

La Playa

THE VIEW

Club Newsletter

LAPLAYA

BEACH & GOLF CLUB

March, April 2014 | Volume 76
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	
Andy Hyde.....	(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	
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	
Patrick Lewins.....	(239) 594-0454

A NOTE FROM SUSIE



Susie Mitchell
Beach Club
General Manager

Let me begin by saying... how about this weather? It's been hot and cold, sprinkle in some rain, we have seen it all! While our winter weather has fluctuated between hot and cold, we are confident that the next several months will be perfect! The Club is as busy as ever and before you know it, Spring Break will be upon us. A few reminders for the busiest weeks of the year which are up and coming.

- Please order Guest Cards in advance. Things go more smoothly for you and your family members when cards are waiting for you, instead of you waiting for your cards!
- Dining reservations are in great demand, so please make your reservations early, especially for weekends and special events.

I also wanted to inform you of a change we have recently implemented for our Members regarding gratuities when dining in Baleen Restaurant. Previously, a 20% service charge (gratuity) was automatically added to your check. As of January 1, we are no longer adding any service charge or gratuity, therefore, the gratuity is strictly up to your discretion.

You will continue to receive your 20% discount when you present your membership card to your server, however, if you wish to give your server in Baleen a gratuity, you must write it in. This change applies to Baleen only.

As always, our goal is to exceed your expectations everyday! Please let us know how we are doing. We look forward to seeing you around the Club.

Susie Mitchell
Beach Club General Manager



Congratulations!

The Club dining room is proud to announce that Howard McIntosh has been voted "GEM of the Year" here at La Playa. Most of our members know Howie, our bartender in the Club Dining Room. Howie is usually the first person you ask for when coming in the front door! Howie has been with the Club since 2006 and is a stellar associate. We are very proud of Howie's accomplishment and are grateful for his years of service to the Club. Way to go Howie!

WELCOME NEW MEMBERS

We would like to extend a warm welcome to all of our new members that joined the LaPlaya Club over the 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.

Residents of

Residing Elsewhere

FULL MEMBERS

James & Lynne Giordano	Pelican Bay	Fairfield, CT
Don & Carol MacRitchie	Pelican Bay	Local Resident
Clancy & Sharry Boyer	The Strand,	Bowling Green, MI
Jeff & Christie Homel	Marbella Lakes	Castle Rock, CO
Paul & Jerri Smith	Park Shore	Harvey Cedars, NJ

SOCIAL MEMBERS

Steve & Elaina Tallides	Tiburon	Cresskill, NJ
John & Cindy Bloomhall	Grey Oaks	Marion IN
Kim Bondy	Mercato	Local Resident
Tony & Kyra Cordeiro	The Vineyards	Fall River, MA
Jim & Hanne Crystal	Quail West	Baltimore, MD
Ken Danilo & Teddy Sitter	Pelican Marsh	Wilton, CT
Tom Price & Noelle Sotack	Pelican Marsh	Ellicott City, MD
Dan & Tina Reifsteck	Mill Run	Crystal City, MO
Chris & Jane Roberts	ParkShore	Boothbay Harbor, ME
George & Patti Wagner	ParkShore	Local Residents
Michael & Susan Duke	Grey Oaks	Rogers, AR
David & Kathy Lindsey	Audubon	Zionsville, IN
Jeff & Evy Shane	Kensington	Washington Crossing, PA
Jacob & Sara Mathew	Pine Ridge Estates	Local Resident
Joe & Judy Garofalo	Royal Harbour	Little Silver, NJ
Herb & BeeeJ Conrard	Audubon	Cincinnati, OH
Doug & Janice Chapple	Olde Cypress	Rochester Hills, MI
Dale & Barbara Slater	Cedar Hammock	Lemont, IL
Bill & Pam White	Bridgewater Bay	Hinsdale, IL
Tom & Lyn Jennings	Kensington	Sea Girt, NJ
John & Jacquie Dufour	Vanderbilt	Watertown, CT
Ralph & Kelly D'Ambrosio	Pelican Marsh	Lloyd Harbor, NY

GOLF MEMBERS

Marc & Barbara Salenko	Pelican Marsh	Winnetka, IL
Alan & Debbie Simons	Pelican Marsh	Fayetteville, NY
David & Christina Wallace	Pelican Bay	Dunstable, MA
Paul & Valerie Damiano		Cranston, RI
Ernie Sutton	Palm River	Local Resident

MEMBER UPGRADES TO FULL

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

Bill & Nena Beynon
Patrick & Brenda Murphy

MESSAGE FROM MEMBERSHIP



Sandy Cotter
Director of
Membership

Greetings from the Membership Office!

