



Catta Talk

CATTA VERDERA COUNTRY CLUB

JANUARY 2017

Winter Wine Series

Friday, January 13th

Winter Wine Series from 6:00 pm to 8:00 pm in Quixote's with the winery 24 Brix pouring the wines. This event is free to all members and their guests.



Family Dinner Night

Thursday, January 26th

Join us for the "All-you-can-eat" Family Dinner Night from 5:30 pm to 8:30 pm! This is Chef Keelan's famous Prime Rib with all the fixings for \$24.99 per person.



Reservations are not required, so just show up and enjoy dinner with family and friends.

Martin Luther King Jr Day

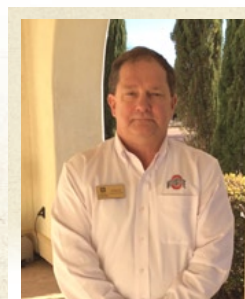
Monday, January 16th

Martin Luther King Jr Day is coming up and the club will be open. Take some time off work and have some fun on the course. Make you tee times early!

Valentine's Day Couples Tournament

Sunday, February 12th

Don't forget to sign-up for the Valentine's Day Couples tournament, scheduled for Sunday, February 12th, the cost for this event is \$30/ couple, format will be couples shamble. This is going to be a great kick-off event for 2017.



Jim Braden
Director of Food & Beverage

Frank Family Wine Dinner

Friday, February 3rd
Dinner ~ 7:00pm



Join us for the Frank Family Wine Dinner at 7:00pm on February 3rd. This will be a five course dinner each paired with a different varietal. Reservations are required and can be made at 645-6721 or at jbraden@cattaverdera.com.



Valentine's Day at Catta Verdera

Tuesday, February 14th

5:30 pm to 8:30 pm

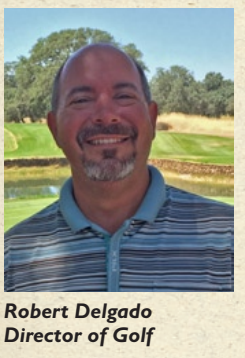
Reservations Required

Treat your sweetheart to an elegant and romantic dinner at the club this Valentine's Day. Chef Keelan will design a fabulous 5 course menu that will offer different selections for each. Further details and full menu coming soon. Seating is limited and this event always sells out so make your reservations early for this romantic evening with your special valentine! Reservations are required and can be made at 645-6721 or at jbraden@cattaverdera.com





Catta Chatter



Robert Delgado
Director of Golf

FROM THE DIRECTOR OF GOLF

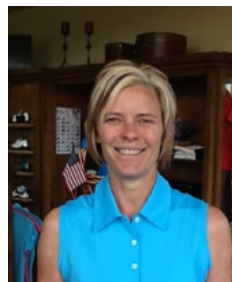
Hello 2017!

We hope you had a great Holiday and New Year. We are excited about 2017, Ram and his team have done some great things to the course. Most notably the 3rd tee rebuild, he was able to increase the usable surface and make it bigger. He also cleared the berry bushes and trimmed some sickly trees on hole #5 that really helped the beauty of the hole. New this year is a tournament communication strategy. Some key improvements are: upcoming tournaments will be posted at least 1 month in advance, flyers will be posted in the men's and ladies locker room, as well as, Quixote's, a 1 month calendar will be posted in each cart. The tournament flyers will have all pertinent information. These improvements will help inform the membership and should increase participation. Please stop by the club and see the new merchandise that is coming in on a daily basis. We have Nike, Travis Mathew, Daily Sport, Greg Norman, Foot-Joy, Straightdown, Nike San Soleil and many other top brand apparel companies. We are going to be starting free clinics twice a month in March; these clinics will focus on the fundamentals of the mental and physical game. In order to keep the tee sheet clear and utilize the course for all members, please remember these helpful tips, only make tee times when you are sure you are going to play, when making multiple tee times be sure to list all players, always check in with the golf shop when you arrive at the course rather than going to the tee. For the groups who play, if you make multiple tee times and end up with more players we may not be able to accommodate all players. It is not equitable to those who make tee times and then have to wait because a group has too many players and need to add a tee time. These hints will make it more efficient and will allow the golf shop staff to accurately account for all players on the golf course.

