JAZZ Brunch

March 1st, 11am - 2pm

featuring
Winston Hall
March, 2020

Can you feel it? It’s almost here. Yes, that’s correct, spring is literally “right around the corner”, officially beginning on March 19th. And boy oh boy, are we excited to see it arrive!

March is always what I call a “tweener” month in the Club industry. We start to see the initial signs of mother nature’s annual rebirth with new leaves emerging on the trees, and some plants showcasing their first buds of the new year. Meanwhile, people are excited to get out of the house, breathe some fresh air, and reconnect with their friends on the course and around the courts.

But while excitement is in the air, it’s tempered with the knowledge that a few more blasts from winter’s wrath are still likely to come our way this month, with times of sunshine and 75 degrees offset by a quick dip in the thermometer back down to sweater weather the next day. However, despite the awareness that we’ll likely experience a few more weather-related setbacks before it really feels like spring, I know both our Southern Trace staff and our membership are ready to put the doldrums of a long, wet winter behind us this month, and ramp back up into enjoying all the fun-filled experiences of “Club Life”.

Now, I hope everyone received the “Southern Trace in 2020” message that was sent out electronically last month, recapping 2019 and highlighting our goals for your Club this year. 2019 truly was a kaleidoscope of positive and negative, as we saw important needs like bunker, roof and bathroom repairs addressed, but also experienced issues with golf course conditions that negatively impacted golf operations and the member experience. And because agronomy problems normally require an elongated recovery period, we know some of that recovery will be continuing throughout this spring and summer. But the good news is that both your Club management team and our ClubCorp regional agronomy team feel the proper steps were taken in the fall and winter months to set us back on that course of recovery, and we look forward to seeing our golf course conditions improve throughout this golf season.

Which leads me into the topic which will be foremost on our minds in 2020, that being the growth and renewal of Southern Trace this year, and beyond. Over the past five years, the Club has seen a steady membership attrition in all membership classes. The attrition has been slow, but impactful, because inevitably with a decrease in membership a club will experience a decrease in revenues. And the simple truth is that at any club, be it member-owned or corporate-owned, improvements are tied to revenue. The more a club generates through monthly dues and the sale of goods and services, the more funding is generated to enhance all the various amenities that club possesses. And likewise, when revenues fall, funding for every aspect of the club operation, from staffing, to services offered, to infrastructure improvements and repairs is affected.

Now, over the past year, several much-needed repairs and improvements were made to the property. And we will continue to see more improvements and repairs made this year, as we work as a staff to raise the level of amenities and services we provide for our members and their guests. But, at the same time, it is imperative that as a staff and a membership we unite together this year to begin reversing this trend of member attrition, with the end goal being a financially healthier Club generating the type of revenues needed to provide the absolute best private club experience in every regard.

To that end, over the next 30-60 days we’ll be discussing in greater detail our “Membership by Invitation” initiative for 2020. With this initiative we’ll be working with our current members to grow the Club roster via the addition of family members, friends and business associates. The #1 source for growth in any private club has been and always will remain member referral, and we are currently developing a new Southern Trace Ambassador program that will reward our current members for their assistance in helping us grow the Southern Trace member roster. I look forward to sharing more details of this initiative with you as the weeks progress.

I am confident that through our combined efforts, 2020 will be a banner year for Southern Trace. We have a special Club, with a very special membership, and many good things are in store for us this year and beyond. Have a wonderful March, as we join together in celebrating the first signs of spring, and I look forward to seeing you at Southern Trace this month!

Patrick Buhrmann
General Manager, Southern Trace Country Club

Thanks to all the Members that came to the King Cake Class, we had a great afternoon! Spring is coming that means Easter is just around the corner. Join Southern Trace in Celebrating Easter Brunch and Easter Egg Hunt!

More information to follow.

Vanessa Porto Mollinedo
Vanessa Porto
Member Relations

Looking for a way to grow your business and use your advertising budget to its maximum potential?

We are looking for a few ads for 2020! Remember we only allow Southern Trace Members to advertise and this full color newsletter goes directly into the homes of over 1050 of Shreveport’s Who’s Who! Space ranges from $100 to $500, Call Hayley Fife 318.798.8302, to find out more!

Caleb Ross as a new Golf Member!

Charles and Nancy Armistead as new Social Members!

Andrew Broussard as a new Golf Member!

James Caldwell as a new Golf Member!

