

THE VIEW

Club Newsletter

LAPLAYA

BEACH & GOLF CLUB

October/November/December 2014 | Volume 78

laplayaclub.com | 239-254-5000

NOBLE HOUSE
noblehousehotels.com





L A P L A Y A
BEACH & GOLF CLUB

www.laplayaclub.com

CLUB DIRECTORY

BEACH CLUB

9891 Gulf Shore Drive
Naples, Florida 34108

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
Richard Brown.....(239) 254-5000
Spa Terre.....(239) 598-5117
Beach Hut.....(239) 598-5119
Pool Hut.....(239) 597-3123 Ext. 5950

GOLF CLUB

333 Palm River Blvd.
Naples, Florida 34110

Golf Pro Shop.....(239) 254-5001
Tee Times.....(239) 254-5001
Golf Club General Manager
Alan Findlay.....(239) 449-1181
Assistant General Manager
Dianna Compton.....(239) 597-2991
Head Golf Pro
Mark Fogg.....(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
Patrick Lewins.....(239) 594-0454



Susie Mitchell
Beach Club
General Manager

A NOTE FROM SUSIE

What a great season we have planned for you here at LaPlaya! We have added several new events into the Club calendar and are looking forward to your participation! New entertainment is on tap with *Quiet Storm* performing at the majority of our Member Receptions in addition to several Sunday nights during season.

Michael and Gayle from *Quiet Storm* will provide an upbeat contemporary style of music requested by many in the Member survey. Doug Williams will continue to play Tuesday through Saturday evenings with a new repertoire of songs that he promises everyone will enjoy.

The Club has an exciting array of topics for the Learning Series. For our Ladies Luncheons, several great stores to make our fashion shows exciting and a new event, Wine and Canvas, should prove to be fun for all!

You will see several new faces in the Club dining room this year and I know that once you get to know our new team members, you will see in them what I saw when recruiting this summer. Most of our veteran team will be back sometime in October!

Two other items noted in the survey were smoking at the Tiki Bar and the policy on attire in the Club Dining Room. In response to those items mentioned, effective October 1st, smoking will no longer be permitted *under* the Tiki Bar. Also *dress* shorts will be permitted year round in the Club Dining Room. Please note the word “dress” shorts! Please see the article on Club Attire in *The View*.

Our Club team is looking forward to seeing those of you who have been away for the summer and and a sincere “thank you” to all of our year round Members who support the Club throughout the year.

On a personal note...my son Mackenzie will be entering his second semester at Santa Fe College in Gainesville to pursue his goal of being a zoo keeper and my daughter Chyna Rose continues to work her way through college locally. Thus, I am an empty nester!! While I miss my children, I like my freedom!

As I repeatedly, say, our goal is to exceed your expectations all of the time! Should you have any suggestions, comments or thoughts that will enhance the Club, please let me know.

Respectfully,

Susie Mitchell
Beach Club General Manager

SURVEY RESULTS

The survey was mailed out in late March and we received responses from more than a third of our Membership. Overall, the collective response was very positive; 99 percent indicated they would recommend the club to others, with 94 percent saying the Club exceeded their expectations. While this is most gratifying, your responses did bring to the surface some areas that can benefit from improvement.

Many of you expressed concern regarding the number of new Members at the Beach Club. While total memberships continue to grow, please understand that we also have resignations each year, which decreases the number of Members actually using the Club. There will be certain times of the year that we know the Club is going to be super busy, holidays for certain, ... please plan for those times accordingly. The one thing we don't want to have happen is for a limit to be put on the number of guests or cars Members may bring to the Club!

There were comments regarding the "tone" of certain communications that came from the Club, some applauded our addressing concerns that were brought to our attention and some did not feel that they were appropriate. While we must ensure policies are followed, we will work on better communication messages or go directly to those who are not in compliance. During the height of season, we do stress the importance of guest cards, club attire, behavior at the pool and beach; however it is never our intention to sound disrespectful.

Scores in the Club dining room were once again high in service, however, many of the comments related to menu variety, consistency of menu and price value. As many of you know, we have had a change in leadership in our Club kitchen with the promotion of Chef Carlos to Executive Chef of the LaPlaya Resort. Congratulations to Chef Carlos on a well deserved promotion! Our new Club Chef will be arriving shortly and we will feature him in our next newsletter.

This year you will see changes in the Club dining room from the menus to our service. Reservations will continue to be necessary and we will always do our best to accommodate your requests. While there is not a single seat in the Club that doesn't have a great view, most of you want to sit outside at 7 pm. We sincerely request that you remain flexible with reservation times. Everyone will see the sunset, regardless of your table's location.

Mindful of expressed health concerns, our dining room lunch menu will be more varied to include portions for those with more modest appetites. We'll be offering two fresh soups daily, one hearty, the other on the lighter side. Members at the beach or poolside will be welcome in the Club for lunch, the only dress requirements being footwear and cover-ups.

Another survey topic noted was our Attire Policy in the Beach Club Dining Room. We have altered the policy to allow gentlemen to wear dress shorts in the evening. Please note the updated policy here in *The View*.

As for the areas of beach, pool, and Tiki Bar, survey responses were very good; the most addressed concerns were service, consistency of food and variety of menu items. We are currently implementing new guidelines to help us improve in the areas mentioned by Members.

