



MEMBER'S CLUB
GENEVA NATIONAL

March 20, 2025

Dear Geneva National Members,

Spring is here, then it isn't, and then it is! During spring's brief appearance this month, we opened the Player Course and will open tee times as the weather allows. The golf season soon will be in full swing, and we anticipate another memorable year at Geneva National.

First, I want to thank the 75+ members who participated in the recent lifestyle survey. Your feedback provided an impetus for additional programming. Among the most popular requests were additional family events and golf trips as well as more live music. Here is our working plan in response to your feedback.

EXCITING NEW EVENTS & ENHANCEMENTS

- **Family-Friendly Events:** Look forward to more family fun, including Trivia Night with Bob Kordus, a Floral Arrangement Class, Lucky Numbers & Nibbles Bingo, Pumpkin Paint 'n' Sip, and a new movie series at Lodge GN (running monthly from May through August). Stay tuned for more details!
- **Live Music:** This past winter, we have seen an increase in participation in our monthly Jazz Night Series featuring Ms. Erica & the Sound Production. This summer, enjoy performances every Thursday at Paloma Cantina (May-October) and every Friday & Saturday at the Deck Bar throughout the expanded pool season (April-October, weather permitting). Even better, you can now charge to your Member account at Lodge GN and food purchases count toward your minimum. We will follow up on more specifics regarding the talent to be featured at GN's venues.
- **Golf Trips:** Multiple Members asked about expanding our golf trip offerings. In February, we presented the Sand Valley Golf Trip which sold out in just over 36 hours. We look forward to additional trips and would appreciate hearing your suggestions for future travel.

UPDATES

- **New Chairs:** As noted in my last letter, the Member Tap Room will soon have new custom dining chairs which are due to arrive in early May.
- **Tap Room Menu:** As the seasons change, our Culinary leaders review and evaluate our menus to align with locally sourced ingredients, trends and preferences. Many of you have tried the Member Tap's new Smashburger, which has been a hit since it was unveiled at the Burgers & Big Al event. If you have feedback or ideas for this year's F&B offerings, please join VP of F&B Alex Lesser at the first Listening Session of the year, April 8.
- **Lee Trevino Course:** As many of you know, GN has invested more than \$1 million into renovating the Trevino Course, which included the following:
 - Rebuilding the tees on the 4th hole
 - Upgrading cart paths and curbing around the 7th green and 8th tees
 - Adding a new lion's mouth approach to the 11th green
 - Squaring off and extending the tee boxes on the 13th hole, and
 - Expanding the 14th fairway.

Moreover, the Grounds team has added 100 trees, thus aligning with our commitment to providing a continuous feel of nature throughout the round. We will officially celebrate the conclusion of renovations with a Trevino Re-Opening Party, Wednesday, May 7. Join us for live music, food, drinks, and a unique golf tournament playing up the new developments.

WELCOMING NEW & PROMOTED STAFF

This off season, the F&B and Golf teams have been focused on recruiting outgoing and experienced staff who are committed to providing the best experience for our Members and guests. Along with our college intern hires, we have added a group of international staff to our roster. Please see the attached Intern & Internationals Directory for an introduction.

We are proud to announce some promotions and changes to our Culinary leadership as well. Please join me in congratulating our chefs as well as the rest of our dedicated team. The attached GN Member Services Directory highlights your 2025 staff.

LEADERSHIP CHANGES

- **Chef Jared Schulz**, Culinary Director – Leading and supporting Culinary operations at all properties, Chef Jared’s 10 years at Destination Kohler brings a new standard to our Culinary programs.
- **Chef Jonny Martinez**, Senior Executive Chef – Overseeing all kitchens at Geneva National, Chef Jonny brings strong leadership and a clear vision, focusing on enhancing the Member experience and optimizing operations.
- **Chef Troy Unruh**, Executive Hunt Club Chef – Directing all Culinary efforts at the Hunt Club Steakhouse, we are excited for Chef Troy’s vision to come to life. He has 20 years of experience in fine dining in New York and Minneapolis including 12 years of training in Michelin-starred kitchens in Manhattan. His most recent experience comes from The Wisconsin Room at Destination Kohler, one of the top restaurants in the state. His passion and efficiency will help him continually push forward the standards at the Hunt Club.

NEW SOFTWARE & ACCOUNT CHARGING UPDATES

We’re in the final stages of our software conversion at GN, Hunt Club, and Lodge GN. This upgrade allows Members to charge at all Lodge GN venues, including Crafted Italia, bean + vine, the Deck Bar, and Cabanas. We appreciate your patience as our staff adapts to the new system. As a reminder: please include your name and Member number on all receipts for accurate processing.

We look forward to a legendary season at Geneva National. I can’t wait to see all of you out on the courses and around the property enjoying golf, events, camaraderie, and unforgettable memories.

Best,



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