

# *around the bend*

## **WELCOME 2017**

INTRODUCING ALL NEW  
MEMBER EVENTS AND  
ENTERTAINMENT!

## **A CHAT WITH OUR GENERAL MANAGER**

GM JACQUELINE WELCH  
DISHES ON NEW PROGRAMS  
AND HOPES FOR 2017

## **NEW TO HBCC?**

JOIN US FOR A NEW  
MEMBER RECEPTION ON  
JANUARY 25TH



**CURRENT HOURS OF  
OPERATION**



**MAIN CLUBHOUSE**

**Tuesday, Thursday, Sunday**  
**8:00am to 8:00pm**  
**Wednesday, Friday, Saturday**  
**8:00am to 9:00pm**  
**Monday**  
**Clubhouse & Course Closed**

**TENNIS & SWIM  
CLUBHOUSE**

**Monday through Thursday**  
**9:00am to 7:00pm**  
**Friday**  
**9:00am to 9:30pm**  
**Saturday, Sunday**  
**9:00am to 6:00pm**

**GOLF OPERATIONS**

**Golf Shop & Driving Range**  
**8:00am to 5:00pm**  
**Tee Times**  
**8:30am to 5:00pm**  
**Far Turn**  
**10:00am to 4:00pm**

**GRANDSTAND TAVERN**

**Tuesday**  
**11:00am to 6:00pm**  
**Wednesday, Friday, Saturday**  
**11:00am to 9:00pm**  
**Thursday, Sunday**  
**11:00am to 8:00pm**

**VANTAGE POINT BAR**

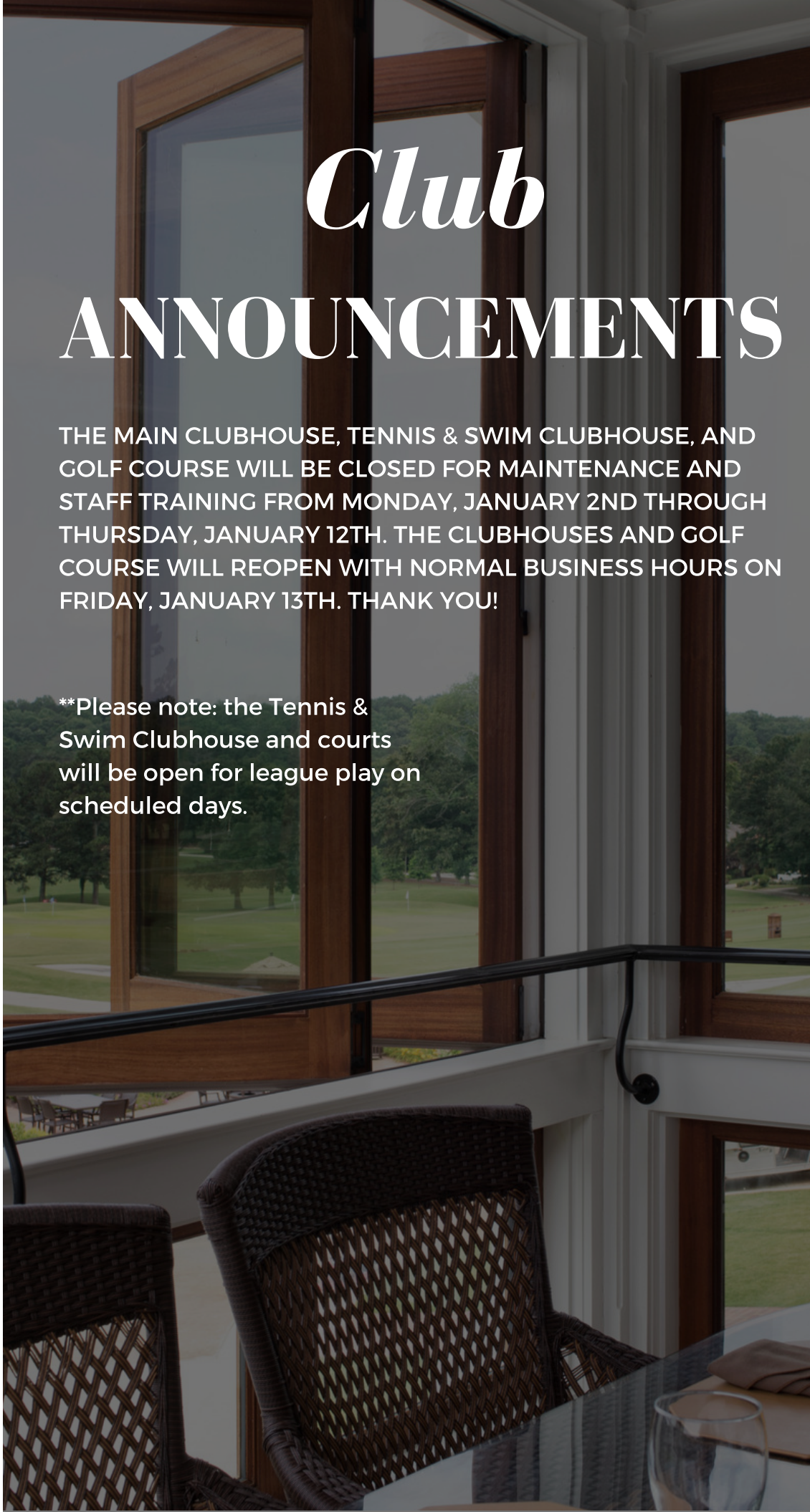
**Friday Night Social**  
**5:00pm to 9:30pm**  
**Additional hours for ALTA**