Online reservations for beach setups have proven to be a huge success with a greater percentage of members using the online system. We will share more updates with you in as we consolidate these plans.

SpaTerre and the Member locker rooms were mentioned in this year's survey as needing a "facelift". You will be happy to hear that both areas will be receiving some modifications, the scope and timing of which is yet to be determined.

Members who take advantage of the fitness room were very pleased with the classes provided, the trainers and the fitness room overall.

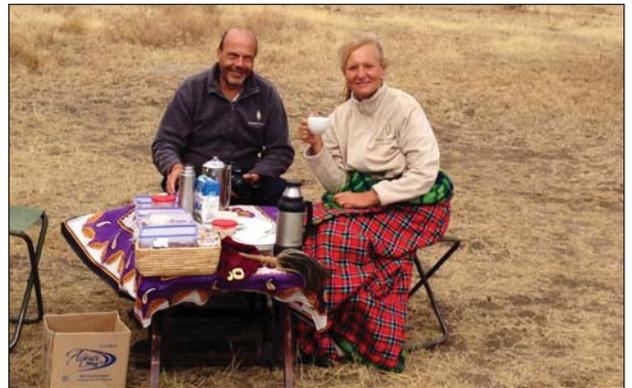
Summer Destinations



Debbie and Paul Biehl hiking Mont Blanc in France



Peter & Pamela Strommen with Sara & TJ sight seeing at a volcano in Iceland



Raskins enjoying a Bush Breakfast on the Serengeti Tanzania



The Rodgers family enjoying a scenic yet scary drive on the Pacific Coast Highway

MESSAGE FROM MEMBERSHIP

Dear Members,

Where did the summer go?

After a great summer, we are looking forward to a fun and fabulous season ahead. I'm very excited as plans for fall and winter are in place with a strong calendar of events. Our team is already working on the holidays and the special events that will fill in the calendar throughout the coming months with all types of new activities.



Sandy Cotter
Director of
Membership

They say Naples is bubbling over with happiness. Did you know that Naples is ranked fourth happiest city in the U.S.? If you missed it, recently on the NBC Today Show and other national media, the University of

British Columbia ranked Naples the fourth happiest city in the U.S. after surveying respondents about their satisfaction with life. Perhaps it's the city's high median household income. Or maybe it's the community's beautiful 10-mile long beach, stunning sunsets, the weather or the abundance of shopping. No other Florida city made the study's top 10, which tabbed Charlottesville, Va., as America's happiest city after surveying respondents about their life satisfaction. And I'm proud to say that four cities out of the top 10 were from my home state of Louisiana – yes, it must be the good life, good food and football!

With all this happiness, this leads me to say how interesting my job has become with meeting many of the new arrivals that are discovering Naples. And the reason they discovered Naples is thru family and friends. So once again, don't forget our Member Referral Program for members that refer new members. Also, a big transition is taking place as many existing members have decided to call Naples "home" year round. Welcome down as you become a local! You're going to love it!

As always, should you have any thoughts or comments that you would like to share, please, don't hesitate to reach out to us. Looking forward to a fantastic season ahead!

From the 4th happiest city in the U.S.

Sandy Cotter
Director of Membership

WELCOME NEW MEMBERS

We extend a sincere welcome to all new Members who joined the LaPlaya Club over the past several months. We are confident that your membership at the Club in the coming years will help create many warm and lasting moments for your family's Memory Book.

SOCIAL MEMBERS

	<i>Residents of</i>	<i>Residing Elsewhere</i>
Susan Pryor	Mediterra	Local Residents
Gary & Ellen Watson	Riverstone	Wilton, CT
Z.C. & Gail Pappas	Manchester Square	Local Resident
John & Zoe Heppner	Aqua	Local Resident
Chad & Alana Barancyk	Imperial	Local Resident
Ross & Dale Harris	Conners Park	Local Resident
John & Krista Goede	Oaks Estates	Local Resident
Ray Montecalvo & Cathy Kowal	Quail Creek	Local Resident
Tricia Nicodemus	Pelican Marsh	Canal Winchester, OH
Chris & Helen Wardell	Pelican Marsh	New York, NY
Elena Viadro	Sanctuary	Local Resident
David & Tiffany Kramer	Naples Park	Local Resident
Roger Dolden & Joanne Belcastro	Bay Colony	Montclair, NJ
Steve & Cindy Vilks	Vanderbilt	Stillwater, MN
David & Vickie Seymour	Grey Oaks	Darien, Ct
Ron & Ryann Cindruch	Talis Park	Local Resident
Georgia Hitzke	Eden On The Bay	Local Resident
Neale & Beverly Kuperman	Twin Eagles	Suffern, NY

GOLF MEMBERS

Youngsuk & Sungeon Chi	Aria	London, England
Jim & Evelyn Morrison	Glen Eagle	Ontario, Canada
Paul & Nancy Donovan	Regatta	Abington, MA
Gail Lockyer & Thomas Beynon	Mediterra	London, Canada
Koby & Erin Kirwin	Oaks Estates	Local Residents
Clete & Carol Landis	Park Shore	Emmaus, PA
Chris McCarthy & Diana Lawrence	Regatta	Worcester, MA

FULL MEMBERS

Graham & Maggie Van T Hoff	The Dunes	London, England
Heinz & Debbie Little		Mooreville, NC

Stay at the Resort!

