

THE VIEW

Club Newsletter

LAPLAYA

BEACH & GOLF CLUB

October, November, December 2013 | Volume 74
laplayaclub.com | 239-254-5000

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L A P L A Y A

BEACH & GOLF CLUB

9891 Gulf Shore Drive
Naples, Florida 34108

www.laplayaclub.com

CLUB DIRECTORY

BEACH CLUB

- Member Services.....(239) 254-5000
- Dining Reservations.....(239) 254-5008
- General Manager
- Susie Mitchell(239) 254-5000
- Director of Membership
- Sandy Cotter.....(239) 254-5002
- Membership Coordinator
- Annette Dinneen.....(239) 254-5000
- Club Accountant
- Natasha Dyer.....(239) 598-5109
- Food and Beverage Manager
- Jeff Nichols.....(239) 254-5008
- Club Chef
- Carlos Torres.....(239) 254-5000
- Spa Terre(239) 598-5117
- Beach Hut.....(239) 598-5119
- Pool Hut.....(239) 597-3123 Ext. 5950

GOLF CLUB

- Golf Pro Shop.....(239) 254-5001
- Tee Times(239) 254-500
- Golf Club General Manager
- Alan Findlay(239) 449-1181
- Assistant General Manager
- Dianna Compton(239) 597-2991
- Head Golf Pro
- Scott Richardson.....(239) 254-5013
- Golf Membership Sales
- Scott Piper.....(239) 254-5019
- Club Chef
- Cheryl Bryskiewicz.....(239) 449-1182
- Dining Room Manager
- Anne Delmonte.....(239) 254-5010
- Golf Course Superintendent
- Brian Beckner.....(239) 594-0454

The Beach and Golf Clubs are available for special events subject to availability.

A NOTE FROM SUSIE



Susie Mitchell
Beach Club
General Manager

As you know this issue of *The View* is one that you will want to keep close at hand, as it outlines the events and activities for the next nine months, which we feel has something for everyone. The upcoming “season” will be exciting and enjoyed for a longer period this year with Easter falling in late April.

There is a wonderful transition taking place as we see so many new people moving to Naples and wanting to be a part of the best beach club Naples has to offer. I would like to welcome all of our new members and encourage both new and long time members to reach out and get to know each other. For those of you with children, we have had many families join the Club this year, leaving room for play dates to be setup giving Mom’s a chance to get to know each other.

You will notice several upgrades around the Club and Resort...during the fall. The pool coping is being replaced around each pool, a door has been added to the aerobics studio to provide a quieter atmosphere. Gas Tiki torches were added around the Gulf lawn and will create a beautiful view from all areas of LaPlaya. There is a lot more to come...however, I don’t want to ruin the surprise, but for those of you who use the Beach, I know you will be pleased!!

By now most of you know that Alan Findlay has joined us as the General Manager of LaPlaya Golf Club. We are looking forward to working closely with Alan and the Golf Club team. With Alan coming onboard, many of you no doubt join us in thanking Chris Jonsson for all he has done for LaPlaya over the past nine years...and we wish him all the best.

We are looking forward to your return if the summer has taken you away from Naples and to a great year ahead at LaPlaya. With our Members in mind, our goal as always, is to exceed your expectations every day.

See you around the Club,

Susie Mitchell
Beach Club General Manager

2013 Membership Survey

The 2013 Membership Survey was a tremendous success with more than 38% of our membership providing input. The information that you provided will be of considerable benefit to our management as we are able to assess our progress over the past year to plan for the future. Overall, the majority of departmental scores improved over years past with the average score being 4.5 or better out of a potential rating of 5.0, with 95% of you saying that the Club has done an outstanding job of exceeding your expectations and that you would recommend the Club to your friends and colleagues. Usage of the Club facilities is also up, which we attribute to the increased number of Members in Naples more than 6 months (66% of those who responded) and that many of our newer Members have families and spend more time at the Club. While the scores were, for the most part, exceptional, comments from our members are taken very seriously and we did receive many comments!

The following is a summary of results of all of the Club Departments rated.

ADMINISTRATIVE AND GENERAL

Member communications, billing and ease of understanding online statements were all rated at an average score of 4.5 out of 5. Customer service ratings of the Club Valet, Administrative and Management teams averaged a score of 4.71 out of 5.0. Most comments praised the new billing system, the valet team, the Club and amenities in general. On the other side of the coin, some members expressed dislike for online billing and a need for a more consistent "greeter" at the Club desk. In response to these items...*at your request, we are more than happy to mail you a paper statement, and regarding the Greeter desk, we have made a great hire in Grazielle Fleig and look forward to your getting to know Gracie. You can read more about her in this newsletter.*

TIKI BAR

A very positive response to the questions regarding friendly, prompt, courteous service and consistency of food presentation. There were several comments and suggestions regarding changing the menu more frequently. Members would like to see Chef's featured items posted at the Tiki Bar in advance. *While the Tiki menu is changed twice per year, the "staple" items remain in place. Executive Chef Neall Bailey has enhanced the menu greatly and will be rolling that out in November. In addition to the more than 30 items on the menu Tiki offers two featured*

entrees on Friday and Saturday night and a daily lunch feature. At your request we have extended Happy Hour daily from 4pm to 6pm, and staffing levels were increased to ensure prompt service at both the Beach and Pool areas. The Tiki Bar will continue with live music from 2-6 pm on weekends and beach barbecues on holidays.

CLUB DINING

The Private Club Dining Room brought the highest marks ever this year, a 4.97 out of 5.0 in friendly and courteous service, promptness of service and consistency of menu. Comments regarding the warmth of the Club dining team, both front and back of the house were resounding; however, it was brought to our attention that the making of a reservation and getting the preferred time and seating request were not easy. *The Club is busier than ever and we like to think this is a result of the quality food and service that is provided. Understandably, everyone wants to sit on the veranda to see the sunset and have dinner immediately after, which is not always possible, so while we do our very best to accommodate your requests, ultimately someone will not get the exact time or seating location. Making your reservations in advance will assist us to ensure your experience is exceptional.*

BEACH AND POOL

Scores went up in each category and averaged 4.5 out of 5 in their sections, which are tremendous scores! *The comments to the positive were regarding our team members and in the area of "need to improve" was replacing the beach furniture. We are happy to report that you will see new chairs, umbrellas and tables by January! Other comments requested a "members only" section of the beach, which has been brought up before, however, having investigated this in the past, we know that our members have their favorite areas, making the members only section something that would not be in the majority's best interest. Online reservations for beach chairs continues to be a hit!*

MEMBER LOCKER ROOMS

Scores were also up, however, we know that there were times where the amount of usage of the locker rooms received left them depleted of amenities and at times less than tidy. *The Club does employ a full time housekeeper who spends the majority of the day in the locker rooms. I pass this on with the hope that we can enlist your help with simple things, such as letting the pool attendant know if there is an issue, placing towels in the hampers provided, utilizing only the amenities that you need. Lastly, we will be asking that you accompany children under the age of 12 into the locker rooms and we will monitor the number of children and teenagers who use the facilities at one time. We appreciate your understanding. It is our goal to have the locker rooms in top condition at all times!*