As we roll into our 13th season here at LaPlaya, the excitement around the Club continues and the momentum builds entering into an action-packed March and April. We have an extended season with Easter falling on April 20th this year, so

make sure to check your calendar and make your plans now for dinner reservations, guest cards, attending the informational lectures and just spending time at the Club.

As always, you may have seen me touring new prospective members around the Club. I would like to take this opportunity to thank our many members that have recommended their friends to join our ranks. The essence of a private club is its members and their pride in their club, and by the many new referrals, I can definitely attest to the fact, our members believe in LaPlaya.

On a funny note, there are members that take numerous flights in and out of Southwest Florida, and as they fly, share stories and information about the Club to their seatmates next to them. Several individuals over the years have appeared in my office saying, "there was this man sitting next to me in first class telling me I should see the LaPlaya Club....etc. etc..." Thanks for sharing LaPlaya!

A private club provides members with the amenities only a fine private club can afford and *special benefits* which no other clubs can provide. With that thought in mind, I hope that as a member, we are always a place where kindred spirits gather, you have fun, and make new friends. Enjoy every day!

Have a sensational season!

Sandy Cotter
Director of Membership

BEACH CLUB AND POOL



Matt Meyers
Director of
Beach and Pool

As we progress through another fantastic season at LaPlaya, the team at the beach and pool continues its goal of providing members the most unique and service-oriented beach club. By now, many of you have experienced the expanded beach area, along with a chance to enjoy the new chaise lounges, tables and umbrellas added to the beach in late 2013.

PADDLE BOARDING

If you haven't already given it a try, we invite you to consider the enjoyment you'll have while taking our new Stand-Up Paddle-Boarding lessons, classes, and Eco-Tours! SUP (stand-up paddle). In addition to providing a most enjoyable challenge, SUP also offers great fitness benefits.

Teaming up with Coach B's Aquatics and SUP expert instructor Mindy Quinsey, we are proud to offer our members an array of options from beginner/intermediate lessons to Paddle Core Fitness (beginner/intermediate class experience required) and Eco-Tours!

The beginner/intermediate lessons are held from 8:30 a.m. – 9:30 a.m., followed by Paddle Core Fitness classes from 9:45 a.m. – 10:45 a.m. on Tuesdays, Thursdays, and Sundays through the month of April. The beginner/intermediate lesson will teach you the requisite skills, knowledge, and comfort needed to advance to the Paddle Core Fitness classes. Keep in mind, members of the Club will receive a 10% discount on all classes and sign-up can be done through the club website calendar or

in-person with our pool attendants. SUP has become a well-known way to have fun while incorporating fitness with friends, so gather a group on the morning of your choice and try it out before relaxing on the beach for the day!

KIDS CAMP

As a reminder, the Club has expanded its Kids Camp offerings for our younger members to include each Saturday and Sunday through April. These camps will take on fun-filled themes like "Beach Olympics" and "Sports, Aqua, and Craft Day". During Easter week, Kids Camp will also be held on Friday, April 18 and Monday, April 21.

EASTER ACTIVITIES

Speaking of Easter, don't forget our complimentary annual Easter Egg Hunt on Sunday, April 20. Meet the Easter Bunny at the North Pool at 9:00 a.m. for ages 6 and under, and at 10:30 a.m. for ages 7 and over...and remember, whoever finds the golden egg will win a special prize! This event is open for members and resort children.

As the Easter holiday approaches, please remember that beach reservations will not be available April 17- 24 and all seating will be on a first-come, first-served basis. Out of respect for your fellow members, please refrain from simultaneous use of beach and pool set-ups.