Parker and Heather Stough as new Golf Members with their son Parker!

Christina Stage as a new Tennis Member!

MEMBERSHIP NEWS FROM THE MEMBERSHIP OFFICE!

Welcome New Members that have joined Southern Trace!

Advertisewith us!

Patrick Buhrmann, PGA
General Manager, Southern Trace Country Club

Easter Brunch and Easter Egg Hunt!
WEDNESDAY NIGHTS

TASTE OF THE WORLD CHEF’S TABLE

Come with us on a Road Trip across the World. We are stopping at your favorite places to eat!

Don’t forget that on Wednesdays, O.N.E. Members get to extend their O.N.E. Benefits to their guests when dining on the Chef’s Table!

March 4
South of the Border
Salad Bar, Beef & Chicken Fajitas, Spanish Rice, Pinto Beans, Sour Cream Chicken Enchiladas, Chips & Salsa and Dessert

March 11
BBQ
Salad Bar, Chicken and Sausage, Ribs, Potato Salad, Cole Salad, Baked Beans & Corn Bread, Pudding & Cookies

March 18
Ocean Basket
Salad Bar, Assorted Fried Fish, Hushpuppies, Baked Gulf Fish Turnip Greens & More.

March 25
Pasta
Salad Bar, Bread Sticks, Pasta Action Station, Pesto Gnocchi, Spaghetti & Meatballs, Garlic Bead and Dessert.

Kids Night Out
Movies in Trace Kids!

Every Saturday Night is Movie Night in Trace Kids! A new movie each week with cookies and popcorn for treats!

Sat., Mar. 7
Treasure Buddies

Sat., Mar. 14
Planet 51

Sat., Mar. 21
Willy Wonka & the Chocolate Factory

Sat., Mar. 28
Penguins of Madagascar

FOR ALL YOUR PRINTING NEEDS! CONTACT US TODAY!

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DIGITAL PRINTING • PROMOTIONAL PRODUCTS • GRAPHIC DESIGN • DIRECT MAIL
JAZZ BRUNCH
Sunday, March 1st
Live music by Winston Hall
Tenderloin Grillades, Blacken Salmon with Crawfish Sauce, Creole Jambalaya, Shrimp Eggs Benedict, Carved Prime Rib, Okra and Tomatoes & Green Beans, Smoked Salmon Display, Raw Oysters and Shrimp Display, Bourbon Bread Pudding and other Desserts.
$29++ Adults, $15++ Children 5-12

ONE SMART COOKIE TRIVIA NIGHT
Thursday, March 5th | 6:30pm - 8:30pm
Teams of 2-8 will compete to be the smartest at this month’s trivia! $15.00 Menu: Tapas Trivia Bar

NATIONAL OREO COOKIE DAY
Friday, March 6th
Join us in celebrating America’s best loved cookie.

SOUTHERN TRACE BOOK CLUB
Thursday, March 12th | 11am
This month’s book is: Dear Edward by Ann Napolitano

MARCH MADNESS BRACKET CHALLENGE
Watch party March 15th at 5pm in Arthur’s
Watch the selection show and complete your bracket!!!
APPETIZER SPECIALS | HAPPY HOUR BEVERAGES

BINGO Tuesday, March 24th | 5:30pm - 7:30pm
$14++ Adults, $9++ Kids 5-12, Kids Under 5 FREE! Burger Bar, Chicken Tenders, Curly Fries, Sautéed Mushrooms and Onions, Potato Jalapeño Puffs, Funnel Fries and Cookies. Bingo calling will start at 6pm! $2 per card - the more you buy the better your chance of winning!
RESERVATIONS ARE REQUESTED 318.798.8300

MOTHER AND SON SUPERHERO SOIREE
Saturday, March 28 | 6-8 PM
Mothers $30 I Sons $15
ONE Discount does not apply, Reservations Requested.
318.798.8300

DJ & KARAOKE ON THE PATIO
Get your Irish spirit and voice ready for a karaoke party at Southern Trace! DJ Shane will play live music and you can try your hand at singing too! Appetizers and drinks will be available.
March 14, 2020 | 5pm
Arthur’s Patio
Trace Kids!

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When should I restring my racket?

This is a question that I get very often from players. Back in simpler times the answer was easy… “If you average playing three times a week then you should restring three times a year”. With the major advances in racquets, and especially strings, this is no longer the case.

