

PLEASANT VALLEY COUNTRY CLUB

#1 Pleasant Valley Drive, Little Rock, AR 72212 - Club 501-225-5622 - Fax 501-225-5625

OCTOBER • 2009

PVCC'S ANNUAL CHILDRENS' HALLOWEEN CARNIVAL

Friday, October 30 5:00-7:00 p.m.

Trick or Treating, Costume Contest, Bobbing for Apples,
Go-Fish, Face Painting, Cupcake Walk and more!

Buffet:
Adults \$9.95
Kids \$5.95

Call 225-5622 For Reservations, Please!





FROM YOUR PRESIDENT JOHN FOWLER...

Dear Pleasant Valley Country Club Members,

Our 2009 Annual Membership Meeting was held on September 9th. The membership approved four new members to the Board of Governors for a three year term beginning January 2010. Your new Board Members are Bill Appleton, Steve Wade, Steve Duffel and Jason Roach. Please help me in welcoming these gentlemen to their new leadership positions at your club. Additionally the membership approved three new By-Law changes.

The golfing membership has been anticipating the reopening of the golf course after the conversion to a new putting surface of Champions Bermuda grass. I'm very pleased to report that the main 18 holes of the golf course reopened as scheduled Friday October 2nd. I know this is not news to most of the golfing membership who have followed the progress of the conversion and are anxious to begin play, but not only was the renovation accomplished on time, it also came in well within the original budget. Again we have Chris Mayes and his staff and Don Armbrust and his crews to thank for these accomplishments. A club-wide golf outing is planned for October 17th followed by a Casino Night to celebrate the reopening of the golf course.

October is a busy month for the Club. We will be hosting a joint Singles event with Chenal Country Club on 10/7, a Mother and Son Party is planned for 10/18, Holly at the Valley, a vendor shopping opportunity is on tap for 10/22, our annual Father and Daughter Dance will be held on 10/23, Tennis and Fitness will have a celebration of their new facilities on 10/25, and as always we will have the PVCC Halloween events on 10/30. Whew.....what a month.

Thanks again for letting me serve as your President and I look forward to seeing you at our club.



MEMBERSHIP NEWS

BY RICK ROBERTSON

Cut or Eliminate Monthly Dues For a Full Year!!!

Special Membership Referral Incentive Program Continued Through October 31, 2009!

The Membership Referral Incentive Program has been successful and I want to continue to promote it as a way to grow Pleasant Valley Country Club. Current PVCC Members can fill out a Membership Referral Card which provides contact information and return it to me. The prospective member must specify the Member as the primary sponsor on their application for membership to receive the dues credit. This applies to new prospect referrals starting June 1st. Referrals submitted before June 1st will receive credit based off the previous referral program.

All PVCC members are eligible for the Membership Referral Incentive Program. The following is what the Member will receive as an incentive for referring prospects who become new Members:

- Refer a Golf Member ½ Monthly Dues Credit for One Year
- Refer a 2nd Golf Member Full Monthly Dues Credit for One Year
- Refer a Sports Member \$100 Off Your Monthly Dues For One Year
- Refer a Non-Resident Member \$100 Off Your Monthly Dues For One Year
- Refer a Social Member \$100 Off Your Monthly Dues For One Year

The Member will actively be engaged with the prospective member and assist in the "closing" of the perspective member by contacting the individual and providing a status update on the progress of the respective membership.

Please contact Rick Robertson at 501-975-3251, 501-454-3188 or via e-mail at rickrobertson@pvcc.cc for the details of each membership category or with any questions about the program.

*If You Are Single
Then Come Mingle!*

*PVCC/Chenal Singles Night
At Pleasant Valley Country Club*

*October 7, 2009
5:30 - 7:30 p.m.*



Meet in the Lounge

*\$1.00 Off Drink Specials
(Cosmos & Single Malt Scotch)*

*For reservations please call 225.5622
Or email receptionist@pvcc.cc*



**Upcoming Events at
Pleasant Valley Country Club**

**October 7th PVCC/Chenal Single's
Night in the Lounge**

**October 8th Ladies Night Out
in the Lounge**

**October 10th Prime Rib Night
in the Lounge**

**October 17th Race for the Cure
Brunch.**

October 17th Casino Night

**October 23rd Father/Daughter
Dinner and Dance**

**October 22nd Holly at the Valley
Shopping Extravaganza**

**November 14th Turkey Day Dance
with a Cajun Flair**

November 26th Thanksgiving Buffet

**December 5th Christmas Karaoke
in the Lounge**

**We hope to see everyone at the Club
during the next few months!**

We currently offer the following payment plans for Regular Golf Memberships:



