

February 2012



MEMO FROM JEFF COPELAND

I don't know about for you, but the month of January flew by for me. As the acting General Manager, it has been a fairly hectic month learning more of the business details of the Club and understanding my new duties, while still serving as the Head Golf Professional. I'm just thankful this didn't happen in June or July!

There are several areas of the Club that we are working to improve. One of them is our Food and Beverage Department. Some changes have already been made to the food we offer. We will continue to analyze this, as feedback and your suggestions come in. We'll make every effort to offer the best food choices for your dining enjoyment.

Also, we just purchased some chairs that are fairly heavy duty for the 19th Hole and Card Room. This should give these two rooms an updated look and serve us well for years to come. These chairs came out of a closed restaurant, which allowed us to get a great deal on them. In addition, the Men's Golf Association has agreed to provide the funds for purchasing new chairs for the Main Dining Room. We are still trying to locate some that fit our budget and the planned future decor. The idea is to give the whole Dining Room a much more formal feel.

Other than internal improvements, our main emphasis needs to be on increasing our membership numbers. There are currently a couple of options being offered that we hope will stimulate some new interest in our Club. One is a "Trial Membership" and the other is a "Student Membership". Either is a great golfing opportunity! Please turn to page three of the newsletter for more details about each of these new memberships.

Now, more than ever, we need to make Altadena Valley Country Club a thriving, active club of which the members can be proud, and guests will want to join. We welcome your questions and encourage any recommendations you may have.

At AVCC we have a \$250 credit for any current member that recruits a new golfing member to the club. If you know of a potential prospective member, please make the effort to let them look our club over. I think they will find us the best value in Birmingham!

Get Ready For Summer With Kickin'IT at AVCC!

Kickin'IT is a kickboxing dance infused workout that is set to family friendly music for ages 14 & up! The class will be offered Tuesdays & Thursdays in the main dining room at AVCC from 6:30 pm - 7:30 pm weekly at no cost to you the member, or your guests. **Tuesdays remain for ladies only, but Thursdays evenings are now co-ed!** To sign up or for more information contact Brooke Valente at mbrookev@yahoo.com or by phone: 205-265-9776.

"Go Green" and *advertise the club* by using a reusable, cloth tote with the Altadena logo. They can be purchased in the office or the 19th Hole for \$1.00 each.

If you are no longer receiving e-mails from Darlene, please call the office at 967-5322 to verify your e-mail address or provide an alternate e-mail address.

Golf Shop phone number: 967-5324

Office hours:

Monday: 8 - 2

Tuesday - Friday: 8 - 4

Visit us on Facebook

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Let's Eat & Party!

Sunday Brunch*

Wednesday &
Friday Lunch Buffet

Super Bowl Party*
Sunday, Feb 5

Valentine Party*
Saturday, Feb. 11

Spaghetti Night*
with BINGO
Thursday, Feb. 16

Steak Night*
Friday, Feb. 24

*Reservations requested
205-967-5322

Important Numbers:

Office 967-5322

Office hours:

Mon 8 - 2

Tues - Fri 8 - 4

Golf Shop 967-5324

Pool 967-5736

Tennis Shop 967-5326

Maintenance 967-5372

**WELCOME
NEW MEMBERS
and their Families:
RECRUIT!!**



Fore Your Information

FROM THE PRO: I get to write two columns this month! Be sure to read the front page about the new membership opportunities available. On the golf side of things, we are gearing up for Spring, which can't get here soon enough for me. I'll have the 2012 Calendar of Events out soon on both the website and via email, so be on the look-out.

If you would like to start a handicap, now is the time. Just let us know in the Golf Shop and we'll get you started. The fee is \$29 for members and free for kids 18 & under.

Some of you may not know about our **Hole-in-One Club** and the **Men's Golf Association**, so I'll explain what they are about:

I am going to refer to the **Hole-in-One Club** as "Aces Only" going forward. When you decide to join, the only time you will be charged a fee of \$8 is when another person in "Aces Only" makes a hole-in-one here at Altadena. We had about five all of last year, so that was a total of \$40 billed to each member. The reason to be in "Aces Only Club" is the person making the hole in one receives around \$1000 in Golf Shop credit for their historic shot. You just have to let the Golf Shop or Business Office staff know you want to be added to this.

