



BRYCE BANNER

Volume 15, Issue 12, December 2015

Photo courtesy of Ryan Locher

Phone Numbers

Main Office | 540-856-2121

Administration | Ext. 282

Membership | Ext. 220

Golf | Ext. 249

Mountain Ops & Bike | Ext. 229

Copper Kettle | Ext. 285

Restaurant | Ext. 244

General Manager

Charles King

Board of Directors President

Jim Fagan

FROM THE GENERAL MANAGER | By Charles King

As the new Fiscal year is here and off and running I would like to communicate some new and different things we will undertake this coming year. We will continue to improve our F&B operations with keeping our food selections fresh and affordable in the Bar and restaurant. We will continue some great bi-weekly specials and hope to move more of them on the weekends for everyone to be able to enjoy.

Breakfast we be available in the Copper Kettle 7 days a week throughout the winter. This winter we will revamp our Fireside Grill menus and introduce some new fresh items and all prices will be adjusted so everyone can come in and warm up to some good affordable selections. We look forward to a great year and weather willing we will start the year in good condition.

For those of you who did not make the November Board meeting we went in depth with the financial performance of the year ending and as we predicted the numbers were down year over year. We managed to slow the losses down and recover as best we could but with revenues down \$89k and expenses and labor up over \$100k it was a too big to recover. The good news is we did see some dramatic changes the last couple of months and we are going to get off to a good start this fiscal year with some great momentum. All of the financial statements and GM reports are available for viewing on the website in the members section.

Don't forget the 50th year Gala is December 12th. Also keep your eyes out for some upcoming F&B events soon.

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Join us for Breakfast!

Daily from 8:00 – 11:00 a.m.
The Copper Kettle

Our menu includes eggs,
biscuits & gravy, french toast,
pancakes,
homefries
and other
delectable
dishes!



Go ahead. Spill the beans.

Refer your friends to Bryce Resort so our member family can continue to grow! To refer a friend, complete our quick and easy referral form on www.bryceresort.com.

EMPLOYEE CHRISTMAS FUND

Donations accepted November 1 – December 18.

Donation forms are available at the Member Services Desk.

Dear Members,

As I write this, it is the Monday before Thanksgiving and Bryce is making snow! The holiday season is upon us and a very busy time for Bryce Resort. As usual, the staff is putting in long hours to make the resort ready for skiing and the holidays. This is also the time when the Bryce community spirit moves into high gear. This week along, I am seeing folks contribute both time and money to support the Lion's Thanksgiving food drive, Toys-for-Tots and the Salvation Army's Red Kettles – and the season only just beginning. It is always gratifying to the generosity of our community!

In that spirit, I encourage you to also remember the people who support us throughout the year – our staff. As in past years the Resort has established our "Employee Holiday Fund." This program is very much appreciated by our staff each year during the holiday season. These monies are distributed to all of our full time and long-term seasonal staff who get paid on an hourly basis, or by tips (management and salaried staff do not participate in this program benefit).

As you know, much of the success we have at Bryce is due to our staffs' dedicated commitment to ensure quality service as their primary goal each and every day for members, guests and visitors alike. The "Employee Holiday Fund" is one of the ways that we, can recognize and thank our workforce who work the long hours, often behind the scenes, to ensure that our unique quality of life experience is preserved.

How to contribute your generous donation? The Employee Holiday Fund is open for donations from today through December 18. All you have to do is complete the form below and return it to the lodge, or make a call, stop by, or even send an email to Charles, charles@bryceresort.com, Nan Ducklow, nan@bryceresort.com, or the accounting team, accounting@bryceresort.com and they will facilitate your donation by charging your member account. Of course, cash and checks are also gratefully accepted. To be sure, a donation of any amount will help make a difference to each eligible member of our Bryce Team.

On behalf of the Board, the General Manager and our staff, thank you for your consideration and support of this program to recognize the good work for eligible members of our team during this holiday season.

Happy Holidays,
Jim Fagan

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The Board of Directors requests your participation in the annual employee Christmas fund. It is your chance to say "thank you" and "Happy Holidays" to our valued staff. The entire amount collected will be distributed among all of the Resort's full time, hourly employees.

Please fill out this form and return it to the Resort Administration office no later than Friday, December 18, 2015. You may contribute any amount you wish.