Enjoy our **"Fall Special Rates"** at LaPlaya Resort for members, your family and friends from October 1 thru December 18, 2014.

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.laplayaresort.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.*

BEACH/POOL RESERVATIONS

You can make beach chair reservations three ways:

- Go online: www.laplayaclub.com and click on the Calendar
- Call for reservations: 597-3123 Ext. 5119 Beach Concession
- Or just arrive and walk up to the Beach Concession.
 - Reservations are accepted up to 72 hours prior to your requested day.
 - Reservations are accepted up to 6 p.m. on the day prior your arrival.
 - If we are unable to answer your phone call, please leave a message. Staff may be assisting other members at the time of your call.
 - All unclaimed reservations may be utilized as of 11:15a.m.
 - After 11 a.m. chairs are set up on a walk-up basis.
 - Same day reservations are not accepted from January through April.
 - Members are always accommodated upon arrival at the beach.
 - At peak periods, beach reservations by phone or online may reach capacity for a given day, therefore, walk-ups are welcome.
 - Front row and specific location requests cannot be guaranteed, but we will do our best to accommodate.
 - 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. Unused chairs may be utilized as needed for other members.

With so many family and friends visiting over the season, Holiday Beach Reservations will be unavailable on the following dates, so just come out and the team will set you up.
Thursday, November 27 – Sunday, November 30, 2014
Saturday, December 20 – Thursday, January 8, 2015.

Beach and Boating! Life is good at LaPlaya!

Boat slips available for annual or seasonal lease.

For those boaters among us that would like to have a boat here for just several months to cruise around the area, the Club does offer several short term – seasonal – leases. These special leases apply to wet slips only and are available seasonally for up to six months for \$2,300. Annual wet boat slips can be leased on a year-round basis for \$3,200 per year.

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

THREE VENUES ONE GREAT RESORT CLUB

Let Us Host Your Special Event in the Private Club

Many Members are unaware that the Beach Club is available to host social catering events as well as conferences and corporate catered events. The Club is an ideal setting to host your business clients, corporate meetings and office parties. We are prepared to handle groups from 2 guests to 180 guests. Services are not just limited to food and beverage; we can also arrange for any audio/video services. All Members are encouraged to contact us to learn how we can assist in the planning of any type of corporate function or personal event.

Members Reap Rewards for Meetings or Conferences

A number of our club members are in the business environment and should know members are rewarded for bringing 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 a choice of two options:

- Five percent of the contracted room revenue to your Laplaya Membership account or
- A donation of the five percent to a 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, just call David Martorana at 239-598-5702 or email him at dmartorana@laplayaresort.com and tell him you're a member.

Golf Club Available for Booking Events!

Not only for a great game of golf, the Golf Clubhouse is perfect for holding events, banquets and weddings. With a view of the fairways from the wrap around Veranda to the perfectly manicured greens, and beautifully decorated Grill Room, members may host events up to a 100 guests. For more information, contact Anne Delmonte at 239-254-5010.

NOTE FROM ALAN

“Change is INEVITABLE, Progress is OPTIONAL.”

A favorite Tony Robbins quote on ‘CHANGE’ leads nicely into inviting all our traveling Members back from their summer sojourn and to wish everyone, all our Members, their families and guests many more memorable and fun golf & hospitality occasions for the upcoming new ‘season.’

Your Golf Team has spent the summer prepping for those good times ahead.



Alan Findlay
Golf Club General Manager

- ✓ Kudos to Patrick & his Team: Golf Course conditions, starting with the putting greens, are in excellent shape.
- ✓ New Head Golf Professional Mark Fogg, leading the Golf Team.
- ✓ New additional role for Laurel Keane LPGA Professional and ‘Director of Instruction.’
- ✓ New Practice Facility with improvements in look, feel and its use.
- ✓ New Monday evening Carvery dinners for the ‘new’ year. Anne, Chef Cheryl & Teams will be at their best!
- ✓ Small Bites menu along with new Lunch Menu.

We look forward to another memorable 2014-15 season. As the radio announcer said, ‘it’ll be good to see you again!’

Welcome back to LaPlaya everyone!

Alan Findlay
LaPlaya Golf Club General Manager

TIPS FROM THE PRO



Mark Fogg
Head Golf Professional

One of the most frequent questions I receive on the lesson tee is how high should I tee my driver?

Years ago the simple rule of thumb was to tee the golf ball about half way above the crown of the club. As technology has totally changed the design of today’s oversize 460 CC drivers, the height at which we tee the ball has also changed.

Today in order get the very most out of your new equipment, try to make these three minor adjustments. First, tee the ball higher than normal. Next, move the ball position slightly more forward in your stance. Last try to get the sensation of a slight upswing motion at impact with the ball. This will increase your initial launch angle and ultimately increase your carry distance and produce longer tee

shots. Try this on the driving range until you start feeling confident. Then take it to the golf course. Tee it high and let it fly!

Please contact the golf shop staff at Laplaya Golf Club to schedule a lesson and we will be happy to help you to a better golf game.

Professionally yours,

Mark Fogg



Incorrect swing



Correct swing

LAUREL’S CORNER

When you are watching the tour pros or low handicappers swing, you will notice that they all consistently use their lower body to turn through a shot. I see this first picture a lot on the golf course. Just using your arms will get you less consistent ball striking and definitely less distance. If your weight stays on your back foot at impact, this usually causes you to swipe the ball with your arms. You will catch the ball on the



Laurel Kean
LPGA Professional

upswing causing you to top the shot. Also, you don’t get the full power you should obtain when you are on your front foot at impact and covering the ball. Turning your hips as you move your weight to your front foot will give you more consistency! Good luck!

