



Frosty Valley Country Club Newsletter

December
2009

President's Message

Four years ago I stood in front of the Frosty Valley members at our annual meeting. I asked for people's votes to elect me to the board of directors because I wanted to make a change. I wanted to make a difference. I had been a member about five months and I did not like the way that I was treated and I saw how other members were treated too. We were not welcomed at our own country club, the food was inconsistent at best, and the service (if you could find someone) was indifferent. So rather than complaining and throwing rocks from the sidelines I got involved. Evidently my call for change, and specifically, the change in how members were welcomed, treated, and valued resonated with those present because I was elected to the board. I was elected to be an agent of change and things *have* changed at Frosty Valley. Here are some of the changes that I've seen take place in the last four years:

The organizational structure of Frosty Valley has changed from one where there was a general manager with a series of basically autonomous committees who then reported to the board of directors. We now have a director of operations who works in conjunction with the various committees yet, at the same time, all departments report directly to our DOO. We have one person to whom the board can go to who is responsible for the day-to-day operations of Frosty Valley. A big change.

Another change is I began an electronic newsletter "The Frosty Valley E-News," so we could communicate with our members about upcoming events and what was going on. It was a vehicle for keeping us informed, included and connected. And it worked. Many members emailed me back and thanked me for the "E-News." Change! Now our monthly newsletter is on the FVCC website and food specials are sent out electronically.

Compare the club today to where we were four years ago. Think about the improved food quality, and the improved service. Think about how you are welcomed and appreciated. While it is still not where we want to be, it is a big improvement. We don't have the long; long wait times to even place your order. Thanks to the kitchen and wait staff for being willing to make those changes. Thanks to the House committee and to Matt Beagle and Mike Ambrosino for chairing that committee.

There is a sense of excitement about our club. Think of the social things we've tried. Some have worked and some have not, a thank you goes out to Fran Bitterly and Jo Mowad for heading up the social committee. The events, which were extremely successful, were the ones involving families, fireworks, piñatas and the pool.

There have been changes on the golf course: number nine, the new bunker on 10, and trees limbed up. While I have not played much golf this year due to my arthritic ankle (surgery scheduled in January) it does seem like some of the fairways are a little wider making Frosty more fun to play. Thanks to the greens committee headed by Sean Duffy and Vince Maier.

Clubhouse - 275-4000
Business Office - 275-4003
Pro Shop - 275-4700
Turf Care Center - 275-4266
Pool - 271-3740

Board of Directors

Stephen M. Loaiza
President

Matthew E. Beagle
Vice-President

Martin J. Bowman
Treasurer

Barbara A. Maier
Secretary

Directors

Michael E. Ambrosino
Matthew E. Beagle
Dr. Thomas J. Bitterly
Leonard I. Comchero
Christopher M. Draus
Michael Duffy
Gayle Hine
George E. Jones
Frank McGinty
Nancy Woods

Committee Chairs

Membership

House
Mike Ambrosino

Greens
Vince Maier

Golf
George Jones

Building

Human Resources
Barb Maier

Finance
Marty Bowman

Social
Jo Mowad & Fran Bitterly

Pool & Tennis
Gayle Hine

Grievance
Mike Duffy

President's Message (continued)

Look at the changes in the different golf outings, the Don Williams Tournament, and the different formats. All changes from the way we used to do things but the feedback is that members really enjoy the changes. Thanks too to Ted Yeager and George Jones who headed up the Golf committee.

There were also unforeseen events that we had to deal with in the last two years. The septic system was held together with bubblegum and Band-Aids. Our special thanks goes out to Roto-Rooter Bloomsburg for keeping our clubhouse open. We are now connected to the Mahoning Township sewer line and *things are moving smoothly*. While the sewer line was being installed we had Sokol flatten out the area between the patio and the green on 18. We can now have weddings, receptions and special events on that level area. A plus for Frosty Valley!

There were water leaks over the locker rooms that not only caused water damage but also a hazard to the electrical system. An unplanned expense.

Our HVAC system in the clubhouse was so defective that our repair people refused to work on it. It had to be replaced. Another unplanned expense.

A drain was added to the upper parking lot and it was repaved. Smooth sailing today. Compare it to a year and a half ago.

The pool house was remodeled, repainted and updated. Compare it to two years ago. Talk about needing a change. It was disgusting!

The filtration system for the pool gave up the ghost and needed to be replaced. With the help of the pool committee chaired last year by Mike Kovach and this year by Gayle Hine and with the invaluable and capable help of Tom Prough, a new system was installed and we are now compliant with state and federal standards. An unplanned expense!

A special thanks to Ted Hancock and Marty Bowman and the finance committee for keeping the lid on spending and finding creative ways to finance necessary repairs, projects and equipment.

I also want to thank all the board members who have freely given of their time and talent to help make Frosty Valley a place where our members, families and guests can feel welcome and enjoy a wonderful round of golf, play in the pool or have a delicious meal in the clubhouse or on the patio.

Special thanks also to Barbara Maier without whose tireless effort none of these changes could have been possible. Thank you Barbara!

