

## **Dear Canyon Springs Golfers:**

First, I want to thank you for your support and your business this year. In uncertain economic times your support is greatly appreciated. At the beginning of the year, I expected that we would have a fairly tough time keeping our heads above water. Much to our delight we have done just that despite a windy spring and a very wet June. That's the good news.

We've received a lot of compliments over the last two years about the condition of the course and the hard work and TLC from Jay and his crew. We appreciate the compliments and try hard to deserve them.

The bad news is that golf courses are expensive to maintain and the costs just seem to go up every year no matter how hard we try to keep them down. A big part of the problem is that we are showing our age. A lot of our equipment is comparatively old as well as some parts of the irrigation system. Nothing lasts forever even with steady maintenance and attention. Remember that the first nine holes were opened for play in June 1975. Counting the grow-in period that means the original nine has been around for 35 years. We try to stay on top the repairs and maintenance, but with each advancing year it becomes a little harder and a bit more expensive. Sometimes I think we are just buying a little time until we have to consider making really major upgrades. Can we make another year with this mower or this set of sprinklers?

The essential truth of the aging process is that we should be passing these costs on to our golfers in two areas: a) the actual costs of putting the course in good condition, and b) building a reserve for future upgrades when and where they are needed. To do otherwise is simply a case of denial and hoping for the best. It is not a case of "if" but rather "when" the natural aging process will cause a major breakdown in our infrastructure. It is a ticking time bomb, if you will, and all of us that enjoy and love the Canyon should be concerned about the future. As much as we all love affordable golf, we are at a crossroad. We should start nibbling with small bites now rather than choking on a big bill down the road.

We've decided that season pass rates will remain the same as last year. This is not based on actual costs. Maintenance costs have increased substantially. (Season passes pay for about one third of our maintenance expenses.) However, our rates are on par with our market and we recognize that the economy presents hardships to many. It has always been our goal to remain affordable to the average golfer. To address the maintenance issues, on a purely voluntary basis, we've added an option of donating \$100 for improvement of the golf course. These funds will be used exclusively for maintenance of the golf course or to create a reserve for future improvements. The choice is pretty simple between a short term and long term perspective. Do we continue to improve our course and invest in our future? This isn't a price increase; it is a small investment that our members can decide whether it is worth it or not.

**Thank you again for your support,**

-- Dave McCollum



## 2010 Fee Schedule

	<i>Fees if Paid in Full by:</i>		
	<u>January 9, 2010</u>	<u>February 9, 2010</u>	<u>April 30, 2010 – NEW MEM!</u>
Single:	\$609.00	\$644.00	\$715.00
Couple:	\$890.00	\$941.00	\$1,045.00
Family:	\$982.00	\$1,040.00	\$1,155.00

For payment by credit card, please add 3%

**Season Cart Rental** (good for 2010 Calendar year).

**MUST pay in full by April 30, 2010.**

Single	\$450.00
Couple	\$800.00

**Season Range Pass**

**Season Trail Fee** (Private Personal Cart)

Single	\$160.00
Couple or Family	\$295.00

Single Cart	\$200.00
Storage Fee	\$100.00

**The Canyon Discount Card**

**Optional Maintenance Contribution**

Card Price	\$55.00
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Suggested	\$100.00
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\*Discount Card entitles player at least a 25% Discount on Green Fees every time he/she plays golf at Canyon Springs Golf Course! There are no limitations of its use other than it is non-transferable and is valid for the current calendar year.

**The Canyon Punch Card**

10 Round Pass	\$250.00 (\$25.00 per round)
15 Round Pass	\$345.00 (\$23.00 per round)
20 Round Pass	\$400.00 (\$20.00 per round)

\*Punch Cards can be used any time by any person for Green Fees only. One punch is worth 18 holes regardless of how many holes are played, and are valid for the current calendar year.

***For more information visit or contact Canyon Springs Golf Shop anytime!***

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# GREETINGS EVERYONE



Faster than any other year I can remember, the 2009 season just flew by. This has been another exciting and enjoyable year in the canyon. Thank you all for your friendship and continued support.

We want to thank the Men's and Ladies Association officers for their exceptional work this year. The Club Championship & Member Guest went very well. Twilight leagues went as smooth as they have in years and both the committees and players should be commended. Your officers also had their hands in the following events, all of which were a success: Men's Fun Night, Ladies Rock Chuck Classic, Canyon Springs Amateur, Couples Day. When you see your officers in passing, please take a second to thank them for volunteering and working so hard.