SUMMER IMPROVEMENTS!



New tee front



New Driving Range with Mat



Enlarged tee with mat



New chipping area

Laplaya Beach & Golf Club announces Mark Fogg as Head Golf Professional

Mark Fogg has been named Head Golf Professional at LaPlaya Beach & Golf Club, after enjoying three years as a seasonal golf assistant at the golf club. Fogg also held previous positions as Golf Professional at Dunegrass Country Club in Old Orchard Beach, Maine in Gorhem, Maine. He was elected to the Maine Golf Hall of Fame in 1992 and is past-president of the NEPGA, Maine Chapter. Fogg is winner of the Maine Chapter Championship and Player of the Year.

A native of Westbrook, Maine, Mark lives in Naples with his wife, Kelly, and daughter, Paige. Come by and say hello to Mark!



LAPLAYA GOLF MAINTENANCE UPDATE



Patrick Lewins

With the hot summer months behind us, we can all look forward to the coming winter season. The Laplaya Golf Maintenance Department has had a very busy summer filled with course conditioning practices as well as a number of other improvements that will provide for a great 2014-15 winter season. The maintenance team continued the practice of extensively aerifying greens, tees and fairways. These practices are crucial to removing organic matter that has accumulated throughout the year and to relieve compaction as well as maintaining the drainage capacity of those surfaces.

The complete renovation of the Driving Range tee and short game area will be one of the most noticeable changes to the course. The usable turf on the tee top has been increased by approximately 30% to allow for better rotation of the tee stations and to allow for more time for divot recovery. The newly installed Celebration Bermuda grass turf will also aid divot recovery. This turf has shown to have a superior aggressive lateral growth habit and density over our previous turf variety. Additionally, a row of artificial teeing surface was installed along the back of the tee to provide opportunities to better preserve the turf throughout the year. The chipping green was also renovated with new Tifeagle Bermuda grass and will now duplicate the greens on the course for better training/ practice purposes.

On the golf course, our returning members will notice several approaches and tee tops that did not perform well last season have been resodded with new turf to improve durability and playability. Numerous landscape additions have been made with the goal to improve the aesthetics of the course while at the same time removing older plant material. We have continued the extensive tree trimming and thinning program from the last few years in order to manage the air movement and shade issues. The combined effect of these improvements will lead us to have a fantastic season this year for our new and returning members. Our team looks forward to seeing you back on the course!

CLUBHOUSE HAPPENINGS

WELCOME TO SEASON 2014-2015



Anne Delmonte
Dining Room Manager

What's new this year? For starters, try the new *Carvery* at the Clubhouse every Monday from 5 - 8 pm for \$45++ per person. Reservations are required and can be made by calling the Grille Room at 239-254-5010. Open to Full, Golf Only and Social members.

Also new, the *New Small Bites* menu is available daily until 6 pm. Our Dinner Dance for the season will be held on Wednesday, February 25th from 6-10 pm. Billy Dean and Dawn will be providing entertainment for us again this year. Reservations are required and can be made by calling the Grille Room at 239-254-5010. This event is open to Full and Golf Only members.

Life affords precious few opportunities for momentous celebrations. So when those special occasions do arise, you want to make certain everything is just right. LaPlaya Golf Club is one of those exceptional places where ambiance, service, and cuisine come together to create a highly customized, unforgettable event for you and your guests. Contact Anne Delmonte at 239-254-5010 for more information on hosting an event in the Clubhouse. Hope to see you around the Clubhouse soon!

Queen Anne



EXPEDIA HONORS LAPLAYA BEACH & GOLF RESORT

Expedia has presented its annual "Expedia Insiders Select Award" for 2014 to only one resort in Naples, LaPlaya Beach & Golf Resort. Based on more than 2 million guest reviews from Expedia customers, LaPlaya Beach & Golf Resort is one of only 650 winners worldwide. We are LaPlaya!



Cheryl Bryskiewicz
Golf Club Chef

FROM CHEF CHERYL

Mediterranean Farro Salad

Serves 6

Ingredients:

- 1 ½ cups of farro grain
- 4 cups of water
- 2 tsp. salt + extra for seasoning later
- 1 pint cherry tomatoes cut in half
- 1 bunch fresh basil medium chopped
- 1 bunch fresh chives medium chopped
- 1 whole clove garlic finely chopped
- 4 oz. feta cheese crumbled
- 4 oz. kalamata olives cut in half
- 4 oz. pepporcini peppers cut in three pieces, stem off
- Fresh ground pepper for taste
- 1 /4 cup olive oil

Directions:

Place farro, water and salt in medium saucepan and bring to full boil, then turn down to medium low and simmer for 20-25 minutes till farro is tender. Strain, rinse and let cool. In large mixing bowl combine all the other ingredients, toss in the farro, salt and pepper and refrigerate for 1 hour to allow the flavors to fuse. The salad tastes better when served at room temperature so make sure you take it out at least ½ hour before serving.

Bon Appetit!





KIDS TURTLE TALES & NEWS

This page is dedicated to our younger members with their own set of events and activities!

