



D M LIFE

DESERT MOUNTAIN CLUB MEMBER PUBLICATION | FALL ISSUE 2020

IT'S NOT EASY BEING GREEN

Providing more "Green" for our members

GOLF

Cool Season
Courses
PG 4

F&B

Thanksgiving
on the Mountain
PG 8

SONORAN

The Wellness
Way of Life
PG 10

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A LETTER FROM OUR SENIOR MANAGEMENT TEAM

ANDREA RANDALL
Chief Financial Officer

We care deeply about your experiences at the Club, and we want you to have accurate, timely and thorough information. To increase our financial communications, we developed this summary of key metrics, trends and financial results from operations through the first three quarters of 2020.

The Club is thriving, we are on solid financial ground and our position has strengthened since CV-19 began. The success of the Club this year comes with genuine gratitude and sincere appreciation for our Members. Your caring support of our staff has been felt by everyone as we collectively navigate through this unprecedented medical pandemic. In March of this year, as we began to shut down operations in accordance with state and local Executive Orders; Senior Management met daily in complete collaboration with the Board of Directors. While there was (and is) uncertainty with the impacts of the pandemic, our keen focus and priority is protecting the health and safety of our Members and staff, while always desiring to serve you and your family to the best of our ability.

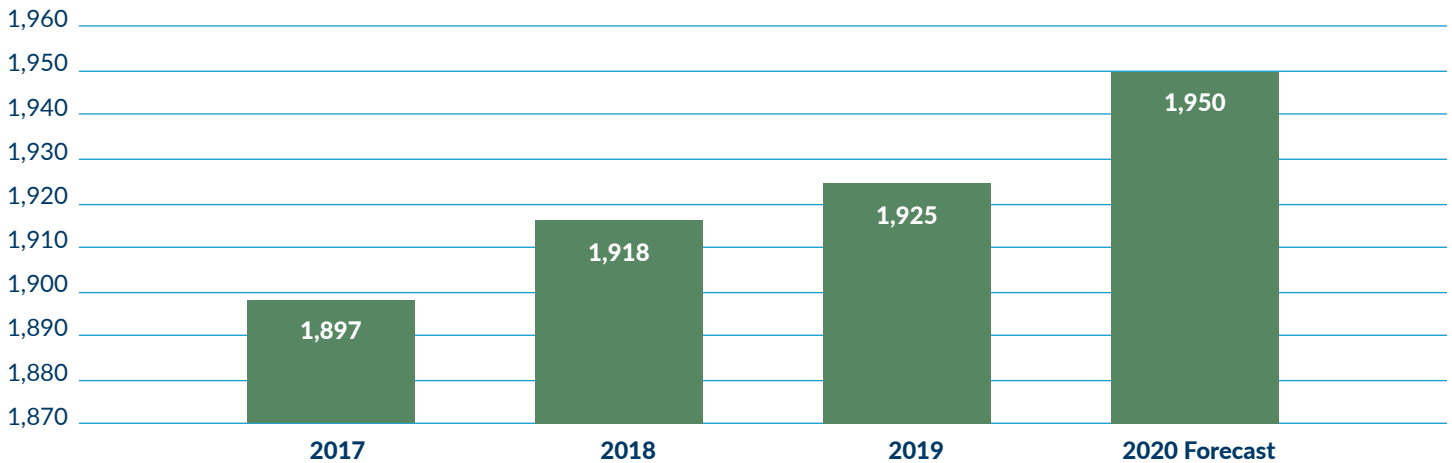
Our team carefully prepared for the worst-case financial scenario, while being determined to protect our staff and our strong financial position. With our Members generous help and our staff's determination, we have operated successfully while exceeding budget and adding to our cash position and strength. Most important, we have achieved this success while retaining our greatest asset, our employees, without having to furlough a single staff member.

Through September, nearly 130 new Members have been added this year across all categories. October will reflect another new record where we expect to finish the month with another 50+ new members. These strong sales continue to support our membership growth initiatives as we forecast to finish the year with 1,950 full golf members.