*Club*

**ANNOUNCEMENTS**

THE MAIN CLUBHOUSE, TENNIS & SWIM CLUBHOUSE, AND GOLF COURSE WILL BE CLOSED FOR MAINTENANCE AND STAFF TRAINING FROM MONDAY, JANUARY 2ND THROUGH THURSDAY, JANUARY 12TH. THE CLUBHOUSES AND GOLF COURSE WILL REOPEN WITH NORMAL BUSINESS HOURS ON FRIDAY, JANUARY 13TH. THANK YOU!

**\*\*Please note: the Tennis & Swim Clubhouse and courts will be open for league play on scheduled days.**



# Monthly FEATURES

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## STAFF LISTING

**JACQUELINE WELCH**  
General Manager

**ALAN PICKELL**  
Head Golf Professional

**SAM WELCH**  
Director of Agronomy

**BLAKE HOLLAND**  
Course Superintendent

**LUKE BURDEN**  
Director of Athletics

**TOM COSTELLO**  
Executive Chef

**EMILY CHRISTENSEN**  
Events Manager

**CHRISTINE LASPISA**  
Membership & Marketing  
Manager

**LYNN MOSS**  
Accounting

**CASIE FRINK**  
Administrative Assistant



2100 STEELPLECHASE LANE  
ROSWELL, GEORGIA 30076

# NEW YEAR, REFRESHED VISION: RESOLUTIONS FOR HBCC IN 2017

AN INTERVIEW WITH GENERAL MANAGER  
JACQUELINE WELCH

It all begins on New Year's Eve...wearing black slacks, a sleek blouse, and sparkling stilettos, General Manager Jacqueline Welch stands in the Grandstand Kitchen placing black napkins and dinner rolls in baskets. Ready to help guide her team through another successful New Year celebration, she calls out the number of plates for each table "Four! Twelve! Eight!", wipes the edges with a cloth, and sends the servers on their way. Before she knows it...five, four, three, two, one...HAPPY NEW YEAR! Welcome 2017!

On any given day, Jacqueline can be found getting her "hands dirty" helping out in the kitchen or dining room, reviewing new event ideas, or just chatting with members about the goings-on around the Bend. With the face of HBCC changing over the last few years and we welcome many more families, I caught up with Jacqueline to discover exactly what she has in mind for our Club's 2017 resolutions!