We look forward to continuing to serve our members to the fullest extent possible and sincerely hope you enjoy the season as much as we will! As always, for any special assistance, contact me directly via email at mmeyers@laplayaresort.com or by telephone at (239) 597-3123 ext. 5132.



Mark your calendar! NORDSTROM

Friday, March 21
1 p.m. - 4 p.m.

Nordstrom at Waterside Shops will be hosting a LaPlaya Private Members Only Event. Join the stylist team for a private Spring fashion presentation and Trish McEvoy beauty seminar to show you how to refresh your wardrobe and makeup for Spring.

Limited to the first 50 members. Must RSVP by 3/14.
Event location: Level 2, Collectors Department
Light bites and champagne will be served.



Clive Daniel Home Lecture Series

Tuesday, March 25

9:15 a.m. Continental Breakfast

9:30 a.m. Lecture

From fabulous furniture to unique accessories, wonderful wines to trend-setting style, there is no better place for everything for your home than Clive Daniel Home! Designers from Clive Daniel Furnishings are pleased to bring their unique visual design approach to share with us. This lecture will give us insight on how to "Refresh Your Home"!

IMPORTANT INFORMATION SAFETY & SECURITY FIRST!

It's Season! That means enjoyable days at the beach and pool, family get-togethers, outdoor parties and plenty of fun and sun. However, season can also mean overly-entertained, excited children and exhausted family members. At LaPlaya, we want to arm you with a few simple tips so you can make the most of your Club time in a safe and secure manner!

Members are responsible for the behavior of their children, grandchildren and guests. The Club encourages parents and grandparents to consider the safety and well-being of the children at all times as well as everyone who enjoy our amenities.

While our Associates are committed to the well-being and safety of children, the Club is not designed or licensed to provide child care. Our associates are busy taking care of all members and guests and are not positioned to monitor children at the pool, beach, locker rooms, and Tiki Bar or in the Valet areas. Our Associates are trained to apprise members of inappropriate behavior and to report this to management, who will discuss it with the member. Our goal is to ensure that everyone can safely enjoy the amenities of the club.

Knowledge is power so take time to review just a few of the basic rules of the Club with family or guests.

1. Members are responsible for their own conduct and for the conduct of their family and friends while using the Club facilities.
2. Children under sixteen (16) years of age are not allowed at the Club facilities unless accompanied and supervised by an adult.
3. Children under the lawful drinking age are not permitted in any lounge or to sit at the Tiki Bar unless accompanied by an adult.
4. Day lockers are available on a per visit basis. Items left in lockers will be removed on a daily basis.
5. Each person entering the locker room assumes liability for the loss of any items stored in a locker or common closet. If you do not need it, please don't bring it.
6. Only food and beverages served by the Club/Resort are permitted on the premises. Coolers are strictly prohibited.
7. Running, ball playing and hazardous activities such as diving are not permitted in the pool area.
8. Use your membership ID card to access the locker rooms instead of asking for assistance from staff.
9. The Club supplies amenities in the locker rooms for Member use and for your convenience while on club property.
10. Please use only the towels you need and place used towels in the laundry bin.

By following these simple policies, all members and their guests are assured a fun time while at their Club. Thank you for allowing us to share this with you.

If you should have any questions please contact the membership office at 239-254-5000.

January Fashion Show



Thanks to Pretty Woman Fashions and Accessories for our January Fashion Show and to our fabulous models, left to right: Jan Kemp, Leslie Turruellas, Kim Freedman, Gloria Maloney, Michelle Hanson, Joanne Jacobs, Susan Raskin.



Marise Fruehauf, Bodil Gellman, Ellen Silverstone



Mary Beth Kennedy, Christine Clark



MinnieLynn Clay, Sis Griffin



Nancy Chellavold, Wendy Pandofi



Mary Cramer, Patti Lister, Judy Law

SPATERRE OFFERS FUN FITNESS CHALLENGE



Nate Steere
LaPlaya Spa Director

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

In March, LaPlaya's fitness team is taking a page from the Olympics to offer "Member Games"! In the spirit of friendly competition, we are devising a series of competitive fitness challenges for our members. From the gym, to the pool, to the beach, you can test your mettle against other members in several events to try and bring home the win. But wait! There's more at stake than just bragging rights or a gold medal – members can win prizes such as a spa treatment or complimentary personal training.