The **Men's Golf Association** has a \$25 annual fee charged in May. This money is set aside for the MGA to contribute to areas of the Club in need that are outside the operating budget. Some past purchases were all of the deck furniture and the grass sprigs for the nursery putting green on #6. There are no other requirements or fees, but you do have to be in the MGA to play in the Cahaba Cup Matches in October.

UPCOMING EVENTS:

Senior Monthly – Wednesday, February 8th – 9 a.m. shotgun start. Course is open for regular play.

Men's Monthly – Saturday, February 18th – 9:30 a.m. shotgun start – 2-Man Teams with each player using only 6 clubs in his bag, one low ball with full handicap. You can pick your team or sign up as a single and we'll find you a partner. \$35 entry fee with cart, \$20 if you wish to walk.

JUNIOR CLINICS:

"*Junior Swing Instruction Clinics*" begin on Tuesday, March 6th (ages 8 & up at 4 p.m. for 1 hour) and (ages 5-7 at 5:10 p.m. for 30 minutes). These will be offered every Tuesday at the same times until further notice. Guests are welcome to attend. You should call the Pro Shop on the day of the clinic and verify that we are still having the clinic. However, there is not a sign-up list, please just bring them out, and check in at the Golf Shop when you arrive.

The cost of each "Swing Clinic": Ages 8 & up - \$10, ages 5 to 7 - \$5. If guests, 8 & up - \$15, 5 to 7 - \$10

Please look for my weekly, and sometimes daily, emails to stay current with Club Events.

Jeff Copeland, PGA Head Golf Professional
Altadena Valley Golf & Country Club
205-967-5324 - Pro Shop



New Golfing Opportunities at Altadena!

STUDENT MEMBERSHIP

- MEMBERSHIP IS FOR ONLY ONE DEPENDENT WHO MEETS THE AGE AND STUDENT REQUIREMENTS.
- MINIMUM AGE IS 10 AND MAXIMUM AGE IS 25 (DEPENDENTS OUT OF HIGH SCHOOL MUST HAVE A VALID AND ACTIVE COLLEGE I.D.).
- PARENTS/GUARDIANS WILL GO THROUGH THE NORMAL MEMBERSHIP PROCESS WHICH INCLUDES; THE APPLICATION, A ONE YEAR AGREEMENT WHERE THE PARENT/GUARDIAN ASSUMES RESPONSIBILITY FOR DUES AND ALL CHARGES INCURRED. A *PASSIVE* CREDIT INQUIRY WILL BE MADE ON THE RESPONSIBLE PARTY (THIS IS NOT A CREDIT CHECK).
- NO INITIATION FEE ~ NO FOOD MINIMUMS ~ NO CAPITAL RESERVE FEES
- MONTHLY DUES ARE \$150
- MEMBERSHIP INCLUDES UNLIMITED GOLF AND RANGE ACCESS (CARTS ARE EXTRA, MUST HAVE A VALID DRIVER'S LICENSE TO RENT AND DRIVE A GOLF CART).
- THE STUDENT MEMBER MAY INVITE UP TO 3 GUESTS AT ONE TIME, WHICH ARE REQUIRED TO PAY ALL APPLICABLE GREEN AND RANGE FEES. EACH INDIVIDUAL GUEST IS ALLOWED 3 VISITS ONLY PER CALENDAR MONTH. PARENTS AND SIBLINGS ARE CONSIDERED AS GUESTS AND MUST FOLLOW THE GUEST POLICY.
- PARENTS/GUARDIANS AND STUDENT MEMBERS MUST FOLLOW ALL CLUB POLICIES AND BY LAWS

TRIAL MEMBERSHIP

- OFFERED FOR FULL AND JUNIOR MEMBERSHIP CATAGORIES
- NO UP-FRONT INITIATION FEE
- PAY ONLY DUES, MONTHLY FEES (food minimum) AND CHARGES
- NO CAPITAL RESERVE FEES
- TRIAL PERIOD TO RUN FROM FEBRUARY 1, 2012 THROUGH APRIL 30, 2012
- APPLICANT FOR TRIAL MEMBERSHIP WILL GO THROUGH NORMAL MEMBERSHIP PROCESS AND BE RESPONSIBLE FOR PAYMENT OF ALL DUES, FEES AND CHARGES
- DECISION TO JOIN MUST BE MADE PRIOR TO TRIAL MEMBERSHIP ENDING APRIL 30, 2012
- UPON JOINING INITIATION FEE IS 50% OF REGULAR FEE AND ONE YEAR AGREEMENT MUST BE SIGNED. 50% INITIATION FEES: FULL - \$500.00, JUNIOR - \$375.00
- \$150.00 CREDIT TO NEW MEMBER ACCOUNT UPON JOINING