Stiffer, more powerful racquets with all sorts of technology can elevate your game, but they also put a lot more stress on the string bed. The strings are working harder and may need to be replaced much more frequently.

So, how do you know when it’s time for a new string? If you are playing with a co-poly (Big Banger, RPM Blast) or a poly hybrid, chances are your string bed will lose most of its zing within a month. If you are playing more than three times a week, it could go faster. Traditional nylon based synthetics can last about twice as long and natural gut even longer.

Your strings are at their best when they come off the stringing machine. They are going downhill from that point. Most strings will lose their resilience within 3-6 months even if they are never used in play. Of course, the more play the faster the decline.

As your string bed loses resilience, it may still feel tight, but don’t be fooled. Resiliency is the string’s ability to stretch and snap back in milliseconds. When fresh, the string stretches on impact with the ball and snaps back to catapult the ball. As the string loses resilience, the string still stretches on impact but the snap back response is much slower. The ball has left the string bed before it snaps back. This results in your balls flying deep or falling short. It also doesn’t absorb as much shock, which means your arm will absorb more of the impact with each stroke.

To get the best performance from your racket, I suggest discussing your options together to decide on the best string and tension that fits your game. At the same time I can recommend the frequency of restringing in relation to your playing style.

See you on the courts,

Stevie

Stevie Schmidt, USPTA

March Events

SPRING KICKOFF
March 6th | 4:30 PM (Kids), 6 PM (Adults)
SNEAKS & CLEATS
March 20th & 21st
SPRING BREAK CAMP
March 24th-26th
FRIDAY NIGHT LIGHTS
March 27th | 6 PM

Weekly Tennis Events

TUESDAYS
MEN’S CLINIC 6 PM $15

SATURDAYS
LIVE BALL 3.0 8:30 AM $15
LIVE BALL 3.5+ 10 AM $24
LIVE BALL 2.5 11:30 AM $24

New Junior Development Classes:

Tuesday - Red Ball ($15 a day)
5:00 pm - 6:00 pm - 4 to 6 year olds

Wednesday - Yellow Ball $24 a day for members ($34 guests)
5:00 pm - 6:00 pm - 7 to 10 year olds

Thursday - Orange Ball $24 a day for members ($34 guests)
4:30 - 6:00 pm - Middle School

SAVE THE DATE!!!
March 20th - 21st

"Stevie VS Nathan"

Sneaks and Cleats Team Challenge
Captains Stevie and Nathan will once again pick teams to compete for Southern Trace supremacy!

• Each team will consist of the Captain and 15 players
• Tennis will be Friday evening
• Golf will be after lunch Saturday
• Prizes will be awarded to the winning team
• This tournament open to all Southern Trace members
• Limited to 30 players
• Registration will begin in early March
We need all swimmers to show up for practice on time and ready to swim. We need 100% cooperation from swim team members to ensure that a productive swim season is attainable.

The Southern Trace Logo will be available to add to your suit. Please have your suits ordered by May 10th so that everyone can wear their matching suits to our first meet. The suits should be available soon. Please call Sports Spectrum to make sure they are in before you go over to purchase them.

Swimmers will be made up; no refunds will be given for classes that are rained out. No refunds will be issued within the three-day limit.

Swim lesson fees: Members: $140 per child, per session | Member Sponsored Guests: $175 per child, per session

This is a great opportunity for your children to enjoy group swim lessons at the Club pool! Whether your child is a beginner or an intermediate swimmer, there is a place for everyone. Parents can relax poolside while our certified lifeguard staff professionally trains your child. Must have pool privileges to participate.

Group lessons are a 5-to-1 student to instructor ratio and lesson must have at least four Fish Per Level. Guests may register three (3) weeks prior if there is space available.

Swim like a Fish 2020

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**2020 PRACTICE SCHEDULE**

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**MEMBERS: $175++ for first child enrolled | $160++ per additional child(ren) in family**

**NONMEMBERS: $225++ for first child enrolled | $195++ per additional child(ren) in family**

Includes seven weeks of technical stroke instruction, entry for swim meets, a team t-shirt, ribbons and a trophy at the end of the season. Billed to your Member account.
March Events

LADIES GOLF ASSOCIATION EVENTS
Handicap Championship
March 10th & 12th

SNEAKS & CLEATS
March 20th & 21st

BLACK TEE CUP MATCHES
March 7th-8th

MGA 4-BALL
Saturday, March 14th | 8:30 am Shotgun Start
2 man best ball with flights determined by total team handicap index. Partners must be no more than six handicap strokes apart. $35+ applicable cart fee