Please contact the spa to learn more about this fun challenge. Our fitness team is working out the final details and we'll be sure you have all the info you need to participate.



LAPLAYA BOUTIQUE

You'll love the new selections that have arrived during the past few months. Our latest line of stylish cover-ups directly from Paris features *Miss June from Paris* with beautiful details for a new wardrobe alternative. Made in the USA designs from Biondo, Luna Luz and Low Country are available to tempt you with their latest fashion updates.

We continue to broaden our men's selection of Tommy Bahama and Quicksilver plus swimwear, shorts, shirts and lightweight sweaters for the cool spring evenings.

In the accessory department don't miss the beautiful dress toppers in spring colors. This perfectly soft, Florida weight 100% Cashmere is ideal to keep you warm through many an air conditioned evening.

Snapper Rock swimwear for children ages 6 months to preteen features 50 UFV with the latest in kid colors.

Gift wrapping is always available for your purchases. We can also ship your purchases to friends and family at a reasonable rate.

Trunk Shows continue in the hotel lobby and will be announced via your weekly e-mail newsletter.

All of us at the Boutique welcome you back and can't wait to show you what's new.

SPA EVENTS

skinauthority®

Live the skin healthy lifestyle.™

March 14

Come and enjoy complimentary mini-facials with eye and lip-plumping treatments presented by *Skin Authority* from 11:00 a.m. to 3:00 p.m. 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 26

Our upcoming Fashion Show in the Club is sponsored by *MoroccanOil* with raffles, samples, treatment giveaways and demonstrations.

April

Easter Gift Baskets arrive at SpaTerre. Enjoy a selection of fun Easter gifts for kids and adults alike, featuring spring-themed 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.

NOTE FROM ALAN....

O, CANADA!

I have the honor and opportunity to reflect upon a remarkable occasion that occurred at your LaPlaya Golf Club: The Chris Jonsson Friends & Family Golf Day.



Alan Findlay
Golf Club General Manager

An event that started as an idea, by the members just three short months ago, culminated with a show of membership participation, gratitude and generosity, this past January 26th, to a family that was second to none.

Thank you to everyone involved, the ownership, the organizing committee, the golfers, the participants, the staff and volunteers from far and near; all 367 of you that were here on that Sunday.

As we head into our busiest time of year we are buoyed by the fact that a significant deposit has been made, as one member shared into 'the soul of the club' and the brightest demonstration of what truly goes around comes around.

Enjoy your LaPlaya Golf Club during this season, there's a lot to celebrate and look forward to. Three cheers to the Jonsson family, and thank you Chris. We'll see you all again very soon.

O CANADA INDEED!

Alan Findlay
LaPlaya Golf Club General Manager

COUPLES CLUB CHAMPIONS



Gross Winners: Joe & Sue Skowronski



Net Winners: Craig & Jane Vandermolen



Join us for
19th hole
cocktails
at the new
firepit at the
golf club.

PRO SHOP NEWS

It's hard to believe that this "season" is already half over. It seems like we are just getting started and it is almost time for the *End of Season 9 & Dine*.

Looking back at some early golf winners, congratulations go out to Judy Siderio, Chistine Clark, Craig VanderMolen, and Bob Clark, who won the Opening Day Mixer. It was a fun, windy day with all four of the Golf Pros from the shop helping to hit special shots on the golf course.

Congratulations go out to Josh Pisarri and his partner Mike Smuniewsky, who won the *Men's One Day Guest Day - Gross Division*, along with Jack Durliat and Jeff Wortman, who were the winners in the Net Division. We had a great day for golf and appreciate everyone who participated.

The *Ladies Bring a Friend Day* was also a good day, despite a very cold morning start. Maureen Whitehead and her partner won the low gross honors, while Michelle Hanson and Janet Thibeault were the net division winners.

