

Marsh Expressions



*Mardi Gras
Celebration*

Saturday, February 26
Reservations: 5:30 p.m. – 8:00 p.m.
Entertainment: Happy Dixie Land Jazz Band
Attire: Country Club Casual



*Around
The Club*



From the GM

General Manager, Brian Bartolec



Brian Bartolec

Let me first start off by wishing all of our members and their families a Happy New Year! May 2011 bring happiness, good health and prosperity to each and every person.

As we move into 2011, there are two immediate topics that we would like to bring to the attention of our membership. First, our 2011 Board approved Capital improvement list. Second, our schedule of events over the next two months as it relates to Annual club meetings and club By-Law amendments.

As always, staff training and service standards are at the top of our list. Each department head has scheduled training seminars with their respective Associations along with weekly motivation meetings to be conducted in house. In addition to our attention to your individual experience there will be several behind the scene improvements, and many improvements that will be visible to the entire membership. Below is a small overview of some of the projects we have scheduled this year.

1. Replacement of several computers for administrative needs to be replaced by June 2011.
2. Repair and addition of Treks Bridge System to all bridges to be completed by September 2011.
3. Replacement of 15 ton Air Conditioning unit (this will be the third of seven units) to be installed by February 2011.
4. Replacement of smoke detector system in main clubhouse to be installed by August 2011.
5. New golf rental sets and program for the golf operation. Sets to arrive by April 2011.
6. Golf Course access improvements and bulkhead repair during summer months of 2011.
7. Numerous areas on the golf course to be sodded.
8. Cryovac machine, immersion circulator and 6 burner stove with oven for kitchen.

All of these projects will take place with as little interruption to the membership as possible. For more detailed information on our 2011 plans please feel free to phone me directly.

As we move towards March 2011, there are a few important dates to mark on your calendars.

- Monday, February 28th, 7:00 PM, "Meet the Board Candidates Night"
- Monday, March 14th, 7:00 PM "Annual Meeting"

Please feel free to contact me directly if you have any questions about any of our club dates. Thank you and remember "a putt left short usually does not go in!"

Respectfully yours,

Brian Bartolec
GM/COO

Thank You



The Club would like to thank CeCe English for donating some wildlife photographs for our newly remodeled library. Ms. English is a bit of nature photographer; her featured wildlife photos were all taken here at Pelican Marsh.

GOLF TIP

"Five-Star Follow Through"

Head Golf Professional, Andy Scrivner



Andy Scrivner

We have all experienced the feeling of ease after a good shot. The common statement after hitting a solid shot is "I swung so easy." A big part of this feeling is finishing your swing correctly.

A correct follow-through allows your belt buckle and shoulders to point at your target, while the majority of your body weight is over your front foot. If you are not getting to this balanced position, try flaring your front foot 15 degrees towards the target. This helps "unlock" your hips and allow more rotation in the follow-through. Don't forget; your body weight should predominately be over your front foot. Finish like a pro!

From the Club Manager

Holidays at The Club



David May

Club Manager, David May

There is a saying that I remember hearing years ago from an older gentleman I had the pleasure of knowing. "Just keeping honest men honest" he would say. It is a saying that I think of at this time of year when we have worked on our service contracts here at the club. Linen companies and plumbers, food purveyors and paper goods suppliers, trash and recycling companies, cleaning companies and the list

goes on.

Last issue of the Newsletter I discussed opportunities that are explored to save the club money over both the short and long term. One area that we look at every year, and especially at the beginning of the year, is the contracts that we have with these local companies with whom we do business. These contracts are reviewed every year with most put out to bid, keeping a close eye on value and delivery of service. And from there negotiations begin, a company is selected, and an agreement is made to each parties mutual benefit.

Through these practices we work to get the best customer service at a fair and competitive price. Sometimes a new company will win out over someone who may have previously had the contract. But more often than not, it is the company with whom we had a previous agreement. The fact that they know how we conduct our business encourages them to remain diligent in their service and fair with their pricing because they know we never stop comparing. "Just keeping honest men honest" he used to say.