SPA TERRE

Specializes in and offers to our Members a variety of beneficial and relaxing services. The majority of therapists at SpaTerre have been part of the team for several years and are up to date on the most current of trends. Members cited cost/value as the primary reason for not using the Spa and the need for updating SpaTerre. *In 2014, we will be updating SpaTerre, however, in the meantime, we have taken your comments to heart and have added an additional 10%, so a total of 30% will be discounted on all services on Mondays and Tuesdays. Both Fitness and Spa "packages" will be created offering more value. Also, the Spa team will be hosting several events this season, which will give you the opportunity to get to know our Team. While there may be a hundred spas in Naples that charge less, the quality of Spa Terre and the professionals who provide services is exceptional as noted by those who use the Spa on a regular basis.*

FITNESS ROOM

Showed some areas we could improve upon in terms of existing equipment and requests for some new equipment. *While cardio equipment was installed last year and has been well received, we will continue to replace equipment annually on a rotational basis and will include more free weights. Reacting to member request for a door to separate the Pilates / Yoga studio from the weight room, check it off the list as it is done! This project was completed last week. Music will be changed up more consistently.*

FITNESS CLASSES

Our members had high praise for the instructors and classes offered in the fitness center, though there were requests for additional classes. *We have added a third instructor to the class rotation and now offer Power Hour class a third morning each week. Our morning fitness classes on the gulf lawn were enjoyed by the members, so we will continue to offer classes outside when weather permits, which we will clarify, making it clear which classes will be outside. Finally, members have requested water aerobics which has been added to our schedule.*

GOLF CLUB

The condition of the golf course has shown significant improvement over the last few months. We are anticipating a complete recovery and conditions back to the highest levels. A new fleet of golf cars are to be delivered before the start of season. Golf Calendar of events for 2013-2014 will include new exciting events for members of all skill levels.

WELCOME NEW MEMBERS

We would like to extend a warm welcome to all of our new members that joined the LaPlaya Club over past several months. We hope to see you often as you create many warm and lasting memories with family and friends here at the Club.

FULL MEMBERS

Richard & Joanne Lamettry

SOCIAL MEMBERS

Gary & Jane Blemaster

Steve & Helen Brinkert

Joanne & David Colasanti

Joe & Mary Cramer

Dominick & Susan Diaferia

William & Lorraine Dodera

Kent & Dellene Hasen

Tony & Joan Innamarato

Karen Merrill

Peter & Marla Neeson

Robert & June Netzley

Mark & Ingrid Nolan

Robert & Joanne Santimauro

Maureen Stack

Gerald Vizenor & Laura Hall

Willie & Joyce Woods

Residents of

Aqua

Grey Oaks

Manchester Square

Grey Oaks

Palm River

The Dunes

Aqua Gates

Wilshire Lakes

Estuary

Vineyards

Pelican Marsh

Pelican Marsh

The Dunes

The Dunes

Beachwalk

Mercato

Quail West

Residing Elsewhere

Local Residents

Washington, DC

Local Residents

Pennington, NJ

Local Residents

Local Residents

Mills, OH

Local Residents

Local Residents

Local Resident

Wayne, PA

Akron, OH

Riverside, IL

Staten Island, NY

Local Resident

Local Residents

Ashton, MI

GOLF ONLY MEMBERS

Chuck & June Carroll

Michael & Lynn Hallows

James & Linda McGaan

James & Mary Ellen Morrissey

Ron & Pat Scoza

Doug & Monica Treadwell

Imperial

Pelican Bay

Pelican Bay

Pelican Bay

Palm River

Bonita Bay

Wakefield, MA

Kent, CT

Local Resident

Pepper Pike, OH

New York, NY

Local Resident

MEMBER UPGRADES TO FULL

To acknowledge our existing members that decided to enjoy the full spectrum of LaPlaya amenities.

Tom & Rita Kohn

Carl & JoAnn Reed

William & Sue Keegan

Beverly Farr

Gary & Linda Dower

Kevin & Suzanne Dwyer

William & Karen Haworth

Mike & Mary Jo Plotz

Roland & Patricia Walcott

MESSAGE FROM MEMBERSHIP



Sandy Cotter
*Director of
Membership*

Summer was very lively at LaPlaya and there was never a dull moment as more year-rounders and members spent leisure time and holiday weekends here at the beach. We watched members that live nearby, check-in to relax and enjoy a stress-free staycation

without ever leaving Naples! If you check out the August issue of *Travel & Leisure*, Worlds Best Awards 2013, you will see LaPlaya Beach & Golf Resort is ranked #32!

With so many members in the corporate world, we are also ideal for small group meetings. Make that important business meeting easy and stay right here at LaPlaya. Or plan that Family Reunion or Girlfriend Getaway, all in a luxury place. Whatever it is, we can handle it; and we reward our members too, just check the member incentive in this newsletter under Resort.

Don't forget Member Referrals! With your family and friends buying homes here, they are going to need their own Club Membership. Call or email me at scotter@laplayaclub.com their information to register them. Members receive great rewards when your referral joins.

The Club's leadership team has worked hard to prepare for the upcoming season, which officially starts in October. It is going to be an exceptional season this year, and we hope you will participate in the many events. Make your reservations early.

Naples has become one of the most desired leisure luxury destinations in the country, so there are many people checking out our wonderful area and your many friends will be in town to visit. Bring them to your Club, where we always try to make you and your guests feel like V.I.P.'s. We thank you for your support of the Club and look forward to seeing you soon!

Concierge Corner



Gail Alvarado
Head Concierge
galvarado@laplayaresort.com
239-449-1225

As a new Winter Season arrives at LaPlaya Resort and Club, all of us at the Concierge Desk say "Welcome Back."

For those of you we haven't met (yet) and for the many friends we have made throughout the years, we want to remind you that we are here for you. Just as we are Concierge to the Hotel guests, we are Concierge to our Club Members as well. Here are just a few of our services available to you.

- DINNER RESERVATIONS
- CAR RENTALS
- NANNY OR BABY SITTING REFERRALS
- TRIPS TO THE EVERGLADES
- AIR FLIGHTS TO KEY WEST
- SHOPPING & BOAT RENTALS



WELCOME GRACIE



Gracie Fleig
Membership Greeter

Please join us in welcoming Gracie Fleig to our Club team. Gracie has joined us to fill our position as Membership Greeter.

Gracie has worked for a number of years in the customer service field and also has a degree in hospitality management. Gracie will not only be welcoming you to the club upon your arrival, (and asking to see your Membership ID Card) she will be able to assist you with all your needs, from dining reservations to guest card requests.

Gracie is a true professional and a compliment to our team and we know you will love her just as much as we do! We are delighted to welcome her aboard!

Fit Tips from Sergei STAYING STRONG



Sergei Fedotov
Personal Trainer

Keeping your muscles strong is an important part of overall health. When your muscles are strong, you can carry heavy grocery bags more easily, pick up children without feeling as much strain, and you can walk the course as you play golf. You can also play three sets of tennis instead of one, and do more downhill ski runs before you get too tired and have to stop.