From the Courts:
Cairo Wasfy, Tennis Pro
Pro Shop 967-5326 or cell 335-4464
Private Lessons Available



AVCC Junior Tennis Summer Programs

Beginners Clinic: Ages 6-12. 9:00 am - 10:30 am, Monday - Thursday. Friday is a make-up day if necessary for inclement weather.

Cost:

1 day - \$20 per week, 2 days - \$36 per week, 3 days - \$52 per week, 4 days \$60 per week

Intermediate/Advanced Clinic: Ages 10-16. 10:30 am - 12:30 pm, Monday - Thursday. Friday is a make-up day if necessary for inclement weather.

Cost:

1 day \$30 per week, 2 days \$56 per week, 3 days \$78 per week, 4 days \$90 per week

Deadline to sign up for Junior Clinics is the Friday before every week.

For more information please call the AVCC Tennis

Tennis Pro Shop at 205-967-5326 or Cairo Wasfy at 205-335-4464.

You can also reach Cairo via e-mail at cairowasfy@hotmail.com



February 2012



Sun	Mon	Tue	Wed	Thu	Fri	Sat
	For more details on any Golf Event please see page 2 of the newsletter		1 Lunch Buffet 11:00 - 1:30 Honors Club 11:00 - 1:00 Gin Rummy Club	2 Ladies Day A.S.C.E. 11:30 - 1:00 May Bridge Kickin'IT Co-ed 6:30 - 7:30	3 Lunch Buffet 11:00 - 1:30 Sertoma 12:00 - 1:00	4
5 Brunch* 10:30 - 1:30 SUPER BOWL PARTY 4:00 to... ?	6 Club Closed Office hours 8:00 - 2:00	7 A.S.P.E. Dinner 5:00 - 8:00	8 Senior Monthly 9:00 am Marathon Bridge Davies Bridge Lunch Buffet 11:00 - 1:30 Honors Club 11:00 - 1:00	9 Ladies Day Kickin'IT Co-ed 6:30 - 7:30	10 Lunch Buffet 11:00 - 1:30 Smith 11:00 - 1:00 Sertoma 12:00 - 1:00	11 Valentine Party 6:30 to... ?
12 Brunch* 10:30 - 1:30	13 Club Closed Office hours 8:00 - 2:00	14 Reliance Financial Group Luncheon Sertoma Board Mtg Luncheon Kickin'IT for Ladies 6:30 - 7:30	15 Lunch Buffet 11:00 - 1:30 Honors Club 11:00 - 12:00 Gin Rummy Club	16 Ladies Day May Bridge SPAGHETTI NIGHT* & cash BINGO 5:00 - 8:00	17 Lunch Buffet 11:00 - 1:30 Sertoma 12:00 - 1:00	18 MEN'S MONTHLY 9:30 am shotgun start
19 Brunch* 10:30 - 1:30	20 Club Closed Office hours 8:00 - 2:00	21 Creel Luncheon Board Meeting 6:00 Kickin'IT for Ladies 6:30 - 7:30	22 Lunch Buffet 11:00 - 1:30 Honors Club 11:00 - 12:00 Davies Bridge Moss Bridge Edmonds Bridge	23 Ladies Day Kickin'IT Co-ed 6:30 - 7:30	24 Lunch Buffet 11:00 - 1:30 Sertoma 12:00 - 1:00 STEAK NIGHT* 5:00 - 7:30	25 Ladies AVCC Golf Meeting 10:30 am Douglas/Beck Wedding Reception
26 Brunch* 10:30 - 1:30	27 Club Closed Office hours 8:00 - 2:00	28 Cosmopolitan Club 9:00 - 3:00 Page Bridge Kickin'IT for Ladies 6:30 - 7:30	29 Lunch Buffet 11:00 - 1:30 Honors Club 11:00 - 12:00			 For information on Tennis Programs Call Cairo 335-4464

***Reservations Requested: Club Number 967-5322**