

Hastings Elks Lodge #159
3050 East South Street
P.O. Box 284
Hastings, Nebraska 68902-0284

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Upcoming Golf Events

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September 2nd
Labor Day Mixed Scramble
9am

September 8th
Red, White and Blue
Tournament 9am

September 16th
Play it Backwards Elks
Fundraiser Tournament 9am

September 29th
2nd Annual Lederhosen
Shamble 12:30pm

Taking a look back at the 2012 Golf Season

There are still several weeks of good golfing weather remaining for the 2012 season, but with shortening daylight hours and school back in session, things are starting to wind down from the peak playing months.

Over the winter, the Trustees, Managers and Golf Committee will be looking in-depth at our financial results from this year. However, there is very little doubt that this was a year where many of our efforts to bring the course on solid footing started to bear fruit.



Shane Eckhardt, Dave Osborn and Denny Rose chat before the start of the 159 Tournament on August 19th.

Among the many positive results of the 2012 golf season, there are several that stand out:

- Despite extreme heat and drought, new Golf Course Manager, Ben Meyer, managed to improve the health of our greens. His focused approach to building more robust turf on the course will continue to make us a *great* recreational golf course into the future.
- Clubhouse Manager, Selena Longoria, did a remarkable job - stepping into her job just as the season was starting; and turning around a chaotic situation. Our Club is very lucky to have two very talented managers working for us.
- Advertising and price promotions designed to build a base of public, greens-fee golfers greatly increased the rounds played this summer. This not only brings in more retail revenue for the Club, but also introduces new golfers to our course and increases membership.
- Friday evening "Divorce Golf" has been a huge success, and we'll look to expand on that solid start.

Each of these positive results from 2012 will be something we can continue to build on in 2013. Over the winter, we'll be planning new initiatives and ways to extend the successes of this season.

The most important success of 2012, however, was this: Our members enjoyed the golf, the leagues, the tournaments and the friendship found at the Elks!

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