**There has been quite a bit of change at Horseshoe Bend CC over the last (almost) six years! What is your biggest goal for HBCC in 2017?**

J: First and foremost, with the great team we have in place, my main goal for the Club this year is to provide first class events and dining. We are working on re-focusing and creating the right atmosphere of upscale, but still comfortable and family-friendly. Every single member experience should be an image of excellence, and during our two week closure, we're focused on training and detail-oriented maintenance to ensure we start in the right foot.

Refreshing HBCC's Club events is another goal of mine and the management team's. We all want to ensure we are providing events members are excited to attend and actively participate in, both as individuals and as families. 2017 is going to be about continued growth, polishing our programs, and consistently gathering active member feedback.



## NEW YEAR, REFRESHED VISION

"We want to provide our members with first class dining and events excellence."

Jacqueline Welch  
General Manager, Horseshoe Bend CC

There are so many new programs and events planned for the coming year! Which one are you most excited for?

J: By far, I am most excited for our Live at the Bend music series and Trivia Nights! We want to grow our tradition on Thursday Family Theme Nights of creating a unique atmosphere - inclusive to all, family-friendly, and FUN! It's what HBCC is all about.

Our Club has so many wonderful traditions in place. Which event would be your top recommendation for new members and their families?

J: One of my favorite traditions which I hope grows in 2017 is our Gingerbread House Decorating Party held each year in early December. It is always such a fun way to get into the holiday spirit and spend quality time with family and friends.

You are a unique manager in the sense of being very "hands on" and visible to members and staff. Where can we expect to find you most this year?

J: I plan to spend most of my time in the Food & Beverage department, continuing to grow it into a vision of excellence. You may also find me at the Tennis & Swim Clubhouse as well! We are planning to enhance tennis and youth programs throughout the year.

## EVENTS AND ENTERTAINMENT

# SAVE THE DATES

Emily Christensen

Events Manager, Horseshoe Bend CC

## SIP AND STROKE PAINTING CLASS JANUARY 18TH

Let out your inner van Gogh, Renoir, or Picasso in this fun, relaxed atmosphere while you further develop your creativity and skills! Join us on Wednesday, January 18th in the Terrace from 6:30pm to 9pm for our Sip and Stroke Painting Class. Our instructor, Karen Boyd of Masterpiece Mixers in Roswell, will demonstrate and teach as you create your own original art on canvas while enjoying a glass of wine paired with cheese and fresh fruit, on the house! The cost is \$45 per person, including all materials. Additional drinks and a la carte dinner will be available by signature. Reservations are required as seats are limited, so reserve your place today!

Reservations can be made through the member portal of the website. Cancellations after January 15th will be charged.



## TRIVIA ON THE TERRACE JANUARY 19TH

Are you one of those people who remembers unusual facts? Are you a history or Hollywood buff? Do you know your sports stats inside and out? Then you'll love our all new Trivia Nights on the Grandstand Terrace! Join us on the third Thursday of each month beginning January 19th for Family Theme Night and Trivia. Dinner will be available from 5:00pm to 8:00pm, and Trivia from 5:30pm to 7:30pm. There is no additional cost to play. Reservations are recommended and can be made through the member portal of the website or by calling the Main Clubhouse at 770-992-2310.



## LIVE AT THE BEND! JANUARY 21ST

Horseshoe Bend CC's New Year's Resolution... more live music! The Grandstand Tavern will feature the musical talents of various local artists on the first Friday and third Saturday of each month. Acoustic artist, Tim Ussery, will kick-off our Live at the Bend series on Saturday, January 21st at 6:00pm. Reservations are highly recommended and can be made through the member portal or by calling the Main Clubhouse at 770-992-2310.

