



**A SEASONAL ADVANTAGE**

**HUGH DUFFY**  
EXECUTIVE CHEF

BIRTHPLACE: SIOUX CITY, IA  
FAVORITE PAST TIME: RIDING MY HARLEY

Our first season in the new Clubhouse was nothing short of amazing. Not only does the Club look fresh and revitalized, but it provides many new opportunities for the food and beverage department. Dining spaces such as the Palo Brea Room, the Founders Room, the Wine Cellar or one of the many terraces allow for increased utilization for both private and member events.

**"The Menus of Change"**  
I spent much of my summer looking for ways to enhance our menu offerings and presentation. I participated in a very interesting class at the Culinary Institute in Hyde Park. "The Menus of Change," with the focus being on healthy, sustainable, and delicious food choices. The curriculum included a "plant forward" style of cooking with an emphasis on, but not limited to, plant-based fruits and vegetables, whole grains, beans, legumes, soy foods, nuts and seeds, as well as plant oils and herbs that reflect evidence-based principles of health and sustainability.

I also spent time building closer relationships with local growers and purveyors to assure the purchasing of the highest quality and freshest ingredients available. The menu offerings throughout the upcoming season will reflect these resources.

Accentuating the three seasons, fall, winter and spring, seasonal menus will each take advantage of ingredients and selections fresh from local growers, as well as the LA Farmers Market. I feel this will keep the menu selections varied and interesting.



**Wine Dinners**

We will be hosting two winemaker dinners this season. The first in February with Tarte Cellars of Woodinville, WA, a family near winery that produces some exquisite offerings. The second, Hall Winery from Hapa Valley, will follow in April. I am excited to be working with both of these wineries and providing our members with a unique dining experience.

**Team-Developed Education**

Exposure to private clubs and their culinary culture continues. Much of the culinary team spent time at the Roaring Fork Club in Sedona, AZ and we will support the growth of the wine team in the coming months as it is exciting to see what inspiring new ideas they bring back to share with our members.

**Things are changing – and all in a good way!**

My goal is to create a dining experience you can't find anywhere else; I feel the members are looking for more casual dining. They continue to seek laid back opportunities to engage with one another. The culinary staff stands ready to deliver an outstanding experience for all of our members and guests this season.

For a complete listing of our hours of operation, please refer to Club Essentials on page 80.





THE RESERVE

- 8: MEMBERSHIP "ON POINT"
- 10: A SEASONAL ADVANTAGE
- 12: SOCIAL SCENE
- 18: A NEW COURSE
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- 24: HEALTHY LIVING IS BALANCE
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## CLUB ESSENTIALS

### ADMINISTRATION

**Mike Kelly, CEO/General Manager**  
760-674-2206

**Denise Adams, Director of Membership, Sales & Marketing**  
760-674-2239

**Heidi Turner, Director of Human Resources**  
760-674-2238

**Dan Wylie, Controllor**  
760-674-2266

**Jennifer Leppen, Director of Communications**  
760-674-2228

### EVENTS & CATERING

**Nicole Hughes, Director of Special Events & Catering**  
760-674-2229

### FOOD & BEVERAGE

**Hugh Duffy, Executive Chef**  
760-674-2214

**Chris Howe, Food & Beverage Manager**  
760-674-2220

### FITNESS CENTER

**Melissa Glazier, Director of Fitness & Wellness**  
760-674-2231

### GOLF

**Eric Eby, Director of Golf**  
760-674-2240

**Noelle Brummett, Golf Professional/PGA**  
760-674-2240

**Alan Stuessy, Golf Course Superintendent**  
760-837-4813

**Lori Gavitt, Horticulturist & Arborist**  
760-837-4809

### ENGINEERING

**Shani Leti, Maintenance Engineer**  
760-674-2213

Main Club Telephone: 760-674-2274  
49-400 Desert Butte Trail, Indian Wells, California 92210  
[www.thereserveclub.com](http://www.thereserveclub.com)

### DINING HOURS

#### LAKEHOUSE

**November 1 - June 3**

**Breakfast**  
Daily 7a - 11a

**Lunch**  
Daily 11a - 3:30p

**June 4 - July 6\***

**Thursday - Sunday Only**

**Breakfast**  
Daily 7a - 11a

**Lunch**  
Daily 11a - 1:30p

**September 3 - October 31\***

**Thursday - Sunday Only**

**Breakfast**  
Daily 7a - 11a

**Lunch**  
Daily 11a - 1:30p

#### CHUPEROSA GRILLE

**November 10 - May 25\***

**Lunch**  
Tuesday - Sunday 11a - 2:30p

**Dinner**  
Tuesday - Saturday 6p - 9p  
Sunday 5:30p - 8p  
*Cookouts begin February 9*

#### THE HAWK'S NEST (FORMERLY THE BAR AND LOUNGE)

**November 9 - May 25\***

Monday 11a - 5p  
Tuesday - Saturday 11a - 9p  
Sunday 11a - 8p

#### POOLSIDE FOOD SERVICE

**November 1 - May 25\***  
Daily 11a - 3:30p

#### HOLIDAY DINING HOURS

**December 24** - Club Closes at 3p  
**December 25** - Club Closed  
**December 31** - Grille & Hawk's Nest closes at 2p in preparation for New Year's Eve Celebration  
**April 12 & May 10** - Closed for Dinner