Thank you, and on behalf of the Resort's employees, we wish you very happy holidays.

I WISH TO CONTRIBUTE \$_____. Please bill my account.

ENCLOSED IS MY CHECK_____

Member Name: _____

Member Number: _____





FROM THE BOD I

By Mary Waters

Congratulations to us as we celebrate 50 years of operating a member owned family friendly resort with a strong member community and a great sense of hospitality!

We love seeing you enjoying the facilities!

It was great to see so many members at the monthly Board meeting in November. This certainly underscores the passion and energy we all share about Bryce.

Hiring a General Manager is the one personnel decision that is given to the Board and it was great to hear the presentation from General Manager Charles King outlining his accomplishments since his hiring and his goals for the coming year.

We've already enjoyed many new dinner offerings and the spruce up of the lodge entrance and dining room. We reviewed the organizational chart reflecting current personnel roles and responsibilities. With the close of our fiscal year on October 31, we were able to discuss year-end financials. We may explore moving the date of the Annual Meeting so we will have final year-end numbers prior to the meeting.

It's been three months since the board retained Up to Par (UTP) to grow our Marketing, Membership and Golf programs. We received a report from UTP which has been posted on the Members' section of the website. (We will continue to put pertinent information on the members' section of the website so please add it to your bookmarks.)

In 2013 the Board Planning and Finance Committees created a strategic plan (posted on the members section of the website) as a way to provide a common understanding of opportunities and challenges for the resort with a list of goals and objectives to meet.

The strategic plan notes a need to focus on membership retention and recruitment and a need for a growth in revenue. Monthly reports from UTP and Board Committees will track progress on the goals and objectives cited in the plan. Board Committees provide advice to the Board. This year's committee chairs are: Finance: Dan Klug, Planning: Tom Fugate: Social: Jeff Manning and Membership: Mary Waters.

In addition to Board Committees we have advisory committees to provide input to the General Manager. These committees are lead by: Flynn Hulver -- Mountain Operations; Kevin Brennan -- Airport; Steve Garrett -- Golf; Jim Fagan -- Lake Laura.

We are starting this year with 325 dues paying members. Since eliminating the initiation fee in 2013 we've added and lost about thirty members each year, keeping our level at around 350. The strategic plan goal was to increase this level to 400 to compensate for lost initiation fees. The Membership Committee along with UTP will continue to focus on policies and programs to grow our membership. The Membership Committee will continue to review the suspension of the initiation fee, the structure of program benefits and incentives for referrals.

Up to Par has already launched a program "Share the Adventure". When you send in an interested person's name and email address it will be forwarded to Nan Ducklow for follow up. A new membership brochure has been created. You can see it in the UTP presentation posted on the Members' section of the website.

I've taken over as Chair of the Membership Committee this year and am eager to enlist new committee members. If you would like to serve on this committee please let Nan or me know.

See you on the Mountain!
-- Mary Waters

FROM FOOD AND BEVERAGE



Devil's Backbone Beer Dinner

Thursday, December 3, 2015 | 6:00-9:00 p.m. | \$50 per person
Please email nan@bryceresort.com to reserve.

First Course: Striped Bass Fritters

Strips of striped bass (or rockfish) fried and served with a horseradish cream sauce.

Paired with Striped Bass Ale: American Pale Ale, Blend of German hops that give off floral scents and American hops that give it citrus and pine/peppery flavors. 5.2% ABV. 26 IBU

Second Course: Red Eye Chili

A slowly simmered chili made with smoked beef brisket and subtly infused with coffee and chocolate.

Paired with Schwartz Bier: Both National and International award-winning German Style Black Lager, Toasted malts give this beer its unique coffee, malty, roasty flavors. 5.1 % ABV. 18 IBU

Third Course: Blackened Shrimp Skewers

Blackened and grilled shrimp kabobs drizzled with a rosemary and black peppercorn vinaigrette.

Paired with Spiderbite: Black Wheat IPA, good hop character with a touch of black pepper for a little kick. 4.3% ABV. 55 IBU

Fourth Course: Black Tea Rubbed Steak

Black tea rubbed skirt steak, grilled and topped with a mango ginger salsa. Served with wasabi mashed potatoes and honey dusted asparagus.

