



**Jim Sherouse**  
Marketing Director

## Membership

Why does our Golf and Social Membership continue to increase? That’s easy....where else can you go and surround yourself with great people, play golf or tennis, enjoy swimming, working out or dining, attend fabulous Friday entertainment and member-only events or just hang out and play cards? It really doesn’t get much better than that! Our Summer Specials are hotter than ever, as we sold 18 Memberships in June, 10 Golf and 8 Social.

We are so grateful to our members who appreciate all the club has to offer as you continue to refer your friends. Our Member Referral Wild Card Board is completely full! Our goal was to fill the board over the course of the year and we accomplished this task in just 6 months. Kudos to every member whose name is on the board located across from my office by the Member entrance. Keep those referrals coming and you too could receive up to \$700 Food & Beverage credit when they join STCC.

In addition to our normal marketing channels, we are offering direct mail to targeted zip codes to expand our reach throughout the valley. As our membership grows, we will continue to strive to provide excellent customer service, create magical moments, smile with every interaction, foster a welcoming and friendly environment, and of course, have fun. Increasing our membership is very important but retention will be the key to our continued success at STCC.

Our next article will be out in September, so wishing everyone a safe summer and stay cool with the triple digit temperatures.

## ENJOY THE SUMMER MONTHS AT STCC

My wife and I (plus Pippa our dog) will be heading to Florida to see family, friends, catch a baseball game, eat Cuban food and relax on the beach.

In closing, remember to like us on facebook (Spanish Trail Country Club), follow @spanishtrail on Instagram, and @golfSTCC on Twitter and of course, on our Spanish Trail app. The Administration office is happily available for assistance with all of these social media tools.

We appreciate your feedback as We Keep Moving Forward as One Strong Team! Stop by or drop me a line anytime. A heartfelt thanks for your continued Membership at STCC!

Jim Sherouse  
Membership Marketing Director

## WELCOME TO OUR NEW MEMBERS

- Mr. Brian & Mrs. Jennifer Delaney - National Golf
- Mr. Clark & Mrs. Melissa Warren - Corporate Golf
- Dr. Jill Margolis & Ms. Kathleen Quinlan –Social
- Mr. James Rygiel – Social
- Mr. Frank Gatski – National Golf
- Ms. Dalal Hicks & Mr. Carmelo Gullotta – Social
- Dr. Thomas & Mrs. Rita Brodie – Social
- Dr. Jeffrey & Mrs. Judith Lowenhar – Social
- Ms. Gita & Mr. Tommy Mason – Young Executive Golf
- Mr. Carter Jesiel – Young Executive Golf
- Mr. Jake Rutenbur – Young Executive Golf
- Mr. Dario Herrera & Ms. Christine Owen – Young Executive Golf
- Mr. Mark Abbott – Mid Young Executive Golf
- Mr. Skip Cummins – Full Golf
- Mr. Mark & Mrs. Carole Goldberg – Social
- Ms. Sasha Good – Social
- Mr. Ron Buchholz & Mrs. Kimberly Lewis-Buchholz - National Golf
- Mr. Russell & Mrs. Nan Harris - Social