We have approximately 639 muscles in our body. Keeping every one of those muscles or muscle groups strong might get complicated as all of them require different movements. Well, not to worry! LaPlaya Club Fitness Center offers a variety of group exercise classes and I will make sure that you do every exercise the right way.

Preview our group exercise schedule on the Club website. Strength class is the one that will help you to stay strong. These classes were designed to target all of your body muscles so all that you have to do is to come in and JUST DO IT.

Let me help you to stay strong!

When you do exercises to keep your muscles strong, you:

- Make your bones stronger.
- Increase your overall stability and balance.
- Lower your blood sugar.
- Lower your body fat.
- Lower your stress.
- Increase the number of calories you burn.
- Help you avoid body aches and tiredness.



SUMMER MEMBER TRAVEL PHOTOS



Gibby Quinn and Laura Ambrose at the Keltic Lodge at the Highland Links Golf Course in Ingonish, Cape Breton, Nova Scotia.



Marc and Linda Simon in Venice



The Vandermolens, Washburns and Dillons gathering in Alabama



Welling and Marise Fruehauf with friends in Worms-Abenheim Germany



Elsa and Jim Cattano in Skagway, Alaska dog sledding

GREETINGS FROM THE LAPLAYA RESORT



David Martorana, CHSP
Director of Sales & Marketing

As the year ends, we look back at what a great year 2013 has been in accomplishments for LaPlaya. Kicking off the year with the coveted Conde' Nast Gold List Award paved the way for multiple awards and honors. Noble House Hotels and Resorts named Ron Vuy, General Manager of the Year, and LaPlaya Beach & Golf Resort, Hotel of the Year. Readers of one of the most influential travel magazines, *Travel & Leisure*, voted

LaPlaya #32 Best Resort in the continental U.S.; Spa Terre was named #54, out of the Top 100 Spa's in the United States by the readers of *Conde Nast Traveler's* "Top Spas of 2013" and Baleen Restaurant was awarded the prestigious Best of Award of Excellence again by *Wine Spectator Magazine*. With all the awards and achievements, and an amazing staff along with the friendliest club members in the world, it's hard not to be proud to be a part of LaPlaya.



To keep the momentum going and show appreciation to our Members, we are extending several offers for the fall. For your family or friends desiring a guest room at the resort, or an executive with a potential meeting or conference that might like to host the event in Naples, here are our Member specials.

MEMBER FALL SPECIALS!

Members can "Fall into Savings" at LaPlaya Resort and enjoy an extra special member rate over the following dates:

***October 1 - 31, 2013
and November 24 thru
December 19, 2013**

LaPlaya Club Members receive 30% off our best available weekday rate (Sunday thru Thursday) and 20% off our best available weekend rate (Friday and Saturday).*

To reserve a guest room, visit the Club website at www.laplayaclub.com, click on hotel reservations, enter your dates and under promo code, put the word member and the member rates will appear. If you prefer to call for reservations, dial 239-597-3123, ask for room reservations, or call 1-800-237-6883, tell them you are a LaPlaya Member!

Restrictions *Based on availability in a Resort View thru Premium Beachfront room only. Limited rooms available. Suites and Lanai rooms are not included in the "Fall into Savings" promotion.

MEETINGS OR CONFERENCES

-Member Rewards-

A number of our club members are in the business environment "taking care of business," and should know significant awards await those members who bring conferences, sales meetings, seminars, Board of Directors meetings and the like to the LaPlaya Beach and Golf Resort.

A Club Member who can assure the resort a booking of 25 room nights per event or meeting will receive their choice of two options: Five percent of the contracted room revenue will be credited to their LaPlaya Membership account or, a donation of the five percent to the charity of your choice.

*5% up to \$1,000 maximum will be paid once the master account is paid in full.

If you would like detailed information regarding these incentives for the booking of such events at LaPlaya Resort, just call 239-598-5702 or email dmartorana@laplayaresort.com and say you're a member.

BRIGHTEN YOUR SPIRIT AND SOOTHE YOUR SOUL AT SPA TERRE!



Nate Steere
LaPlaya Spa Director

Members Save on Spa with Midweek Discounts

At SpaTerre, our members always enjoy a 20% discount on services and retail products. Starting October 1st, 2013, Mondays and Tuesdays are your days to save even more. Based on the incredible response from our members to our "Member Mondays", we are adding Tuesdays as well.

Every Monday and Tuesday, members save an extra 10% off all services: that's a 30% savings on all spa services. Whether you're visiting the spa for the first time, or counting the days until you see your favorite therapist, Mondays and Tuesdays are the perfect time to come to SpaTerre.

*30% discount applies to services, not retail.
Cannot be combined with other discounts.*

To reserve your spa services, call 239-598-5117.



SPA TERRE CALENDAR OF EVENTS

November 26th

12pm to 3pm complimentary "mini" facials with eye and lip plumping treatments presented by Skin Authority. Come enjoy a complimentary eye and lip plumping service that will leave you looking refreshed. Members who participate will save an additional 10% on all products featured, and have their names entered into a drawing for spa prizes. Appointments are requested, contact the spa to reserve your time.

November 29th & 30th

"Black Friday" weekend at SpaTerre returns! Enjoy big savings on products for everyone on your list, and enjoy Buy One Get One on our entire collection of Skin Authority products. No discount offered on BOGO products.

December 13th-15th

Member Holiday Shopping weekend at SpaTerre. Wrap up any last minute gift shopping with an additional 10% off and free shipping on all retail products.

December 1st-15th

Gift Certificate Bonus Days – Purchase \$250 or more in SpaTerre Gift Certificates and receive a bonus gift certificate worth 10% of your purchase.

January 29th

Fashion Show. GlamGLOW will sponsor. Raffle, samples, treatment giveaway & product demo .

February 19th

11am to 3pm Complimentary Environ skincare event, complimentary mini facials and skin analysis. Environ skincare will be

offering complimentary facial analysis using an advanced skin scope. Your skin may be dry – but is it water deprived? Oil deprived? Get a deeper look at your particular skincare needs, then receive an application of a moisturizer that meets your skin's needs. Finish with a complimentary makeup application. Members save an additional 10% off Environ products, and will have their name placed in a drawing for spa prizes. Appointments are requested, contact the spa to reserve your time.

March 14th

11am to 3pm complimentary "mini" facials with eye and lip plumping treatments presented by Skin Authority. Come enjoy a complimentary eye and lip plumping service that will leave you looking refreshed. Finish your mini service with a leave-in hair mask from MoroccanOil (if desired). Members who participate will save an additional 10% on all products featured, and have their names entered into a drawing for spa prizes. Appointments are requested, contact the spa to reserve your time.

March 26th

Fashion Show. Sponsored by MoroccanOil. Raffles, samples, treatment giveaway & demos.

April

Easter Gift Baskets arrive at SpaTerre. Enjoy a selection of fun easter gifts for kids and adults alike, featuring springthemed gifts from Farmhouse Fresh and Feeling Smitten Bath Bakery.