Paired with Bravo Four Point IPA: Single Hop Session IPA, Only hop used is Bravo Hops. Citrus and piney flavors 4% ABV. 50 IBU

Fifth Course: Sticky Toffee Pudding

A classic sticky toffee pudding served warm with homemade vanilla bean ice cream.

Paired with Kilt Flasher Scottish Ale: Wee Heavy Scotch Ale. Northern Brewer and Fuggle hops along with Maris Otter Pale, Pilsner, Amber, Dark Crystal Pale Chocolate malts go in to this beer. 8% ABV. 20 IBU



Bryce Resort
would be honored
by your presence at the

50th Anniversary Dinner Gala

Saturday, December 12, 2015
from 6:00 p.m. to 11:00 p.m.
at The Restaurant at Bryce Resort
\$65 per person - all inclusive

The evening will begin with
cocktails at 6:45 p.m.,
followed by dinner until 8:00 p.m.,
and end with music and dancing
with the **Charles Barone and the**
Remember When band.

Black tie optional.

RSVPs for this event are closed.

New Year's at Bryce Resort

New Year's Eve Buffet – 6-10pm;
\$40 Adults, \$20 Kids, 3 & Under Free.

Party in Copper Kettle – 9pm-2am;
\$20 Cover till midnight.
\$10 Cover after midnight.
DJ Doug hosts the evening.

The cover charge includes appetizers,
party favors and champagne toast at
midnight.

Fireworks at 11:45pm
Torchlight ski-down at midnight

BASYE LIBRARY HOURS & SERVICES

Hours

- Monday–Saturday: 10am-2pm
Tuesday & Friday: 4:30-6:30pm
- Closed Sundays
- Open most public holidays.

Services

- Free Wi-Fi and five Internet computers inside the library
- Photocopying and fax machines
- Used-book sale every day
- Periodic Saturday children's programs.

Library Cards

Property owners in Shenandoah County may apply for library cards to check out books and e-books from the entire County Library system. With questions, call 540-856-8084.

Toys for Tots REMINDER!

Don't forget to drop-off your donations before December 5!

A donation box is located in the Bryce Resort Lobby.



FROM SKI OPS | By Manfred Locher

This is to remind you that the charge for the ski lockers for the 2015-2016 ski season will be posted to your November 2015 statement. The charge will be \$125.00 for the large locker and \$105.00 for the small locker.

You only need to contact me if you do not wish to continue with your locker rental for the 2015-2016 ski season. New members who would like to rent a ski locker please contact me at groupsales@bryceresort.com and I will be happy to assign you a ski locker if available.

Last year we were able to start the ski season on November 22nd, and the mild fall temperatures will delay the opening this year. We know the cold is coming and Bryce Resort will be firing up the snow guns to get you on the slopes before you know it. Welcome back for another ski season and be sure to check the snow condition report.

Happy Holidays!

SKI BOUTIQUE | By Erika Locher

We are excited unpacking the new winter clothing, equipment and accessories for skiing and snowboarding. Please shop early for your best selection since Christmas is just around the corner.

For your safety all skiers and snowboarders should wear a helmet. Not only does the helmet reduce the injuries, it also will keep your head warm. We have several models from different companies to choose from for adults and kids. Goggles and sunglasses for all ages available.

Take advantage of our junior trade in program for skis and boots purchased at the Bryce Resort Ski Boutique. For more information please come and visit us or give us a call. You can reach us at 540-856-2121 ext.241, or email skiboutique@bryceresort.com

We are offering a complete ski tune-up special for \$50.00 until December 13th. For this special you need to bring your ski boots.

We are looking forward to see you in the Ski Boutique and our staff wishes everyone a safe and happy holiday season.

December Boutique Hours:

Saturday and Sunday 10:00 AM to 4:00 PM
During ski season daily: 9:00 AM to 5:00 PM



IT'S ALL DOWNHILL: General Information About Junior Racing Equipment

Equipment

At entry level, one pair of all around skis and well fitting boots and helmet just about covers the racer's needs. However, the investment in ski racing equipment is not inconsiderable once a racer starts to compete more seriously. It is wise to consult with your coach and ski boutique employees to ensure that your racer is equipped with what he/she needs, as the right equipment plays a large role in the enjoyment and potential success of a ski racer.