Sweetheart's Ball

Saturday, February 12th
Cocktail Reception: 6:00 p.m.
Dinner and Dancing: 7:00 p.m.
Entertainment: "Soli and André"
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Name That Tune Trivia Night

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Attire: Country Club Casual

From the Membership and Marketing Committee



Chairman, *George Cullen*

More and more people are finding out what we already knew. Pelican Marsh is not only a good place to live, but it's a great place to play golf. Almost 20% of all new residents to Pelican Marsh became members of the Club in 2010; in 2009 that figure was 14%.

We approved 22 golf members and 10 new social members in 2010 while adding 16 new dining members; a good year indeed.

The membership and marketing committee is focusing its marketing efforts on the Pelican Marsh and Pelican Bay communities this coming year. Kimberly Doerseln, our membership director, has the approval of the committee and the Board of Governors, to develop a marketing campaign which includes direct mail, print ads in both communities' newsletters, group and private tours, along with several open house receptions. We continue to improve our website presence; keeping the community and club positioned in the Southwest Florida/Naples marketplace.

Our goals for 2011 are to exceed the number of new members that joined us in 2010. To do this we need the support of our members. You are the best recruitment tool we have, thank you for your continued support.



From the Membership Office



Membership Director, *Kimberly Doerseln*

Be sure to register your "**member referrals**" in the membership office. We appreciate members promoting our community and Club to their friends, and know that many will be entertaining friends from home in the season ahead. Members that register a prospective golf member referral, that joins us, will receive a \$1,000 credit a year for three years to their club account as a thank you. Members that recommend a social member referral that joins us will receive a \$300 credit for three years to their club account.

Remember, I'm here to extend an invitation in your name to prospective home owners and members; I will invite them to come for a tour and to be our "guests" to experience the Club. Thank you to all for your continued support.

Welcome New Members!

Join Me in Welcoming Our Newest Members!

Golf

Dennis and Robin Longo, Non-Equity Golf from Simsbury, CT, new residents at Portofino in Pelican Marsh

Paul and Chantal Weinhold, Non-Equity Golf, from Great Neck, NY, residing locally at the Clermont

Dr. Alex and Elizabeth Giaquinto, Equity Golf, from West Caldwell, NJ, new residents at the Gables in Pelican Marsh

Upgraded to Golf

Patrick & Kathleen Long, Non-Equity Golf, from Ann Arbor MI, residing locally at Clermont in Pelican Marsh

Thomas & Nancy Simpson, Non-Equity Golf, from Birmingham MI, residing locally in Island Cove, in Pelican Marsh

Social

Chris Votta and Amy Edwards, Equity Social, from NYC, NY, new residents at the Ravenna in Pelican Marsh

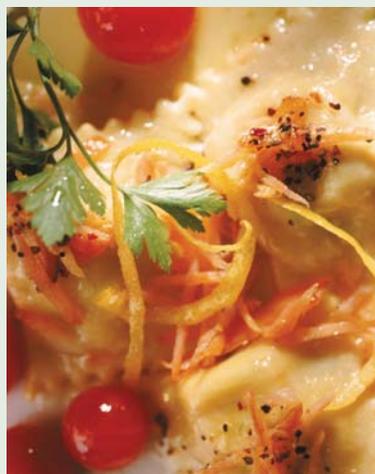
Dining

Michael & Nancy Arendes, from St. Louis MO, residing locally at Les Chateaux

Thomas Kyrus, from Virginia Beach, VA, residing locally at Egrets Run

Melvyn & Judy Zahn, from Highwood, IL, residing locally at Ventura

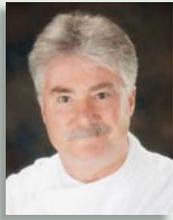
Richard & Deirdre Benson, from Lake Forest, IL, residing locally at the Seville



Italian Night

Saturday March 26
Reservations:
5:30 p.m. to 8:00 p.m.
Attire: Country
Club Casual

From the Chef



Executive Chef, Marv Messenger

Sample the cuisine of Guest Chef Tom Linderholm at our **Guest Chef Night on Saturday, February 5th**. Chef Tom is the corporate chef for Odyssey Resorts headquartered in Duluth, Minnesota and oversees the kitchens of 4 resort restaurants in Minnesota. Tom's culinary tastes define great Northwoods cuisine and his menu will not disappoint! Sample his Truffled Chicken & Wild Rice Soup, Wild Game Meatloaf, or his Northwoods Walleye just to name a few offerings! He is a talented chef who loves to share his passion! Be sure not to miss this great event!