New Member Sales	YTD Sep '20	Bud Var	PY Var
New Golf Members	95	7	7
New Seven Golf Members	6	3	5
New Lifestyle Members	26	5	4
Total New Member Sales	127	15	16

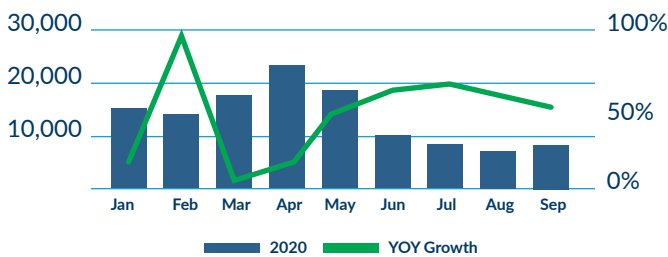
This letter will be written by our various team members throughout the year.

FULL GOLF NET ENDING COUNT



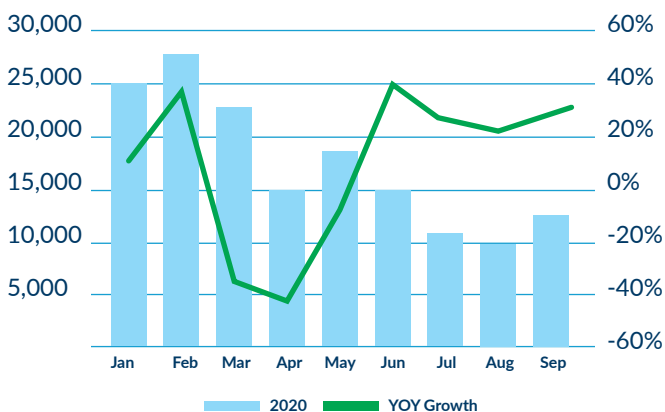
COVID is driving members to play more rounds of golf than ever previously played, including during the heat of the summer months. Nearly 125,000 member rounds of golf have been played in just nine months, up 37% year over year.

MEMBER ROUNDS - ROUNDS VS. YOY GROWTH



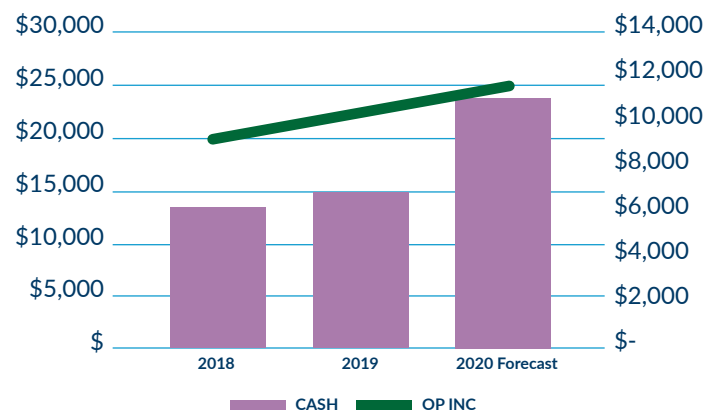
Despite the significant drop in dining covers during the “to-go food only” months of March and April, dining covers of 157,968 are nearly flat year over year through September as the summer dining business was remarkably strong.

DINING - COVERS VS. YOY PERCENT CHANGE



Our September year-to-date operating income of \$8.0M exceeds our pre-COVID budget by \$1.3M and up \$1.4M from the prior year, which reflects a 21% year over year growth. With the strong membership sales, we currently forecast our full year income reaching more than \$11.0M in 2020, which will exceed the pre-COVID full year budget. In addition, our ending cash balance has grown from \$15.0M at the start of this year to nearly \$25.0M today, which positions the Club to reinvest in our facilities and proceed with the major clubhouse renovations planned for Renegade.