Skis

The age level of the racer will dictate which kind of ski she/he will need. Young racers typically progress from one pair of skis to specializing with SL and GS skis. The length of skis determined by height, weight and ability of the racer. Each brand has their own feel.

Boots

It is imperative that racers' boots fit well, as it is the boot that transfers the "message" from the feet to the skis. Without proper fit, the racer does not have the desired control, and performance will suffer. Also, good foot beds can help greatly to achieve a good fit.

Poles

Entry age racers need one pair of poles. As they progress to cross-blocking slalom gates at around 12 years of age, they will need to add slalom guards to their poles to protect their hands.

This is when most racers like to have 2 pairs of poles – one with guards and one without. Bent poles are used for speed events, and we actually have no events in this region.

Helmet

Helmets must fit properly to be of any use; they should fit snugly. It is not advisable to buy used helmets for your racer, as it is often impossible to determine if a helmet has sustained a blow merely by looking at it. In alpine racing, the helmet must cover the ears. Soft

ear protection is only permitted for helmets used in slalom.

Please check with the ski boutique about the appropriate fitting and selection of helmets. The USSA applies new regulations for 12 years older.

A word from the Nastar and USSA

Our goal is to generate more excitement for the sport and engage the alpine racing community by connecting NASTAR racers to the stars of the U.S. Ski Team. We want to provide Bryce Resort with the most efficient means to operate public race revenue, making the sport more accessible to the masses. In addition, we want to expand the NASTAR program by including more races in the NASTAR system. Races that have been historically referred to as USSA non-scored events should be timed and scored as NASTAR events. This change will provide a seamless transition for alpine racers moving through the development pipeline. We need to connect alpine racers with their peers across the country to engross young racers and to keep them involved with the sport so they have the opportunity to move from NASTAR to USSA races. We know that many racers will not move beyond NASTAR racing, so it is important to provide them with a scoring system that provides a sense of place in the alpine community. Nature Valley will be our sponsor for the upcoming year

The national pacesetter trials will be with Olympic gold medalist Ted Ligety along with an impressive list of both current and former U.S. Ski Team athletes including World Champion Daron Rahlves, two-time Olympian Kaylin Richardson, World Championship medalist AJ Kitt, Olympic gold medalist Diann Roffe and more.

The Future Star, Ski Team, and Snowboard Team Programs

The racing programs for the juniors will kick-off on the weekend before Christmas. Entries for these ski programs are limited, so please sign up as soon

as possible. For more information, please contact skischool@bryceresort.com

Adult Gate Training Sessions

Nastar ski racers and USSA adult racers who are trying to lower their Nastar handicap this season and competing in the upcoming USSA races, have the opportunity to enroll in this special gate training on holidays and weekends. On weekend mornings, the USSA coaches will set training gates for the junior ski team and you will be able to use these gates for your own personal training. It will allow you to increase your racing mileage at your own pace. Just apply your own fitness and strength to set the frequency of your runs. The time frame will be between 8:45 am and 10:45 am.

Upcoming Ski Racing Event

We have scheduled the first junior and master race on December 20th. It is a race where everybody is finding out their standing in the Southern Alpine Race Association. It is always a question for a racer being off for eight month from snow, how well the performance will be and the functioning of the equipment.

Plyometrics as a workout

Commonly known as jump training, plyos are exercises

that emphasize the elastic components of muscles and tendons to facilitate explosive movements. Developing coordination, balance, power, body control, and reactivity, all of these can be gained through even basic plyometric exercises. With other words, plyos give skiers the ability to make explosive moves in a dynamic sport and make corrections when they get out of position. For example, a skier might fall into the back seat at the end of a turn, leg and core muscles are trained to respond quickly and he or she will be able to get back in balance. Basic exercises would be a broad jump (start from quarter-squat position, leap straight forward with both feet. Work on three sets of ten jumps.

Also, you can hop laterally with both feet at a forward angle. Upon landing immediately hop to the opposite direction. Basically, you are ending up with a zigzag pattern. Duration should be 30 seconds and three times.

Midnight-Torchlight-Parade

Come and join the spectacular torch light parade on New Year's Eve night. The ski & snowboard instructors, the ski patrollers and the junior racing team will celebrate the New Year. It is always an exciting event seeing this show on Bootlegger and beginner slope. Don't miss the late Night Show!