Kids Camps

Come join us for fun and good times. Kids Camps with Coach "B" will be held this year in October, November, and December, as well as additional holiday activities during Thanksgiving and Christmas holidays. Come make new friends and take part in the many activities scheduled. Please sign up with pool attendants.



- Camps are for children ages 5-12.
- Times are from 11:00 am – 2:00 pm. Campers meet at the pool hut.
- Cost is \$30 per child, \$50 for two, and \$20 per camper for groups of three or more.
- Snacks and drinks are included.

Kids Camp dates this Fall Season are:

October

4, 11, 18, 25



November

1, 8, 15, 22

(Additional activities 11/27 – 11/30)



December

6, 13, 20

(Additional activities 12/23 – 1/4/15)

Amazing Magic Class

Abracadabra, lickety split, A little magic and amazing tricks!

We need you to join us for a Magic Class on October 18, at the Beach Club 2 PM – 3 PM. Ages 7– 12

Learn how to do and perform magic tricks!

Complimentary - Members Only.

PLEASE JOIN US FOR

HOLIDAY COOKIE DECORATING

December 20
Beach Club Dining Room Veranda
10 AM – 11 AM
Ages 4 - 12

COMPLIMENTARY - MEMBERS ONLY

Events open to Beach, Full and Social Members Only.



From the SpaTerre Director

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

Nate Steere
LaPlaya Spa Director

Holiday 2014 Calendar of Events from SPATERRE

Friday - Sunday, November 28, 29, 30, 2014

Black Friday Weekend Sales Event

BOGO (Buy one, get one: same product is free)

The Skin Authority Black Friday sale is back. During this time, purchase *any* Skin Authority product and receive the same product free! This is the biggest sale of the year of skincare products and there is no maximum purchase for members, so feel free to stock up on everything you need for a gorgeous year ahead.

Friday - Sunday, December 5, 6, 7, 2014

Holiday Shopping Weekend

Wrap up your holiday shopping with help from the team at SpaTerre. Members can enjoy gift-packaging service and free shipping on orders over \$100. Best of all, members save an additional 10% off all retail purchases this weekend. This is the ideal opportunity to find the perfect gift for everyone on your list.

Friday, December 12, 2014, 1:00 p.m. – 5:00 p.m.

Member Appreciation Holiday Event

It's Friday night at the LaPlaya Spa and whether you're headed to a holiday party or a night on the town, Skin Authority will get you glowing for free. Free mini eye and lip treatments will have your skin looking refreshed without having to remove your makeup. Enter to win a Skin Authority prize pack. Even better, any purchase of two Skin Authority products will receive a full size Ultra Rich Moisturizer. Their best selling product, this cream is a \$50 value and our gift to you. To reserve your preferred time, call the spa at 239-598-5117.

February Valentine's Event

A SpaTerre gift certificate is the perfect Valentine's Day present. From February 1st to 14th, your purchase of a spa facial or body treatment Gift Certificate comes with a complimentary enhancement.



LAPLAYA BOUTIQUE

New fun fashions at the LaPlaya Boutique

The Boutique staff has met with vendors in the last few months to bring you fabulous new merchandise. New items are arriving daily with plenty of surprises this season at the Boutique, including bathing suits from your favorites, Paoilta, Ralph Lauren, Kenneth Cole and Trina Turk. Miss June of Paris and Juliet Dunn of London have beautiful new cover-ups you'll want to bring home along with stunning Mystique sandals.

We'll be hosting our popular weekly trunk shows with updates in the weekly Club e-mail blast. The men's department has expanded with more choices of men's shirts and outerwear. Mariposa is showing serving pieces that you'll want to add to your collection.



The Popularity of Paddle Boards

Stand up paddle boarding has fast become one of the most popular water sports across the country. And yes, here in Naples we have a good location with flat conditions and beautiful scenery for the sport. Many members have inquired as to whether we store paddle boards, and we have tried to accommodate this request. Unfortunately, the club and resort has determined that due to liability concerns and logistic obstacles, we are not able to store these personal items currently. Additionally, paddle boards may not be left on the beach as theft, damage, or county fines may result. We politely request that members with paddle boards on property please remove them as soon as a reasonable and convenient time presents itself. All boards should be removed from the resort by October 31, 2014.



LECTURE SERIES

January 27, 2015

Pain Management

Joseph V. Pergolizzi, Jr., MD will be our special guest speaker on PAIN MANAGEMENT January 27 at 9:30 AM. With prestigious credentials as a professor at Johns Hopkins, Georgetown and Temple Universities and a consultant to the National Institutes of Health, he has been investigating various interventions for patients with acute and chronic pain for several years.



Dr. Pergolizzi is the author of over 150 articles, abstracts, platform presentations and book chapters in his areas of interest and expertise. *Mark your calendars now and be sure to attend this highly educational event.*



BOURBON

The American Spirit

The origin of bourbon is not well documented. There are many conflicting legends and claims, some more credible than others. For example, the invention of bourbon is often attributed to a pioneering Baptist minister and distiller named Elijah Craig. Rev. Craig is said to also be the first to age the distillation in charred oak casks, a process that gives the bourbon its reddish color and

unique taste. Across the county line in Bourbon County, an early distiller named Jacob Spears is credited with being the first to label his product as "Bourbon whiskey". There likely was no single "inventor" of bourbon, which developed into its present form only in the late 19th century. Essentially any type of grain can be used to make whiskey, and the practice of aging whiskey (and charring the barrels) for better flavor had also been known in Europe for centuries. The use of the local American corn for the "mash" and oak for the barrels was making use of local materials by European-American settlers.



