

COLONIA TIMES

VOLUME 3

ELECTRONIC EDITION
Wednesday, November 29, 2006

ISSUE 23



“OVER THE HILLS AND THROUGH THE WOODS TO GRANDMA’S HOUSE WE GO” AS DECEMBER KICKS IN OUR MERRIEST MONTH OF THE YEAR

FRIDAY’S HAPPY HOUR TURNING INTO SOMETHING SPECIAL AS SOME 70 SHOW FOR HALF-PRICED DRINKS AND 50 FOR DINNER ON A FRIDAY



Catching *The Times*’ chief photog Frank Ingram and lovely wife Kathy (bottom duo) and guests nephew Andrew Dondero and fiancée Elizabeth Nusser (back twosome) is always something special. But especially on Friday, November 17 when regular entertainer Haan Harchol, nationally reknown guitarist strummed along

This particular event has been growing of its own steam, slowly at first with impetus from the Twilight Golf Friday group and then gaining a surge of energy recently from its added entertainment, hors d’oeuvres and half-priced drinks, then dinner from 6 PM-7 PM.

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Hope you have enjoyed it so far! But some say the best of 2006 is yet to come. And for the kids of Colonia, from one to one-hundred, it’s almost here.



General Manager Ben Ghesquiere has the place rockin’ along with holiday doings never before seen in the house that Cone built nearly 109 years ago.

Let’s see. This Friday, the first of December, the Club’s annual Corporate Christmas Parties will be held.

It generally sells out. But call anyway, there may be room at the Inn

Then the Big Daddy of the holiday season: The Children Christmas Party on Sunday, December 10



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DECEMBER—OUR MERRIEST MONTH OF THE YEAR 2006

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Nothing captures the season's warmth more than our own Mike Dene's touching note to *The Times* last year, eulogizing our annual Children's Christmas Party nearing its 80th-year.

Said Mike, "I remember, as if it were yesterday, the first time I brought my granddaughter, she was then only one year old and now is a young lady of fourteen today. I am the proud grandfather of eight beautiful grandchildren and haven't missed this event yet.



"It's the time of year all the members and families gather to see our children and grandchildren mature into beautiful and handsome adults."

Couldn't be said any better, Mike.

But reserve early for this annual sell-out and make sure your favorite tot brings a gift for another child, marked clearly for a boy or girl.

Festivities begin at 1 PM right through to 4 PM. Buffet starts at 3 PM.

Make sure you get your little one pictured with Santa, and Frosty and Rudolph.



From the entire group of people who have assisted this year in publishing *The Colonia Times*, a warm, safe and healthy Merry Christmas and Happy New Year.

Then on Sunday, December 17, another Family Night at Colonia which combines our popular Pasta Night with other familiar fare.

This one is beginning to catch on like Happy Hour. Try it, you'll like it.

Then the holiest of nights, Christmas Eve. Our Club shuts at 3 PM, but it has something new for New Years Eve.

A NEW KIND OF NEW KIND OF NEW YEAR'S EVE

We know many do not like to travel much on that particular evening so the Club has accommodated your wishes.

Have dinner with the whole family on Sunday, December 31 between 4 PM and 9 PM and be home to welcome in 2007 together. Safe and warm.

Good Idea!

HAPPY HOUR From Page 1

There are two scheduled for December Fridays, December 15 and 29.

The usual taciturn Bobby Gaydos recently noted: "There has been great use of the "Happy Hour" over the past few months. If you haven't tried it you're missing a great time!"

HEY DID 'JA KNOW?

That the remote is now fifty years old—first introduced by Zenith in November, 1956, and eliminating the LONG walk between settee and TV. Most members don't remember that stroll; others do but wish they didn't.



COMMUNICATIONS COMMITTEE SETS 2007 AS YEAR OF BRINGING COLONIA'S WORD TO PUBLIC



Chris Mitrovich

It can be summed up simply in the words of that great communicator Yogi Berra: "It was impossible to get a good conversation going, everybody was talking too much."

Couldn't be better said, but then again, Yogi always had a way with words.