I can't tell you enough how much we appreciate those who took time out of their busy schedules to show support for Clean-Up Day this year. Thank you so much for your help and hard work! As all of us play the Canyon throughout the year, we are reminded of the progress and hard work that has taken place on that day. Make no mistake about it, your help and love for the Canyon makes every round of golf that much more enjoyable for all to play. We are planning on having the first 2010 Clean-Up Day in April. If you have any ideas or suggestions please let us know. Look for more information in the spring newsletter.

The always joyous holiday season is here. We want to invite everyone to come visit your friendly pro-shop for all of your golf related holiday shopping needs. Let us help you find that perfect club, the magic golf balls, a pair of shoes, jackets and more to help you look and play your best. We currently have some amazing deals on golf clubs. If you are looking for that final club to complete your arsenal, there is no better time to come see us. Please remember **all pro-shop credit must be used by the end of the year**. So please come down and take advantage of the great holiday sales.

As you all know we are very fortunate to live in an outstanding community. We want to thank not only the Men's and Ladies Association sponsors, but the following Canyon Springs sponsors for their support.

Canyon Springs Men's Association  
Pepsi Cola Company  
Morrill Farms  
Canyon Springs Bar & Grill  
Pipeco  
Summit Large Animal Clinic  
Mini Storage  
DL Evans Bank

Obenchain Insurance  
Magic Valley Dist. – Coors/Miller Lite  
Prudential Idaho Homes & Properties  
First Federal Savings Bank  
S & G Produce  
Beams Quality Flooring  
Creative Eye Interior Design  
Morrill Farms

Everton Mattress  
Black Oil  
Canyon Springs Ladies  
Mason Trophies  
Snake River Tire  
LeMoyne Reality  
Chilis Bar & Grill  
Applebee's Bar & Grill

*Please help us support all of our sponsors.*

We are still missing some **addresses & phone numbers** from many of you, especially **e-mail addresses**. We are sending newsletters, coupons, event updates, tournament results and much more by email only. If you don't have an email address surely you have a friend or family member who does. Please call us to make sure your contact information is current.

**Thanks again for another great year!! We want to wish you, our Canyon Springs Family a very Happy Holiday and a Fantastic 2010. We look forward to seeing you all this holiday season.**

**Canyon Springs Staff**



## *Men's Association*

Hello Everyone,

As the season comes to an end, I look back at the year and recall some very memorable moments. Did I tell you about Brad Hodges' 2 on 9? What a shot!

I enjoyed being at your service these past few seasons and hope that you all feel the same. As they say, all good things must come to an end. That being said, I would like to introduce next year's President, Dan Barga, and next year's Vice-President, Scott Allen. These two gentlemen will be happy to assist you with any concerns or questions you may have in the upcoming season.

I hope you all winter well and enjoy the Holidays. I will see you all next season. Thank you again.

*Tony Haines*

*CS Men's Association President*



# *Men's Twilight*

Congratulations to all the players. I hope you enjoyed the year as much as I did. A wise man once gave me some good advice about the game of golf, life and winning. He said, "Son, **winners never loose and losers never win**, which means if you play as a gentleman and report all your scores you are always a winner regardless of how many strokes it takes. If you don't..... you never will be."

I hope you will join me in thanking Brandon, Michael and the pro shop staff for the excellent support and guidance they provided us this year and for completely running the monthly fun nights. They did a good job and if you agree, please remember to tell them next time you stop in.

I hope you will also join me in thanking Jeff Rolig for the tireless and extensive efforts he has and continues to put forth behind the scenes as Treasurer. Please remember to say "thanks" next time you see him and believe me, he deserves it!

Another thanks goes to Doug and Cheri Freeman for putting together these newsletters for us and getting them out to everybody in a timely manner. Thanks!

Last but not least, I would like to thank Dave for operating this great course and for the wonderful shape it's in. The first time I played it was in 1987 and I have never seen it in better shape than what we enjoyed this season.

With regards to next year, unfortunately, I have had some professional conflicts arise and have had to decline the nomination for president of the Men's Association for 2010. As those conflicts are resolved, I hope to have the opportunity to serve in that post in the future. I know the board has nominated some good men to take on those duties for next year, and whoever you select from that list will do a great job.

It has been a privilege and a pleasure to serve the association and work with all the players in the twilight league. Thank you for the opportunity and I look forward to seeing you all on the links again soon.

Play well.

