



## President's Message...

### Bruce Gurganus

#### Membership Meeting to Discuss Court Colors

There will be a special meeting of the membership of the BTC on Sunday November 17th from 2 to 3:30 in the Ball Room to discuss the best choice of colors for our ten courts as we resurface them.

On October 4th Chip Moreland of Vintage Courts presented factual information about court surfaces and coloring, along with examples. At this meeting members will be given a chance to state their ideas and opinions on court colors at BTC. I hope you can attend. There will be a vote of the membership to inform the Board about the wishes of the majority of the members about court colors.

#### Cafe at BTC

It is hard to imagine the BTC without our cafe. The cafe provides members and guests with healthy food and beverages at fair prices with unsurpassed convenience. The cafe is not a money maker for the club, as a matter of fact members' dues subsidize the costs of the food and the salaries of the staff that prepare and serve it. The volume is small compared to cafes that serve the public, so to keep prices low some subsidy is required. In past years the subsidy has been around \$20,000, but projections for this year could make it \$50,000. The subsidy to the cafe includes catering for many club events where food is served to members at no direct cost to the members. The club saves the cost of a caterer for those events.

A larger volume of diners would definitely reduce that subsidy, since the cost of labour, equipment, utilities, and supplies are relatively fixed. Starting this month our chef, Brian Ollendorf, and his staff are creating one new and original lunch special with suitable wine pairings every Friday, Saturday, and Sunday. Here are some examples with the prices:

1) Roasted Salmon Club Sandwich served with Arugula Salad for \$8 or \$11 if paired with a glass of Sauvignon

Blanc.

2) Open Face Meatloaf Sandwich served with Roasted Garlic Mashed Potatoes for \$9 or \$13 if paired with a glass of Cabernet Sauvignon.

3) Carolina Pulled Pork Sandwich served with Homemade Coleslaw for \$8 or \$12 if paired with a Pinot Noir or Chardonnay.

4) Carne Asada Street Tacos served with a Black Bean Cilantro Salad for just \$6 or for \$9 when paired with a Central Coast Zinfandel or Argentinian Red Blend.

I hope you will sample one on the new lunch specials and patronize our café so that it can continue to be a vital part of our club. A suggestion box is on the counter by the cafe window. Please write your creative ideas for ways to improve our, including menu recommendations, and put them in the box. And let Brian, Chris, and Alexandra know if you appreciate the lunch special.

#### BTC Book Group to Meet January 16th

The next meeting of the Book Group will take place January 16th from 7 to 8:30 p.m. in the club's Senior Room. The book we will read is *The Tennis Partner* by Abraham Verghese.

In the words of one reviewer, "From the first page this book held me and when I had read the last page I held it against my chest and wept. It is a beautiful book from a compassionate and intelligent man who has the ability to deliver his characters to you in such a way you feel you know them. David, the main character, is a charming, lovable and talented medical student who forms a friendship with Dr Verghese through their shared passion for the game of tennis."

Please join us on January 16th to discuss this wonderful book. Please bring one question about the book that you would like to address to the group. Beverages and sandwiches will be served. ☺

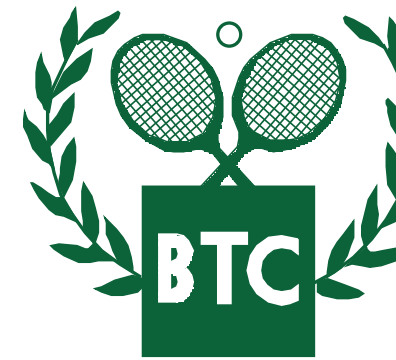
This is the same budget for initiation fees as last year. Our goal is to generate between \$200,000 and \$250,000 of annual net income (before depreciation and capital expenditures). We did this last year and we are on track this year. ☺

#### CEO'S Message... (continued from page 1)

thing to do for our member owned Club.

#### Reliance on Initiation Fees for Club finances

Initiation fees account for about 8% of the income of the Club each year. This year we budgeted for \$100,000 in initiation fees on total revenue of just over \$1.3 Million.



# The BERKELEY TENNIS CLUB

510.841.1380 • [www.berkeleytennisclub.org](http://www.berkeleytennisclub.org)

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#### CFO Report October 2013

Fellow BTC Members,

We are four months into our fiscal year, which begins each June. Some members have asked for an update on the Club's financial situation and as your CFO I will try to address the key information requests I have heard. If you would like to address any financial matters related to the Club, please let me know and I am happy to discuss any ideas or concerns.

The financial health of the Club is strong. We have more cash in the bank than at any time in the last few years (**Affordability of Additional Personnel**)

Your Board of Directors and Finance committee have the objective to run a lean organization that balances service to the members and cost efficiency. We discuss this often. Our total payroll budget for this year is up less than 1% over last year. Some staff members have chosen to reduce their time commitments or have left. We are replacing these hours with new people. We will ensure we meet our overall budgets this year.