## EVENTS AND ENTERTAINMENT

### NEW MEMBER WELCOME RECEPTION JANUARY 25TH

We welcome all New Members to join us for a Welcome Reception on Wednesday, January 25th from 6:00pm to 8:00pm in the Grandstand Terrace. Mingle with other new members over light hors d'oeuvres and a glass of wine or draft beer while we give a short presentation showing all your Club has to offer and how to get involved. Members of management will be present to answer any questions you may have. There is no cost for this event, however reservations are requested. Please make your reservations through the member portal of the website or call the Membership Manager, Christine Laspisa at 770-992-2310 ext. 105.

### CHEF'S TABLE JANUARY 26TH

Prepare for a scrumptious meal created before your very eyes inside the heart of the Grandstand Kitchen! Chef Tom will feature the finest offerings of winter on Thursday, January 26th from 6:00pm to 9:00pm. Enjoy comforting flavors paired with amazing wines that are sure to delight your palate while interacting with the Chef as he cooks. Reservations are required as seats are limited, and cancellations after January 22nd will be charged. The price for this event is \$39.95 per person, and wine pairing is \$21.95. Reservations can be made through the member portal of the website or by calling the Club at 770-992-2310.

### TEXAS HOLD 'EM RETURNS TO HBCC! TOURNAMENT ROUND 1 FEBRUARY 8TH



Join your poker pals on Wednesday, February 8th for the first round of this wildly popular member tournament! The second qualifying round will follow on Wednesday, February 22nd with the Championship Round on Wednesday, March 8th. Tournament time is 7:00pm sharp, and cash buy-in for each round is \$20 per person. The Championship winner will be the proud owner of the coveted Horse Trophy and receive an invitation to the HBCC Champions Dinner. Three winners plus two wildcards from each round will advance to the Championship, and everyone has a chance to win! Mark your calendars and save those dates! Reservations are required and can be made through the member portal on the website or by calling the Club at 770-992-2310.





## FOOD & BEVERAGE FEATURES

# WHAT'S COOKIN'?

Tom Costello  
Executive Chef, Horseshoe Bend CC

It's a new year, and that means all new flavors and fun at HBCC! Join Chef Tom and his culinary team in the Grandstand Tavern for an all new menu beginning January 13th. In addition to wonderful new a la carte options, we have even more in store with entertainment and special dining events. Be sure to mark your calendars and see you there!

## RESERVATION REQUEST PROCEDURE

In an effort to provide all members with the best possible dining experiences, we wish to remind you of the importance of reservations. While reservations for many events and dining are not required, we highly recommend them as it ensures an exceptional experience every time and provides great assistance in the planning and staffing required for each event. If you have any difficulties creating a reservation through the member portal, or if you have any questions, please call the Clubhouse at 770-992-2310.



## FOOD &amp; BEVERAGE FEATURES

# SPRING PROGRAMS

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**LUNCH ON THE GRANDSTAND TERRACE:**

Tuesday - Sunday from 11:00am - 3:00pm, Lunch including our a la carte menu and pizza menu

**DINNER IN THE GRANDSTAND TAVERN:**

Tuesday from 3:00pm - 6:00pm, Bar and pizza menu will be available in the Grandstand Tavern Bar.

Wednesday from 5:00pm - 9:00pm, a la carte dinner menu and pizza menu will be available; complimentary beer tastings from 6:00pm - 7:00pm

Thursday from 5:00pm - 8:00pm, Family Theme Night with Rotating Themes including Wok This Way (Asian), Taste of Italy (Pasta), North Georgia BBQ, and Burger Blitz! Pizza menu will also be available; complimentary wine tastings from 6:00pm - 7:00pm

Friday and Saturday from 5:00pm - 9:00pm, a la carte dinner menu and pizza menu will be available

Sunday from 3:00pm - 8:00pm, Bar and pizza menu will be available in the Grandstand Tavern Bar.

**JOCKEY ROOM:**

Tuesday - Sunday from 12:00pm - 6:00pm, Lunch a la carte menu, pizza menu, and bar menu available.

\*Extended Wednesday night hours.

**VANTAGE POINT BAR:**

Tuesday, Thursday, Saturday, and Sunday, Tennis Buffet and Vantage Point Bar open during Tennis League matches.

