



# THE DUCK CALL

## JANUARY 2019



*The Newsletter for the membership of Drake Creek Golf Club*

### Annual Year End Review and New Year's Expectations

"We hope." "We are hopeful." "Hopefully." "Keep your fingers crossed." Those are some consistent, and seemingly unfortunate phrases that I've used in this article over the past 6 years. But that's the nature of competing in a golf industry that continues to decline at an alarming rate.

Birmingham Pointe, The Marvel, Dogwood Hills, South Highland, The Gambit, Wingfoot, and Novadell probably used those same phrases over the past 6 years. All of those facilities, located within 40 miles of us, are out of business.

So what separates Drake Creek from those facilities? The answer is Drake Creek has management that's dedicated to the core values of the industry and Drake Creek has employees who are amazingly dedicated to Drake Creek. Those are facts. And those are the reasons why it's OK for Drake Creek to have hope for a successful 2019.

In 2018 I saw Tim Gardner work too soon after eye surgery (twice) because our greens were dangerously stressed by heat. I saw Dawn Butler make last minutes trips to save events on days she was not even scheduled to work. I saw Bill Powell (81 years old) wash carts in 100+ temperatures when golfers half his age had to stop playing. I saw Tyler Mason literally manufacture equipment parts that we couldn't afford to buy. I saw Robbie Parsons never be late for a shift even though his commute is 90 minutes. And I saw Carla Belt give her heart and soul too many times to count. I know that none of these employees are here for money. They are here for Drake Creek and they are here for you. They are Drake Creek's competitive advantage.

I've laid the groundwork for 2019 in an effort to promote more enjoyment and involvement in the game at our club. I've been working since October to enhance our marketing capabilities. You've probably noticed Carla, Robbie, and I fumbling around on fancy new iPads. This new system, developed by Allegiant Airlines, will allow us to grow our database and streamline our advertising. It also gives us full control of our website, online tee times, and tier pricing. Since Drake Creek is one of the first courses in the nation to utilize this new technology, I've been able to provide input directly to the software developers which is exciting for me.

Facility wise, our first focus will always be the golf course. Our annual goal of good greens and lower roughs will be combined with a wish list of better bunkers, improved greenside aprons, and cart path repairs. Of course, this wish list is solely a function of revenues. So keep your fingers crossed.

The second focus is membership. Our average daily membership was down just slightly in 2018. But I think we can reach our budget numbers with your support. Please introduce potential members to me, Carla, Robbie, or Dawn. And be sure to invite them to our Open Houses later this spring.

Our 3rd focus will be customer relations and that begins and ends with our golf shop employees. We are already looking for part time help to start in the spring. Please let me know about a friendly face who might be interested.

As for 2019, I know that we operate ahead of the golf curve in west Kentucky. I also know that we have the most dedicated staff in west Kentucky. So I AM hopeful that 2019 will provide much needed growth at Drake Creek. But no matter what, we will continue to work on the factors we can control to insure your experience is a good one. As a member, I want your membership to be enjoyable, relaxing, and most of all fun. My goal is for everyone to have a good time at Drake Creek. That's what this place is for.

Thank you all so much for your continued support of Drake Creek. I wish you each a happy and blessed 2019. - M. Todd Butts, PGA

### COLD GOLF WARM HEARTS

#### Valentines Couples Tourney



**Saturday, February 16, 2019**

**Lunch and Registration 11:30**

**Shotgun Start 12:30**

**9-Hole Couples Scramble - Limited to first 27 Paid Teams**

**Entry Fee is \$60 per team and includes cart, lunch, and prizes.**

**Tournament will be flighted after play.**

### IN-DOOR WINTER GOLF LESSONS

Did you know that Todd is teaching in Paducah at the Golf Complex this winter? Call the golf shop to schedule a winter lesson!

270-898-4653

### MEMBER COUPON

**\$10.00 OFF**

#### COLD GOLF WARM HEARTS ENTRY FEE

This coupon is valid for current Drake Creek Members who participate in the Cold Golf Warm Hearts Tournament on February 16.

*At least 1 team member must be a Drake Creek member to utilize this coupon.*

### RANGE CONTRACTS

Range contracts are now available. Pay an annual fee and you can hit unlimited range balls!! Only \$150 for single and \$200 for family.

# The Patio Grill at Drake Creek presents TRIVIA NIGHT!



**FRIDAY, JANUARY 18<sup>TH</sup>, 6:30PM**

Gather your friends and create a team.  
Enjoy a night with friends and fun competition.

Cost: \$5 per player

Team Size: Each team may have 4-6 players.

Sign in begins at **6:00 p.m.** Questions will begin at **6:30 p.m.**

Format: There will be 8 rounds. Each round has 8 questions. The team who answers the most questions correctly wins!

**NO SMART PHONES ALLOWED DURING TRIVIA ROUNDS.**

Prizes based on number of entries.

**Special QUICK SERVICE TRIVIA MENU Available**

*Please call ahead to sign up your team. 270-898-4563*

## Watch Saturday UK Games at The Patio!

Jan. 5	Alabama	Noon
Jan. 12	at Vanderbilt	7:30 PM
Jan. 19	Auburn	3:00 PM
Jan. 26	Kansas	5:00 PM

## BREW CREW TIMES

Jan 5	11:00
Jan 6	11:00
Jan 12-13	11:00
Jan 19-20	11:00
Jan 26-27	11:00

**\* Bar Open on Saturdays! \* Bar Open on Saturdays! \* Bar Open on Saturdays! \***

### **Thank you Drake Creek Members**

**30 of you participated in the employee Christmas Bonus fund. Thanks to you our key employees were rewarded for a year of dedication and hard work.**

# 2019 Drake Creek Valentines Couples Tournament



## Cold Golf Warm Hearts

**Saturday, February 16<sup>th</sup>**

**Lunch at 11:30 am**

**Shotgun Start at 12:30**

**\$60 Per Team**

**includes Cart, Green Fee,  
Lunch, and Prize Pool**

- Get the couples golf season kicked off
- early this year with a great warm up
- tournament at Drake Creek! Our 12th
- annual Cold Golf Warm Hearts tourney
- includes 9-holes of golf, cart, and lunch.
- The tournament will be flighted and the
- field will be limited to the first 27 paid
- teams. Call 898-GOLF today to reserve
- your place in the field.

Print this form and send your payment to: Drake Creek Golf Club  
Attn Cold Golf Warm Hearts, PO Box 306, Ledbetter, KY 42058

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