

Big Island Country Club

News

Fall 2011



The beautiful 6th hole and green with Hualalai Mountain in the background.

Aloha Big Island Country Club Members and Friends,

Aloha from Big Island Country Club. As many of you who have visited over the summer know, we have been very busy with course improvements too numerous to list. I have asked our Golf Course Superintendent Steve Patterson to prepare our course for the arrival of many of you this fall and winter season so we can provide a fantastic golf experience and lasting impression such that you will want to return many times and tell your many friends.

This summer on course improvements include 27 newly-renovated, Bermuda grass tee boxes as well as expanded greens and fairways. Off course improvements will include a new comfort station at the hole # 9/10 turn and new maintenance buildings for equipment and machinery. (see the photo below). These projects along with continued intense maintenance efforts to

strengthen the fairway turf and greens will hopefully enhance your golf experience at Big Island Country Club.

The staff and I personally thank you for the patronage to my course and appreciate your continued support of our business. Please read on for more details on our efforts and news.

Moshe Silagi
Owner
Big Island Country Club

Come out to Our Fun, Free Golf Sessions

Family Golf Day

Golf can be a great way for the whole family to spend time together in a fun outdoor activity. With that in mind, Big Island Country Club offered its first **Family Day Golf** Session on Saturday, Sept. 24. The goal of the session was to introduce children and beginner golfers to golf with some games, small prizes and refreshments. If you missed this first event, others are tentatively planned this Fall for October, November and December from 1:30 - 3 p.m.

Take a Business Break

Thinking you need a good reason to take a break for an afternoon from phone calls, e-mails and the stress of the office or shop? If that sounds good to you, then sign up now for our **Business Mixer** clinic set for **Friday, Oct. 7 from 2 - 4 p.m.** The **free** mixer encourages local business people to come out to the course for some fun golf and a chance to meet and make connections in a relaxed environment. This mixer will feature some instruction, mini-contests, refreshments and pointers from the pro.

Ladies, Get Golf Ready!

Women interested in trying out golf or who have played a little and are looking to review and sharpen their basic skills will want to attend our **Ladies Golf Ready Series, Saturdays Oct. 1, 8, 15, 22, 29 and Nov. 5 and 12 from 2 - 3:30 p.m.** Sessions include: basic golf tips and fundamentals, etiquette, clubs and equipment, chipping and putting, rules and more. There will also be games, small prizes and refreshments in a fun, relaxed environment. Participants are urged to take part in all five sessions, but may take part in one or several if they wish.

For all sessions above, participants should bring their own clubs if they have them; Big Island Country Club will provide clubs for participants who need them and left-handed clubs are available. **Register for all the sessions in advance by calling the course at 325-5044 no later than 5 p.m. the day before the event.** If you can't make it out yourself, let a friend know about these special sessions. C'mon out, have some fun and help your golf game. We hope to see you soon!

Summer Course Improvements, New Construction

Since this spring, course Superintendent Steve Patterson and his crew have been working rebuilding 27 Bermuda Grass tee boxes around the course and plan to open the new boxes for play in October. Look for the new tee boxes on holes # 1,2,3,5,7,11,12,15,17 and 18. Along with the tee boxes, Steve and his crew have been also tirelessly working to enhance and improve bunkers, greens, fairways and peripheral plantings to have the course in top shape for the upcoming fall and winter playing season. Great job Steve and crew!

Construction is also continuing on two maintenance and equipment storage/repair buildings in the area adjacent to holes #13 and 14 and work will also start soon on a new comfort facility at the hole #9 / #10 turn.



New maintenance and storage building under construction.

Preferred Player Cards available for Business, Individuals

Earlier this year we introduced our Preferred Player Card which the holder can use for FREE range balls and a 50% discount on our new Titlelist AP1 rental clubs. The cards have proven very popular and are now being offered by a wide variety of businesses in the tourism industry as a free amenity for their guests.

These businesses include car rental companies at the Kona Airport like Dollar, Thrifty, Alamo, Budget; vacation rental property companies on the Kona-Kohala Coast including South Kohala Management, West Hawaii Property Services, Classic Resorts and others; major hotels, condominiums and timeshare operations, including the Waikoloa Beach Marriott Resort, Kanaloa at Keauhou, Hilton Grand Vacations Club, Shell Vacations, and many others; as well as activity and concierge desks in West Hawaii.

Vacation Rentals By Owner can offer the card to potential guests as a free amenity and incentive to help increase bookings for their property. The cards are **free** both to anyone wanting to offer them as an amenity as well as to the person getting the card; the cards can also be co-branded with your company logo and the BICC logo. If you would be interested in using PP Cards to promote business for yourself and the course, please call John at (808) 325-0202 or e-mail: marketing@bigislandcountryclub.com.

For individuals, PP Cards are available on our website at www.bigislandcountryclub.com/ppc. Print the card from the page or complete and submit the information form and we will mail the card directly. There is a limit of one card per player, but you can use the card multiple times.

Include us in your Destination Package

Looking for an event or activity to include in your destination package for a group visiting Hawaii? The Big Island Country Club is an ideal venue to consider for any group, large or small because it's naturally beautiful, easily accessible and very affordable. Call John Kitchen to tell the Big Island Country Club Story directly to your group's principals or yourself at (808) 325-0202 or e-mail marketing@bigislandcountryclub.com

Tournaments: Fun, Social Events for Everyone!