Friday from 5:00pm - 9:30pm, Friday Night Tennis Social; pizza menu available.



## A LITTLE BIRDIE TOLD ME...

# INSIDE THE GOLF SHOP

Alan Pickell, PGA

Head Golf Professional, Horseshoe Bend CC

Horseshoe Bend CC Golf Members,

Welcome to 2017! This month, we're talking about how to handle the winter cold. The number one most important factor is proper clothing. The second most important piece is which golf ball you decide to play.

When it comes to playing golf in frigid temps, it is all about layering. I see people continually wearing cotton or wool clothing as their main layering piece. This is a big NO NO when it comes to playing golf in the cold temperatures!



Adidas makes a great Climaheat material to wear as your base layer to help keep body heat from escaping. For your outer layering piece, it is recommended to wear a wind or rain protectant jacket. These jackets will really help keep you warm when the wind is over 10 mph.

We are lucky enough to live in a climate where golf is playable year-round. However as any player will tell you, there are also challenges! My favorite subject when it comes to talking about cold weather is "which golf ball should I play?" I have heard this question year after year working in the golf business. My answer maybe more surprising than you think!

## THE FACTS OF WINTER PLAY:

- The optimum temperature to hit a golf is between 70-90 degrees Fahrenheit. (The average temperature in Atlanta during the winter is 50 degrees for a high.)
- The golf ball will travel 2-3 yards shorter for every 10 degrees dropped in temperature.
- The lower the compression ball the easier it is to compress in the frigid cold.

Now that we have the facts down, let's look at some different golf ball options!

### #1 - NXT TOUR S \$36/DOZ

My #1 ball for the cold weather is Titleist's NXT Tour S. This ball is a lower compression golf ball that reacts well around the green. This ball is just one step down from the Pro V1.



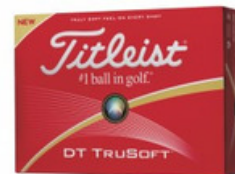
### #2 - CALLAWAY SUPERSOFT AVAILABLE IN 2017

My #2 pick for cold weather is Callaway Supersoft golf balls. This ball is one of the lowest compression golf balls on the market. It is rated at a 39



compression and will be available in the HBCC Golf Shop in 2017.

### #3 - DT TRUSOFT \$24/DOZ



My #3 ball is Titleist's DT Trusoft. This is the lowest compression ball Titleist has ever released at 50 compression and has relatively low spin off the tee.

In summary, it is very important to your game not only wear proper layers, but to play the correct ball. As a general rule, the lower the temperature, the lower the compression ball you should play. We hope to see you in the Golf Shop soon!

Hit 'em straight! ~ Alan Pickell, PGA

## A LITTLE BIRDIE TOLD ME...

### THREE CLUB CHALLENGE

#### JANUARY 14TH

Are you up for a new challenge and a different yet fun round of golf this Winter?!? Before teeing it up, pick just three clubs from your bag, and your putter does count. To help you score low, each green will feature three hole locations. Meet in the Terrace following play, for Chef's wintertime offerings to help everyone warm up, while the Pros tally the scores. This is an individual game, and the cost is \$40 per player. Shotgun start is 10:00am, unless the weather deems otherwise.

To register, please [Click Here](#).