Payment Plan 1		Payment Plan 2	
Initiation Fee	\$3,500	Initiation Fee	\$6,500
Year 2	\$3,500	Year 2	\$3,875
Year 3	\$3,500	Year 3	\$3,875
Year 4	\$3,500	Year 4	\$3,875
Year 5	\$3,500	Year 5	\$3,875
Year 6	\$3,500		
Year 7	\$2,000		
Total	\$23,000	Total	\$22,000

BANQUETS & CATERING

KRYSTAL HARRIS

October is going to be an exciting month here at the Club! With the golf course re-opening, the Annual Halloween Carnival, Razorback watch parties and many other fun events, this month presents great opportunities to come and enjoy your club. As always, all of us in the Food and Beverage Department are at your service. There are many other great events this month; check out the club calendar and the newsletter!

This is an especially exciting month for me because I will be on maternity leave (finally!). Thank you all so much for your well wishes and advice. They say it takes a village to raise a child, and my village is more like a city! I will return in December to be here for the wonderful Christmas season here at the Club. The other staff in the banquets department will be here to help you Tuesday-Sunday. For any banquet needs, call the direct banquet line at 501-975-3203. As always, Melissa at the front desk is always helpful even when we are out of the office working an event.

The banquets department is now booking Christmas parties. We still have some great dates available. Many of you have been booking early, because we booked up last year, so call the banquets department to reserve your holiday party before your date is taken.

On another booking note, surprisingly, the 2010 wedding season is already well under way. We have booked many dates for 2010 brides. If any of your family is getting married in 2010 and is considering the Club to hold their event, please urge them to contact us soon about their wedding date so it will be available.

Have a great Fall Season!

*Holly at the
Valley*

a super shopping extravaganza

Thursday, October 22



GOLF NEWS BY CHRIS MAYES

October marks the time when we must return to “MATS” at the practice facility. The word “MATS” is treated like a four-letter word we teach our children not to say. However, it is because of the mats that our practice facility has improved over the

last several years. Just like most of you, I do not like the sight of mats, and wish that we did not have to use them. However, I can not deny the improvement that has resulted from their use. This fall we will once again be overseeing the front forty feet of the practice facility. This means that during the shoulder season (on Friday, Saturday and Sunday, when the weather and play permits) we will hit off of the overseeded tee at the front of the practice tee. The definition of nice weather unfortunately relies on the professional staff to determine. This does not mean that if the sun is shining, we are on the grass. Temperature will have an effect on whether we will open the grass or not. Go ahead and count on the grass being closed during the months of December, January and February. However, in October, November, March and April, when it is a beautiful weekend, members will have the ability to hit off of natural turf, which was not available in past years. Although practice mats have not been eliminated from the Pleasant Valley vocabulary, this makes it a little easier to deal with.

Champions Greens

By the time you receive this newsletter the main eighteen should once again be open for play. This is an exciting time for the membership, as we will once again have all twenty seven holes open for play. Our expectations for the new greens will be a smooth putting surface that will be slower than normal speeds during this time of year. This is a 2009 expectation only as the fall of 2010 we look to return to our normal expectations. Even though we are open the greens will still be new and not perfect, but we expect them to be very good and continue to improve until dormancy. Next spring we can expect the greens to return to their Pleasant Valley form if not better, especially during the summer months. I want to thank the membership for their support during this conversion. It has been very difficult with tee-times, playing conditions and temporary greens. We appreciate your patience and we look forward to providing great putting surfaces going forward.

Senior Club Championship

The Men’s Senior Club Championship was originally scheduled to be held in May. Due to weather we changed that date to September. Obviously with the greens conversion that was cancelled as well. We will be hosting the Men’s Senior Club Championship on October 24th & 25th. This event will be a 36 hole stroke play event, and we will have tee-time scheduled for the morning of both days.

The Grand Re-Opening Of The Greens!

Celebrate our new Champions Bermuda greens on Saturday, October 17!

- 2-man best ball – prizes for Gross and Net Winners. Two trophies each category.
- 9 a.m. shotgun start
- Entry fee: \$20 plus cart. Includes:
 - 1 sleeve Pro V1 golf balls
 - beer on course
 - beer, wine and hors d’oeuvres at scoreboard after turning in card
 - par-3 hole prizes
 - permanent trophy for club display
- Sign up in the Golf Shop

October MGA

October is usually the time when we have our final MGA Guest Day. In an effort to have as many members play the new greens as possible, we will have a regular play day, not a guest day. Due to some scheduling conflicts as a result of the renovation project, we will move the MGA play day to Thursday, October 22nd. This will still be a 1:00 shotgun start as it has been in the past. We are sorry for the inconvenience of rescheduling, and will once again return to 2 MGA guest days in 2010.