February really kicks off with a tail gate load of fun and food at our **"Super Bowl Party"** held in the Grill Room on **Sunday, February 6th**. Enjoy terrific Tail Gate style foods like grilled chicken nachos, chili, chicken wings, French bread pizza, bratwurst, and hot dogs while cheering on your favorite team during the big game. Our 55 inch flat screens will surely enhance your viewing experience while our capable staff puts the finishing touches on a great game time event!

Once the dust settles and the Super Bowl winners have been declared and celebrated be sure to rest up a bit to prepare for the following weekend when romance will be in the air for our annual **Sweet Hearts Ball on Saturday, the 12th of February**. Enjoy an expertly prepared delightful dinner with that special someone in your life! We'll do the entire cleanup as well, no mess left in the kitchen for anyone tonight!

If you are a **Wine Club Member**, get ready for a tasting of exceptional quality on **Saturday, February 19th**! Together with Palm Bay Imports, we will feature a variety of exceptional Italian wines and a presentation of appropriate "tasting foods" to enhance the experience!

Friday, February 25th brings with it another of our **Chef's Table Dinners**, always innovative and always a hit! Be sure to reserve well in advance for this popular exclusive dining experience!

Before you know it, it will be close enough to Fat Tuesday for us to celebrate our own **"Mardi Gras" on Saturday, February 26th** complete with authentic New Orleans style Cajun fare and an assortment of colored beads to toss. Sample some of the best Gumbo to come out of the Bayou along with traditional Shrimp Etouffee, Blackened Red Fish, and Dirty Rice, to name a few, finished off by classic Bananas Foster and some entertainment by the Happy Dixie Land Jazz Band!

Saturday, March 5th will be right around the corner, and if you are a wine club member; that means another great **Wine Club Dinner** will be presented to tantalize your taste buds. Join us again for another exclusive dinner featuring the wines of France. We will match tasting wits and present culinary wizardry to match the outstanding characteristics of these fine wines. I will go toe to toe with the Vineyard representative as we duke it out in the "which is better...the food or the wine?" battle. Actually, we will enjoy an in-depth conversation during the course of the dinner about the wines and the foods chosen to pair with them. It will be a fun and enlightening experience as well as gastronomically satisfying.

If you haven't already experienced it, we have another **Chef's Table** scheduled on **Friday, the 11th of March**. Check availability, as these events sell out months in advance. One of our more exclusive dining experiences, 8 fortunate dinner guests enjoy an exceptional menu created just for their table while our regular Prix Fixe menu is served to the rest of the room. Exciting, fun, and over the top!

Looking for more fun and adventure? Join us for our memorable **"Name that Tune Music Trivia Night", on Saturday, March 12th**. Test your memory as you tantalize your taste buds! A great deal of fun paired with a terrific casual menu to round out what is sure to be a terrific evening!

Rest up a bit and get ready to loosen your belt buckle as we present another **Italian Night on Saturday, March 26th**. Traditional Italian Antipasti, Salads, Cheeses, Pastas, and more will give you the feeling of being at the table with your "Italian relatives" once again. (We all have them somewhere) Mangia! Mangia! And enjoy the flavors of Italy right here at Pelican Marsh!