Let's make 2017 the best ever.

See you at the club,

Robert



Tiffanie Blaylock
Golf Merchandiser

Golf Shop New Year Clearance

I hope everyone had a very happy Holiday Season!! January will be the time we will be cleaning up the inventory in the golf shop. Be on the lookout for some great deals that will be too hard to pass up! We are making room for the Spring 2017 apparel. As always if you have any suggestions on items you would like to see in the golf shop please feel free to share with us!

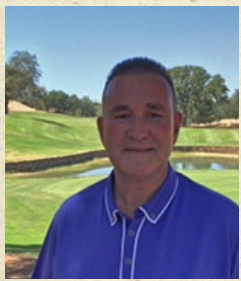
While supplies last, take advantage of a special on Titleist ProV's for only \$39.99 a dozen!



Reminder:

In order to play in a Club event, you must have an established handicap. Now is a great time to sign up so you are ready for the first events of the year. See the Golf Shop for details.





Curtis Landa
Membership Director

FROM THE MEMBERSHIP DIRECTOR

Tee it Hi and Let it FLY into 2017

Catta Verdera Management & the support of the Advisory Board have approved Members only on Friday, Saturday, & Sundays effective January 1st 2017. Starting with the opening of the new member's restaurant/bar/lounge, patio area, fire pits, has added a spectacular addition. It has become truly an enjoyable place to dine, enjoy a drink with family & friends.

Catta Verdera becoming members only on Friday, Saturday, & Sundays has been received with overwhelming support and shows management's commitment to improve the member experience.

Catta Verdera features a championship golf course, extraordinary practice facility, and a vibrant club life is joined by an active family friendly social calendar.

Start of the Year Membership offering

- ◆ Golf Non-refundable- \$5,000 initiation and 6 guest passes.
- ◆ Corporate-Variable initiation fee depending on group number and 6 guest passes.
- ◆ Young Executive- 18-30 years of age initiation fee waived, no F&B minimum
- ◆ Golf Refundable- \$10,000 initiation and 12 guest passes.
- ◆ Social- \$1,000 initiation fee

Catta Verdera and our entire staff would like to welcome the following new members.

Craig & Lisa Fioresi ~ Golf
Larry & Renee Rhodes ~ Golf
Chris & Lisa Krajewski ~ Golf

I would like to thank Phil Banegas and Mark Savickas for sponsoring a new member.

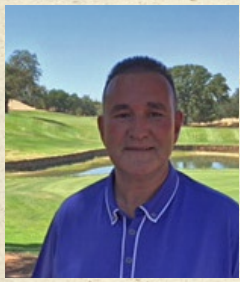
If you know of a potential new member interested in Catta Verdera and looking to sponsor a new member either golf or social there are a couple different ways to do so.

- ◆ Contact me at 916-645-6734 or email clanda@cattaverdera.com and provide me with their information.
- ◆ Have the potential member contact me directly and have them let me know who their sponsoring is during the initial process not afterwards please.
- ◆ Personally introduce the member prospect to me when you bring them out as a guest.

Curtis Landa
Membership Sales and Tournament Director
(916) 645-6734 ~ clanda@cattaverdera.com



FROM THE MEMBERSHIP DIRECTOR



Curtis Landa
Membership Director

Social Members

In the past I have mailed certificates for your quarterly golf privileges; “Social Members receive golf course privileges for a maximum of one accompanied foursome, once per calendar quarter at the Golf Member guest rate for each golfer and during times other than before 1:00pm on Saturday & Sundays”. Going forward 2017 I will no longer be mailing out these certificates due to majority being lost, misplaced, or left at home. The new process will be very easy for everyone. You’ll be able to make your tee time 5 days in advance by calling the golf directly, the golf shop will have a list of all social members and the staff will log the day you golfed and will require your initials next to your name, number, and date. If you have any questions or concerns please call the golf shop or myself directly.