May

Mothers' Day Services at SpaTerre. Treatments to pamper Mom, presented by FarmHouse Fresh. Members save an additional 10% off services on Mother's Day weekend.

FROM THE GOLF CLUB



Alan Findlay
Golf General Manager



MOTHER OF GOLF

Mary, Queen of Scots is known for her turbulent life and eventual execution, on orders from her cousin Queen Elizabeth in 1587. However, she also had another claim to fame as the first woman to regularly play golf. In fact noted sports journalist Sally Jenkins described her as the “Mother of Golf.”

She learned the game at an early age growing up in Linlithgow Palace near Edinburgh, and played during her childhood in France. As a member of the French royal family, military (junior) cadets would have carried her golf clubs. It is possible that Mary brought this practice back with her to Scotland, where the term evolved into the word ‘caddy.’

It is my pleasure and high honor to carry on the tradition of fine caddies everywhere by becoming the next General Manager & Caddy-in-Charge at your LaPlaya Golf Club.

We have a ‘brilliant’ team of golfing and hospitality professionals at your service; we are eager for the season to officially tee off!

Yours aye,

Alan

**The Club Grill Room is available for private events.
Contact Anne Delmonte at 239-254-5010 for more information.**

PRO SHOP NEWS

As we get closer to the start of another season here in Naples, we have been working hard to set up some fun events for our members to play in starting late in October. October 25 is our first 9 & Dine with our very popular Oktoberfest theme. It's a great way to get involved and meet some new folks while enjoying some of Chef Cheryl's creative cuisine.

New this year is a Cocktails and Costumes event on the 31st of October. Even though it isn't a golf event, Anne and her staff promise to make it a great evening, so don't miss out on the fun. Since this is not a golf event, you will need to sign up with Anne in the dining room.

Beginning in November, we are adding two new playing opportunities for Monday afternoons. Starting November 4, we will be having a season long Play with a Pro event that you and two other members can sign up to play in. The dates will be available and which Pros will be playing that day so you can sign up in the Pro Shop. There will be a small entry fee that goes into a pot for the leaders at the end of season. Until we get a good idea on how many people plan to participate, we ask that you only sign up once. As we get further into season, we may be able to open it up for folks to play more than one time.

Also in November, we will begin a 12-hole 2-some event on the Mondays that don't have the Play with a Pro. It is designed to be a quick, 12 hole casual event that you can sign up as a team of two guys, two gals, a couple, or we can try to pair up singles. The event format will change from week to week, so be prepared for some fun, different kind of games. Tee times will probably be in the early afternoon with a couple of drinks and snacks after golf.

Make time to swing by the Pro Shop for Black Friday Savings. Get some of your Christmas shopping done and save on Friday, November 29 (20% off), Saturday, November 30 (30% off) and Sunday, December 1 (40% off). This applies to all clothing, but there will be other special prices for the special person in your life, even if it's you.



Mike and Michelle Hanson with Janet and Chuck Thibeault biking through Helsinki

SEVERAL NOTES REGARDING OUR UPCOMING MEMBER - GUEST EVENTS:

- MEN'S ONE DAY GUEST DAY
January 8 – 1 guest per member
- LADIES BRING A FRIEND DAY
January 16 – 1 guest per member
- LADIES MEMBER GUEST
Due to incredible popularity, we limit each member to only one guest.
- MEN'S INVITATIONAL
Invitations will go out in early December.



One last thing, we have moved all of the sign up sheets into the Pro Shop on a bulletin board right next to the handicap computer to make it easier to sign up for events.

LAUREL'S CORNER



Fewer putts mean lower scores:

Keep the putting stroke simple. Look in a mirror to check your set-up and stroke. Bend at your waist, let your arms hang loose, and then grip the putter. Your eyes should be directly over the ball. As you watch yourself making the stroke, watch

for the triangle that forms in your arms and across your chest to move together back and through as you putt. Your lower body should be still as you just move your shoulders and arms together. Grip the putter lightly so you can feel the weight of the putter-head moving through the ball. Work on doing this with a nice easy tempo, and you will see better speed for you longer putts and better control for your shorter putts. Good luck on the greens.



Andy & Martha Soule, Laurel, Mark and Fred & Elaine Rice

IN BETWEEN SUMMER THUNDERSTORMS

With our aggressive summer projects behind us, the focus of the golf course maintenance crew these days is to continue providing our members and their guests with the finest possible playing conditions.

Throughout the summer we had to deal with a great deal of rain, at times more than we experienced in 2006. Even so, we were able to complete such typical summer projects as aerification, verticutting, vacuuming, and topdressing. In addition to routine practices we improved a number of areas around the course, most dramatically around No.



Brian E. Beckner
Golf Course Superintendent

15 green. Working with golf course architect Bob Cupp, we lowered the bunker face, thus enabling bunkered players to see the green, and we “softened” the slope up to the green.

Thanks to all the rain, renovating some bunkers proved rather challenging. Nonetheless, our efforts to remove sand and fabric liners and revert to a more traditional base, so far has proven satisfactory.

Regarding wildlife around the course, the summer was quiet except for increased populations of turtles and tortoises. We were able to rescue many hatchling softshelled and red-bellied turtles and help them into the water. Here and there over the summer we were greeted by a roseate spoonbill and by a family of otters.

As always, we look forward to yet another great season here at LaPlaya Golf Club, and we hope you enjoy playing the course.

TIPS FROM A PRO



Scott Richardson, PGA
Head Golf Professional

“Season” in Naples is just around the corner, and it’s time to check your grips. Golfers who play an average of two rounds per week should be changing their grips at least once a year. The tour players change their grips probably every 6 weeks or so, and they are sure to clean them fairly often. If you simply take the time to wash your grips with some warm, soapy water (with the exception of Winn grips) every few weeks, it will extend their life by several months. The problem with older grips is that they all get oil of them from your hands which holds the dirt, which makes the grip slick, which makes you hold on tighter, which makes your ball do funny things, which makes your blood pressure go up, which leaves you exhausted and exasperated. The feel of a new grip on a club is so refreshing that by putting a new set of grips on your clubs will seem almost like a brand new set. If you don’t believe me, just try it with a driver or a wedge in your bag. You’ll love the new feel.

“...by putting a new set of grips on your clubs will seem almost like a brand new set.”

A NOTE FROM ANNE



Anne Delmonte
Dining Room Manager

LaPlaya Golf Club offers an elegant and spacious 2,500 sq. ft. dining room and bar area with a seating capacity of 100 and spectacular views of the golf course.

The Golf Club is an ideal setting for weddings, rehearsal dinners, cocktail parties, seminars, bridal and baby showers. And what better place to host a corporate breakfast or luncheon!

If you are interested in more information on booking an event at the LaPlaya Golf Club, contact Anne Delmonte at 239-254-5010, it would be her “LaPlaya pleasure” to assist you.

And don’t forget every Sunday we offer our Omelet Station open to all members.

