

# The Dye Club

2600 Pete Dye Drive  
North Myrtle Beach, SC 29582

## MEMBER PROFILE



DOUG AND PAULA KELLER

Doug, a native New Yorker, now residing in New Jersey, has been coming to the Myrtle Beach area since the mid 80's, on golf trips with buddies, and decided to buy a condo in Cypress Bend.

Almost immediately after, he joined the Dye Club, with friends Mark Scheible & Rich Politi.

Paula, born and raised in New Jersey, has been vacationing in

North Myrtle Beach since 1998 with her boys, Bobby and Greg, and extended family, who just happen to own a condo at the beach.

Paula and Doug met through family and mutual friends at a BBQ next to Doug's condo.

A year and half later, they had their first date at the 2004 Hootie and the Blowfish Monday After the Masters Concert, and were married two years later.

Doug, Paula, Bobby and Greg have been vacationing here many times ever since.

Paula's love for the beach and Doug's love of golf makes this the perfect place for them.

In 2015, they bought a home in the Dye Estates, planning one day in the future to make it their permanent home.

## A MESSAGE FROM THE SUPERINTENDENT

Dear Members,

We have just completed another fantastic year at The Dye Club, and we expect the coming year to be fabulous as well. The golf course is in excellent shape as we begin the New Year. Our rye grass overseed is maturing nicely, and the poa trivialis on the greens is providing excellent putting surfaces. We will continue to fertilize the overseed in the coming months, making a thick lush fairway surface that will simulate hitting the ball off of a rug of carpet. As the ryegrass continues to mature we will also begin lowering our mowing heights and increase our mowing frequency. We aim to have a surface tight enough to give some extra roll on your tee shots, but also give you additional options around the greens. You should be able to implement the "bump and run" shot, or putt the ball from off the green on those rare occasions that you miss the green. We will follow a similar plan with the greens. As winter fades away and we feel as though the chances of a deep freeze are over, we will become more aggressive with our mowing heights. Our goal is to have green speeds fast enough to test your ability to handle downhill putts, but not so fast that it has an adverse effect on our pace of play.

This winter we are also installing more internal drainage on some of the wettest spots on the fairways and green surrounds. We will start with number 4 and 9 fairways, but could expand into more areas if we have enough time. This is a fairly simple procedure but it is a bit intrusive to play, and a bit time consuming. Because most of these areas are in landing zones in the fairways, we have to try and work on them on slow days and also swap starting play on number 10 instead of number 1 to give us more time before play gets to those areas. When these areas are completed you will notice a substantially improved surface following rain events, and in most cases we will be able to open the fairways for cart traffic much more quickly.

Hopefully, this year will start with plenty of warm sunny days, so that you can enjoy plenty of golf at our great facility. Thank you for your continued patronage of The Dye Club, and we hope to see you out on the links.

Sincerely,

*Duane Whittle*  
DUANE WHITTLE



THE DYE CLUB NEWSLETTER

JANUARY | FEBRUARY | MARCH 2018

### -2018- Member Tournament Schedule

**JANUARY 8<sup>TH</sup>**  
Wine and 9

**JANUARY 28<sup>TH</sup>**  
GRIDIRON CHALLENGE

**FEBRUARY 11<sup>TH</sup>**  
Cross Country

**FEBRUARY 25<sup>TH</sup>**  
3-Club Challenge

**MARCH 11<sup>TH</sup>**  
Member-Member – 9 hole event

#### Contact information:

Golf Shop - 843-399-7238  
Restaurant - 843-390-8446  
Accounting - 843-390-3230

#### Important Notice from the Club

*With the cost of golf course and clubhouse operations growing over the past decade, management has decided to increase monthly dues by 5% over the course of 2 years beginning with January 2018 dues. Please note this is the first dues increase in over 12 years.*

## DYE CLUB MEMBERS,

A fresh new year is once again upon us. It's the time to be thankful for the blessings of the past year and to take stock of all our achievements. At the same time, New Year 2018 is a brand new year to start fresh, to start strong, and yet another chance to do everything we want to do this year. The entire staff at The Dye Club would like to wish all of our members a Healthy and Prosperous New Year.

2017 was a great year for the Dye Club and I would like to take the time to outline just a few of the high profile groups that visited our club throughout the past year. We again enjoyed hosting the prestigious Monday after the Masters Charity Golf Tournament the largest single day charity golf tournament in the state of South Carolina. We were chosen as host site of the final round of the Myrtle Beach World Amateur Handicap Championship, the largest amateur tournament in the world. Other big events included the Swing Thought Tour Winter Series Championship, Golfweek Masters, NCAA Spring Break, Coast Guard Group of active and retired serviceman, and The FDNY Group in May. The Dye Club enjoys the friendships created over the years with each of these groups and their organizers and look forward to working with all of them again in 2018.

In 2017 our biggest project at The Dye Club was upgrading the irrigation system to allow us to better manage all aspects of irrigating the entire golf course. We started in early June and completed it in mid-August. This was an installation of a Toro brand Lynx Control System, which is a radio frequency based system that links the central command computer to the satellite controllers on the course. The central control computer is programmed with all the water flow information for our specific facility. When scheduling water it allows you to simulate rainfall amounts. For example we can schedule the greens to water one quarter inch overnight. It makes the calculations and adjusts the run times for each individual sprinkler to achieve the desired amount. It also allows us to run irrigation through either a handheld radio or a smart phone. This is a huge time saver, and allows us to run water from anywhere in the world. These upgrades will not eliminate hard work but it does help us provide advantages that were previously impossible. As everything in managing a golf course things take constant modifications to meet our ever increasing expectations. This upgrade will make the overall course conditions better and more consistent. The other long term benefits are decreased water and energy usage, which will allow us to stay environmentally friendly, and save valuable resources.