Jeff Nichols
Food & Beverage Manager

Some Things You Should Know About Whiskey vs. Bourbon

- Bourbon is all-American. In 1964, under President Lyndon Johnson's administration, Congress declared bourbon America's Native Spirit. It is rumored that LBJ REALLY enjoyed his bourbon!
- The only thing that can be added to bourbon is water (and only to bring it down to proof). Other whiskey makers can add colors and flavors to their products.
- Whiskey can age in re-used barrels. By law, bourbon must use NEW charred American white oak barrels. Scotch whiskey often recycles barrels first used for bourbon. Probably to try to steal some of the bourbon's flavor!
- It can't say "bourbon" on the label if it's not distilled in the United States. And it can't be "Kentucky Bourbon" unless it's distilled in Kentucky.

TIKI BAR ENHANCES SERVICES



Joanna Wrona
Tiki Bar Manager

We are pleased to report new extended hours at the Tiki Bar with your favorite relaxing spot now open until 8 pm on the weekends! The kitchen will also remain open later, so you can sample some of our delicious new menu items. These include: Coconut Shrimp with Sweet Chili Mango Sauce and BBQ Pulled Pork Sandwich. Our chef is working diligently to provide you with creative new items for your dining pleasure! Stop by soon and try them yourself.

Please Note: For the pleasure of all our members and guests, the Tiki Bar has become a **smoke-free environment**.

New Hours of Operation

Tiki Bar

Sunday –Thursday: 11 am to 7 pm
Friday & Saturday: 10 am to 8 pm

Tiki Kitchen

Sunday –Thursday: 11 am to 6 pm
Friday & Saturday: 11 am to 7 pm

Football Season

To catch all the big games, college and pro, a third television was recently added along with the NFL package, for everyone's enjoyment! Come watch your favorite teams play during football season or for other special events.

Live Entertainment

New entertainment has been added this season for your listening pleasure. Smooth Jazz and Piano has been added to our weekly performances. Bill Colletti will perform on his Trumpet and Flugel Horn and Sarah Hadeka will perform on Piano and Guitar!

- Fridays and Saturdays in October: 4 - 8 pm
- November - February: 2 - 6 pm

Please check the Club calendar on the website for current listings.

Dining Club Dress More Relaxed

"Club casual" dress in the Club has just become more relaxed! In response to input from our member survey, positive attire changes were made to our Beach Club dining room policy for your pleasure. Please share this information with your guests that may be dining in the Beach Club as well.

Lunch

Beach attire, sandals and shoes may be worn with appropriate cover-ups for lunch and up until 5 p.m.

Dinner

Gentlemen: After 5:00 p.m., long slacks and knee length dress shorts are permitted in the Club.

Ladies: Blouses, knee length shorts, dresses or slacks, and sandals permitted for lunch and dinner.

Cargo shorts, cutoffs or short shorts are not permitted. Denim of any type, sports caps, and tee-shirts bearing inappropriate wording are not permitted at any time in the dining or lounge areas of the Beach Club.

WHAT'S COMING TO THE CLUB THIS SEASON!

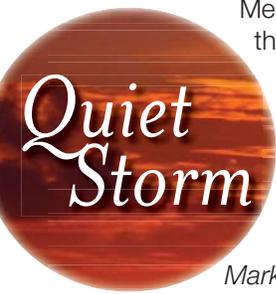
Connect Nights

Member Receptions

Join us at the Beach Club for these Member Only evenings of meeting, greeting, dining and dancing!

Meet Gayle and Michael singing favorites from the 60's right up to today's top hits. A truly versatile band that plays various music and has the ability to mix in a variety of material from pop, R&B, contemporary to current dance music hits. Enjoy complimentary hors d'oeuvres and preferred pricing of 50% for cocktails.

Mark your calendar: November 18, January 18, February 15, March 15, and April 19.



CLUB NIGHTS

Margarita, Mojito & Music Night

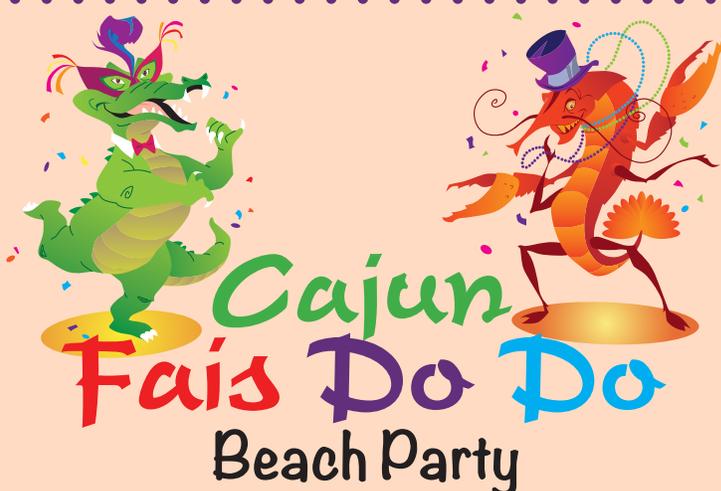
This is your night out at the Club, so get a babysitter and come listen to the sounds of our Top 40 duo variety dance band, Quiet Storm, as they perform great sounds that you will enjoy. Enjoy 50% off our specialty Margaritas and Mojitos prepared just for this clubby evening! Have dinner with friends as our ala carte menu will be available, then move to the Club Lounge after dinner for dancing and mixing.

