



# THE SCORECARD

THE MONTHLY NEWSLETTER OF OCEAN PINES GOLF & COUNTRY CLUB

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## FROM THE DIRECTOR OF GOLF JOHN MALINOWSKI



We've weathered the first (and hopefully last) winter storm of the year and the golf course is back in action. So far the winter has been fairly kind to Ocean Pines as evidenced by the unusual amount of play we've been enjoying. We truly are a year-round course!

Although we've seen more of you in the Golf

Shop than we quite often do, the overall slower play means we're able to focus on planning for the coming year. One of the areas we've been working on is, as I'm sure you're aware, membership growth.

On the surface, this seems like an unusual plan of attack given the buzz surrounding our need to increase nonmember, or "outside," play. However, a vibrant membership is still an essential part of the overall health of the Ocean Pines golf environment. An active group of members provides social opportunities and a sense of community in addition to contributing to the course's financial bottom line.

We realize that the golf course will always lose some members due to health, relocation and other issues. However, we also know that we have an opportunity to add new names to our membership roster and have already employed several strategies to help us in achieving that goal. These strategies include:

- Contacting former golf members
- Developing membership marketing materials
- Emailing Ocean Pines residents about memberships
- Introducing the new member walking policy

We will continue to think about ways to engage prospective members and hope you all will help us in this endeavor. I encourage you to reach out to your golfing friends who might have thought about membership but haven't yet taken the plunge. I think of you as our golf course "ambassadors" and hope that's a role you'll relish taking on.

I'm looking forward to seeing more and more of you as the weather improves, and am hoping to see a few new faces in the mix this year as well. In the meantime, let's all keep our fingers crossed for an early spring!

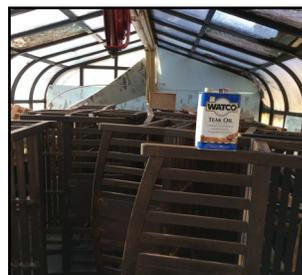
## FROM THE SUPERINTENDENT RUSTY MCLENDON

The slower winter months give the maintenance crew the opportunity to refurbish course supplies. We use a product called Vinyl Guard on the flag sticks and the bunker rakes.



We're also painting the tee markers and replacing any that have disappeared from the previous season.

Finally, we have brought in all of the benches throughout the course as well as all of the driving range accessories for refinishing.



### UPCOMING EVENTS



Join us for Happy Hour! The Tern Grille will be open for drinks on Friday, February 19 from 4-7 pm. We encourage everyone to stop by after a round (weather permitting, we hope!), before heading to dinner (The Yacht Club features a "Date Night" every Friday night.) or just to spend some time hanging out with fellow golfers.