LOCKER ROOM ETIQUETTE

Our goal during your visits to the Club is to make sure that you enjoy a pampered experience. Our staff is on board cleaning the locker rooms several times a day and replenishing products. With this being said, we would like to share several necessary reminders from the Tidy Patrol:

- Children under the age of 12 should have adult supervision while in the locker rooms.
- Locker rooms are not intended to be the “hang out” area for children.
- Please use your membership ID card to access the locker rooms. Though staff is happy to assist you in gaining access to the locker rooms, this pulls them away from their duties.
- After you finish using towels and supplies, please place them in the laundry or trash bin.
- Please use only what you need while in the locker rooms. The supplies are for your convenience while on property.
- Be considerate of other members and should you see something amiss, notify the pool attendants, so that we may attend to it immediately.

Over the past season and summer, we experienced many children using the locker rooms without adult supervision. To avoid any Member Service phone calls, please make sure you attend your children or grandchildren to the locker rooms. Having fun at the beach and the pools is what the LaPlaya Club is all about!



COACH B'S AQUATICS

A great year is in store with Coach B's Aquatics, providing recreational programs and specialty camps this fall and throughout this season. Anticipate many exciting Saturday morning beach camp programs, stand-up paddle boarding lessons, surf lessons or beach and pool parties, and all this is just the beginning.

Coach B and his team know how to gear up for fun and find unique ways to recreate and activate on the beautiful shore of LaPlaya. From small groups of children and adults, to corporate events, Coach B's Aquatics will create a custom program designed to accommodate all members of your party and guarantee them a great time.

Private beach camp or beach babysitting is also available upon request. Make sure you take full advantage of this outstanding service.

For more information or to reserve a spot in one of Coach B's programs please e-mail coachbaquatics@comcast.net or call 239.822.3225.

KIDS CAMP



OCTOBER 12 & 26, 11am-2pm
NOVEMBER 16, 12-3pm
NOVEMBER 25 – 30, 12-3pm
DECEMBER 21 – JAN 4, 12-3pm

Cost per child \$30
Sign-up at the Pool Hut or
call 239-597-3123 ext. 5950

BEACH & BOATING AT LAPLAYA!



For those boaters among us, you should know the club is offering seasonal leases for boat slips. These apply to wet slips only and are available seasonally for up to six months for \$2,300. Slips with lifts can be leased on a year-round basis and your name can be added to our Wait List.

If you are a boater and have a question about leasing a slip, or simply would like more information about facilities and services available, call Sandy Cotter, Director of Membership, at (239) 254-5002, or e-mail at scotter@laplayaclub.com.

DAY BOATER?

If members have a boat, you can motor up to the docks and enjoy spending your day at the Club. Advanced scheduling is required by calling 239-254-5000.

BEACH/POOL RESERVATIONS

You can make beach chair reservations three ways:

1. Go online: www.laplayaclub.com and click on the Calendar
2. Call for reservations: 239-598-5119 Beach Concession
3. Or just arrive and walk up to the Beach Concession.
 - Reservations are accepted up to 72 hours prior to your requested day.
 - Reservations are to be made before 6 p.m. on the day prior your arrival.
 - If no one answers your phone call, staff is assisting other members/guests, so please leave a message.
 - Chairs will be set up between 9 and 11 a.m. After that, your reservation will be released as of 11:15 a.m.
 - After 11 a.m. chairs are set up on a walk-up basis.
 - Same day reservations are not accepted from now through April.
 - Members are always accommodated upon arrival at the beach.
 - If you do not reserve ahead, please be patient as the team may be accommodating other members.
 - Front row or specific location seating cannot be guaranteed.
 - All front row seating is limited to eight chairs.
 - Reservations for more than eight chairs will be set up in the second row.
 - Please do not request chair setup at both the beach and the pool simultaneously.

Beach Non-Reservation Dates

For fall 2013, our Beach "Non-Reservation" dates are November 27 - December 1. All beach service will be on a first come, first served basis.

LAPLAYA BOUTIQUE

New styles, sizzling fashions!

With the upcoming season, the Boutique has been busy ordering fantastic new apparel from Cartise for women, logoed men's golf shirts from Divots and Carnoustie, each featuring distinctive sportswear, both for on and off the course. A greater selection of UV swimwear for the children from Snapper Rock is arriving, along with new swimwear for women and men with exciting new lines including Kenneth Cole, Helen John and Roidal from Spain. Some of your favorite manufacturers, Komorov and Biondo, have new fashions for fall and holiday, so make plans to stop by soon.



Sparkle, Dazzle, Bling!

Many Trunk Shows are scheduled for the Resort Lobby this season, so drop by to preview the beautiful jewelry designs presented by these specially selected artists. We'll keep you posted on the upcoming trunk show dates occurring on the weekends and also watch your weekly e-mails for updates.

TIKI BAR & GRILL



Joanna Wrona
Tiki Bar Manager

Come enjoy the cool breezes by the gulf and join us daily for Member Happy Hour from 4 pm to 6 pm! Live entertainment has been extended year round on Friday and Saturday (visit the website calendar for musician listings and times!). The BBQ on holiday weekends has been such a huge success that we are planning to enhance the offerings on the grill.

In addition, we are very pleased with the survey scores this year and will continue to provide the friendliest and most professional service in a timely manner! Members asked for more selection in the survey, so Executive Chef Neall will be working closely with the Tiki kitchen team to create more variety.

Stay tuned for a new and revised Tiki menu this season.... daily specials....and much more!



*Ice cream ice cream, we all scream for ice cream!
Taken poolside at the Tiki Bar*

BEACH CLUB DINING



Jeff Nichols
Food & Beverage
Manager

HAPPENINGS IN THE DINING ROOM

As we prepare for the upcoming season, on behalf of the LaPlaya Beach Club Food & Beverage Team, I would like to thank our members for their continued support this past season and throughout the summer months. We would also like to thank everyone for the overwhelmingly positive responses on the last Member Survey. The Member Survey is an incredibly useful tool

providing feedback which assists us to continually improve our level of service and enhance your experiences at the Club.

Overall, member service scores, as well as food and beverage scores, improved from previous years. Our popular seasonal events including the Beach Party, Ladies Luncheon and Fashion Show, and Chef Carlos's Culinary Series received rave reviews, and we will continue these events again this year. These events tend to fill up quickly so we highly recommend making reservations in advance.

DINING INFORMATION & POLICIES

Dining at the Beach Club is just one of the amenities enjoyed by our members, and in a continued effort to provide the highest level of service, please note the following policies in effect throughout the upcoming season.

RESERVATIONS

A decision to dine at the club can often be a spur of the moment decision, but nonetheless, we encourage making reservations in advance, especially on weekends and for special events. Seating preferences – inside, outside, window table, seating time – are based on how far in advance reservations are made. To make reservations call (239) 254-5008. The Club does call to confirm reservations 24 hours in advance, if you prefer that we not call you to confirm, please let us know and we will note this in your profile.

SEATING TIMES

When reservations are made and a seating time is specified, that's the time member parties are expected to be seated for dinner. If you have a predinner cocktail in mind, we urge you to arrive at the club at least a half-hour in advance of your specified seating time, thus assuring you'll be served in a timely manner.