Tentative SARA Race Schedule 2015-16

Date	Mountain	State	Race	Classes	Scored
12/20/15	Bryce	VA	GS	All & M	Yes
12/29/15	Sugar	NC	SL	All & M	Yes
12/30/15	Sugar	NC	GS	All & M	Yes
01/03/16	Massanutten	VA	GS	U8-U14	No
01/09/16	Bryce	VA	SL	U8-U14 & M	Yes
01/10/16	Bryce	VA	SL	All & M	Yes
01/23/16	Sugar	NC	SL	All & M	Yes
01/24/16	Sugar	NC	GS	All & M	Yes
01/30/16	Snowshoe	WV	SL	All & M	Yes
01/31/16	Snowshoe	WV	GS	All & M	Yes
02/06/14	Wintergreen	VA	GS	All & M	Yes
02/07/14	Wintergreen	VA	SL	All & M	Yes
02/20/16	Timberline	WV	GS	U16-21 & M	Championship
02/21/16	Timberline	WV	SL	U16-21 & M	Championship
3/5/2016	Sugar	NC	SL	U10-U14	Championship
3/6/2016	Sugar	NC	GS	U10-U14	Championship

Stretch & Strengthen Class

Mondays & Wednesdays, 4:00-5:00pm | Fridays, 9:00-10:00am | Old Pro Shop, \$10 per class

A great workout for all fitness levels with Nan Ducklow, certified fitness & water aerobics instructor.



TAKE A HIKE: Hiking in the Shenandoah County

By John Fienup

The hiking in Shenandoah County is fantastic. Most of the maintained trails are within the George Washington

National Forest on the northwest and southeast sides of the county. These roads plus the many other Forest Service roads make up a terrific network of access approaches to the scores of maintained trails in the county. Get a "Virginia Atlas & Gazetteer" or another detailed map of the county and check them out. Resources to aid you in your hiking include "Guide to Great North Mountain Trails", Map F (Great North Mountain – North Half) published by the PATC. Additionally, National Geographic publishes a map called "Massanutten & Great North Mtn" (#792).

National Forest on the northwest and southeast sides of the county. The Massanutten Mountains are on the southeast side and are actually a range of multiple parallel ridges. There are dozens of trails in the Massanutten, the longest being the Massanutten Trail.

This is a 71 mile trail which basically circles Fort Valley, mostly along the ridges. To access the maintained hiking trails in this area take Rte 55 from Strasburg, Woodstock Tower Rd from Woodstock, Edinburg Gap Rd from Edinburg, Moreland Gap Rd from Mt Jackson or Rte 211 from New Market. Resources to aid you in your hiking include "Guide to Massanutten Hiking Trails" published by the PATC and Maps G and H also published by PATC.

On the northwestern side of the county, within sight of Bryce, is Great North Mountain. GW National Forest land runs along most of this side of the county also. Significant trails here are within the Halfmoon, Wilson Cove, Big Schloss, Trout Pond and Laurel Run Groups. Access to these trails can be attained by taking Orkney Springs Rd from Orkney Springs, Alum Springs Rd and Crooked Run Rd from Basye, Dellinger Rd from Jerome, Wolf Gap Rd from Columbia Furnace and Zepp Rd from north of Woodstock.

About the Group

"Take a Hike" is a group that includes people from all over our area and does a schedule of hikes, of varying lengths and difficulties, two times a month. It requires no membership or advance planning – just show up! If you are interested in a scheduled hike or want to talk about other hiking in our area, contact John Fienup at 703-927-1494 or johnfienup@aol.com.

2015 TAKE A HIKE SCHEDULE

Hikes are held the 2nd Friday and 4th Tuesday of each month through October. In November and December hikes are earlier in the month.

December 4

Woodstock Christmas Parade

December 11

Eagle Rock (4 miles)

December 7

2016 Hike Planning Meeting for Hike Leaders

December 13

Holiday Party (tentative date)

BASYE BOWLING STONES

Basye Bowling Stones a new men's/women's 10-pin bowling league. The league will consist of 3-person teams that bowl the first Saturday of the month at 6 pm at the Mountain View Bowling Lanes in Woodstock (a non-smoking facility). This is a fun league open to couples and singles, men and women, beginners and experienced, anyone interested in having some fun with friends and neighbors at the bowling alley one Saturday evening a month. You can form your own 3-person team, or you can ask the league to assign you to a team. Cost will be \$12/month per bowler to cover 3 games and end-of-the-season prizes. Shoe rentals are free. **The first game is set for Saturday, December 5 at 6 pm, and the season will run through May.** If interested in joining the league, please e-mail Nancy or Kevin Lewis at basye.bowling.stones@gmail.com. Include your name, phone number, e-mail address, and whether or not you want to be assigned to a team. If you are forming your own team, include the names and contact information for the other members. See you at the lanes!