Save the Dates in April
AZALEA CUP MEMBER/MEMBER
April 3-5

Weekly Golf Events
Our weekly Golf Programming is back!!! With Daylight Savings time beginning on March 8 we are excited to begin our weekday golf leagues on Tuesdays, Wednesdays and Thursdays. Beginning March 10 - all events start at 5pm

TUESDAYS COUPLES TUESDAYS & TACOS Come enjoy 9 holes of fun, scramble with your partner, and then stay for $2 tacos and specials from South of the Border!

WEDNESDAY MEN’S WEDNESDAY NIGHT SCRAMBLE One of our most popular events of the year. ABCD computer generated teams for a fun and competitive scramble that rotates each week from the front 9 to the back 9. $15 cash and all money paid back in team score and skins.

THURSDAYS MEN’S STROKE PLAY Play your own ball for 9 holes and count every stroke. Full handicap from the appropriate tees. $20 cash includes gross skins. Great way to improve your game and meet fellow Members!

Sign up for all these events at least one hour prior to start time.

2020 MGA GOLF CALENDAR

January 18 MGA – 2 Man 3-4-5
February 1 MGA – 6 Man Super Bowl Scramble
March 14 MGA – 4-Ball
April 5-5 Azalea Cup – Member/Member
April 11 The Masters – Pick A Pro
April 24-25 Senior Club Championship
May 2 The TRADITION
May 16 The PGA Championship – Pick A Pro
May 21-24 THE CLIFFHANGER – Member/Guest
June 20 US Open/MGA 1 Man Scramble
July 16 US Men’s Match Play * MGA Members Only
July 18 The Open Championship – Pick A Pro
August 14-16 Club Championships – Men, Women, Juniors
September 19 MGA 3 Cups & a Futter
October 16-18 THE TRACE CUP
November 20 MGA – Beat the Pro/Trever’s Revenge
December 12 MGA – 4 Man Scramble S.W.A.G.

Additional Events & Dates of Interest

Couples – Sweetheart Scramble
March 17 & 19 STLGA Handicap Championship
March 7-8 Black Tee Cup Matches
March 20-21 Sneaks & Cleats
March 22-24 NTPGA Pre/Pro
April 23 STLGA Member/Member
April 7 SSWGA
May 5-6 Ladies Southern Belle
May 26-27 Aeration – Course Closed
June 20 Parent/Child – Father’s Day Weekend
July 2 SWGA
July 6-8 Large Core Aeration – Course Closed
August 17-19 Aeration – Course Closed
September 22 & 24 STLGA President’s Cup
September 26-27 Couples Member/Guest
October 8 & 11 LGA State Senior Four Ball
October 29 STLGA Turkey Scramble
November 19 STLGA Turkey Shoot
December 3 Golf Shop Holiday Party

Weekly Programming Begins

March 10 Couples Weekly 9 Holes & Taco Tuesdays
March 11 Men’s 9 Hole Scramble 4 Man
March 12 Men’s Individual Stroke Play

DRIVING RANGE REMINDER
The practice facility will open each day at 7 AM and will close approximately 15 minutes before dark except on Sundays when it will close 45 minutes prior to dark.

OTHER REMINDERS
Golf Members receive 20% off all apparel in the Golf Shop and we match Edwin Watts on clubs and balls. Please register all Guests in the Golf Shop prior to play. Please pair up on carts to save wear & tear on the course.
GREAT FUN DURING THE MGA 6-MAN SUPER BOWL SCRAMBLE IN FEBRUARY!

L-R: David Easterling, Nathan Barrow, Kraig Wood, JR Maddox & Walker Alford
HILAIRE BALL
Fitness Director and Trainer
NASM Certified Personal Trainer, Youth Exercise Specialist, Behavior Change Specialist, Golf Fitness Specialist and NESTA Sports Yoga & Pilates Instructor. Specializes in: flexibility, core, weight loss, strength building, youth fitness, golf & tennis specific exercise programming.
Call for an appointment: (985) 788-7638

JASON MCCREA
Personal Trainer & Group Instructor
NASM Certified Personal Trainer, Circuit strength Cardio Kickboxing. Tae Kwon Do instructor self defense, Meal Planning assistance weight loss/weight management/clean eating Call for an appointment: (318) 402-9203

PRICING FOR TAE KWON DO
(The Institute of Martial Arts & Wellness):
• $75 a month per person up to 3 people. The 4th is free
Jason McCrea (318) 402-9203

30 FOR $35!
Hilaire uses partner-assisted passive stretching to get you ready for your round of golf. Each one-on-one session lasts 30 min. Schedule at least 45 minutes before your tee time.