Ladies Golf Association

With the renovation project taking place during the months of August and September, we have made the following changes to the tournament schedule: The Ladies’ Handicap tournament has been moved from September and will take place on October 13th & 14th. The Ladies’ Club Championship has been move from August to October 20th & 21st. The Ladies’ Year End Scramble will take place at its normal time on October 27th & 28th. Again, we are sorry for the inconvenience and look forward to a great end of the year.



ON THE COURSE BY DON ARMBRUST

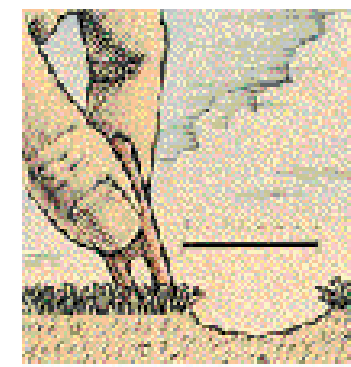
The conversion of the greens to Champion bermudagrass was very successful. As the course opens and play begins the greens will still play very receptive to shots hit into the surface. The true firmness will develop next year when complete density occurs. With this, ball marks are going to be evident and will need to be repaired properly. Lifting of the surface should not be performed in the repairing process. Pinching or pushing the turf from the edge, not the center of the mark is the correct method. The motion should be done gently enough to perform the action, but not to tear the turf.

Smoothing the surface afterwards with a putter or your foot is to reestablish a level surface that does not interfere with another putting line or from future mowing. Unrepaired or improperly repaired marks will be the greatest blemish of the surface on the new greens.

The right way to fix a ball mark:



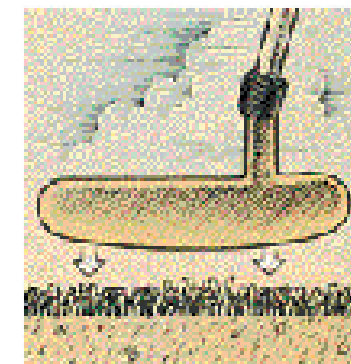
1. Use a pronged ball mark repair tool, knife, key or tee.



2. Insert it at the edges of the mark - not the middle of the depression.

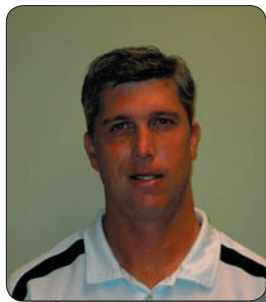


3. Bring the edges together with a gentle twisting motion, but don’t lift the center.



4. Smooth the surface with a club or your foot. You’re done when it’s a surface you would want to putt over.

The winter months will present times when temperatures drop to a point when covers will be placed on the greens to prevent damage. The “general principal guidelines” for using covers consist of direct low temperature impact such as, forecasted lows of below 20°, forecasted temps below freezing for more than 24 to 36 hours, and/or frozen precipitation. Play during these times is normally very scarce; an inconvenience to the membership is not to be expected. Due to the length of time that it will take to cover and uncover the putting greens, delays maybe experienced some in opening the course when removing the covers once temperatures begin to rise. The golf shop will be kept up to date on the process when it is occurring.



COURTLINES
BY CHIP STEARNS
Director of Tennis

Grand Opening Party at the New Indoor!

Everyone is very excited about our new facility. We have already gotten a lot of use out of it due to all the rain we have had. We will have an official grand opening ceremony on Sunday afternoon, October 25. We will have some refreshments and hors d'oeuvres as well as an exhibition! We would love to see the entire membership there. Hope to see you there!



Challenge Cup

Everyone look to Sunday afternoon, November 15 for the 17th annual Challenge Cup. This year, we will be hosting the event as we aim to keep the cup! We will need every available Pleasant

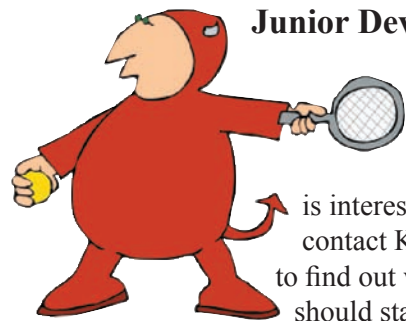
Valley player as the Country Club of Little Rock looks to avenge a big loss to us in 2008. There will be a cookout and some cocktails. It's a great event to come support your club even if you are not playing. Mark your calendar and sign up in the pro shop.