DINING POLICY FOR LARGER GROUPS

In an effort to ensure exceptional service for all of our Members, we will adhere to policy regarding groups of 16 or more:

- Reservations for parties of 16 or more can only be taken on Sundays, Tuesdays and Wednesdays
- Seating times for parties of 16 or more will be at either 5:30 p.m. or 8:00 p.m.

- Groups will have a limited selection menu
- Groups of 16 or more will be on one check

DIETARY RESTRICTIONS & SPECIAL FOOD REQUESTS

It is common knowledge that many have alternate diets, food allergies or requests on food preparations and the Club is happy to accommodate. Should you or your guests require a special meal or have a food allergy, do not hesitate to contact us so we can put this information into your "profile". If you have a guest, please let us know at the time of reservation, if possible. Advance notice is certainly helpful but not required. Our goal is to best accommodate the request.

CORKAGE FEE

A corkage fee of \$15 will be charged per 750 ml of wine contained in the bottle, i.e. a 1.5 liter bottle will be charged a \$30 corkage fee.

CANCELLATION POLICY FOR SPECIAL EVENTS

A 72 hour cancellation notice is required for special events. Failure to cancel reservation prior to three days in advance of the event will result in a 50% charge of the event price.

MEMBER RECEPTIONS

Due to the increased attendance at the Member Receptions at the Beach Club we will continue our policy of Members only at the complimentary receptions December through April.

DRESS CODE

Members and their guests are reminded that denim of any type or style is not permitted in the lounge or dining room, nor are sport caps and T-shirts bearing inappropriate wording. This policy includes guests, children and grandchildren.

Guidelines for Ladies – Blouses, knee-length shorts, dresses, slacks, and sandals are permitted for lunch and dinner. Appropriate footwear and beach attire worn with cover-ups are permitted before 5 p.m., but no later.

Guidelines for Men - Before 5 p.m., knee length shorts, appropriate beach attire and footwear, are permitted on the Veranda. After 5 p.m. collared shirts and slacks are required.

SMOKING

Smoking of any kind is only permitted on the front club landing and the valet area. This includes cigarettes, electronic cigarettes, cigars and pipes.

Should you have any questions regarding our policies, please call. Looking forward to seeing you soon!

FROM THE CHEF



Carlos Torres
Club Chef

THANK YOU!

To our members from the Club Culinary Team, we thank you for your tremendous support of the Club Dining Room! We love what we do and hope it is reflected in the cuisine that we prepare and present to you! Our goal is to find the best available products in the market based on seasonality and to balance new culinary trends, mixed with traditional offerings for your enjoyment.

WE'RE HERE TO PLEASE!

Should you have any dietary restrictions, it is always our pleasure to alter the preparation of an existing menu item. If you desire something special that is not normally on our menu, such as whole Maine lobster, Caviar, or a 22 oz. Porterhouse, please call me at 239-254-5000 or email me at ctorres@laplayaresort.com, or simply let us know when making your reservation. Advance notice is the key for special requests. With enough prior notice, we can do just about anything.

CELEBRATING AN EVENT?

The Beach Club Dining Room is not just another restaurant, it's your private club, and your dining experience should be extraordinary each time you dine with us. If you're celebrating a special event such as a birthday or anniversary, just let us know. Or, if you may be interested in an atypical private dining experience, we do offer a customized Chef's Table. You can guarantee that it will be a memorable and impressive night!

STANDARD EVENT POLICIES

- For your convenience, 6% Florida sales tax and a 20% service charge are added to all food and beverage related items.
- Reservations are required for all special events and can be made by calling 239.254.5008.
- Children ages 5 – 12 are ½ price and children four and under are complimentary for special events, unless specified.
- Unless otherwise noted, all events are during regularly scheduled reservation times.
- Reservations for special events must be cancelled no less than 48 hours prior to event date or a cancellation fee of 50% will be charged to your account.

Member Beach Party

Sunday, November 10th 2013

5:00-8:00 pm

Food Service begins at 5:30 pm

Appetizer & Salad Station

Seasonal Fresh Fruit

Grilled Vegetable Salad
Feta Cheese, Red Wine Vinaigrette

Potato Salad
Scallions, Mustard & Bacon

Crispy Conch Fritters
Key Lime Aioli

Buffalo Wings
Bleu Cheese Dressing

Chaffered Items

Grilled Chicken Breast
Whiskey Honey BBQ Sauce

Grilled Hamburgers & Hot Dogs
Challah Buns, Traditional Relish Trays

Grilled Mahi Mahi
Papaya & Pineapple Chutney

Marinated Florida Lobster Tails
Garlic Herb Butter

Grilled Flat Iron Steak
Chimmi Churri Sauce

Steamed Corn on the Cob

Dessert
Assortment of Cookies & Brownies

Soft Drinks, Beer & Wine Included in Price

\$52 plus tax and gratuity

Kids ages 5-12, \$26 plus tax and service charge

Children 4 and under are complimentary

Event located on the Gulf Lawn / Open Seating

Entertainment Provided by Eric Malibu

Cancellation policy applies

Thanksgiving Dinner Buffet

Thursday, November 28

Seating Times Available from 4-7 pm

Appetizers & Salads

Display of Tropical Fruits & Berries
Domestic & Imported Cheeses
Artisan Breads & Dried Fruit
Chilled Seafood Display
Shrimp Cocktail, Crab Claws, Oysters & Smoked Salmon
Smoked Seafood Salad
Herb Aioli & Flat Bread Crackers
Marinated Vegetable Platters
Olives & Hummus, Warm Pita Bread
Baby Greens Salad with Duck Confit
Brandy Soaked Cherries, Beets,
Goat Cheese & Sherry Vinaigrette

Chaffers and Hot Items

Candied Yams
Brown Sugar, Roasted Shallots & Marshmallow Gratin
Roasted Brussel Sprouts
Thyme & Pancetta
Crushed Red Potatoes
Parsley & Garlic
Ginger Glazed Baby Carrots
Homemade Cranberry Sauce with Orange & Cinnamon
Chestnut Sage Stuffing
Dark Meat Turkey with Giblet Gravy
Sautéed Salmon
Tomato, Capers, Raisin Sauce
Blackened Grouper
Kaffir Lime & Scallion Sauce

Chef Attended

Carved Turkey with Giblet Gravy
Rolled Beef Rib Eye
Horseradish & Pommerey Mustard

Desserts

Seasonal Selection of Holiday Pies,
Cookies, Cakes & Tarts

\$59 per person
Children ages 5-12 \$29.50
Children 4 & Under-Complimentary
Cancellation policy applies

Christmas Day Dinner

Wednesday, December 25th

Seating Times Available from 4:00-7:00 pm

First Course Selections

Gnocchi & Braised Lamb Ragout
Micro Basil, Olive Oil, Harissa & Crumbled Goat Cheese
Jumbo Lump Crab Cake
Avocado, Plantains, Key Lime Butter
Ginger Caesar Salad
Crisp Wontons & Parmesan Cheese
Leek & Lobster Bisque
Bacon Crème Fraiche
Bitter Greens Salad
Caramelized Figs, Blue Cheese,
Candied Walnuts & Peppermint Vinaigrette