Former Chairman John Reager

Communicating ideas and doing so in a way that is convincing and reassuring has been going on since the days when Eve convinced Adam to eat the apple.

Yet, at Colonia Country Club—believe it or not—the first Communications Committee was formed just five years ago in 2001.



Chris English

Rich Bailey, our current Secretary initiated the forming of the Club's first Communications Committee and the then Board appointed John Reagar to captain it. Besides Bailey, John solicited help from Bill Clark, Frank Ingram, Laurie Salerno and the late John Petitti.



John Gamba

Suddenly, *The Colonia Times* was born.

But more importantly a strategic system of Communications took root at Colonia Country Club and a serious program of perfecting the Club's management of informing its membership of important activities information was established.



Bill Clark Co-Chair

This year, the importance of the communications process was



Chairman Glenn Slavin

given into the capable hands of Glenn Slavin, a lawyer by trade and a capable communicator by talent.

Like the heads of most of our Committees, Glenn has been wise enough to surround himself with a diverse group

bringing the word to the membership as well as the outside world, including potential members, industry groups, government officials and others.

They will do this through internal and external media including;

- *The Colonia Times*
- *Advertising*
- *Bulletin Boards*
- *Publicity*
- *Information at Special Events*
- *Web Site*

At his most recent committee meeting on November 16, Glenn said that "our goal is to promote effective communication between club members and others, at every level within and outside the club."

As Glenn's committee also encompasses the newly formed Hospitality Committee, he stated that, "further it is our intention to enhance the country club experience for new and existing members."



Charles Serson



Sharyn Petillo



John Howley



Woodbridge Chamber Head Carole Hila



Frank Ingram Chief Photographer

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COMMUNICATIONS From 3

Slavin said that at the most recent meeting a wide-spread discussion ensued concerning Colonia's need to communicate its availability to area corporations.

"A lengthy and highly

A COLONIA CHRONOLOGY OF COMMUNICATIONS MAY BE FOUND ON PAGE 5

productive discussion ensued on this topic demonstrating the close relationship between Communications/Hospitality and Marketing/Membership.

Various methods of increasing communication intensity including more visibility with corporations and businesses, hospitals, houses of worship and other groups also brought an outpouring of ideas.

John Reager, the Club's original Communications head, discussed the possibility of yardage books and using golf carts, and men's grill areas as other communications venues.

General Manager Ben Ghesquiere, an ex-officio member of all committees, discussed the Club's highly successful exhibit at a recent Bizmania Trade show held under the auspices of the Woodbridge Chamber, headed by another Communication member Carol Hila and other Chambers

Ben also discussed additions made to Colonia's web site, another communications area under review, and one which has recently provided members with information about their personal accounts and contact



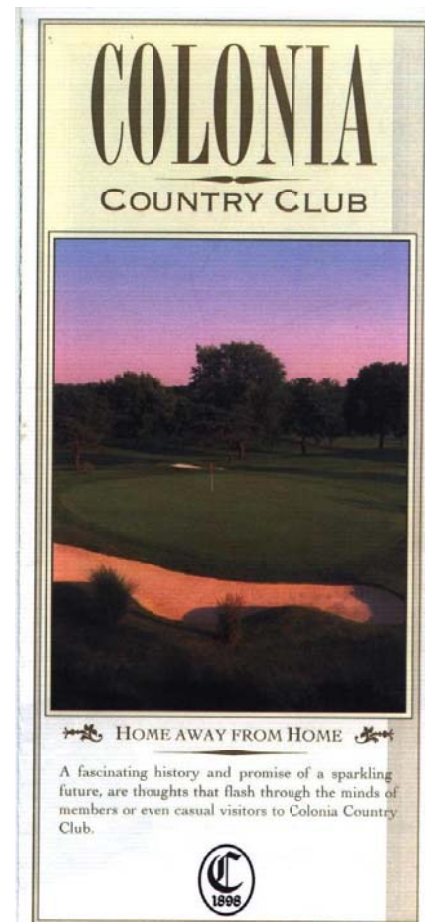
At a recent Bizmania trade show, sponsored by several surrounding Chambers of Commerce, including Carole Hila's Woodbridge Chamber of Commerce Colonia's General Manager Ben Ghesquiere extolled the services available at the 108-year old Colonia Country Club. Some 75 attended, several inquiring about memberships. Here seen with Helen Sundquist. Colonia's new receptionist.

with other members. Ben also discussed additions made to Colonia's web site, another communications area under review, and one which has recently provided members with information about their personal accounts and contact with other members

He also mentioned distribution of the first of a series of personal letters by President Joe Stella to members on club affairs.