Catta Verdera is still offering an exciting opportunity to all of our members. Palmer Advantage The Ultimate Club Network, visit the Club’s website to upgrade today or contact me and I’ll be happy to explain all the amazing benefits, cart fee only golf at hundreds of resorts, public golf courses, and private clubs in the U.S. the program has to offer.

I hope each and every one of you enjoyed the holidays with Family & friends and are looking forward to 2017...

Curtis Landa

Catta Verdera Ski Club

As we are seeing by the weather reports, there is lots of snow already building up in the Mountains. It’s time to start planning for our winter days (and nights) in Tahoe. The CVCC Ski Club is new this year and is a great opportunity to enjoy the slopes with other members. No need to be intimidated, all abilities are welcome. Winter sports equipment and technology have improved immensely over the past years/decades. If you enjoyed winter sports before, you will love it today. Novice to Expert to Professional; ALL are welcome



- ◆ Club Introduction: Bill Brown & Darren Horning
- ◆ Club Goals: FUN! (No competitions; just friends enjoying time together in the mountains)
- ◆ Equipment: Technology Updates; Buy vs. Rent vs. Borrow vs. Steal
- ◆ Pre-Season Fitness Review (Skiing is a little more physically taxing than riding a golf cart)
- ◆ Snow Dance: “Pray for Snow”

We plan to schedule regular “day trips” to Tahoe, and hopefully a few overnight adventures as well.

If you didn’t attend the meeting on November 16th, please send a note to either Bill or Darren so we can add you to the list. Darren Horning: Darren@galaconstruction.com or Cell/Text 916-719-5903 Bill Brown: brownbill@sbcglobal.net or Cell/Text 530-412-0382

It’s going to be a great winter...and a great winter for Skiing!



Catta Verdera Women Golfers

Happy New Year to all and we hope you have enjoyed the festive season!

Thursday Play Dates

In 2017 our focus will be on encouraging increased participation.

What is the purpose for Thursday Play Dates?

- ◆ No Pressure
- ◆ Flexible Formats
- ◆ Beginners Welcome
- ◆ Periodic Clinics
- ◆ Meet New People
- ◆ Have Fun!!

We welcome several new members and beginner golfers to our women's club this year. In this regard, and since January is the coldest month, we have a few upcoming changes to our scheduled games.

January Scheduled Games

Thursday 9:00 am starting times:

January 12: Stroke Play

January 19: Par Points

January 26: Stroke Play

This schedule will help us thrive and ease back into our golf rhythm that we can ALL enjoy!

Call the Golf Shop by noon on Wednesday to sign up. Weather permitting, we hope to see you all out on the course!

Cheri Gandy & Beth Hoblit
Tournament Chairs

“Do your best, one shot at a time and then move on. Remember that golf is just a game.” ~Nancy Lopez



The Amateur Golf World Cup

The Race to Spain

Last year's Amateur Golf World Cup sent two U.S. private club Members to compete in the World Cup Finals on the island of New Caledonia. This year is bigger and better with more competition, and an incredible golf resort in Cadiz, Spain hosting this year's final tournament.

"I've done a lot of fun things in my life, and this ranks high on the list."

THIS COULD BE YOU!

"Wow - The Amateur Golf World Cup was a very special and unique event in my many experiences as a golfer. Meeting people from all over the world and playing in a competitive (and fun!) tournament on a first class golf course are things I will always treasure." - Sarah Kayson, winner from Mira Vista



It is FREE to compete - try as many times as you want! See your Golf Pro for more details.

You must be a Palmer Advantage Member to compete. Not a Member? Upgrade today!

- ◆ Check in with the Pro Shop before any normal round of golf to compete.
- ◆ Compete in the "Under 15" or "15 & Over" handicap divisions.
- ◆ The winner from each division at your club will be awarded a 4-night resort stay prize.
- ◆ They will also be entered into the national scorecard draw for the opportunity to play on the U.S. Team.