### GOLF SHOP AND DRIVING RANGE

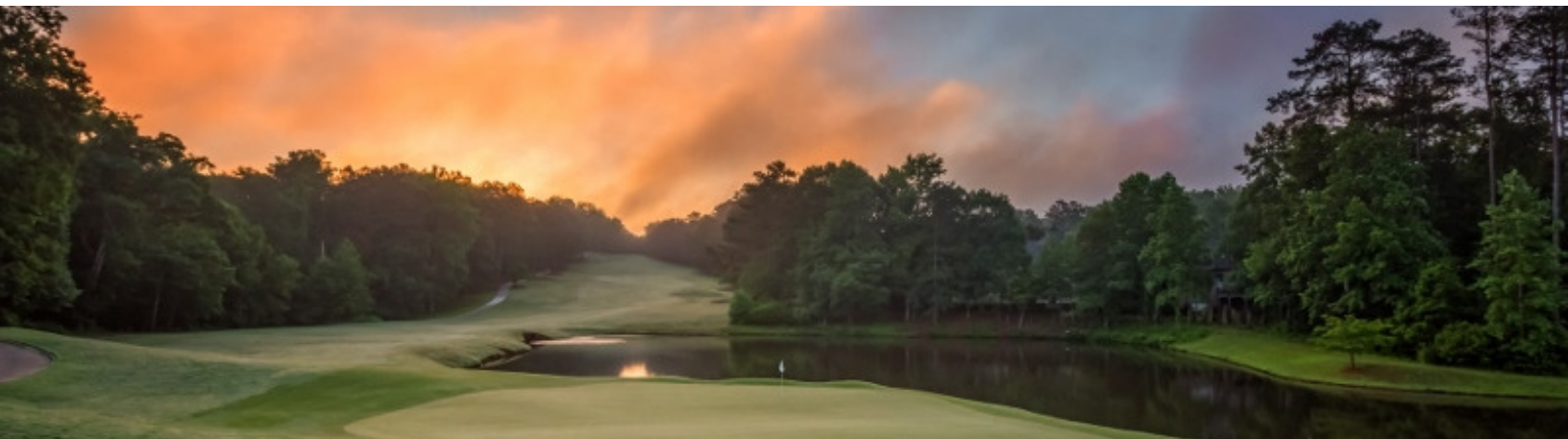
#### WINTER HOURS

- Golf Shop: 8:00am – 5:00pm
- Tee Times: 8:30am – 5:00pm
- Driving Range: 8:00am- 5:00pm
- Far Turn: 10:00am- 4:00pm
- Direct Phone: 770-992-1818

### WINTER HOLE LOCATIONS

During the winter while bermudagrass greens are dormant, as hole locations are changed, the turf plug that is moved from the new hole to the old will not grow in. Using our normal, daily method for changing cups during the winter would lead to many old hole plugs throughout the green creating an undesirable putting surface. As such, we use an alternate method in December, January, and February.

The Southeast Director of the USGA Green Section passed along a tip for managing hole locations that we have used at HBCC each winter since installing our Champion greens. This method was originated at Pinehurst on Course #1 and calls for the use of three pre-cut hole locations per green. Each hole is cut and a cup is inserted, and each green has one front, one middle, and one back location. At any given time one hole has the flag inserted and is the hole in play for that day, while the other two holes are covered with a green, recycled rubber plug. Three sets of hole locations can then be used on a rotation, and each set provides six front, six middle, and six back hole locations, which are marked in the Visage system as usual. The key to this system is based on the number of rounds and foot traffic around the hole, when the hole needs to be changed, we simply move the flagstick to the next location and cover the previous location with the rubber plug. Therefore, we will not create any new hole plugs throughout the winter, unless a hole needs to be moved due to excessive wear around the cup or damage to the hole.



## HBCC TENNIS NEWS

# GAME. SET. MATCH.

Luke Burden

Director of Athletics, Horseshoe Bend CC

## COURT USAGE JANUARY 3RD - 11TH

During this time, you will notice that we will be spending time agitating and resurfacing the clay courts. As the clay courts become available for play, they will be opened on the online court reservation sheet through the member portal. The hard courts will be available for play and can be booked as normal.

All programs will run as normal during this time. Additionally, the bathrooms at the back of the building at the top of the stairs will also be available. Thank you for your cooperation and patience.

## WINTER HOURS OF OPERATION

The hours of operation for the Tennis & Swim Clubhouse are as follows:

- Saturday and Sunday - 9:00am to 6:00pm
- Monday to Thursday - 9:00am to 7:00pm
- Friday - 9:00am to 9:30pm
- Direct Phone - 770-810-0972

## PARKING AND CHECK IN

As a reminder, all Members and Guests must park in the designated parking spots and check in at the front desk upon arrival. To help us keep the facility in the best possible condition, we ask that you please only enter and exit via the front lobby. Entering or exiting through the garden beds is not permitted. Thank you.