Entrée Selections

Grilled Filet Mignon / 61
whipped potatoes, seared foie gras, asparagus, truffle jus
Sautéed Salmon / 52
blue crab potatoes, overnight tomatoes, scallion sauce
Roasted Lamb Saddle / 65
mushroom, spinach, baked polenta cake, sherry lamb jus
Seared Chicken Breast / 49
cranberry & squash hash, haricot vert, sage jus
Fennel Dusted Scallops / 55
sweet potato puree, sautéed brussel sprouts, tarragon butter
Sautéed Grouper / 57
macadamia nut risotto, caramelized onions,
spinach & herb veloute

Dessert Selections

Orange Vanilla Cake
Graham Crust & Crunchy Chocolate, Berries & Cream
Chocolate Cherry Tart
Mint Mascarpone & Brandy
Chef's Selection of Sorbet & Ice Cream
Seasonal Fresh Berries

Price based upon entrée selection
Special children's menu available.

New Year's Eve

PRIX FIXE MENU

First Course Selections

Foie Gras Ballotine

Crispy Brioche Toast, Fig Jam, Champagne Gelee
Celery Root Bisque

Scallop Mousse & Caviar

Baby Arugula Salad
Date & Blue Cheese Roulade, Cherry Tomatoes,
Balsamic Glaze

Entrée Selections

Lamb Mixed Grill

Lamb Porterhouse, Roasted Rack of Lamb & Merguez
Sausage with Parsnip Puree, Grilled Zucchini & Port Jus

Lobster Trio

Butter Poached Maine Lobster Tail, Lobster Ravioli &
Lobster Claw, Creamy Goat Cheese Saffron Potatoes,
Wilted Spinach, Lobster Sherry Sauce

Beef Trio

Grilled 5 oz Beef Tenderloin with Braised Short Rib
Ragout, & Beef Cheek Jus, Butter Poached Potatoes
with Smoked Sea Salt & Asparagus

Dessert Selection

Triple Chocolate Cake with Berries & Honey Ricotta
Warm Black Berry Crumb with Vanilla Ice Cream

\$75 per person

Limited A la carte menu also available

Regular dining hours

DOUG WILLIAMS

Doug Williams and his "Pure Piano" style of music returns to the LaPlaya Beach Dining Club on Thursday, October 17, after spending his summer playing the ivory keys in Cape May, New Jersey. Doug will be playing Thursday, Friday and Saturday nights thru December, then beginning January 8th Doug will play Wednesday through Saturday nights. www.dougwilliamsmusic.com



New Year's Day

BRUNCH

Wednesday, January 1, 2014

Seating Times Available
from 11:00am-2:00pm

Tropical Fruit and Berry Display

Smoked Salmon Platters

Crisp Bagel Chips,

Herbed Cream Cheese & Capers

Cheddar Cheese Board

Aged Assortment of Cheddars,

Dijon Sauce & Pretzel Bread

Mascarpone & Ricotta Cheese Blintzes

Warm Cinnamon Berries & Brown Sugar

Manchego and Scallion Quiche

Spiced Sour Cream and Crisp Tortilla

Chef Attended Omelet Station

Sausage, Bacon, Ham,

Fresh Vegetables & Cheeses

Chef Attended Pasta Station

Chef Attended Carved Beef Strip Loin

Sautéed Grouper

Tomatoes & Green Peas, Thyme Sauce

Chef Selection of Vegetables

Potato Gratin

Pancetta and Goat Cheese

Adults \$39

Children ages 5-12 \$19.50

Children ages 4 and under are complimentary

Cancellation policy applies

GOLF CLUB CALENDAR OF EVENTS

<i>Date</i>	<i>Day</i>	<i>Event</i>	<i>Location</i>
OCTOBER			
7	Monday	Golf Course reopens on Mondays	Golf Club
25	Friday	Oktoberfest 9 & Dine	Golf Club
31	Thursday	Costumes & Cocktails Member Mingler	Golf Club
NOVEMBER			
4, 18	Monday	Play with the Pro	Golf Club
6	Wednesday	Taste of the Tropics Member Mingler	Golf Club
6,13,20,27	Wednesday	Men's Day	Golf Club
7, 14, 21, 27	Thursday	Ladies Day	Golf Club
11, 25	Monday	12-hole Twosome Golf	Golf Club
15	Friday	9 & Dine	Golf Club
28	Thursday	Thanksgiving 8:30 shotgun	Golf Club
DECEMBER			
2, 16	Monday	Play with the Pro	Golf Club
4, 11,18	Wednesday	Men's Day	Golf Club
4	Wednesday	A Taste of Asia Member Mingler	Grill Room
5, 12,19, 26	Thursday	Ladies Day	Golf Club
8	Sunday	Sunday Brunch	Golf Club
9	Monday	12-hole Twosome Golf	Golf Club
13	Friday	Holiday 9 & Dine	Golf Club
24	Tuesday	Christmas Eve 8:30 Shotgun then course closed	Golf Club
25	Wednesday	Christmas Day - course closed	Golf Club
JANUARY			
1, 15, 22, 29	Wednesday	Men's Day	Golf Club
2, 9, 23, 30	Thursday	Ladies Day	Golf Club
6, 20	Monday	Play with the Pro	Golf Club
8	Wednesday	Men's Day Guest Day	Golf Club
10	Friday	Opening Day Cocktail Party	Golf Club
11	Saturday	Opening Day Golf Mixer	Golf Club
13, 27	Monday	12-hole Twosome Golf	Golf Club
15	Wednesday	A Taste of Italy Member Mingler	Golf Club
16	Thursday	Ladies Bring a Friend Day	Golf Club
19	Sunday	Sunday Brunch	Golf Club
24	Friday	9 & Dine	Golf Club
31	Friday	Day 1 - Member Member 1pm Shotgun Cocktail Party	Golf Club
FEBRUARY			
1	Saturday	Day 2- Member Member	Golf Club
3, 17	Monday	Play with the Pro	Golf Club
5, 12, 19, 26	Wednesday	Men's Day	Golf Club
5	Wednesday	Blue Grass & BBQ Member Mingler	Golf Club
6, 13, 27	Thursday	Ladies Day	Golf Club
9	Sunday	Couples Championship Golf & Party	Golf Club
10, 24	Monday	12-hole Twosome Golf	Golf Club
14	Friday	Valentine's Day 9 & Dine	Golf Club
20	Thursday	Ladies Member Guest Event	Golf Club
23	Sunday	Sunday Brunch	Golf Club
MARCH			
3, 17, 31	Monday	Play with the Pro	Golf Club
5	Wednesday	Seafood Sensation Member Mingler	Golf Club
5, 12, 19, 26	Wednesday	Men's Day	Golf Club
6, 27	Thursday	Ladies Day	Golf Club
7	Friday	Club Championship	Golf Club
8	Saturday	Club Championship	Golf Club
10, 24	Monday	12-hole Twosome Golf	Golf Club
12	Wednesday	Ladies Day	Golf Club
13, 14, 15	Thurs.-Sat.	Men's Invitational	Golf Club
19	Wednesday	Ladies Day	Golf Club
20	Thursday	Special 12 Hole Club Scramble (course closed @ play)	Golf Club
21	Friday	9 & Dine	Golf Club
APRIL			
2, 9, 16, 23, 30	Wednesday	Men's Day	Golf Club
4	Friday	Course Closed	Golf Club
7	Monday	Play with the Pro	Golf Club
10, 17, 24	Thursday	Ladies Day	Golf Club
11	Friday	Closing Day - 9 & Dine	Golf Club
16	Wednesday	Spring Fling Member Mingler	Golf Club
20	Sunday	Easter Brunch	Golf Club