Join us: January 25, February 22, March 29, and April 26.



Doug Williams

Doug Williams returns with a new repertoire of music to the LaPlaya Beach Dining Club on Thursday, October 16, after spending his summer playing in Cape May, New Jersey. Doug will be playing Thursday, Friday and Saturday nights thru December.



Sunday, November 9, 2014
5:00 - 8:00 pm

Food Service begins at 5:30 pm
Entertainment by The Porch Dogs!

Appetizer & Salad Station

Seasonal Fresh Fruit

Watermelon Fennel Salad

Shaved Red Onion, Feta Cheese
Honey Lime Vinaigrette

Creole Mustard Potato Salad

Vidalia Onion, Green Pepper & Bacon

Gator Bites

Cajun Remoulade

Jalapeno Cornbread

Honey Butter

Chaffered Items

Grilled Hamburgers & Hot Dogs

Challah Buns, Traditional Relish Trays

Chicken Etouffee

Blackened Mahi Mahi

Mango Raisin Chutney

Jambalaya

Andouille Sausage, Shrimp, Crawfish

Red Beans, Dirty Rice

Grilled Flat Iron Steak

Chimmi Churri Sauce

Steamed Corn on the Cob

Dessert

Beignets, Mini Pecan Tarts, Cherry Cobbler

Soft Drinks, Beer & Wine Included in Price

\$55 plus tax and service charge

Kids ages 5-12, \$19.95 plus tax and service charge

Children 4 and under are complimentary

Event located on the Gulf Lawn

OPEN TO FULL, SOCIAL, BEACH MEMBERS ONLY
Reservations Required

Thanksgiving Dinner Buffet

Thursday, November 28

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

Appetizers & Salads

Display of Tropical Fruits & Berries
Domestic & Imported Cheeses
Artisan Breads & Dried Fruit

Chilled Seafood Display

Old Bay Poached Shrimp
with Cocktail Sauce
Cold Water Oysters
with Cocktail Sauce and Mignonette

Smoked Seafood Display

Cod, Trout, Caper Aioli & Cornishons

Baby Green Salad

Cucumber, Carrots, Tomatoes
Shaved Red Onion
White Balsamic Ginger Vinaigrette

Butternut Squash Salad

Smoked Candied Pecans, Goat Cheese, Scallions
Brown Sugar Vinaigrette

Chaffered Items

Candied Sweet Potatoes
Honey, Tarragon, Roasted Marshmallows
Autumn Vegetables
Brussel Sprouts
Turnips ~ Carrots
Spaghetti Squash
Boursin Whipped Potatoes
Chestnut Sage & Sausage Stuffing
Dark Meat Turkey with Giblet Gravy
Pan Seared Salmon
Caramelized Apple-Fennel Butter
Garlic & Balsamic Marinated Pork Tenderloin
Caramelized Apples, Figs, Basil

Chef Attended

Carved Turkey Breast
with Cranberry Sauce & Giblet Gravy
Herb & Garlic Roasted Beef Tenderloin
Grain Mustard Horseradish Sauce

Desserts

Seasonal Selection of Holiday Pies,
Cookies, Cakes & Tarts

\$61 per person plus tax and service charge
Children ages 5-12 \$19.95
Children 4 & Under-Complimentary
Reservations Required

Christmas Day Dinner

Thursday, December 25th

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

First Course Selections

Caesar Salad

Crisp Romaine, Parmesan Cheese, Herb Croutons

Baby Mixed Greens Salad

Candied Beets, Crumbled Goat Cheese, Sliced Almonds

Caramelized Shallot Vinaigrette

Wild Mushroom Bisque

Crème Fraiche, Truffle Oil

Jumbo Lump Crab Cake

Eggplant Caviar and Tomato Butter

Beef Tenderloin Carpaccio

Capers, Arugula, Crunchy Baguette & Dijon

Entrée Selections

Grilled Filet Mignon

Whipped Potatoes, Seared Foie Gras,

Asparagus, Truffle Jus

67

Roasted Rack of Lamb

Garlic Potatoes, Braised Brussel Sprouts, Bacon

Grain Mustard Sauce

69

Seared Chicken Breast

Cranberry & Squash Hash, Haricot Vert, Sage Jus

54

Seared Diver Scallops

Sweet Potato Puree, Sautéed Brussel Sprouts,

Tarragon Butter

59

Roasted Sea Bass

Leek, Fennel & Potato Fondue, Wilted Spinach

Champagne Butter

65

Dessert Selections

Warm Berry Bread Pudding with Caramel Crème Anglaise

Chocolate Decadence Cake with Raspberries & Cream

Chef's Selection of Sorbet & Ice-Cream

Seasonal Fresh Berries

Price based upon entrée selection plus tax and gratuity

Special Children's Menu Available

Reservations Required

New Year's Eve

Seating times available from
5:30-9:00 pm

There's no better way to end the year than by joining us for dinner at the Beach Club on New Year's Eve!

Entertainment will be provided by the Doug William's Trio. In addition to our delectable a la carte menu, our culinary team will prepare several exciting menu selections to please everyone on this special occasion!

