



From The Corner Office...

With the Master's Tournament ready to get underway tomorrow the sensation of the dawning of spring is never more poignant as it is during this fabulous week of golf. It is as if this single sporting event signifies the beginning of the season and inspires us to set goals of achievement for the rest of the year. Visions such as practice schedules, playing schedules, tournament schedules and thoughts of training for achieving personal best performances are conjured up in the imagination at this time of year.

Whatever your goals are; whether you are just learning to play or if you are a seasoned player, Highland Pacific Golf is an oasis in a desert of choice. Our mission is to create a positively memorable experience here at our facility and we will deliver on this by offering the most genuine guest service this side of Tofino. The tradition of first class hospitality has well established roots within the culture at Highland Pacific Golf. The Plasterer family has prided itself in delivering friendly, family service at their resorts and facilities for decades and this is reflected in the pride our team takes in the presentation of our facility and in our HP brand of service. We look forward to delivering more memorable experiences to our guests in 2017.

As the new General Manager I am spending my first weeks at the course getting to know the operation but more importantly I am getting to know the people. Since arriving in late March I have met almost all of the staff that make up our service team and I can certainly say, without any hint of exaggeration, that we have a great team. One thing that stands out is that all of our team members are engaged and are very friendly, service minded individuals. I am excited about supporting all of our staff as they commit to helping our guests enjoy their time at Highland Pacific. I have also met a number of our regular HP Premium, HP Club and regular green fee guests and I am impressed at how much everyone loves our facility. The positive feedback has been tremendous and it makes me feel fortunate to have wound up at such in such a vibrant environment.

While there are many positives it is my mandate to strive to continue to make improvements with our staffing, service model and physical plant while being fiscally responsible. This is a major team effort and we rely on the insight of all of our stake holders: owners, staff, members, guests and vendors. All of these people are the life blood of our business and with honest critique and feedback from all we will be able to improve what we are doing. To that end I hope you will notice that I am highly visible in the operation, always looking to chat about what is happening. I can also be found in the corner office by the ball machine on the lower level of our fabulous practice facility. Please find me there if you would like to share something about your experience that either exceeded or did not meet your expectations. Or find me if you just want to say hello...I am always available.

Until then I hope everyone enjoys the Master's Tournament this weekend and the official beginning of the golf season.

Sincerely,

Jeff Palmer  
General Manager  
Highland Pacific Golf