## WINTER PROGRAM SCHEDULE

Monday

4:00pm to 4:45pm - Little Stars (Rob)  
5:00pm to 6:00pm - Rising Stars (Rob)  
6:00pm to 7:00pm - 12/u Team Clinic (Rob)  
5:00pm to 7:00pm - Junior Academy (Enock)  
7:00pm to 8:00pm - Cardio Tennis (Enock)

Tuesday

12:00pm - 1:30pm - Adult Clinic (Rob)  
5:00pm to 6:30pm - Heavy Hitters (Rob)  
5:00pm to 7:00pm - Junior Academy (Enock)  
6:30pm to 8:00pm - Adult Clinic (Rob)

Wednesday

9:00am to 10:30am - Adult Clinic (Enock)  
4:00pm to 4:45pm - Little Stars (Rob)  
5:00pm to 6:00pm - Rising Stars (Rob)  
5:00pm to 7:00pm - Junior Academy (Enock)  
7:00pm to 8:30pm - 14/u Team Clinic (Rob)

Thursday

4:30pm to 6:00pm - Adult Clinic (Rob)  
5:00pm to 6:30pm - Heavy Hitters (Enock)

Friday

9:30am to 11:00am - Adult Clinic (Rob)  
12:30pm to 1:30pm - Cardio Tennis (Enock)  
4:00pm to 4:45pm - Little Stars (Rob)  
5:00pm to 6:00pm - Rising Stars (Rob)  
7:00pm to 10:00pm - Friday Night Tennis Social

# *New Member*

## *Welcome Reception*

Grandstand Terrace

Wednesday, January 25th 6pm - 8pm



Join us for complimentary cocktails and hors d'oeuvres, mingle with other new members, and learn more about Horseshoe Bend Country Club.

Reservations are requested through the member portal of the website or by calling our Membership Manager, Christine Laspisa at 770-992-2310 ext. 105



## YOUTH EVENTS & PROGRAMS

# KIDS KORNER

### BEST BIRTHDAY PARTY EVER!

Looking for a fun, adventurous location for your child's next birthday party?! The Horseshoe Bend CC Swim and Tennis facility is a great location for winter birthdays! The Swim and Tennis facility staff are sure to make it a hit for your child and their friends. For more information please contact Event Manager, Emily Christensen at [eharkins@horseshoebendcc.com](mailto:eharkins@horseshoebendcc.com).

### KIDS NIGHT OUT!

#### JANUARY 21ST

Kids Night Out will be held at the Tennis and Swim Clubhouse on Saturday, January 21st from 5pm-9pm. Lots of fun and activities are in store for kids ages 5-12 years old. Dinner will be provided. Reservations are a must for this popular event! Price per child is \$21.95. Reservations can be made through the member portal on the HBCC website. Cancellations after January 18th will be charged.

### COMING SOON!!

#### HBCC MUSTANGS SWIM TEAM & SUMMER ADVENTURE SPORTS CAMP REGISTRATION

Hey Mom and Dad! We know you are anticipating all the fun activities in store for your kids this summer (not to mention a little quiet time)! Keep an eye on the weekly e-blasts and HBCC app for updates on registration opening dates!

## SOCIAL MEDIA NEWS

# #SHARETHEFUN



Christine Laspisa  
Membership & Marketing Manager, Horseshoe Bend CC

Did you know that one of the best ways to keep up with all the exciting news at HBCC is through our social media? That's right! We tweet, 'gram, and make it "Facebook official" as it happens.

Follow Horseshoe Bend CC on all of your favorite social media sites, including Facebook, LinkedIn, Instagram, and Twitter! You can find us by searching Horseshoe Bend Country Club (Facebook, LinkedIn), @HorseshoeBendCC (Twitter), and Horseshoe\_Bend\_CC (Instagram).