ON THE FRINGE | By Seth VanHall

With Mother Nature continuing to offer playable golf days, I invite you to come over to enjoy a late-season round or stop by the Golf Shop just to say, "hello". I've had the pleasure of meeting and talking with many of you and look forward to getting to know those of you I have yet to meet. I appreciate the kindness and support I have received during my first month as Director of Golf at Bryce. To say the welcome has been warm would be an understatement. Thank you!

While winter brings the masses to Bryce for the enjoyment of the snow sports, it also allows an opportunity for us, in the golf operation, to "reset" and plan for the upcoming season. We have much to accomplish this winter and I pledge that I will work hard to create a professional, friendly environment; which will make all associated with Bryce Resort proud.

As I have discussed with some, we will begin the search for a teaching professional that will create and develop an enjoyable and comprehensive instructional program for golfers of all ages and skill level. Our search will deliver a charismatic, member-centric pro who will offer a multitude of enjoyable opportunities relative to learning the game of golf.

An equally important area of focus is to identify and capture new business; in particular golf outings. We have developed a list of prospects and begun making direct sales contact with these groups and had a very positive response, already producing 4 new outings resulting in 208 rounds of new business for 2016, plus an additional 10 that have shown an elevated level of interest! I am confident that we'll continue to grow this business in the winter months and into next season, positioning Bryce as the premier golf outing venue in the Shenandoah Valley. As we are always looking for new opportunities, please let me know if you would suggest any organizations that could be good fit to host a golf outing at Bryce. Thank you in advance for your support.

In addition, I will be implementing many new policies, procedures, standards, systems and checklists that will consistently present Bryce Golf in a professional, customer-minded light, all the while continuing the close-knit, "family" feel that is prevalent and priceless within the Bryce community.

I hope to see many of you at the Santa Tournament on December 5th and have a happy holiday season.



Saturday, December 5
11:00 a.m. Shotgun

All proceeds benefit Toys for Tots

Format: 4-person captain's choice, form your own team or sign up as an individual

Cost: Member with a Golf Pass*: \$55, Guest*: \$68, Booster (dinner only): \$16

**entry fee includes golf, cart, prizes, 2 drink tickets, a donation to Toys for Tots, and a hot roast beef and gravy dinner with fixings following play.*

FROM THE GOLF COMMITTEE | By Steve Garrett

Time is really flying by. It seems we were just talking about playing golf in fall conditions and now in a few more weeks it will officially be winter. To most of us who spend winter at Bryce this means the end of golf until next spring. However, we have some ~~crazy~~ hardy souls who brave the cold weather to play our course and many members who head south to warmer climates to satisfy their addiction.

I would like to remind all our golfers of the rules for posting scores for handicap purposes during the next few months. Rounds of golf played at Bryce between December 1st and February 28th should not be posted. We have followed this policy for the past several years. It is an exception to VSGA rules based mostly on the fact that our course is not maintained during the winter months. All rounds played at any other course should be posted unless that course has a similar policy.

We have one more tournament this year that is not only great fun but also provides some much needed help to those less fortunate than ourselves. The annual Santa Tournament starts at 11 AM on Saturday, December 5th with a shotgun start. All proceeds go to Toys for Tots and benefit our local community. Over the last 15 years this special tournament has raised tens of thousands of dollars and also provided hundreds of bikes to children in Shenandoah Valley. For more information contact the Golf Pro shop at 540 856 2124.

This will be the last Golf News this season. So, have a great winter and we'll catch up again next spring.