*** Golf events are open to Full and Golf only members, unless otherwise noted.*

BEACH CLUB CALENDAR OF EVENTS

OCTOBER

1	Tuesday	Club Dining Room reopens	Beach Club
1, 8, 15, 22, 29	Tuesday	Happy Hour	Beach Club
3, 10, 17, 24, 31	Thursday	Happy Hour	Beach Club
17	Thursday	Doug Williams on piano returns for season	Beach Club
22	Tuesday	Member Reception	Beach Club
31	Thursday	Reciprocal Program Ends	

NOVEMBER

5, 12, 19, 26	Tuesday	Happy Hour	Beach Club
7, 14, 21	Thursday	Happy Hour	Beach Club
10	Sunday	Beach Party	Gulf Lawn
19	Tuesday	Member Reception	Beach Club
28	Thursday	Thanksgiving Buffet	Beach Club

DECEMBER

3, 10, 17, 31	Tuesday	Happy Hour	Beach Club
5, 12, 19, 26	Thursday	Happy Hour	Beach Club
7	Saturday	Kids Cooking Class	Beach Club
17	Tuesday	Holiday Member Reception, Members Only	Beach Club
21	Saturday	Kid's Holiday Cookie Decorating	Beach Club
24	Tuesday	Christmas Eve - Dinner Service	
25	Wednesday	Christmas Dinner - No lunch service	Beach Club
31	Tuesday	New Year's Eve A la carte Dinner	Beach Club

JANUARY

1	Wednesday	New Year's Day Brunch - no dinner service	Beach Club
7, 14, 21, 28	Tuesday	Happy Hour	Beach Club
2, 9, 16, 23, 30	Thursday	Happy Hour	Beach Club
19	Sunday	Member Reception, Members Only	Beach Club
23	Thursday	Chef Carlos Culinary Series	Beach Club
28	Tuesday	Lecture Series	Beach Club
29	Wednesday	Fashion Show & Luncheon	Beach Club

FEBRUARY

2	Sunday	No Dinner Service	Beach Club
4, 11, 18, 25	Tuesday	Happy Hour	Beach Club
6, 13, 20, 27	Thursday	Happy Hour	Beach Club
14	Friday	Valentine's Day Dinner	Beach Club
16	Sunday	Member Reception, Members Only	Beach Club
20	Thursday	Chef Carlos Culinary Series	Beach Club
25	Tuesday	Lecture Series	Beach Club

MARCH

4, 11, 18, 25	Tuesday	Happy Hour	Beach Club
6, 13, 20, 27	Thursday	Happy Hour	Beach Club
4	Tuesday	Naples Botanical Gardens Walking Tour	Naples Botanical Gardens
16	Sunday	Member Reception, Members Only	Beach Club
20	Thursday	Chef Carlos Culinary Series	Beach Club
25	Tuesday	Lecture Series	Beach Club
26	Wednesday	Fashion Show & Luncheon	Nordstrom Store

APRIL

1, 8, 15, 22, 29	Tuesday	Happy Hour	Beach Club
3, 10, 17, 24	Thursday	Happy Hour	Beach Club
6	Sunday	Beach Party	Gulf Lawn
13	Sunday	Member Reception, Members Only	Beach Club
19	Saturday	Nibbles with the Easter Bunny	Gulf Lawn
20	Sunday	Easter Brunch - No Dinner Service	Beach Club
29	Tuesday	Lecture Series	Beach Club

MAY

6, 13, 20, 27	Tuesday	Happy Hour	Beach Club
1, 8, 15, 22, 29	Thursday	Happy Hour	Beach Club
11	Sunday	Mother's Day Buffet / a la carte Dinner	Beach Club
20	Tuesday	Member Reception	Beach Club

June

4, 11, 18, 25	Wednesday	Happy Hour	Beach Club
5, 12, 19, 26	Thursday	Happy Hour	Beach Club
8	Sunday	Family Cookout	North Pool
18	Wednesday	Member Reception	Beach Club



LAPLAYA
BEACH & GOLF CLUB

9891 Gulf Shore Drive
Naples, Florida 34108

Club Phone Number
239-254-5000

PRESORTED
FIRST CLASS
U.S. POSTAGE
PAID
AMS

HOURS OF OPERATION

BEACH CLUB VALET Opens at 8:00 a.m. daily

BALEEN NAPLES

Breakfast 7:00 a.m. – 11:30 a.m.
Lunch 11:30 a.m. – 5:00 p.m.
Light Lunch 2:30 p.m. – 5:30 p.m.
Dinner 5:30 p.m. – 10:00 p.m.
Lounge 10:30 a.m. – 11:00 p.m.

GOLF CLUB GRILL ROOM

Lunch 11:00 a.m. – 4:00 p.m.
Clubhouse Bar 11:00 a.m. – 7:00 p.m.

PRO SHOP 7:00 a.m. – 6:00 p.m.

LOCKER ROOMS 7:00 a.m. – 7:00 p.m.

DRIVING RANGE 7:00 a.m. – Dusk

BEACH CLUB DINING AND LOUNGE

October 1 thru December 29, 2013

Lunch Tuesday thru Saturday 11:30 a.m. – 3:00 p.m.
Dinner 5:30 p.m. – 8:30 p.m.

HAPPY HOUR

Tuesday and Thursday 4:30p.m. – 6:00 p.m.

RESORT CONCIERGE

8:00 a.m. – 9:00 p.m. Daily

TIKI BAR

Sunday – Thursday

Food Service 11:00 a.m. – 6:00 p.m.

Friday and Saturday

Food Service 11:00 a.m. – 7:00 p.m.

Bar 11:00 a.m. – 7:00 p.m.

TIKI ENTERTAINMENT

Friday and Saturday

2:00 - 6:00 p.m. Weather permitting

TIKI BAR Member's Happy Hour

Everyday from 4:00 p.m. to 6:00 p.m.

½ price cocktails and house wine by the glass.

SPA TERRE

Monday thru Saturday 9:00 a.m. – 7:00 p.m.

Sunday 9:00 a.m. – 5:00 p.m.

FITNESS CENTER 6:00 a.m. – 10:00 p.m.

LAPLAYA BOUTIQUE

Sunday thru Thursday

8:00 a.m. – 7:00 p.m.

Friday and Saturday

8:00 a.m. – 8:00 p.m.