New Year's Day

The Club Dining Room will be open normal hours for lunch and dinner service.

Lunch 11:30 AM - 3:00 PM

Dinner 5:30 PM - 9:00 PM



Club Bar News



Here's a taste of what we have to offer!

GRAPEFRUIT MOJITO

Light Rum, Grapefruit, Mint, Club Soda

BLUEBERRY SUMMER STORM

Gin, Blueberry Puree, Lime Juice, Club Soda

CUCUMBER, BASIL & LIME GIMLET

Vodka, Basil Leaves, Cucumber, Lemonade

STRAWBERRY MARGARITA SPRITZER

Tequila, Orange Liqueur, Strawberries, Lime Juice, Club Soda

BOURBON BREEZE

Bourbon, Orange Liqueur, Ginger Ale

MAI KAI MARTINI

Vodka, Blue Curacao, Coconut Water, Pineapple Juice

Check out the recently renovated Club Bar and enjoy new innovative cocktails and bar menu! Handcrafted cocktails have been created that are sure to please any palette. Fruity to savory, even some on the lighter side for counting calories, we have something for everyone.

Helpful Dining Room Information

RESERVATIONS

Reservations are requested in the Club Dining Room by calling 239-254-5008 for dinner and appreciated for lunch for proper staffing. When making reservations, several questions will be asked to ensure we provide you with an exceptional dining experience, such as, your preferred time to be seated for dinner, billing preference, guest names, and seating preference. If you would like to make several reservations please call during the day to 239-254-5008.

"MEMBER ONLY" RECEPTIONS

With the increased interest and attendance at the Beach Club Member Receptions this past season, this year it will be **Members Only** at the receptions thru April. We're promoting a "mix and mingle" atmosphere for our members to meet other members. Open to Full, Social and Beach members only.

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 pre-dinner cocktail in mind, we urge you to arrive at the club at least a half hour in advance, thus assuring you'll be served in a timely manner.

LARGE PARTIES

Members wishing to have a private party of 16 or more will select a set menu and be seated for dinner at 5:30 or 8 pm. Adhering to this request ensures the highest level of service for both your party and for all members and their guests who also join us for dinner.

Standard Event & Holiday Policies

- All food and beverage is subject to a 20% service charge and 6% sales tax.
- All Club events require reservations and can be made by calling 239.254.5008.
- Cancellations will be accepted up to 24 hours in advance or your club account will be charged.
- Children ages 5 – 12 are \$19.95 and children four and under are complimentary for special events unless otherwise noted.
- All events are during regularly scheduled reservation times unless otherwise noted.

Exclusive Offers for Club Members of LaPlaya Beach & Golf Club

This season, visit our sister properties and receive valuable resort credits with our compliments. This valuable credit will be applied to charges from our Restaurants and Bars, Spa Terre, In-Room Dining, and Gift Boutiques.



Stay 2-nights or more at Little Palm Island Resort & Spa and receive a **\$500 Resort Credit**

*Please present this offer at check-in to insure proper credit.
Expires 3/31/15

OCEAN KEY
RESORT & SPA
KEY WEST, FLORIDA

Stay 2-nights at Ocean Key Resort & Spa and receive a **\$250 Resort Credit**

*Please present this offer at check-in to insure proper credit.
Expires 3/31/15



Little Palm Island Resort & Spa
1-800-3-GET-LOST
www.littlepalmisland.com

Ocean Key Resort & Spa
1-800-328-9815
www.oceankey.com

*Noble House Hotels & Resorts
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LAPLAYA
BEACH & GOLF CLUB

9891 Gulf Shore Drive
Naples, Florida 34108

Club Phone Number
239-254-5000

FIRST CLASS
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AMS

HOURS OF OPERATION

BEACH CLUB

ADMINISTRATION OFFICE

Monday thru Friday..... 8:30 a.m. – 5:00 p.m.
Saturday 9:00 a.m. – 3:00 p.m.

BALEEN NAPLES – OPEN DAILY

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

CLUB DINING AND LOUNGE

October 1 thru December 28, 2014

Tuesday thru Saturday
Lunch..... 11:30 a.m. – 3:00 p.m.
Dinner 5:30 p.m. – 9:00 p.m.

December 28, 2014 thru May 10, 2015

Tuesday thru Sunday
Lunch..... 11:30 a.m. - 3:00 p.m.
Dinner 5:30 p.m. - 9:00 p.m.

Happy Hour

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

RESORT CONCIERGE – Daily 8:00 a.m. – 9:00 p.m.

FITNESS CENTER – Daily..... 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.

GOLF CLUB

GRILL ROOM

Lunch..... 11:00 a.m. – 4:00 p.m.
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. – 5:00 p.m.

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 10:00 a.m. – 8:00 p.m.

Tiki Entertainment

Friday and Saturday
October..... 4:00 p.m. - 8:00 p.m.
November - February 2:00 p.m. - 6:00 p.m.
Weather Permitting
Happy Hour Daily 4:00 p.m. – 6:00 p.m.
½ price cocktails and house wine by the glass.

SPA TERRE

October
Monday thru Saturday 9:00 a.m. – 7:00 p.m.
Sunday 9:00 a.m. – 5:00 p.m.

November - May
Monday - Sunday 9:00 a.m. - 7:00 p.m.

VALET Opens at 8:00 a.m. Daily