Outlining our plans for 2018 ownership and management have multiple projects outlined which include removing a number of bunkers and the renovation of the greenside bunkers on holes #1 and #3 as we continue the multi-year project of bunker renovations. Maintenance will make modifications to fairway drainage specifically on holes #4 and #9 to help dry out these low lying areas that are slower to drain after a rain event. We will continue working on smaller projects which include adding more pavers in areas leading to tee boxes or greens, sodding worn areas, as well as enhancing the look of select holes through additional landscape modifications. The off season work schedule also includes bridge repairs, upgrading golf course equipment, and clubhouse enhancements. We will keep you posted on these projects throughout the year in our bi-weekly emails to our members.

We would like to thank you for your continued support at The Dye Club and are looking forward to providing another great year of golf and social events for our membership throughout 2018.

Sincerely,

*Dave Genevro*

**Dave Genevro**  
General Manager



# DYE CLUB EVENTS



## JANUARY

2 FOR 1 DINNER

**12th** | seating at 5 and 7

**26th** | seating at 5 and 7

## FEBRUARY

2 FOR 1 DINNER

**9th** | seating at 5 and 7

BRUNCH & MIMOSA BAR

**11th** | 11am-2pm

VALENTINES DINNER

**14th** | 5:30 and 7:30 seatings | \$39.95 |  
Resort Clubhouse | RSVP by February 8th |  
843-390-3205

2 FOR 1 DINNER

**26th** | seating at 5 and 7

## MARCH

2 FOR 1 DINNER

**2nd** | starting at 6pm

HAPPY HOUR

**9th** | 4-6pm

RUSSIAN NIGHT

**14th** | 5-8 pm | \$19.95

ST. PATTY'S DAY

**17th** | 5-9 pm | with a DJ |  
Resort Clubhouse | \$15.95 | RSVP by  
March 11th | 843-390-3205

HAPPY HOUR

**23rd** | 4-6pm

*Dates and time are subject to change.*

## Drink of the Season



### VODKA FLUSH

**\$5**

.....  
1 1/2 shot of Vodka  
1 shot Peach Schnapps  
1 shot Cranberry Juice  
Top with club soda



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## OLD FASHIONED BUMP AND RUN

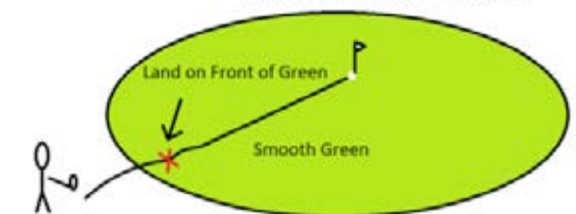
When it comes to the short game and playing shots around the green, there are a number of different options that you can choose from. Many of these decisions are based on the lie of the ball, the distance to the flag stick, how much green is available to use, and if there are any obstacles to go over such as a bunker or water hazard. Another factor is how comfortable you are playing a particular shot. Most mid to high handicappers tend to struggle on the mid to high chip shot especially if the pin is in a difficult location. It is a more delicate shot with less room for error. A lower ball flight is easier to control and usually has better results.

Playing a lower ball flight or Bump and Run as most understand it, is the safest and most consistent shot there is when it comes to getting the ball as close as possible to the hole. The quicker the ball gets on the ground the less chance it has to stray off line. From the takeaway to the follow through, the room for error is far less than any other shot. It's very similar to a putting stroke in that the most inconsistent part of this shot is distance control. Like putting it takes practice to get the proper feel.

The low bump and run is ideal when there is rough and green between the ball and the flagstick and you don't feel comfortable putting. To play this shot, it requires the use of a less lofted club. Most use between a PW and 7-iron but any club beside a lob, sand or gap wedge can be used. In order to effectively play this shot there are a few key points in the set up that need to happen. First is the stance. Your feet need to be closer together (just inside shoulder width apart) square or slightly open to the target with about 75% of the weight on the front foot. The next step is the ball position. The ball needs to be towards the back foot just inside the heel. The last part is the hand position in relationship to the ball and the grip. A normal grip is used as if you were taking a full swing but choking down on the grip to about half way is best. The position of the hands would be centered or even slightly ahead of center just over the thigh of the front leg.

Once in the proper set up, next comes the takeaway and follow through. While the clubface is square to your target, the takeaway is straight back and straight through (just like a putting stroke) with a small descending angle of attack towards the ball. Keep your wrist locked as best you can through the chip. The less the wrist hinge, the more accurate and consistent the chip will be. This causes the ball to jump slightly and roll with topspin to the cup. As mentioned before, depending on the distance to the flagstick will determine the amount of takeaway and follow through. If you choose a PW the ball flight will be slightly higher with a little less roll out then it would be if a 7-iron was used. Plus you would need a little more force with a PW then a 7-iron. This is where practice and using those clubs comes into play to see how each club reacts.

### Standard Bump & Run



Remember, before you take this shot and apply it to the course, practice, practice, practice!!! This will certainly shave a couple strokes off your game. Like Gary Player said, (in reference to the Bump and Run), "keep it low for the dough."

Travis Dutcher, PGA  
Head Gold Professional