Playing golf appeals to many people by the social nature of the game, which perhaps explains why golf tournaments are so enduringly popular: a tournament allows individuals with a wide range of skills to mix a little competition, socializing and fun in a nice environment for a morning or afternoon - and all go

home happy. Tournaments are great any time of the year for business, as a way to raise funds, and for special events. For example, for businesses hold a tournament as a way to provide either an incentive or a reward for employees. For a non-profit or charitable organization, tournaments are a time-tested way to raise funds. And for any organization, tournaments are good for team building or just an enjoyable outing in a nice setting.

For any tournament with 16 or more players, we offer a per person rate of \$39 which includes a two-person shared cart; for \$45 we can provide a catered lunch with hosted barbeque and soft drinks. We can also offer with advanced notice, co-branded hats and shirts as tournament favors or prizes. Whatever the purpose of your tournament, contact us to help you with it. We look forward to discussing the possibility of making a very memorable event for you and your VIP players. E-mail us at golfpro@bicc.com or marketing@bigislandcountryclub.com or call Herman at 808 325-5044.

Puu Anahulu Community Association Tourney Nov. 19

And speaking of tournaments, mark your calendar for the Puu Anahulu Autumn Country Fair and "Fun Raiser" Golf Tournament on Saturday, Nov. 19 at Big Island Country Club. The event is sponsored by the Puu Anahulu Community Association and raises funds to support PCA community projects.

The event is a two-person team scramble, no handicap, Peoria scoring system. Check-in is at 7:30 a.m. with a shotgun start at 8:30 a.m. Entry fee is \$150 per team, which includes greens fee, cart, prizes and lunch. There will be an awards luncheon at the Puu Anahulu Community Center immediately following the tournament.

A registration form is available at the Big Island Country Club or on our website at www.bigislandcountryclub.com or register by calling (808) 325-5044. Registration deadline is Friday, Nov. 18. For general golf questions call (808) 325-5044.

Wounded Warrior Tourney

Thanks to a fortuitous connection, Big Island Country Club will be getting some free plugs and promotion at the annual Tee it Up Radio Celebrity Golf Classic at the Trump National Golf Course in Rancho Palos Verdes, California on Dec. 5. The event will benefit the Wounded Warrior Project to help wounded American combat veterans. More than 200 gift bags will be given to participants, with a BICC logo golf ball and BICC Preferred Player card in each. If you have a value item (not just a business card) you would like to include in each of the 200 bags, please e-mail marketing@bigislandcountryclub.com no later than Nov. 1, 2011. Tee it Up Radio, a nationally syndicated golf show originating from KLAC-am radio in Los Angeles, and carried on 75 affiliate stations in the U.S. and Canada, will host a live broadcast from Big Island Country Club on Sunday, Jan. 29, 2012.

Kande Berengue new Pro Shop Manager

If you haven't yet met the friendly, smiling lady who greets you in the pro shop, we'd like to introduce you to... Kande Berengue, the new Pro Shop Manager. Kande come to the Big Island Country Club by way of Macy's where she worked in

retail, merchandising and management for more than 20 years. After growing up in Manoa Valley on Oahu, the Roosevelt High grad moved to the Big Island in 1980. She has four children (and three grandchildren) - two sons who live in Kona and a son and daughter who live in Colorado. She enjoys gardening and quilting as hobbies and her husband is an avid golfer and canoe paddler. Kande is enthusiastic - and so are golfers - about the new men's and women's shirt selections in the pro shop with more ladies apparel arriving in November. And for those who would like more sun protection, Kande suggests trying one of the wide brimmed solar protective hats now in stock. Stop and say aloha to Kande next time you are at the course.



Kande Berengue

Darrin Gee's Mental Golf Tricks

We are pleased to continue a special golf tips column by Darrin Gee of Waimea, golf instructor, writer and founder of the nationally known Spirit of Golf Academy at the Big Island Country Club.

Darrin Gee's Mental Golf Tricks How to Shoot a Hole-in-One: Shrink the Green

At times on the golf course, it is very difficult to focus on a specific target. There are so many distractions on the golf course - sand traps, water, trees, wind, scenery, wildlife. As a result, golfers often have a hard time focusing on their true target. If you want to shoot a hole-in-one, you must focus on one minute target - the hole.

I recently took a seasoned player out on the golf course for a nine-hole playing lesson. He was a single digit handicapper who had the potential to play professionally. He could work the ball and hit just about every shot possible.

However, every now and then, he went astray. Perhaps he got bored, but more than likely, he just lost his focus. He would step up to the ball and just swing, without a true intention or goal.

I told him that if he desired to play to his true potential, he would need to have to up-level his focus. The mental golf trick I taught him was most applicable when approaching the green and in particular on par-3's. When looking at the green, divide the green into quadrants. Then observe which quadrant the flag is located in and then in your mind, imagine that the quadrant is the green. Then focus on the ultimate target - the hole.

In your mind, you are *shrinking* the green to increase your focus on the smallest target possible. With increased practice and playing experience, you can begin to shrink the relative playing area to even smaller areas - ideally to the hole. This channels all your focus toward a specific target and getting your hole-in-one.



Darrin Gee
Photo by Toby Hoogs

*Excerpted from Darrin Gee's recently-released book **Mental Golf Tricks: 101 Ways to Overcome Your Greatest Fears to Play Your Best Golf**. Copyright © 2011 by Darrin Gee. All rights reserved, including the right to reproduce this book or portions thereof in any form whatsoever. Golf Magazine has recommended Darrin Gee's Spirit of Golf Academy as one of the top golf schools in America. The Spirit of Golf Academy offers half-day mental game clinics at the Big Island Country Club several days a week. Visit www.spiritofgolfacademy.com or call (808) 887-6800 for reservations or more information. A special rate is available to Big Island Country Club members and friends. Mention or enter promo code "BICC" to receive \$100 off the regular rate of \$250 valid through December 31, 2011.*