Sunday Night Mixed Doubles League

Beginning Sunday night, October 11, we will start our new mixed doubles league. This league has already had much interest, so if you have not already done so, call the pro shop to sign up. This league will be mostly husband/wife, but if your spouse does not want to play and you are interested in playing, call us in the pro shop and we will help you find a partner. This should be a lot of fun! Look for more information through the new website and your e-mail.



From the Tennis Shop Staff!



Junior Development

Junior Development is going great and is in full swing. If your child is interested in joining groups, contact Karrie or any of our pros to find out which group your child should start in. Times and days are:

Future Stars	3:30-4:00	Mon, Tue, Wed
Intermediate	4:00-5:00	Tue, Thur
Pre-Elite	4:00-5:00	Mon, Tue, Wed, Thur
Elite	5:00-7:00	Mon, Tue, Wed, Thur

Indoor Priority

The Tennis Committee has come up with some structure as to who has priority in regards to the indoor facility:

- 1) Adult league play
- 2) Junior development
- 3) Member lessons
- 4) Open member play

If you have any questions, please contact any Tennis Committee member. Thank you.

LTA Member-Guest

The LTA will be having its annual Member-Guest on Wednesday morning, October 28, from 9:00 a.m. to noon. Go out and find your ringer and we will have some fun, food and fellowship. Tennis will begin shortly after 9:00 and go until around 11:30. We'll then head down to the clubhouse for lunch. It's always a lot of fun, so don't miss out on the LTA's biggest and best event of the year! Sign-up is in the pro shop.

Arkansas Junior State Open

Our last USTA tournament of the year will be the Arkansas Junior State Open scheduled for Friday – Sunday, October 9-11. The deadline is Tuesday, October 6, at midnight. This tournament is for all levels as there will be an open division as well as a novice division. This is a great time to start your player in tournaments. Call Chip for more information!

Welcome Oskar!

We want to officially welcome Oskar Johansson to the Pleasant Valley family. Oskar has been with us for a while but he is now an official employee! We are very fortunate to have someone with Oskar's teacher and playing ability with us at our club. Welcome Oskar! We're happy to have you!

Yoga
Tuesdays and Fridays
9:00 a.m. - 10:00 a.m. w/ Christina

Mondays
6:30 p.m. w/ Molly

Stretch
Mondays & Fridays
8:00 a.m. - 9:00 a.m. w/ Kim

Senior Weights
Mondays & Fridays
10:00 a.m. - 11:00 a.m. w/ Kim

Pilates
Tuesdays & Thursdays
10:30 a.m. - 11:30 a.m. w/ Gretchen

Wednesdays & Fridays
7:00 a.m. - 8:00 a.m. w/ Gretchen

Core Crunch
Mondays
9:30 a.m. - 10:00 a.m. w/ Gretchen

Body Sculpting
Thursdays
9:30 a.m. - 10:30 a.m. w/ Gretchen



Massage Therapy

Jessica Tanner, LMT
903-244-3659

Jessica gives massages
Monday-Friday 4:00 p.m. - 8:00 p.m.
& on Saturday-Sunday all day by
appointment only.

1 hour massage is \$70.00
½ hour neck and back massage is \$35.00

Easy Ways to Limit Your Salt Intake

Cutting back on the salt in your diet is one way to help control blood pressure. On average, people consume at least 12 times as much salt as their body needs. If you're used to salty flavors, know that you can shake the salt habit without feeling deprived.

- **Limit** processed foods, which are usually high in sodium. Eat more fruits, vegetables and other low-sodium foods instead.
- **Drain** and rinse canned vegetables before preparing them. They'll keep a little of their salty flavor, but you'll rinse away about a third of the sodium, according to the USDA.
- **Try** packaged foods labeled as low sodium.
- **Season** vegetables, poultry and fish with lemon juice rather than salt.
- **Try** cooking with salt-free seasonings, such as vinegar and herbs.
- **Prepare** plain brown or white rice instead of flavored rice mixes. Flavor with herbs or olive oil.
- **Snack** on "lightly salted" popcorn and pretzels and "no-salt-added" peanuts.

FITNESS CENTER
BY GRETCHEN LEECH



Open 7 Days a Week

Hours of Operation:

Monday - Thursday 4:30 a.m. - 8:30 p.m.
Friday - Sunday 4:30 a.m. - 7:00 p.m.