MEN’S GOLF PIYO AND YOGA
FIRST CLASS IS FREE
$15 per session
Piyo -8am Wednesday & Friday
Hilaire Ball: (985) 788-7638 (Yoga & Men’s Golf Pilates)

March Fitness Special
PARTNER TRAINING $50
(1st time appointment only)

March Fitness Event
PIYO CLASS
Friday, March 6th | 10 AM

Every Event has a Story
Make your story memorable at Southern Trace Country Club!

March Fit Tip!
Did you know that muscle burns more calories at rest than fat? This is one of many reasons to get to the gym and lift weights. More muscle = faster metabolism!

Contact Stephanie Anthony to start planning your event today!
stephanie.anthony@clubcorp.com 318.798.8300 ext. 4471

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<tr>
<th>Group Fitness Class Schedule</th>
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<td>Tae Kwon Do Beginner - Intermediate</td>
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CALL CHASE HOFFPAUIR
318.798.7223

LIMITED SUPPLY OF HOMESITES AVAILABLE

CALL CHASE HOFFPAUIR
318.798.7223
CLUB STAFF

PATRICK BUHRMANN, PGA
General Manager
patrick.buhrmann@clubcorp.com

HAYLEY SMITH
Membership Director
hayley.smith@clubcorp.com

NATHAN BARROW, PGA
Director of Golf
nathan.barrow@clubcorp.com

TREVOR OGDEN, GCSAA
Golf Course Superintendent
trevor.ogden@clubcorp.com

STEVIE SCHMIDT, USPTA
Tennis Director
stevie.schmidt@clubcorp.com

MATT HUTCHINSON
F&B Director
matt.hutchinson@clubcorp.com

STEPHANIE ANTHONY
Private Events Coordinator
stephanie.anthony@clubcorp.com

MELODY ROBINETT
Office Accountant
melody.robinett@clubcorp.com

VANESSA MOLLINEDO
Member Relations Coordinator/
Pool Manager
maria.portomollinedo@clubcorp.com

HILAIRE BALL
Fitness Director
hilaire.ball@clubcorp.com

CHARLES BOONE
Executive Chef
Charles.boone@clubcorp.com

200 Southern Trace Parkway
Shreveport, LA 71106
318-798-8300

SOUTHERN TRACE
COUNTRY CLUB
A Member of the ClubCorp Family

MEMBER TRADITIONS

TUESDAYS
TACO TUESDAYS
5:30 PM | DINE IN ONLY

WEDNESDAYS
TASTE OF THE WORLD
CHEF’S TABLE | 5:30 PM

THURSDAYS
FRESH CATCH IN ARTHUR’S
5:30 PM

FRIDAY NIGHT OUT
LIVE MUSIC IN ARTHUR’S
6:00 PM

SATURDAYS
BREAKFAST CHEF’S TABLE
7:00 AM - 1:00 PM

STEAK NIGHT
6:00 PM

SUNSDAYS
BREAKFAST/BRUNCH BUFFET
7:00 AM - 2:00 PM

FRIED CHICKEN NIGHT
5:30 PM

ARTHUR’S HOURS
TUESDAY - FRIDAY
11 AM - CLOSE
SATURDAY & SUNDAY
7 AM - CLOSE
NEW 2020 HAPPY HOUR!
TUESDAY - SUNDAY
5 PM - 7 PM

TRACE KIDS HOURS
TUESDAY - THURSDAY
9:00 AM - 12:30 PM | 5:00 PM - 8:30 PM
FRIDAY
9:00 AM - 12:30 PM | 5:00 PM - 10:00 PM
SATURDAY
8:30 AM - 2:00 PM | 5:00 PM - 10:00 PM
SUNDAY
12:00 PM - 5:00 PM

FITNESS ROOM HOURS
MONDAY
8:00 AM - 2:00 PM
TUESDAY - SATURDAY
5:00 AM - 8:30 PM
SUNDAY
12:00 PM - 6:00 PM

For additional information call (318) 798-8300

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