2015 Holiday House Tours

Bring a friend and join us for the
2015 Holiday House Tours
Saturday, December 19
12:30—4:00pm
\$10 per person
(includes Holiday get-together
and door prizes)

Tour the Homes of
Larry & Mindi Haughey
Steve & Denise Call
Carol Stein
&
A Home TBA

Meet at Old Pro Shop
Reservations
nan@bryceresort.com
540.856.2121. ext. 220

*Holiday Cheer to follow
at the home of Carol Stein*

UTP UPDATE

Since August 2015 we've worked relentlessly to position Bryce as one of the premier destinations in the Shenandoah Valley. We've developed a comprehensive marketing plan, updated social media profiles, created an online member referral form, created winter collateral, and many, many others....

We are currently working on re-stocking the pro shop with the items that you would like. If you have not taken the merchandise survey, please stop by the pro shop for a copy. Additionally, we'll be having a Trunk Show this spring.

December marks the start of our heavy winter marketing cycle. We'll be targeting skiers and weekenders in the DC Metro, Northern VA and Maryland to grow visits and membership. Remember word-of-mouth is the BEST marketing money can buy, so tell your friends about Bryce and Share the Adventure!

The Numbers

Winter Groups Booked for 2015-16: **7**
Golf Groups Booked for 2016: **5**

Estimated Revenue: **\$10,298**
Estimated Revenue: **\$7,460**

Rounds: **220**

Want more information?

Visit the Member Section of the website to see the complete presentation from the Board meeting.

Want to talk about it?

Our team members are on-site several times a week - please feel free to say hi. Or send us an email at the addresses listed below and we'll be happy to set up a meeting with you:

Seth VanHall, Golf Business Manager | seth.vanhall@uptoparmanagement.com

Kelly Crovo, Director of Account Management | kelly.crovo@uptoparmanagement.com

Natalia Contreras, Director of Marketing | natalia@uptoparmanagement.com

Matt Minahan, Sales Manager | matt.minahan@uptoparmanagement.com



DECEMBER CALENDAR OF EVENTS

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29 12:30pm Tennis	30 4pm Stretch & Strengthen	1 9am Lion's Club Breakfast 10am Mahjong 10:30am Italian Club 1pm Tennis P/U Games	2 4pm Stretch & Strengthen 7:30pm Texas Hold 'Em Poker	3 1pm Tennis P/U Games 6pm Devil's Backbone Beer Tasting Dinner, The Restaurant	4 8:30am Hiking Group, Hawksbill Loop 9am Stretch & Strengthen 11am Bible Study 5-7pm Pro Shop Holiday Sale & Party	5 1pm Tennis P/U Games 6pm Basye Bowling Stones Santa Tournament – 11am
6 12:30pm Tennis P/U Games	7 12pm Ladies Bowling 4pm Stretch & Strengthen 7:30pm Texas Hold 'Em Poker	8 10am Mahjong 10:30am Italian Club 1pm Tennis P/U Games	9 4pm Stretch & Strengthen 7:30pm Texas Hold 'Em Poker	10 10am Knitting 1pm Tennis P/U Games 6pm UPLIFT	11 9am Stretch & Strengthen 11am Bible Study	12 1pm Tennis P/U Games Hiking Group Holiday Party 50th Anniversary Dinner Gala & Dance – 6-11pm
13 12:30pm Tennis P/U Games	14 12pm Ladies Bowling 4pm Stretch & Strengthen 6pm Pot Luck Supper 7:30pm Texas Hold 'Em Poker	15 8:30am Hiking Group, Dickey's Ridge 9am Lion's Club Breakfast 10am Mahjong 10:30am Italian Club 1pm Tennis P/U Games	16 4pm Stretch & Strengthen 7:30pm Texas Hold 'Em Poker	17 1pm Tennis P/U Games	18 9am Stretch & Strengthen 11am Bible Study 9:30pm-12am Open Mic, Copper Kettle	19 1pm Tennis P/U Games 12:30pm, Holiday House Tours
20 12:30pm Tennis P/U Games	21 12pm Ladies Bowling 4pm Stretch & Strengthen 7:30pm Texas Hold 'Em Poker	22 9am Lion's Club Breakfast 10am Mahjong 10:30am Italian Club 1pm Tennis P/U Games	23 4pm Stretch & Strengthen 7:30pm Texas Hold 'Em Poker	24 Christmas Eve Buffet 5-8pm, The Restaurant	25 Christmas Buffet 5-8pm, The Restaurant	26 1pm Tennis P/U Games 9pm-1:30am DJ Doug, Copper Kettle
27 9am-12pm Sunday Brunch 12:30pm Tennis P/U Games	28 12pm Ladies Bowling 4pm Stretch & Strengthen 6pm Pot Luck Supper 7:30pm Texas Hold 'Em Poker	29 9am Lion's Club Breakfast 10am Mahjong 10:30am Italian Club 1pm Tennis P/U Games	30 4pm Stretch & Strengthen 7:30pm Texas Hold 'Em Poker	31 6-10pm Dinner Buffet 9pm-1:30am New Year's Eve Party, DJ Doug 11:45pm Fireworks 12pm Torchlight Skidown	1	2