#### Capital Improvements

Over the last several years we have been successful in making substantial capital improvements to the Club facilities (decks, ramp, etc.), while eliminating all debt, increasing cash, and keeping dues low. We have had dues increases of 3% or less each year for each the last five years.

The House and Grounds Committee is exploring long-term facilities visions and options to improve the Club. Thinking through long-term facilities planning is important as we face some near term structural necessities (seismic, ADA, etc.). We want to limit unnecessary and expensive rework. Any significant changes that exceed required thresholds will be subject to a vote of the members. This is required by our bylaws and is the right

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### From the Manager's Desk Rigo Headley, Manager

#### Ed Appreciation Day –

Oct 12th, 2013 Saturday October 12th, 2013 members and friends of the BTC gathered to express their appreciation for Ed DeSousa. With Ed in attendance, the event was filled with stories, laughs and good times all in relation to Ed's continued contributions to the BTC. Thank you to everyone that contributed to such a wonderful event through attending the event, monetary contributions and get well wishes. Thank you to Wynn Tamura for coordinating the event and The Craig Williams Band for providing music for the evening. As many of you know, Ed has been undergoing treatment for a serious medical condition since May 2013 which has Ed on medical leave for an undetermined length of time. Many of our members have rallied around Ed to lend support. Your generosity has not gone unnoticed and on behalf of management we thank you.

#### Save the Date! Thursday Nov. 14th 6p-8p "BTC Wine Tasting Experience"

Thursday Nov. 14th, 2013 6p-8p BTC will be hosting the BTC Wine Tasting Experience w/ Wine Thieves for members and guests. Wine Thieves will be showcasing 20-24 different varietals for you sip, taste, and enjoy! Also, you will be able to order any of the featured wines of the night to be delivered to the Club for you to pick up. This is a great event

that will appeal to the novice wine aficionado to the most experienced wine connoisseur. Cost will be \$25 per person that will include: wine tasting, appetizers, wine presentations, and giveaways. Please feel free to sign up on the Clubhouse bulletin board, via email [rigo@berkeleytennisclub.org](mailto:rigo@berkeleytennisclub.org), and/or office phone 510-841-1380. We look forward to seeing you at the BTC Wine Experience Thursday Nov. 14th, 2013 6p-8p.

#### Reminder: Membership Payments

As a friendly reminder, we ask all members to please indicate your membership number and/or the household name your membership is listed under with your membership payments. This will assist accounting with accurately posting membership payments to the correct account. Thank you for your assistance.

#### Coffee Break with the GM – Thursday Nov. 21st 10am-11am

Join me for a "Coffee Break" on Thursday Nov. 21st, 2013 from 10am-11am! Over the next few months I will be hosting "Coffee Break with the GM" on various different days/times for members to meet at the BTC to discuss club related items, provide updates on various topics. Coffee, tea, and light food fare will be provided for all in attendance. I look forward to meeting with you and if you are not able to attend please feel free to send any feedback to [rigo@berkeleytennisclub.org](mailto:rigo@berkeleytennisclub.org).



### The Pro's Message Lynne Rolley, Tennis Director

Save the Date!  
Club Doubles  
Tournament  
November 9th to 10th  
Saturday and Sunday



#### Alex Chang and Gabriella Bensadoun Competed for the BTC at Last Month's Little Mo Nationals in Austin, TX

Alex Chang and Gabriella Bensadoun represented the BTC at the Little Mo Nationals in Austin Texas on Oct 18th-21st. Both qualified by completing the Little Mo Northern California sectionals and West Regionals tournaments in the top four of their age groups. Congratulations to both Gabriella and Alex. It's been a pleasure working with you both and good luck at Nationals! ... Lynne

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## News and Announcements...

- **Congratulations to the following Ball Winners:**  
Alisa Yee - *Hard 35 Singles Bronze Hard 35 Doubles Bronze*  
Wilma Lee - *Hard 65 Singles Bronze*  
Roberta Sung - *Indoors 70 Doubles Silver*



### Upcoming Events:



**BIG HITTERS 2013**  
DEC. 8TH 4-7PM  
SAVE THE DATE!



Register at [www.active.com](http://www.active.com)  
Or mail payment to P.O. Box 330458  
San Francisco, CA 94133

One of our favorite events of the year is swiftly approaching! Located at the SF Bay Club on Sunday, Dec. 8th from 4-7pm.

This is a rare opportunity to play with some of the top-level collegiate players in the country and at the same time support our local disadvantaged youth. You will be paired with current Cal Men's and Women's team players to play in an exciting doubles format, on 12 of the Bay Area's finest indoor courts. Afterwards, we invite you to meet the players and join us for refreshments, hors d'oeuvres and raffle prizes.

Entry Fee is \$350. All proceeds from this event will benefit YTA youth programs. (Please note that the courts will be available at 3:30 if you would like time to warm-up)



### The BTC Roving Eye... (everyone is fair game)



Sophia Landes



Jack Clydesdale

Much Thanks to all who attended the gathering for me this past month. Thanks especially to Wynn Tamura and Rigo Headley for making the event possible. Once again the BTC has stepped up for of its own. Thanks,

-Ed