.

It is especially important to fix your ball marks on the weakened greens. Remember to push down and forward from the tufted up side toward the direction of the golf shot first then from the sides to knit the damage together. Do not lift up with your repair tool which tears the roots. And please use a proper repair tool versus a golf tee, they are much better for the task.

Please stay on the cart paths as much as possible abiding by the 90 degree rule and keep the carts on the path at all tee and green areas. Also please follow the green signs to avoid weaker bermudagrass and get back to the path. Handicap or Blue flag carts are the only exceptions. Keep all carts out of the native fine fescue areas.

Please either sand or beat inwards with your golf club your divots on tees, fairways and roughs. Beating in the bermudagrass from different directions then lightly sanding is the ideal method. A divot repaired as such will heal in 1 week versus about 4 weeks just sanded.

Always leave the sand bunker as good as or better than you entered it. We must not only think of the golfers behind you but the fact that this saves on our labor expenses and presents a quality golf course day in and day out.

Thank you.

Dan Winters, Superintendent



Tournament News:

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Congratulations to our 2017 Member-Guest Winners



Mike & Tony Botterweck



Par 3 Shoot Out Winner –
Jason Pope (on right)

Congrats also to David Aycock
for his HOLE IN ONE!
6-6-17



Ladies Putting Contest
Winner – Ashley Gallion



Mimosa Hills



Membership News:

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Thank you to all who have referred friends and family to be members of Mimosa Hills. Our members are our best resource for new members.

Join us in welcoming our newest members voted in at the last board meeting.

James & Shannon Pittman, Jr. – Resident Family

Kyle & Kary Greer – Non Resident

Susan Caldwell – Social & Jr. Golf

Michael & Brooke Chamberlain – Non Resident

Jeff & Jean Wheeler – Non Resident

Adam & Laura Beck – Non Resident

Scott & Laura Scoggins – Social & Jr. Golf

Isaiah Morgan – Associate

Champ & Jean Land – Non Resident

We are pleased to announce that our club has initiated a comprehensive digital marketing campaign in an effort to attract new members. Digital marketing also known as “online marketing” or “internet marketing” allows us to target potential members through a set of pre-determined criteria...i.e. golf interests, location, etc. While print advertising is still viable, advertising through the internet provides the ability to reach a larger audience at a more affordable cost and more frequently.

Have you ever shopped for a product on the internet only to find the next time you “go online” ads for that product pop up on websites you are visiting? **That is targeted digital marketing.**

Many golf clubs are faced with financial challenges, attracting and retaining members is one of the most difficult. As work and family dynamics change, time constraints and financial considerations play a huge factor in whether or not someone can join a private golf club. No longer can we depend on “the family in our neighborhood”, the “new” family could be 25-35 miles away. This is how digital marketing will help us recruit new members. Our friends, our neighbors are spreading out and we must also expand our reach to bring in new members. As we all know, new members = increased revenue. Increased revenue keeps dues for all members at an affordable rate. Our ads will appear as “Mimosa Hills Golf Club, a Donald Ross design”. We are very optimistic that this new technology will attract new members.





Mimosa Hills **Junior Golf Clinic 2017**

July 17-20

Time: 5:00 - 6:30 pm each day

Eligibility: Any junior ages 6 and up.

Cost: \$50.00 per junior golfer

The goal of the clinic is to introduce the "game of a lifetime" to junior golfers in our community. Includes golf clinic t-shirt.

Clinic Focus:

- *Instruction (All under the supervision of PGA Professionals)*
- *Swing Fundamentals*
- *Chipping and pitching fundamentals*
- *Putting fundamentals*
- *Golf Course Etiquette*
- *And of course, **Have FUN!***



Child's Name: _____

Parents Name: _____

Email: _____

Phone: _____

Age: _____ **T-shirt Size** _____



Mimosa Hills



Mimosa Hills
P.O. Box 677
Morganton, NC 28680-0677

Mimosa Hills Calendar for July 2017

(subject to change, visit website for a more up-to-date calendar)

Today		< >		July 2017		Day		Week		Month		4 Days		Agenda		More ▾		⚙ ▾	
Sun		Mon		Tue		Wed		Thu		Fri		Sat							
25 11 Bar open til 5pm 11 Lunch Served		26 11 Bar open til 5pm 11 Lunch Served		27 11 Bar open til 5pm 11 Lunch Served		28 11 Bar open til 5pm 11 Lunch Served		29 11 Lunch Served 5p 🏠 CLOSED-Dining Room & Ba		30 11 Lunch Served 5:30p Dinner Specials 5-9pm		Jul 1 FLAG DAY at MIMOSA - MIMO 11 Bar open til 5pm 11 Lunch Served							
2 11 Bar open til 5pm 11 Lunch Served		3 11 Bar open til 5pm 11 Lunch Served		4 July 4th Shoot Out Independence Day +2 more		5 11 Bar open til 5pm 11 Lunch Served		6 11 Lunch Served 5:30p Dinner Specials 5-9pm		7 11 Lunch Served 5:30p Dinner Specials 5-9pm		8 11 Bar open til 5pm 11 Lunch Served							
9 11 Bar open til 5pm 11 Lunch Served		10 11 Bar open til 5pm 11 Lunch Served		11 11 Bar open til 5pm 11 Lunch Served		12 11 Bar open til 5pm 11 Lunch Served		13 CGA Ladies 4-Ball 11 Lunch Served 5:30p Dinner Specials 5-9pm		14 11 Lunch Served 5:30p Dinner Specials 5-9pm		15 11 Bar open til 5pm 11 Lunch Served							
16 11 Bar open til 5pm 11 Lunch Served		17 Junior Golf Clinic Dan Dobson Junior +2 more		18 Solid Time Venting +2 more		19 +2 more		20 11 Lunch Served 5:30p Dinner Specials 5-9pm		21 Family Night Dinner 11 Lunch Served 5:30p Dinner Specials 5-9pm		22 11 Bar open til 5pm 11 Lunch Served							
23 11 Bar open til 5pm 11 Lunch Served		24 11 Bar open til 5pm 11 Lunch Served		25 11 Bar open til 5pm 11 Lunch Served		26 11 Bar open til 5pm 11 Lunch Served		27 11 Lunch Served 5:30p Dinner Specials 5-9pm		28 Burke County Open 11 Lunch Served 5:30p Dinner Specials 5-9pm		29 11 Bar open til 5pm 11 Lunch Served							
30 11 Bar open til 5pm 11 Lunch Served		31 11 Bar open til 5pm 11 Lunch Served		Aug 1 11 Bar open til 5pm 11 Lunch Served		2 11 Bar open til 5pm 11 Lunch Served		3 11 Lunch Served 5:30p Dinner Specials 5-9pm		4 11 Lunch Served 5:30p Dinner Specials 5-9pm		5 11 Bar open til 5pm 11 Lunch Served							

Phone: 828-437-2967

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