OP INCOME VS. CASH



All in all, 2020 has become a year where this level of financial success could never have been predicted. We feel grateful to be a part of the Desert Mountain Community, and our commitment to fulfill the Club’s vision and create lasting memories for your family has never been stronger.



at DESERT MOUNTAIN...

THE GRASS TRULY IS GREENER



Changing turf types and maintenance practices means courses are open longer and in better condition; rounds and memberships are up as a result.

With seven golf courses to choose from, the members of Desert Mountain are never at a loss for chances to tee it up. But as of this fall, thanks to some changes in the grasses used and maintenance procedures, those courses are greener, more environmentally friendly, and offer more playing experiences than ever.

“All seven of our courses are open and green from November 1 to June 1, which is when the most members desire to play golf and the weather is best,” explains Shawn Emerson, Desert Mountain’s Director of Agronomy. “We asked the question, ‘Would our members rather play golf in October or August?’ We decided to switch four of our courses to cool-season grasses so they can play all year-round on the best possible conditions without requiring an October closure for overseed on the cool season courses.”

To accomplish that, some of the courses have been re-grassed while others stayed as they were. This creates greater variety while allowing alterations to the maintenance schedule, so more courses are open and green at the best times.

“Until two years ago, all our courses had warm season Bermuda grass fairways and tees, which had to be overseeded in the fall,” said Emerson. “They were all good at the same time, but they also had to go through transition at the same time. By changing grasses, we can make them peak on a varied schedule that’s better for our members.”

The changes began when the Renegade course—one of six Jack Nicklaus Signature Courses on the property—was renovated before the 2019-20 season. At the same time, a new par-3 course debuted, No. 7 at Desert Mountain.

“Both have fairways of bent grass, which is a cool-season grass,” says Emerson. “When we saw they were successful, we converted

two of the other Nicklaus courses, Apache and Chiricahua, to another cool-season grass, rye. The results have been terrific.”

Meanwhile, the other Nicklaus courses—Geronimo, Cochise, and Outlaw—feature warm season Bermuda grass, which is overseeded with rye in the fall.

“With the new schedule, all the courses are green and open from November 1 to June 1,” said Emerson. “All the courses have to close at some point for two months, but now you can walk on Desert Mountain any month of the year and play on more than one green, high-quality course. No one else can provide that.”

Members and the Club have seen other benefits, as well.

The cool-season courses are less expensive to maintain without overseeding, which demands extra preparation, seed, fertilizer, and staff. Water use is also down—Emerson estimates 5% to 10%—which is significant in the Arizona climate.

“The members are happy,” Emerson reported. “Because members were using their courses during COVID-19, we played more rounds than ever May through August. We were able to do that because the courses didn’t have to transition and they were in better condition.”

The variety of grasses gives Desert Mountain members another bonus, says Emerson. “They can come to Arizona and play all the grasses they’ll find in the other 49 states. We have the same grasses as New England, Chicago, Oregon, Florida, and Texas. And they can pick a course that best suits their game, so if they like to hit a 9-wood and need a surface with more fluff, they can find it.

“

The ability to grow cool season turf at Desert Mountain speaks to our elevation of 3,000 ft. and air movement on this side of the Mountain. However, the Club’s commitment to excellence and building a strong foundation was critical in our success.

SHAWN EMERSON - Directory of Agronomy





TURF TALK

THE MOUNTAIN DRIVE

Ryegrass fairway Chiricahua #18 - July 23, 2020

COOL SEASON COURSES



The turfgrasses on the cool season courses continue to mature and perform very well. During the hottest summer on record for the Phoenix area, Chiricahua, Apache, Renegade and No. 7 maintained good health and have now responded favorably to the onset of fall with shorter days and milder temperatures. Prior to opening for play after summer closures, additional ryegrass, fescuegrass and bentgrass seed was applied to the courses to increase density.