*Brad Hodges*

CSMA Vice President and  
Twilight League Chairman

# Ladies Association

Hello Everyone,

I hope you all had a great golf season. I have been a Canyon Springs Ladies Association Officer for 2 years (Vice President last year and President this year). It is now time for someone else to serve the members of the Ladies Association. At our fall banquet we had installation of officers for next year. Your new officers for 2010 are: **President:** Sue Rathke, **1<sup>st</sup> Vice President:** Margaret Watson, **2<sup>nd</sup> Vice President:** Brenda Fisher, **Treasurer:** Sharon Thorpe, and **Secretary:** Shelly Lewis. Larie Hash has generously agreed to be in charge of Ladies Twilight again next year. Thank you all for stepping up to the plate and taking on these duties. I would like to thank everyone very much for all the support and help these last two years.

We would like to congratulate Jeanette Johnson as our Ladies Association Club Champion this year. Jeanette was able to attend the Tournament of Champions in Sun Valley this year and represent the Canyon Springs Ladies Golf Association.

There was only one hole-in-one this year from the Ladies Association and that was Jeanette Johnson.

The Ladies Association Officers would like to thank all of you who helped out with Twilight League, the various tournaments held at Canyon Springs and in getting sponsors and raffle prizes.

**We would like to thank our 2009 sponsors:**

ALEXANDER DENTAL GROUP  
BARGER-MATTSON AUTO SALVAGE  
BLACK OIL COMPANY  
CANYON SPRINGS PRO SHOP  
THE COVE  
DR. CHARLES CUTLER  
DR. JOHN SHUSS  
DR. MILES HUMPHREY  
EQUILIBRIA-DANA HENRY  
EVERTON MATTRESS FACTORY  
FARM CREDIT SERVICES  
GEM STATE WELDERS SUPPLY  
IDAHO ELECTRIC MOTOR SERVICE  
KIMBERLY VET HOSPITAL

MAGIC VALLEY DISTRIBUTING  
M.V. ANESTHESIOLOGY ASSOC.  
MARTA'S BLACK ROCK  
MCCOLLUM ENTERPRISES  
OBENCHAIN INSURANCE INC.  
PIONEER CLUB  
ROB GREEN PONTIAC, BUICK, GMC  
RON'S GOLF CARTS  
STUTZMAN PLUMBING  
TITLEFACT  
TRUSCOTT INC.  
WATKINS DISTRIBUTING  
WESTERRA REALTY  
WOODY'S BAR

I hope everyone has a great holiday season and look forward to seeing you next year.

*Teresa Armstrong*  
Canyon Springs Ladies Association



## Dave's Soapbox: Random thoughts by Dave McCollum (Thanksgiving Eve)

The other day, I was having a talk with a couple of our most avid golfers. We were chatting about the irrigation system that I mentioned in my 2010 rate letter. Their feedback was most helpful. At one point I happened to mention my belief that if we were going to be tearing up the golf course putting mainlines along the edges of the rough (someday) that would be the best time to make any desired changes to the golf course design.

“Like what?” he asked.

I mentioned a few ideas I have about reducing areas of maintained turf in out-of-play areas and landscaping those areas with more natural drought-resistant native vegetation. I explained that I've come to believe that the single most valuable thing about our course is its spectacular location in this wild and woolly canyon. Instead of constantly trying to create and maintain artificial man-made features we should be looking for ways to incorporate the natural beauty of our environment into our course; to make it sit more gently and beautifully in its setting, or words to that effect.

Basically, he looked at me like I had lost my marbles and asked “Why would you want to screw up a perfectly good course with all that crap?”

He makes a good point that I am sure is shared by most golfers. Why indeed, other than the obvious fact that it is our most valuable asset. Of course, this is a subjective subject and beauty is in the eye of the beholder. But it is thought provoking.

As many of you know I'm a reader and have spent a ridiculous amount of time reading books about golf written by a bunch of old dead guys, especially old dead guys who built golf courses. During this recession we have seen the golf business shrink. According to the National Golf foundation, in the last year 114 courses closed and thousands of other clubs are struggling. Lawsuits and bankruptcies are rampant. And think about the property value of a house along the lush, manicured fairway of a modern golf community when they stop mowing the course and turn off the water. Pretty sobering stuff that brings up a lot of questions about golf and where it was heading in the last 20 years of the so called “golf boom” and golf real estate development. The old dead guys, who built courses without earth moving equipment and quite cheaply following beautiful natural features, are starting to look pretty damn wise. Many of these courses survived the Great Depression and WWII precisely because vast sums were not invested in their creation or required to maintain them.

Golf was a simple game back then, and it still is really. Granted, it has always had its exclusive fancy clubs for rich people (especially in the US). But it has always been a sport for the ordinary citizen. Thirty million Americans play golf. What has changed is all the other stuff that has grown up around the game and that is the stuff that takes a beating during tough times. People have to figure out what is important and what isn't.