A genuine *Thank You* to everyone who played in the *Ladies Guest Day* and the *Men's Invitational*. With so many ladies playing in our *Ladies' Invitational*, we modified the rules to allow each member to bring one guest, which enabled us to accommodate every member who wanted to play. We ended up with almost 100 players ... a perfect number for such a fun event. We also have a great field for the *Men's Invitational*. It has become a very popular event with three great days of golf, food, and entertainment. If you think you might want to play, contact the pro-shop immediately to see if there is still space for another team.

With Easter so much later this year - on April 20 - be sure to stay in Naples long enough to play in the *Closing Day 9 & Dine*. If we have enough players, we can make it a 12 & Dine and play our 12-hole course to end the year.

Reciprocal season will be kicking in May 1st. This is a local program allowing our members to play other local courses at discounted rates and their members can come and experience LaPlaya. We should have a full list with more details as we get closer to the middle of April. Keep an eye on the website, where it will be posted.

FROM THE GOLF COURSE SUPERINTENDENT



Topdressing of the Greens

Top dressing of the greens refers to the practice of applying a layer of sand to the surface of the green. There are several reasons why this is a critical practice in golf course maintenance. First, the sand helps to keep pore space in the greens profile. This allows air and water to better reach the roots. Healthy roots are a key element to plant health and golf course greens are no exception. Second, the regular application of sand dilutes the accumulation of organic matter which in turn keeps the surface of the green firm. The organic or thatch layer of the green is the naturally occurring accumulation of dead leaves and stems of the grass plant. If this layer is not regularly diluted the green will become spongy and retain



Patrick Lewins
Golf Course Superintendent

excess moisture. This can cause a decline in turf quality and playability. Lastly, sand helps keep the putting surface smooth and true. Any golfer can attest to this being one of the most critical aspects of playability. In order to make putts on the greens, the player has to have the confidence that the ball will travel smoothly to the hole after being struck.

As with many aspects of golf maintenance, the volume and frequency of sand topdressing is seasonal. During the long hot days of summer this practice is performed weekly and at heavier rates to keep pace with the growth rate of the turf. During our winter season when turf growth slows, this is much more on an 'as needed' basis to coincide with periods of warmer weather. Sand topdressing is a critical practice in maintaining the health of the greens. During our busy months we always seek to minimize the disturbance to play with our cultural practices. The Laplaya golf maintenance team looks forward to continuing to provide our members and guests with the best possible conditions every day!

LAUREL'S CORNER



Laurel Kean
Teaching Professional

Do you want to hit more consistent, solid shots? If so, keep it simple! There are three simple things that can help you with your full swing: pitch shots, chip shots, and all your shots. (1) Relax your arms and shoulders while maintaining your spine angle (see Scott's Tip). This allows you to let the weight of the clubface sweep the grass, *through* the ball. (2) Be sure to finish your swing with your weight on your front foot, which allows you to make a full turn and end up facing the target. And finally, (3) don't forget to keep your eye on the ball *through impact*. Too many people start to look for the ball too early and let their eyes drift from the ball, which is one of the reasons we tend to miss-hit some shots.



MEMBER-MEMBER WINNERS



Congratulations to Gibby Quinn and Jerry O'Neil on their win in the 2014 Member-Member. With two great days of weather, the duo shot a 2-day total of 127, which was good enough for a 3 shot victory over Ron Scoza and Glenn Stevens. The leaders after Day 1, Kevin Fitzgerald and John Kenny, did end up winning their flight with a 2-day score of 133. Also, Steve Mullersman and Joe Chabot finished at 131 for a 5-shot victory in their flight. Joe Skowronski and Mark Lott, along with Jayne VanderMolen and Sue Skowronski were the Low Gross winners for the men and the ladies. This was the third time the Gibby and Jerry have won the Member-Member, collecting the trophy in 2010 and 2011 as well. Great playing.

TIPS FROM THE PRO



Set your spine angle. We all know how important good posture is in the game, and it wasn't until recently that I learned a better way to teach good posture.



Scott Richardson, PGA
Head Golf Professional

I have long tried to get students to have a straight spine angle by sticking out their chest, but I have recently been educated on how important it is to also have your pelvis properly tilted. To accomplish this either lock you knees, then tilt forward towards the ball, and relax and flex your knees just a bit.