Upcoming Events

February and March

Breakfast Buffet

Sundays – 10:00 a.m. to 2:00 p.m.
Attire: Casual

Happy Hour Mingler

Wednesdays – 5:00 p.m. to 7:30 p.m.
Dinner Buffet, heavy hors d'oeuvres, coffee bar and Happy hour priced drinks
Attire: Casual

Evening Dining

Fridays, Prix Fixe Menu
Saturdays, Feature Night or Event Dinner
Sundays, Café Dining
Reservations: 5:30 p.m. to 8:00 p.m.
Attire: Country Club Casual in Main Dining Room,
Casual in Grille Room

Guest Chef Night

Saturday, February 5th
Contemporary "Northwood" Cuisine
A la Carte Menu
Reservations, 5:30 p.m. to 8:00 p.m.
Attire: Country Club Casual

Super Bowl Party

Sunday, February 6th
Traditional Tailgating Menu
Begins at 5:00 p.m. in the Grill Room

Sweetheart's Ball

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Cocktail Reception: 6:00 p.m.
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Mardi Gras Celebration

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Entertainment: Dixie Land Band
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Name That Tune Trivia Night

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Italian Night

Saturday March 26
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From the Tee

Head Golf Professional, Andy Scrivner



Andy Scrivner

Our Women's Golf Association (WGA) continues weekly through February and March, with some great events, the month starts off with the **2011 WGA "Rally for a Charity Event", on Tuesday, February 8th**. An 8:30am shotgun, it's always an exciting day, with a luncheon event to follow.

We will host a **Cobra Golf Demo Day on February 10th** from 10:00am to 2:00pm. Contact the golf shop to schedule a personal fitting appointment for this event.

The **Women's Annual Two Day Member-Guest Invitational**, The Crystal Pelican, will be held on **February 21st & 22nd**. Golf will begin both days with 8:30am shotgun starts, luncheons and award ceremony on the 22nd. There is still time to sign up, be sure to call the golf shop to register your guest.

"Men's Guest Day" on Saturday, February 26th will be an 8:30am shotgun start. The format is still pending but will ensure a great afternoon of golf for all involved!! The serving of restoratives and lunch will follow the sinking of the event's final putt. More details about this event will be available in the golf shop or around our club bulletin boards. Sign-ups will begin, in the golf shop, on January 26th for this event.

We will host a **Titleist Golf Demo Day on March 4th** from 11:00am to 3:00pm. Contact the golf shop to schedule a personal fitting appointment for this event.

The **2011 Men's Member-Guest**, The Marsh Invitational, will take place on **March 17th through 19th**. The event hosts flights of 6 teams competing against each other in 5 nine-hole matches over 2 days. On the 17th, there is a practice round and stag dinner! We are looking forward to the opening ceremony for this event, with a fantastic tribute to previous champions. The event closes after the final day's shootout to determine overall champions, with a dinner/dance to include the spouses. This is sure to be a great event and we look forward to welcoming our guests for a couple great days! Please contact the golf shop for further details.

March ends with one of the most fun events held at the Club, the WGA's famous **"Three Queens & A King" golf event**. Be sure to mark your calendars for **Tuesday, March 22nd** it will be an afternoon shotgun start. The golf event is followed by a dinner party on the north terrace as we all get to watch the "Crowning of the King". More details about this event will be available in the golf shop or around our club bulletin boards. Sign-ups will begin, in the golf shop, on February 22nd for the event.

Our **"Mr. & Mrs. Championship Event"** gets underway on **Sunday, March 27th**. This is the major championship for our couple's golf group. More details will be published at the beginning of March.



2011 "Couples Member-Guest" Winners
Ed and Carol Walsh and their guests Bruce and Kathy Evans



2011 Men's Member-Member Champions
Peter McDonnell and Van Sandstrom



2011 Ladies' Member-Member Champions
Kathy Call and Cecelia English

From the Greens

Director of Golf Course Operations, Brook Maxwell



Brook Maxwell

The season is upon us and we are about to approach the time of year, when our course gets the heaviest amount of play. We have endured some frosts and some adverse weather conditions but the course is holding up well. The cold weather we receive in the winter months, combined with the increased amount of cart traffic, contributes to our turfgrass being at its most vulnerable state. We appreciate the concerted effort and awareness by our members, every positive individual action helps and makes a difference; from ball mark and divot repair, to responsible cart driving. Keep it up in the months ahead!