Christmas Eve Dinner

Thursday, December 24

5:00-8:00 p.m.

The Restaurant

\$26.95 Adults, \$12.50 kids, 3 & under Free

Reservations - nan@bryceresort.com

Christmas Day Dinner

Friday, December 25

5:00-8:00 p.m.

The Restaurant

\$26.95 Adults, \$12.50 kids, 3 & under Free

Reservations - nan@bryceresort.com

JANUARY CALENDAR OF EVENTS

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27 9am-12pm Sunday Brunch 12:30pm Tennis P/U Games	28 12pm Ladies Bowling 4pm Stretch & Strengthen 6pm Pot Luck Supper	29 9am Lion's Club Breakfast 10am Mahjong 10:30am Italian Club 1pm Tennis P/U Games	30 4pm Stretch & Strengthen 7:30pm Texas Hold 'Em Poker	31 6-10pm Dinner Buffet 9pm-1:30am New Year's Eve Party, DJ Doug 11:45pm Fireworks 12pm Torchlight Skidown	1 Happy New Year!	2 1pm Tennis P/U Games 6pm Basye Bowling Stones 9:30pm-1:30am Souled Out, Copper Kettle
3 12:30pm Tennis P/U Games	4 12pm Ladies Bowling 4pm Stretch & Strengthen 7:30pm Texas Hold 'Em Poker	5 9am Lion's Club Breakfast 10am Mahjong 10:30am Italian Club 1pm Tennis P/U Games	6 4pm Stretch & Strengthen 7:30pm Texas Hold 'Em Poker	7 10am Knitting 1pm Tennis P/U Games 6pm UPLIFT	8 8:30am Hiking Group 9am Stretch & Strengthen 11am Bible Study	9 9am BOD Meeting 1pm Tennis P/U Games 9:30pm-1:30am Odeon, Copper Kettle
10 12:30pm Tennis P/U Games	11 12pm Ladies Bowling 4pm Stretch & Strengthen 6pm Pot Luck Supper 7:30pm Texas Hold 'Em Poker	12 10am Mahjong 10:30am Italian Club 1pm Tennis P/U Games	13 4pm Stretch & Strengthen 7:30pm Texas Hold 'Em Poker	14 1pm Tennis P/U Games	15 9am Stretch & Strengthen 11am Bible Study	16 1pm Tennis P/U Games 9:30pm-1:30am DJ Doug, Copper Kettle
17 12:30pm Tennis P/U Games 9pm-12am Jerry Wimer, Copper Kettle	18 12pm Ladies Bowling 4pm Stretch & Strengthen 7:30pm Texas Hold 'Em Poker	19 9am Lion's Club Breakfast 10am Mahjong 10:30am Italian Club 1pm Tennis P/U Games	20 4pm Stretch & Strengthen 7pm Movie Night at the Library 7:30pm Texas Hold 'Em Poker	21 10am Knitting 1pm Tennis P/U Games	22 9am Stretch & Strengthen 11am Bible Study	23 1pm Tennis P/U Games 9:30pm-1:30am Darcy Dawn, Copper Kettle
24 12:30pm Tennis P/U Games	25 12pm Ladies Bowling 4pm Stretch & Strengthen 6pm Pot Luck Supper 7:30pm Texas Hold 'Em Poker	26 8:30am Hiking Group 10am Mahjong 10:30am Italian Club 1pm Tennis P/U Games	27 4pm Stretch & Strengthen 7:30pm Texas Hold 'Em Poker	28 1pm Tennis P/U Games	29 9am Stretch & Strengthen 11am Bible Study	30 1pm Tennis P/U Games 9:30pm-1:30am Delta Spur, Copper Kettle
31	1	2	3	4	5	6

 Special Events