By the way, have you downloaded our app yet? Grab it today free from the Apple iStore or Google Play Store! Search and install "Horseshoe Bend CC" for easy access to event and dining reservations, tee times, court reservations, and Club News.

Questions? Email me at [claspisa@horseshoebendcc.com](mailto:claspisa@horseshoebendcc.com)!



## WHAT'S NEW?

Here at HBCC, we are SO excited for 2017! All new and redesigned events and entertainment for families, couples, and anyone looking for a relaxed, fun social environment will be introduced, and the first place to find them will be on Facebook! Check out flyers for upcoming events like our Paint & Sip Painting Class coming up on January 18th, complete with links to the instructor and photos of examples! Keep up with registration information for Youth Programs such as HBCC Mustangs Swim Team or Summer Adventure Sports Camp. It's all there...at the click of a button or a swipe on the screen!



## TRIVIA NIGHT

THURSDAY  
JAN. 19TH



5:30 PM to  
7:30 PM

GRANDSTAND TERRACE

*Family Theme Night  
just got more fun!*



# JANUARY 2017

Sun

Mon

Tue

Wed

Thu

Fri

Sat

1

New Year's Day  
Club Closed

2

Club Closed

3

Club Closed

4

Club Closed

5

Club Closed

6

Club Closed

7

Club Closed  
ALTA Winter Play  
Begins

HAPPY NEW YEAR



8

Club Closed

9

Club Closed

10

Club Closed

11

Club Closed

12

Club Closed

13

Live at the Bend -  
Live Music in the  
Grandstand Tavern

14

Three Club Challenge



15

16

17

18

Sip & Stroke  
Painting Class

19

Theme Thursday:  
Taste of Italy

20

Trivia on the Terrace

21

Kids' Night Out

Live at the Bend -  
Live Music in the  
Grandstand Tavern



22

23

24

25

New Member  
Welcome Reception

26

Theme Thursday:  
Wok This Way

27

Chef's Table

28

Welcome



29











30

31



# FEBRUARY 2017

Sun      Mon      Tue      Wed      Thu      Fri      Sat

|   |    |   |                                      |   |   |   |
|---|----|---|--------------------------------------|---|---|---|
|   |    |   | 1                                    | 2   | 3   | 4   |
|   |    |   |                                      | Theme Thursday:<br>North Georgia BBQ  | Live at the Bend -<br>Live Music in the<br>Grandstand Tavern                          |   |
|   |    |   |                                      |   |    |   |
| 5   | 6  | 7   | 8                                    | 9   | 10  | 11  |
| Super Bowl Scramble   |    |   | Texas Hold 'Em<br>Tournament Round 1 | Theme Thursday:<br>Burger Blitz   |   | Champagne Dinner  |
|  |    |   |                                      |  |   |  |
| 12  | 13 | 14  | 15                                   | 16  | 17  | 18  |
|   |    | Valentine's Day   |                                      | Theme Thursday:<br>Taste of Italy   |   | Live at the Bend -<br>Live Music in the<br>Grandstand Tavern                          |
|   |    |   |                                      | Trivia on the Terrace   |   |   |
|   |    |  |                                      |   |  |  |
| 19  | 20 | 21  | 22                                   | 23  | 24  | 25  |
| ALTA Winter Play<br>Ends  |    |   | Texas Hold 'Em<br>Tournament Round 2 | Theme Thursday:<br>Wok This Way   |   | Kids' Night Out   |
|  |    |   |                                      |  |   |  |
| 26  | 27 | 28  |                                      |   |   |   |



*IT'S*  
*A*  
*LIFESTYLE*

2100 STEEPLECHASE LANE, ROSWELL GA 30076  
MAIN 770-992-2310 | TENNIS & SWIM 770-810-0972  
[WWW.HORSESHOEBENDCC.COM](http://WWW.HORSESHOEBENDCC.COM)