The Golf Course Maintenance Department is taking advantage of the decrease in turf grass growth during the colder months. Our efforts will focus on “detailing” the property. You may have noticed an “improved” appearance in the Clubhouse grounds. Our Geraniums and Begonias came in wonderfully this year and in general, I believe this entire area is more aesthetically pleasing. We have added several drains throughout the cart paths to eliminate standing water; standing water anywhere is unsightly, especially if you are forced to drive through it. A lot of hours will be directed to the cleanup of fallen leaves, February and March are the worst months for oak trees dropping their leaves. Although this task may seem trivial; it is very important to stay on top of this, as appearance and turf health (available sunlight) are directly affected.

As these work details are being performed, it is our highest priority to respect the golfers and keep noise and movement to a minimum. Good luck to everybody in the upcoming major golf events and I will see you on the course.

Etiquette Awareness Committee

Assistant Golf Course Superintendent, Dan Brooks

In our last Etiquette & Awareness Committee meeting we discussed a variety of items that golfers had brought to our attention in relation to golf course etiquette. The first thing that was mentioned was, at times golfers exiting the bunkers leave a trail of sandy footprints on the surface of the green. An easy remedy for this is to simply knock the sand off your shoes after exiting the bunker with the bunker rake while still in the rough. The second item was, occasionally the flagstick is being left in the hole while golfers are putting out. This may seem harmless, but in reality when you pull the flagstick out of the hole with the ball or balls still in the hole, the edge of the hole gets damaged and affects the putts into the hole for each group behind you. Also, it is a two stroke penalty if you putt from the green surface and make the putt with the flagstick in the hole. And the last item was, another item about flagsticks. Many instances of golfers dropping the flagsticks on the greens have been reported. These flagsticks were special ordered with the Laser Link Golf crystals installed inside of them and are quite expensive. Not only does this practice damage the flagstick itself, but it also leaves an impression in the green surface that interferes with ball roll. Thank you for your continued support, we look forward to hearing any ideas or suggestions that will contribute to the enhancement of the Pelican Marsh Golf Club.

Happy Hour



Pelican Marsh Golf ClubSM

1810 Persimmon Drive
Naples, Florida 34109
(239) 597-3000



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Club Information

Reservation Policy: Reservations for all evening dining are strongly requested. Reservations for lunch in the Grille Room are gladly accepted, but not necessary unless the party is 4 or more.

Cancellations: We understand that there are times when you will not be able to fulfill your reservation. We ask that you call the club to cancel your arrangements, as we do not wish to turn any member away when a table might be available. **Holiday and special event functions require a 48-hour cancellation or your account will be billed.**

Dress Code: During golfing hours, appropriate informal, casual sports attire may be worn in any of the dining areas. For evening dining in the Main Dining Room, country club casual attire (long pants and collared shirts) is required while Casual sports attire is acceptable for evening dining in the Grille Room. Attire for special events will be based on the event and will be advised. Ladies are requested to dress in a fashion acceptable with the dress of the gentlemen.

Please note: Denim apparel (jeans, shorts, skirts, shirts, dresses, jackets, etc.), cargo shorts, cut offs, tee shirts, sweatshirts or men's sleeveless shirts are not permitted on the golf course or the Clubhouse. Shirts must have collars (except as accepted by the PGA) and must be tucked in, except for Tommy Bahamas' style shirts. Hats for men are not allowed in dining areas of the club. Women are permitted to wear hats or visor in dining areas of the club, except for evening dining unless a part of a specific golfing event.

Smoking Policy: Smoking is not permitted anywhere in the building.

Address Changes: Please notify us of any changes to your mailing address, phone, fax, and e-mail addresses. Unless you have arranged otherwise with us, all mail will go to your Naples address from November through April and to your northern address from May through October.

Pelican Marsh Golf ClubSM Board of Governors

boardofgovernors@pmarshgc.com

President George Grazier
Vice President Nicholas Pishotti
Treasurer Frank Orlando
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Director Elias Hebeke
Director Jeffrey Randall
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