The 16th Annual Susan G. Komen Race for the Cure

Saturday, October 17

If you are participating in the race please be at the PVCC clubhouse at 7:00 a.m.

We will be leaving no later than 7:15.

Everyone is welcome to join us for brunch after the race in the Lounge!

Brunch will be served from 9:00 - 11:00 a.m.
\$10.95 per person

Brunch Menu:

Eggs Benedict	French Toast
Quiche Lorraine	Roast Pork Loin
Skillet Potatoes	Fresh Fruit

Please make reservations with the Club's receptionist.
501-225-5622 or receptionist@pvcc.cc

Lower Your Breast Cancer Risk

Certain risk factors for breast cancer are beyond a woman's control. For example, family history and aging. Fortunately, researchers are finding that certain lifestyle choices may lower risk:

- ❖ **Cut the fat.** Countries with high-fat diets have the highest rates of breast cancer. Choose foods high in fiber, such as beans, bran, whole grains, fruits and vegetables such as cabbage, brussel sprouts and broccoli.
- ❖ **Stay active.** Research suggests that exercise helps prevent breast cancer. One study found that women who exercised at least four hours a week cut their breast cancer risk by 60%, while those who worked out 1-3 hours a week reduced their risk by 30%.
- ❖ **Limit alcohol you drink.** More than 40 studies have linked heavy alcohol use to an increased risk of breast cancer.
- ❖ **Keep screening.** Do monthly self-exams and see your health care provider regularly. Ask about having mammograms – when to start and how often to have one.

Flu Shots

Seasonal flu shots will be October 21 from 10:30 - 11:30.

Please sign-up for these so we know how many shots to purchase.
501-975-3230 or gretchenleech@pvcc.cc

2009 Board of Governors:

John Fowler, President
Lewis May, Vice-President
Jeff Hankins, Secretary
Steve Humphries, Treasurer
Gary Adams, Ex-Officio
Danny Burlison
Terral Gammill
Gary Garrett
Jerry Hyde
James Jett
Joe Mowery
Richard Poole
Robert Young

Upstairs Main Dining Room and Lounge Hours:

Lunch: Wednesday – Friday 11:00 a.m. – 2:00 p.m.

Dinner: Thursday 6:00 – 9:00 p.m.
(Lounge opens at 5:30 p.m.)

Friday – Saturday 6:00 – 9:30 p.m.
(Lounge opens at 5:30 p.m.)

Sunday Brunch in the Lounge:
Every Sunday 10:30 a.m. – 2:00 p.m.

Downstairs Dining Hours:

Tuesday – Friday 11:00 a.m. – 9:00 p.m.

Saturday – Sunday 8:00 a.m. – 9:00 p.m.

PVCC Staff and Administration:

Gary Proud, General Manager 975-3223
garyproud@pvcc.cc
Andy Coulter, Controller 975-3224
andycoulter@pvcc.cc
Candy Rhoades, Member Relations 975-3208
candyrhoades@pvcc.cc
Dennis Bell, Executive Chef 225-8055
dennisbell@pvcc.cc
Krystal Harris, Event Coordinator 225-5622
krystalharris@pvcc.cc
Rachael Wright, Asst. Event Coord. 225-5622
krystalharris@pvcc.cc
Ray Jones, Food & Beverage Director/
Clubhouse Manager 975-3209
or 804-1035
rayjones@pvcc.cc

Rick Robertson, Marketing Director 975-3251
rickrobertson@pvcc.cc
Chris Mayes, Head Golf Professional 225-2234
chrismayes@pvcc.cc
Don Armbrust, Golf Course Superint. 225-5243
donarmbrust@pvcc.cc
Chip Stearns, Tennis Professional 225-2252
chipstearns@hotmail.com
Gretchen Leech, Fitness Director 975-3230
gretchenleech@pvcc.cc
Reservations 225-5622
receptionist@pvcc.cc or
reservations@pvcc.cc

Important Direct Numbers:

Clubhouse 225-5622
Fax 975-3297 or 225-5625
Golf Course Maintenance 225-5243
Golf Shop 225-2234
Tennis Shop 225-2252
Fitness Center 975-3230
Babysitting Room 975-3231
Pool Grill 975-3232
Half-Way House 975-3298

Important Direct Numbers:

Mixed Foursome 975-3287
Men's Grill 975-3280
Men's Grill Hotline 225-7775
Men's Locker Room 975-3284
or 975-3285
Shoe Shine Station 975-3286
Blue Room/Ladies Lounge 975-3290
Clubhouse Foyer 975-3260
Upstairs Lounge 975-3261

To view your statement any time: **WWW.PVCC.CC**