Although we are pleased with our success, we recognize there are some challenges we face. Cart traffic can be detrimental to turfgrass health and must be managed more closely with cool season turf. Tall fescue is much more traffic tolerant than ryegrass, especially in the summer heat. Concrete cart paths compound the effects of traffic because of the higher heat. Dispersing traffic and occasional sodding may be necessary. Desert edges are more difficult to manage due to wind exposure so supplemental irrigation will be applied. Irrigating bunker faces without affecting the playability of the sand will require more hand watering.



CRITTERS

We all enjoy the wildlife at Desert Mountain however some animals can cause problems. We are currently experiencing damage from skunks, javelinas and rabbits. The skunks and javelinas are after insect grubs in the ground and they forage every night for their food. We have applied control measures to eliminate their food source, but 100% control has not been achieved. We are working with entomologist, Rick Brandenburg from North Carolina State University to find a solution. We are also acquiring traps for the skunks and working through Arizona Game and Fish for responsibly trapping javelinas. We are also using selective de-vegetation to reduce the cover for rabbits near the turf edges.



Please observe ropes and stakes to disperse traffic

JIM FLICK GOLF PERFORMANCE CENTER



CALL US TODAY AT 480-595-4280 TO SCHEDULE

SCHEDULE YOUR FITTING EXPERIENCE OR CLINIC AT THE JIM FLICK GOLF PERFORMANCE CENTER

NOVEMBER

- 3 Putt Like a Pro
- 4 On Course Situational
- 5 Short Game Experience
- 10 PXG Fitting Experience
- 10 Bunker Play
- 11 Wilson Staff Fitting Experience
- 12 XXIO/Srixon/Cleveland Fitting Experience
- 13 TaylorMade Fitting Experience
- 14 Cobra Fitting Experience
- 14 Master Approach Wedges
- 20 Beginner Guide to Golf
- 23 Aimpoint Express Green Reading, Level 1 & 2
- 24 Mizuno Fitting Experience

DECEMBER

- 1 Callaway Fitting Experience
- 8 Putt Like a Pro

BRAND SPOTLIGHT BUGATCHI

The Desert Mountain golf shops are proud to feature an expanded collection of BUGATCHI men's apparel this fall. The folks at BUGATCHI have an unwavering commitment to style and sophistication, and to offering the essentials of a man's wardrobe in time-honored designs that reflect the ease of elegance at work, on weekends and in between. Brand new are BUGATCHI'S OoohCOTTON tech performance shirts, featuring 8-way stretch for unrestricted movement, high breathability, and enhanced thermal comfort. Stretch, feel, and move — like you only can in BUGATCHI OoohCotton Tech.



FALL GOLF EXPO

SATURDAY, NOVEMBER 7 | Three timeframes: 9-11 a.m. | 11 a.m.-1 p.m. | 1-3 p.m.

The reimagined **Fall Golf Expo** will take place at Seven and will showcase an entirely new setup, with many exciting new experiences, contests, and the same great lineup of vendors and Demo Day specials that our members know and love.

Featuring all our top vendors in men's and women's apparel, footwear, golf bags, head covers, golf balls, golf gloves, sunglasses, head wear, accessories, and more! Enjoy incentive pricing on all purchases, all while relaxing in this exciting new atmosphere at Seven!

The club manufacturers will still be present, but in a new isolated format on the golf course that will emphasize wedges and putters, featuring interactive contests and great prizes! Hitting nets will be constructed on each hole where members can still hit the new drivers, fairways, and hybrids.

SHOPPING AT DESERT MOUNTAIN



jane iredale
THE SKIN CARE MAKEUP®

HOLIDAY IN THE SPA WITH JANE IREDALE

jane iredale—THE SKINCARE MAKEUP® is a full line of clean, skin-nourishing makeup and skincare, giving women high-performance formulas without sacrificing healthy, luminous skin. For a special holiday offering, The Spa at Sonoran is excited to be featuring the beautiful Celestial Lights Holiday Collection. The stunning Starry Eyes brings in Jane's mascara, eyelash extender, and conditioner. Or try the shimmer and dazzle lip kit, and partner it with the Illuminating Lights Face Palette. We're pleased to offer these irresistible items at special pricing — a one-time event, for holiday only. Put on your sparkle, with this gorgeous collection!