Or, get the feeling of pointing you back pockets towards the sky. Whichever way works best for you should get your posture in a better position; this will take some strain off your back and help your swing. It is also amazing how much this helped my putting stroke, since my hips and shoulders were now staying together better, instead of my shoulders turning on a tilted plane while my hips would turn on a flat plane.

Valentine Nine & Dine



Craig & Jayne Vandermolen, Joe & Judy Siderio



Kevin & Judiann Gallagher, Sandy & John Taylor



Gary & Prynne Gravelly, Frank & Susan Cerminara



Tom & Rita Kohn, Michelle & Michael Hanson

TIKI BAR & GRILL



Joanna Wrona
Tiki Bar Manager

Tiki Bar rolled out a new menu in January. Once again, our famous Naples Grilled Cheese is back by popular demand! Or, try the oven-roasted turkey with sliced brie cheese and spiced apples served on wheat bread.....delicious!

For steak lovers and no-carb eaters, we have added a NY strip steak sandwich to the menu along with some more healthy alternatives ... including the frozen yogurt smoothies, which have been a huge success. Remember to ask your servers for the daily specials.

The Tiki Bar features live entertainment on Friday and Saturday from 2:00 p.m. to 6:00 p.m. with the kitchen remaining open until 7:00 p.m. on Fridays and Saturdays. Special guest featured musician on Friday, March 21 will be Cliff Erikson. Reserve early....we were sold out last year. Call the Tiki Bar for reservations at 239-597-3123 ext. 5815. Musicians names have been posted on the website club calendar, along with the new menu.

For our sports fans, we have added a third television to the Tiki Bar. Thanks again for all of your support!

CONFIRMING DINING RESERVATIONS



Annette Dinneen
Membership Coordinator

After making a dining reservation, our system will automatically send you an email confirmation, providing we have your email address. Normally, the club calls you within 48 hours of your reservation to confirm your dining arrangements. Should you prefer that we not call you, please just let us know and we will make that note in your profile. The only exception is for parties of eight or more, as well as any reservations that have been made 30 days in advance.

You may have noticed that we ask many questions when you call to make reservations. Our purpose in doing this is to ensure that we have the names of your guests and the billing information, whether there may be separate checks, to your member account, or – with your ok – if your guest would like to treat you, which they certainly can do by using a credit card. Should you need to cancel or decrease the number of guests in your party, please call and let us know at your earliest convenience so that we might accommodate other members.

Whenever possible, please call to make reservations prior to 5:00 p.m. When we are in dinner service, the piano is playing and members are approaching the podium, it is sometimes difficult to hear a phone conversation. If you can, call during the day at 254-5008 and we will gladly make your reservation. Thanks for helping us to make your dining experience more pleasurable.

WHAT EVERY MEMBER SHOULD KNOW...

The LaPlaya Club is a social center for its members and our members are very important to us. Our Members have come to expect the highest level of service and amenities that comes with a fine private club. And with that comes special policies that must be adhered to in order for us to accomplish our mission. The following policies are for all Members, your families and guests:

- Your Membership ID Card is a charge card and is required upon arrival and for all purchases.
- At the pool, the three complimentary cabanas are first come, first served. Members must be present, no holding is permitted. These cabanas, if left vacant for more than 30 minutes, will be released to other members who are on site and waiting.
- Seating cannot be held at both the beach and pool simultaneously.
- Please do not remove LaPlaya beach towels or locker room amenities from the property.
- Members MUST arrive prior to any guest. A guest will not have Club access until the member arrives.
- Guest Cards - as listed in the Membership Plan - are available only to member's parents, grandparents, adult children over the age of 23 and grandchildren over the age of 16. All other guests must be with the member.
- Carpool - Through April 30 beach or pool bound parties arriving in more than two vehicles are charged \$25 to park each additional vehicle.
- Children under 12 are not permitted to use the hot tub or the member locker rooms without an adult.

WELCOME, DANA!



Dana Haussman
Dining Room
Supervisor

Please join us in welcoming Dana Haussman as our new Dining Room Supervisor. With us since mid-January, Dana will be assisting Jeff Nichols with all club related food and beverage dining and events. Originally from Chicago, Dana grew up on the east coast in Wellington, Florida.