Now I'd be kidding myself if I said that there have not been road bumps along the way. Most members have embraced the changes, supported the changes while on the other hand, some members have resisted the changes. Here's what I know about change. Change is hard. Change is difficult. And at times it is a real challenge to change. One of my main goals was to make sure that everyone could express their point of view and that their point of view was valued. Our board meetings were open as were the committee meetings. All of us, from the board of directors, to the committees, to Frosty Valley employees, value feedback from our members and guests. We wanted to provide a place for that input and we have. If people chose not to participate, then that was their choice, but the opportunity was offered.

In closing, I want to thank the Frosty Valley members and staff for the support the past four years. All these changes could not have been done without everyone's help. Thanks to you all.

I want to especially acknowledge Tom Prough for his willingness to accept the changes I've been talking about. I am confident that these changes will continue. I know for a fact that there are significant changes just around the corner so hang on, stay tuned and be ready for more changes. We can't stop change!!!

*Stephen M. Loaiza
President, Frosty Valley Country Club*



*Holiday Message
from
Director of Operations*



The Holiday season is now upon us and I want to wish each and every member and their families a happy, safe holiday season! Coming up on December the 20th is the “Santa Brunch” for members, their family and guests. The jolly man himself will be here at 1:00 pm to entertain and delight the children in the room, so call today to make those reservations, as the room is expected to fill quickly. Also, for those who wish to make that day even more special for their children, send Santa an email (prough69@yahoo.com) with a short list of those items they would like and he will be sure to mention to the children that he has received the information and their orders are being processed by the “Elf Staff” at the North Pole.

Again, wishing you and yours a special holiday season!

*Tom Prough
Director of Operations*

<i>December 2009</i>						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
	Closed	Closed		Seafood Buffet	Private Party	Private Party
6	7	8	9	10	11	12
	Closed	Closed After 5	Geisinger		Private Party	Private Party
13	14	15	16	17	18	19
Annual Meeting	Closed	Closed			Private Party	Private Party
20	21	22	23	24	25	26
Santa Brunch	Closed	Closed		Club Closed	Merry Christmas	
27	28	29	30	31		
	Closed	Closed		New Year's Eve! Prime Rib Buffet		
Winter Hours						
Monday & Tuesday - Closed						
Wednesday & Thursday - 11:00am-8:00 pm						
Friday & Saturday - 11:00 am - 9:00 pm						
Sunday - 11:00 am - 7:00 pm						

Reservations - To make your evening dining experience more enjoyable, reservations are “strongly recommended.” When you make reservations both the dining room staff and kitchen staff can be fully prepared for the evening ahead. We will always gladly accept walk-in diners, but when you make a reservation (especially if there are more than 4 persons in your party) it gives us the best possible information so we can provide you with the best dining experience.



Golf News

Now that the 2009 season has ended I would like to thank you for welcoming me to the Frosty Valley family. I had a wonderful first season and I hope you did too. I look forward to working with you for many more seasons.

I would like to congratulate our club champions, Men's - Sean Duffy, Women's - Jenna Rothermel, Men's Senior - Bill Coiley, Women's Senior - Betty Love, Junior's - Robbie Seebold and all of the tournament winners, THANK YOU to all who participated, we appreciate your support.

We had a great turnout for the Junior Camps. Thank you to all of the kids who participated and to Dave Latorre and Nick Butto for their help - I had a great time. I have plans to expand the junior and women's lesson programs next year, look for details in our April newsletter.

For the month of December, the golf shop will be open Tuesday – Sunday 9:00am to 5:00pm (weather permitting). The golf shop will be closed for the months of January and February and will reopen on March 1, 2010. If you have clubs and/or push cart in storage you may leave them for the winter. If you think you'll need them in January or February please pick them up by December 30th.

I wish all of you a wonderful holiday season and a happy and safe new year.

Sincerely,

Andy Fisher
PGA Golf Professional

Greens Committee

At the close of the 2009 golfing season, we can look back on some high and low points. The low point, of course, was the weather in the form of excessive rain. Because of the rain it was difficult to keep up with the rough and players found the course to be playing with greater than normal difficulty. The rain also affected the greens; they were difficult to keep evenly mowed and were subject to disease in the form of algae and anthracnose. Fortunately, the grounds crew was able to check its progress and they are now recovering.

Perhaps the high point of the year was the opening of the new ninth fairway. The turf is maturing and it should be open to cart traffic next season.

The prolonged good fall weather has permitted the grounds crew to keep up with leaf removal and do some more tree trimming. The course now appears to be in splendid condition.

I would like to thank the Green Committee for their participation: Betty Love, Mark Gardner, Tom Evans, Barbara Maier, Jim Everett, Sean Duffy, and Larry McClure.

I especially want to thank our excellent grounds crew who are responsible for the splendid condition of the course: Seth Fleetwood, Jerry Emery, Charlie Mausteller, Keith Morgan, John Elick, and Dennis Davis.

Vincent Maier
Green Committee Chairman