MEMBER REFERRAL OPTIONS AT DESERT MOUNTAIN CLUB

Referral is our number one source of attaining new members, and we can think of no one better than our existing members to hand-select our newest members of the Club! Along with the “Year of Referral” program, Desert Mountain Club’s sincerest way to thank existing members for inviting their friends and family to become members, a new referral guide is available to share with those who would like to know more details about the process and options.

YEAR OF THE REFERRAL PROGRAM

The member referral program entitles our referring member the opportunity to secure up to six months in dues credits, golf guest passes and even no cart fees for a year. Here’s how it works:

FIRST REFERRAL

Two months
of no dues

SECOND REFERRAL

Two additional
months plus five
golf guest passes

THIRD REFERRAL

Two more months
or enjoy no cart fees
for one year

Referral rewards apply to Equity Golf Membership purchases only and apply to new referral memberships purchased through the Membership Resale Program or a real estate transaction. Additional referrals must be made within a 12-month period from the first referral.

MEMBER SURVEY: WE NEED YOUR FEEDBACK

Desert Mountain members have always been an integral part of shaping programming, service offerings and amenities within the Club and community. We simply couldn’t do it without you, and wouldn’t rank as the top private club in Arizona without your involvement and feedback, especially as it relates to your participation in membership surveys. Working in concert with members to learn more about their preferences assists the Board and Club leadership in directing efforts and budget dollars toward priority projects. The goal remains the same no matter the process by which we collect your input: we strive for complete satisfaction through all member experiences at the Club. Toward that end, we would be grateful for your participation in the 2020 Membership Survey. Completion of the survey on or before Friday, November 20, helps the team to assimilate information quickly for reporting results. As you read in Andrea Randall’s letter, the Club is thriving, on solid financial ground, and its position has even strengthened throughout this tumultuous year. Let’s work together in improving upon what is already a spectacular Club and community, resolving to participate in its future growth.

The Membership Sales Team invites you to reach out with questions:
480-595-4110 or email membership@desertmountain.com.

WAYS TO VIRTUALLY SHOW OFF YOUR CLUB

VIRTUAL HOME TOURS

The Desert Mountain Dream Home Tour showcases featured listings throughout Desert Mountain and our newest community, Seven Desert Mountain™. Along with listings of existing homes are models and floorplans from Seven’s three custom-home builders.

It’s updated every Thursday with the latest selection of homes in a wide range of styles.

VIRTUAL INTERACTIVE MAP

Located on the membership page of the website, this map of Desert Mountain lets visitors place themselves anywhere in the community—from the bocce courts at Seven Desert Mountain to our seven golf courses, at every restaurant and clubhouse, on the hiking trails or in The Spa.

Speaking of the clubhouses, the interactive map features video tours of all seven of them, along with fitness classes, racquet sports, shops, dining options, and much more.

The map reaches outside the community, too, showing potential residents just how close they’ll be to shops and schools, hotels and hospitals, and other nearby points of interest.

DESERT MOUNTAIN TV

How many communities have their own TV channel? We do, and it’s always on. Our YouTube channel is a terrific way to connect the Club with members and prospective members, alike.

You’ll find a series of different playlists on Desert Mountain TV, organized by topic. Friends thinking of moving here will be especially interested in the virtual tours as well as testimonials from current members. There’s also a playlist of highlights from the many events and activities held here.

THE FRIDAY JAM

If you just want to show your friends how much fun we have here, dial into “The Friday Jam.” These weekly music videos, showing on our DMTV YouTube channel, reflect the upbeat vibe of the community and are the perfect way to kick off the weekend. They’ve quickly become a fan favorite, getting nearly 2,000 views each week.



THE MOUNTAIN PALATE

Centered around family and friends sharing time together, the week of Thanksgiving celebrates all we're thankful for as a community.

We invite you to participate in events and activities throughout the week, and in planning ahead for family dinners whether at home or at the Thanksgiving on The Mountain event hosted at Cochise/Geronimo's Clubhouse.