A seasoned equestrian, Dana has competed in Hunters and Jumpers divisions since she was six years old. She recently graduated from FGCU with a Bachelor's degree in Hospitality Management and is excited about the opportunity and knowledge she will gain at LaPlaya. Welcome Dana, we are thrilled to have you as a part of our Team.

RESORT RATES

Book now for March 1 – April 30, 2014
and receive a daily \$50 resort credit.
(not valid on lanai's or suites)

BEACH CLUB DINING

FASCINATING FACTS ABOUT WINE



Jeff Nichols
Food & Beverage
Manager

We all enjoy a nice bottle of wine. But there are many fascinating facts about wine that most people don't know so we decided to share them here.

- In ancient Greece, a dinner host would take the first sip of wine to assure guests the wine was not poisoned, hence the phrase “drinking to one’s health.”
- Since wine tasting is essentially wine smelling, women tend to be better wine testers because women have a better sense of smell than men.
- There is increasing scientific evidence that moderate, regular wine drinking can reduce the risk of heart disease, Alzheimer’s disease, stroke, and gum disease.
- California, New York, and Florida lead the United States in wine consumption.
- Wine grapes rank number one among the world’s fruit crops in terms of acres planted.

- Romans discovered that mixing lead with wine not only helped preserve wine, but also gave it a sweet taste and succulent texture. Chronic lead poisoning has often been cited as one of the causes of the decline of Rome.
- Not all wines improve with time. In fact, a vast majority of wines produced are ready to drink and do not have much potential for aging. Only a rare few will last longer than a decade.
- Contrary to traditional belief, smelling the cork reveals little about the wine. Instead, if a server or sommelier hands you a cork, you should look for the date and other identifying information. Additionally, look for mold, drying, cracking, or breaks in the cork.
- The combination of soil type, climate, degree of slope, and exposure to the sun constitutes the terroir of a vineyard and what makes each vineyard and each wine unique.
- Plato argued that the minimum drinking age should be 18, and then wine in moderation may be tasted until 31. When a man reaches 40, he may drink as much as he wants to cure the “crabbedness of old age.”

JANUARY COOKING CLASS



STANDARD EVENT POLICIES

- For your convenience, 6% Florida sales tax and a 20% service charge are added to all food and beverage 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.

APRIL CULINARY LEARNING SERIES

Join Chef Andy at 11:00 a.m. on Thursday, April 24 for an instructional class on how to properly cook beef including: searing, grilling, curing, marinating and storing proteins. This is a Members Only event and is limited to the first 20 guests. The cost is \$25 per person. Our standard cancellation policy applies.



MEMBER RECEPTIONS

Please be reminded that receptions are for Members Only. Be sure to look for members with a colored name tag, as these will be new members. Please welcome them to the Club and introduce them to other members!

Entertainment:

March – Omar Baker

April – Doug Williams



*Saks
Fifth
Avenue
Fashion Show
& Luncheon*

Wednesday, March 26, 2014
11:30 a.m.

Menu

Chef's Selection of Passed Hors d'oeuvres

Entrée

Chicken Piccata

Wild Mushroom Risotto

Lemon & Caper Butter Sauce

Dessert

Raspberry & White Chocolate Cake

Whipped Cream & Orange

\$29 per person plus tax and gratuity
Members are welcome to bring one guest



For the Saks Fifth Avenue Fashion Show, the featured clothing and jewelry partners will be Peserico Clothing – one of their new Italian clothing companies – and Shawn Ames Jewelry, a new jewelry vendor.



*Beach
Party*

Sunday, April 7, 2014

5:00 - 8:30 p.m.

Gulf Lawn

Buffet Service at 5:30 p.m.