A final two-person team (one per handicap division) will be selected from all Local Qualifiers to play on the U.S. team against over 15 other countries at the Iberostar Golf Resort in Cadiz, Spain. You'll enjoy airfare, luxurious accommodations for 5 nights, national team gear, a VIP reception gala, and much more!



IBEROSTAR
HOTELS & RESORTS



The Amateur Golf World Cup Host: Iberostar Novo Sancti Petri Golf Resort in Cadiz, Spain

[Click to learn more about the Amateur Golf World Cup final tournament.](#)



Ramiro Sena
Course Superintendent

Superintendent's Update

Happy New year to all our great members, their family and friends. We appreciate your ongoing support year after year. We are committed to providing you with good playing conditions and always looking for improvements on the golf course.

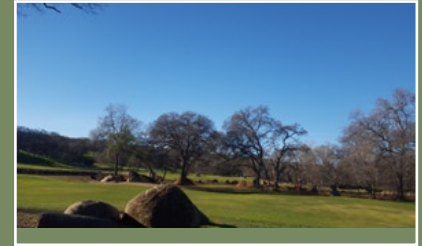
You have noticed some areas we are cleaning up to improving the areas aesthetically. Also, this helps to improve the air flow and helps to increase the photosynthesis to these very weak areas.

The Turf Care staff has been working very hard on bringing back to its original looks by the ponds on the turn. This area between nine and ten is going to make a great improvement overall. We are very excited to making great improvements for you to enjoy.

Also, as the Winter condition bring us rain and heavy frosts we ask that you pay close attention to the late play start and of course strictly enforce Athens 90 degree rule. We want you to drive on the turf, but be caution as the turf is not rooted due to excessive moisture.

Once again, thank you for your ongoing support.

~Your Golf Course Superintendent and Turf Care Team



Calendar at a Glance - Club Events January 2017

SUN	MON	TUE	WED	THU	FRI	SAT
				Ladies Day	Winter Wine Series 24 Brix	
	Martin Luther King Jr Day Club Open	Club Closed		Ladies Day		
				Family Dinner Night Ladies Day		

Coming in January...

Thursday, February 2nd
Ladies Day

Friday, February 3rd
Frank Family Wine Dinner

Sunday February 12th
**Valentine's Day Couples
Tournament**

Tuesday, February 14th
Valentine's Day Dinner

Thursday, February 16th
Ladies Day

Thursday, February 23rd
Family Dinner Night

Thursday, February 23rd
Ladies Day

CLUB STAFF

- Jeff Wilson x226**
General Manager
- Ram Sena x215**
Golf Course Superintendent
- Robert Delgado x202**
Director of Golf
- Jim Braden x205**
Director of Food & Beverage
- Keelan Glenn x207**
Executive Chef
- Yanti Jensen x206**
Controller
- Tiffanie Blaylock x221**
Merchandise & Ladies Liasion
- Curtis Landa x213**
Membership Director/Tournament Sales

PHONE NUMBERS

- Clubhouse** 916.645.7200
- Fax** 916.645.6729
- Membership** 916.645.6745
- Events** 916.645.6722
- Quixote's** 916.645.6742

HOURS OF OPERATION

Administrative Office
Tuesday through Friday
8:30 am - 4:30 pm

Golf Shop
Tuesday through Sunday
6:00 am - 7:00 pm
First Tee Time: 7:00 am

Range Hours
Tuesday through Sunday
6:30 am - 7:00 pm

Stables Grill
Tuesday through Sunday
8:00 am - 5:00 pm

Quixote's Members' Lounge
Tuesday 11:00 am - 6:00 pm
Wed & Thu 11:00 am - 9:00 pm
Fri & Sat 11:00 am - 10:00 pm
Sunday 9:00 am - 8:00 pm



**CATTA
VERDERA**
COUNTRY CLUB

Where everyone wants to be.