These thoughts were rambling around in my head, provoking randomly, when I stumbled onto what I thought was a really wonderful description of a golf course:

*The direct line to the hole is called the line of instinct, and to make a great hole you must break up that line in order to create a line of charm. The line of charm is the provocative path that shaves off distance and provides an ideal line into the green, usually by skirting bunkers and other hazards. The golfer wants the most direct line he can find to the hole, while the architect uses bunkers and other hazards to create risk and reward options that suggest the ideal line for the player, or the line of charm.*

*--Max Behr, dead guy golf architect and writer*

Probably the key word in the above quote is “suggest” meaning the ultimate choice is up to the golfer. Behr also says the following about golf architecture:

*The concern of the architect should be positive and have solely to do with what a golfer should do. His mission is not that of a moralist, the principle word of whose vocabulary is DON'T. The golfer should not be made to feel that he must renounce, that the primary object for him is to conquer his faults. It is not for the architect to inform him he played badly. That is for the professional. No, the mission of the architect is that of a leader. By the development of his hazards he exhorts the golfer to do his best, enticing him at times 'to shoot the bones for the whole works.' Thus he instills in the golfer a spirit of conquest by presenting him with definite objectives upon which he must concentrate. It is for the golfer to stamp his law upon the ground. It is no way the business of the architect to stamp his law upon the golfer. But thus it is in most cases. The penal school of golf spells death to that spirit of independence, life and freedom which we are all seeking, and which we should find in all places of our recreation.”*

These old dead guys got the essence of golf far more completely than anything said on TV in the last fifty years. They understood the pleasure of being presented a problem to solve in the play of a hole and tried to give both the accomplished player as well as the higher handicapper a number of ways to solve it based on that player's assessment of their own abilities and skills.

So, if I ever freak out another of our loyal customers with some of my ideas about what would make Canyon Springs a better golf course, please bear in mind that I fully subscribe to the notion that a golf course should provide the maximum amount of pleasure to the greatest number of people. Sure, put some challenges out there for better players to contemplate and give them an advantage if they take on the challenge and execute a skillful shot. But always allow a less skilled player a way around the difficulty, maybe with an extra stroke or two, because that is what makes golf interesting.

A couple more observations: this golf course evolved from an old orchard. It was basically marginal scrubland unsuited for more conventional agriculture. Poor sandy soil, not unlike the marginal linksland of the old country, that sits on a dry, high desert environment without enough natural moisture to grow much of anything other than what you see in our native areas. The golf course, however, for better or worse, was crafted from the orchard and a good deal of the strategy of playing the course is dependent on trees that are at the end of their expected life cycle (especially the Lombardy Poplars). We can and will replace old trees with new siblings. But that takes probably about a hundred years to get where we are now. When I talk about possible changes to the course, its basic strategy, and potential improvements, I have to consider other features that might restore some of the pleasure and excitement of playing of this grand old game. We've lost some trees that, in my judgment, have diminished some of this pleasure. Some others need to be cut down or at least trimmed up to enhance play (Russian Olives) and to improve the quality of the turf. We'll do this as well as we can, based on the best information available. Nobody likes willy-nilly change based on fashion fads.

However, whatever we do, we need to keep in mind that this is a very special place. As some of you know, I've spent some time with a couple of golf course architects. Shown them around, played some golf, and talked to them about some of the problems I see in the future. New ideas are a dime a dozen because there are not really any new ideas. Everyone has ideas, mostly recycled. Artfully applying old wisdom is priceless. The interesting thing about bringing in new eyeballs, hopefully professionally trained and creative new eyeballs, is being exposed to a measure of objectivity. Hell, I'm not objective: I love this place like many of you do. The truly interesting thing these golf designers have to say is that we're not crazy: this is one fantastic site that has all of the elements for great golf. “World class” was the cliché used by one.

Don't get me wrong; I haven't gone off my rocker. I know who and what we are. I admit that after sober assessment of all of the great things we have going for us, I've had some fantasies about trying to turn this place into “hidden gem” status. That lasts for maybe five minutes until I remember some of the really important things that we do well: Being a part of the community in which we live, being good stewards of the land, providing recreation for hard working people, staying affordable without grandiose and unsustainable notions of celebrity or wealth, and so on and so forth. Being a pretty good little course in a great place isn't bad. Could it be better? Without a doubt. But the support we have received from our customers this year when so many golf courses and so many other businesses have suffered tells me that we are doing some things partly right. Let's dream a little, plan for the future, and be thankful for what we have.