Also, our GM mentioned the recent publication of a Colonia information brochure, (Pictured left.)

To the right, an internally produced brochure detailing salient facts about Colonia Country Club for both members and potential members. General Manager office produced the document at substantial cost savings. Pick one up for your outside friends.



COLONIA'S WONDERFUL WORLD OF PEOPLE



Nadya Pearlman (Pictured Right) kept Colonia in the news in a positive light as she reported to her classroom at Bishop George Ahr High School on her fascinating experience after participating in a unique program at Ellis Island this summer.

She and Patricia Bilby (Pictured Left), both English teachers at the school, were selected after a rigorous selection process for the 8-day seminar entitled "Stories Then and Now: The Literature of Immigration," attended by 26 New Jersey teachers. Nadya, who holds an afghan knitted by her grandmother, who emigrated to the U.S. as a teenager, said: "Every step I took on Ellis Island reminded me of how appreciative we should be that America opened its arms to so many immigrants.

And Colonia is just as proud of you Nadya.

COLONIA COUNTRY CLUB COMMUNICATIONS CHRONOLOGY

By: *Bill Clark, Editor*

As at most country clubs in the 19th and 20th centuries, communications programs have always been practiced, but on a limited scale.

However, it was only recently that emphasis on better programs of disseminating information took off, largely due to the internet web sites and cell phones.

Here then is a brief chronology of Colonia Country Club's communication programs:

- May 30, 1899—Golf first played at Colonia
- 1899- Board discusses whether or not to install a telephone or to install electricity
- November, 1906 Club wired for electricity
- Minor communications programs instituted
- In early fifties, "Colonia Chatter" introduced
- In 1998, to help celebrate the Club's impending Centennial, a publication dubbed Centennial News detailed the Club's history to that point. A sister magazine publication named Centennial Memories was presented at the celebration, hosted by then President Joe Stella
- Under Director Rich Bailey, first Club Communications Committee formed
- March, 2002—First of 8 issues of *Colonia Times* issued
- 2003 Colonia establishes first web site Created by Blackout-Design
- February 20, 2004—First Edition of *Colonia Times* issued electronically through internet.
- October, 2004—Under the direction of Board Member John Reager, Colonia's Web Site awarded Standard of Excellence Award by the Web Marketing Assn
- Mid-2005, Colonia begins its first series of advertisements in local periodicals.
- At the end of 2006, nearly 75 issues of *Times* printed, exceeding all club's in New Jersey
- Special editions of *The Colonia Times* issued for Pool activities and outside events such as outside golf outings and fraternal, charitable and inaugural dinners
- 2006-07 Communications Committee plans aggressive campaign and begins initiating new programs aimed on further intensity of program under new chairman Glenn Slavin

NEARLY 250 FEAST ON CHEF DONALD'S GOODIES AT THIS YEAR'S THANKSGIVING DAY FESTIVITIES



The Lamporello's, spanning three generations and including clans from South Carolina to New Jersey, just warming up at the Thanksgiving Day service of Executive Chef Don Penza on Thursday, November 23, 2006. There was the usual individual turkeys served family style, jumbo crab cakes, boneless black angus steak, bourbon glazed ham and all the fixins' Probably, those ninety braves of King Massasoit, in 1621, during our first Thanksgiving, brought something more; they ate for three days

AND SO WE PUT ANOTHER THANKSGIVING UNDER THE BELT



Well young Matthew Clark, age 6 didn't have any complaints with his Thanksgiving fare. Like young Oliver, he kept asking for more. Especially that cheese, eh Matthew



And don't forget the goodies before and after the main meal. Sometimes that's the best of all. Thank you Ben and Pete and all those wonderful and gracious servers