Members Only

Starters and Appetizers

Seasonal Fresh Fruit

Waldorf Salad

Grapes, Shaved Celery, Washington Apples,
Candied Walnuts, Mascarpone Dressing

German Potato Salad

Marble Potatoes, Bacon Lardons, Scallions,
Parsley, Champagne Vinegar

Conch Fritters

Key Lime Aioli

Buffalo Wings

Bleu Cheese Dressing

Chaffered Items

Grilled Florida Lobster Tail

Herb Butter Emulsion

Baby Back Ribs

Passion Fruit BBQ Sauce

Grilled Mahi Mahi

Ratatouille Vegetables,

Vandouvan Curry Sauce

Hamburgers &

Cheeseburgers

Traditional Garnishes,

Brioche Buns

Jerk Chicken Breasts

Red Beans & Rice

Roasted Seasonal Vegetables

Desserts

Tangerine Tarts ~ Mini Chocolate Cakes

Assorted Cookies

\$55 per person plus tax and gratuity

\$19.50 Children ages 5-12

Children under 4 are complimentary

Cancellation policy applies

Nibbles with the Easter Bunny

Meet on the Gulf Lawn
"NEW LOCATION"

Saturday, April 19, 2014

9:00 a.m. Serving donut holes, fruit,
juice and coffee

9:30 a.m. Easter Egg Hunt begins

Children 12 and under are invited
MEMBERS ONLY EVENT

Entertainment:
Robby the Magician
and the Easter Bunny

Complimentary event for our members'
children and grandchildren only.

Please be on time and bring your own basket!!

Easter Buffet

Sunday, April 20, 2014
Seating Available from 11:00 a.m. - 2:00 p.m.

Starters

Fresh Fruits and Berries Display

*Imported Domestic Cheese Display
with Fruits & Nuts*

*Chilled Seafood Display of
Key-West Shrimp and Oysters*

Tuna Nicoise Salad
*Green Beans, Red Beets, Eggs, Fingerling Potatoes, Arugula
Herb Citrus Dressing*

Baby Mixed Green Salad
*Goat Cheese Crumbles, Strawberries, Candied Walnuts,
Red Onion, White Balsamic Vinaigrette*

Spinach & Mushroom Quiche

From the Chaffers

Bourbon Vanilla French Toast
Maple Syrup, Fresh Berries

Grilled Mahi Mahi
Swiss Chard, Vandouvan Curry Sauce

Orange Brined Pork Loin
Mushroom Ragout

Apple Wood Smoked Bacon & Sausage
Parmesan Cheese Potato Gratin
Sautéed Seasonal Vegetables

Chef Attended Stations

Omelet Station

*Ham, Bacon, Turkey Bacon, Tomato, Mushrooms,
Baby Spinach, Cheddar Cheese, Feta Cheese*

Chef Carved Beef Tenderloin
Veal Jus, Mustard Sauce

Dessert Station

White Chocolate Panna-Cotta
Carrot Cake ~ Rhubarb Tart
Cup Cakes ~
Chocolate Coffee Cups
Fruit Tarts

\$55 per person plus tax and gratuity
\$22.50 Children ages 5-12
Children under 4 are complimentary
Club closed for dinner

DINING CLUB INFORMATION & POLICIES

Dining at the Beach Club is just one of the many 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 pre-dinner 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

Corkage Fee

A corkage fee of \$15 each 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.



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.

BEACH CLUB MEMBER RECEPTION



*Steven & Terry Cates, Raymond & Maureen Dee,
Jim & Lynne Giordano, Tom & Joan Hughes*



Ed & Susan Reilly, Welling & Marise Fruehauf



*Michael & Michelle Hanson, Neal & Jane Gelfand,
George & Bodil Gellman*

GOLF CLUB CALENDAR OF EVENTS

MARCH

3, 17, 31	Monday	Play with the Pro	Golf Club
5	Wednesday	Seafood Sensation	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	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

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
21	Friday	LaPlaya Members Private Spring Fashion Show & Trish McEvoy Beauty Seminar	Nordstrom/ Waterside Shops
25	Tuesday	Lecture Series	Beach Club
26	Wednesday	Fashion Show & Luncheon	Beach Club

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
24	Thursday	Chef Andy Culinary Series	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 Brunch and 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

FIRST CLASS
U.S. POSTAGE
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AMS

HOURS OF OPERATION MARCH & APRIL

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

Lunch Tuesday Thru Sunday..... 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. – Dusk

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 p.m. – 6:00 p.m.
Weather Permitting

Happy Hour
Daily From 4:00 p.m. – 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.

VALET Opens At 8:00 a.m. Daily