## HOURS OF OPERATION

#### FRONT DESK

**October 28 - November 7**  
Monday - Friday 9a - 4:30p  
Saturday - Sunday 9:30a - 6p

#### November 8 - May 3

Monday 9a - 5p  
Tuesday 9a - 7p  
Wednesday - Saturday 9a - 8:30p  
Sunday 10:30a - 7p

#### May 4 - May 27\*

Monday 9a - 4p  
Tuesday - Saturday 9a - 7p  
Sunday 10:30a - 6:30p

#### WOMEN'S LOCKER ROOM

**November 4 - May 31**  
Staffed Daily 7a - 5p

#### MEN'S LOCKER ROOM

**November 4 - February 29**  
Staffed Daily 7a - 5p

#### March 1 - May 31

Staffed Daily 7a - 6p

#### FITNESS & SPA SERVICES

Fitness Open Daily 6a - 9p

#### November 1 - December 31

Staffed Daily 7a - 5p

#### January 1 - April 30

Staffed Daily 7a - 6p

#### May 1 - May 31

Staffed Daily 7a - 5p

#### June 1 - October 31

Daily 6a - 9p

#### POOL & TENNIS COURTS

Daily until Dusk

#### GOLF SHOP\*\*

#### November 1 - February 29

Daily 7a - 5p

#### March 1 - April 30

Daily 7a - 6p

#### May 1 - May 31

Daily 7a - 5p

#### June 1 - October 31\*\*

\*Days/Hours are subject to change  
\*\*Summer Hours vary for Golf Shop



## BRIDGING LEGACY WITH NEW TRADITIONS

**MIKE KELLY**  
CEO/GENERAL MANAGER

BIRTHPLACE: BALTIMORE, MD  
FAVORITE PAST TIME: BASEBALL

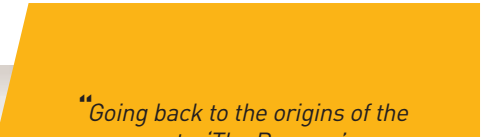
This past season was certainly a year to remember. With our 20th Anniversary, a newly renovated Clubhouse, enhanced golf course conditions, our average age of new members over the last three years dropping to 53, and the strong support of our membership, The Reserve is well poised for future success. We have enjoyed a very robust public relations and marketing effort that resulted in several feature articles in top industry magazines and websites, visits from several senior golf and luxury lifestyle writers, a renewed interest from Real Estate Brokers, and local Club Board members and General

Managers from neighboring clubs requesting the opportunity to tour our Club; stemming from their membership's desire to see the "Best Clubhouse" in the desert. In addition, our golf course's reputation has been heightened as many members, guests and local golf professionals have commented on the significantly enhanced conditions this past year. While we are pleased with the improvements, we are confident next season will prove even better.

### OUR 2019-2020 FOCUS

- Membership Growth through Acquisition and Retention. We have set a goal of 20 net new golf members over the next three years to properly position the Club financially for years to come. To accomplish this goal, we need the active participation of our membership. Nationally, 85% of all memberships in private clubs are derived through member referrals. Prior to the renovation we were averaging just over 15%. Towards the end of the season, we certainly saw an uptick in referrals as a result of our Members' pride and desire to bring their friends to The Reserve and enjoy our admired club lifestyle.
- Effectively balance high levels of service and product offerings while responsibly managing our day to day expenses and meeting budgetary responsibilities.
- Continue our close working relationship with The Reserve Community Association and Reserve Realty to strategically align our collective efforts to grow overall homeowner/membership base.
- Continue to enhance our brand reputation and awareness through coordination with select local, regional and national public relations platforms.
- Enhance our member/guest experiences across all departments with vibrant, innovative, consistent service and product offerings.

Together with your active participation in growing the membership and our enhanced facilities, we will not only achieve our goals, but exceed them. The Reserve is a very special place with amazing people. We look forward to seeing you in the coming weeks and are excited for another incredible season commencing our next 20 years of Reserve traditions.



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### Team Continued Education

Exposure to private clubs and their culinary culture continues. Much of the culinary team spent time at Eshquaguma Country Club in Gilbert, MN and few at the Roaring Fork Club in Basalt, CO. I always try to help support the growth of the entire team in the summer months as it is exciting to see what inspiring new ideas they bring back to share with our members.

### Things are changing – and all in a good way!

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