THANKSGIVING

We invite you to make your reservations now for events and to sign-up for activities. Registration now open!

TURKEY DINNERS TO GO

MEDIUM TURKEY DINNER | \$200

LARGE TURKEY DINNER | \$300

COOKED TURKEY ONLY | \$140-180

Dinners come with traditional Thanksgiving sides and choice of seasonal pie. Orders must be placed by Friday, November 20 by calling our Concierge at 480-488-1363. Pick up at Apache on November 26 between 9-11 a.m.



SUNDAY, NOVEMBER 22

Sporting Activities – Drop-in Pickleball, Croquet Social

Dining Features – Tailgate at Seven, Happy Hour at Apache, Fish Fry at C/G (reservations needed)

MONDAY, NOVEMBER 23

Community Activities – The Amazing Race, Vino & Canvas

Sporting Activities – Drop-In Pickleball, Junior Tennis Clinics, Aimpoint Express Green Reading Level 1 & 2 at Outlaw

Dining Features – Happy Hour at Outlaw, Pasta Night at C/G (reservations needed)

TUESDAY, NOVEMBER 24

Community Activities – Thanksgiving Dodgeball Tournament, Seafood Cooking Class, Mizuno Fitting Experience

Kids Focus – Turkey Day Kid's Camp

Sporting Activities – Drop-In Pickleball, Men's Tennis Open Play, Croquet Social, Co-Ed Tennis Clinic

Dining Features – Happy Hour at Renegade, Tacos & Tequila Theme Food Truck at Outlaw

WEDNESDAY, NOVEMBER 25

Community Activities – Fall Family Festival at The Ranch, Sunset Trail Ride

Sporting Activities – Drop-In Pickleball, Croquet Ladies Play and Competitive Play, Ladies' Open Tennis, Junior Tennis Clinic

Dining Features – Happy Hour at Chiricahua, Prime and Wine at Apache (reservations needed)

THURSDAY, NOVEMBER 26

Community Activities – Virtual Turkey Trot, Horseback Riding Lesson at The Ranch

Sporting Activities – Men's Tennis Open Play, Drop-In Pickleball, Tennis Class with Andy

Dining Feature – Thanksgiving Feast on The Mountain

FRIDAY, NOVEMBER 27

Community Activities – Opt Outside Day, Black Friday Shopping, Horseback Riding

Kids Focus – Turkey Day Kid's Camp

Sporting Activities – Parent/Child Pickleball Tournament, Pickleball Drop-In (afternoon), Ladies' Tennis Open Play, Co-Ed Tennis Clinic with Andy, Croquet Social

Dining Feature – Happy Hour at Seven, Fiesta Fridays

SATURDAY, NOVEMBER 28

Community Activities – Horseback Riding, Full Moon Hike, Kids Night Paint Party

Sporting Activities – Men's and Ladies' Tennis Open Play, Junior Tennis Game Day, Cardio Tennis

Dining Feature – Happy Hour at Sonoran, Tailgate at Seven



Tis the Season **THE MOUNTAIN HOLIDAY GIFT GUIDE**



Let Desert Mountain be your one-stop holiday shopping destination this year!

Watch for the email with this year's offerings from various departments around the Mountain and pick up that perfect gift for friends and loved ones or yourself! These are just a few of the wonderful holiday offerings.

**CHEF B'S FANTASTIC
POTS & PANS ARE RETURNING**

SPA OFFERINGS & GIFT BASKETS

GOLF PACKAGES & LESSONS

OUTDOOR EXPERIENCES

**WEEKLY SPECIALS
FROM THE SHOPS**

**AND DON'T FORGET
THE GIFT OF MEMBERSHIP!**





WELLNESS

IS A WAY OF *life*

Health and wellness have long been focal points at golf communities. There are few places as committed to creating an environment where residents and those they care about can achieve a level of wellness as Desert Mountain. Our private community, golf courses and lifestyle activities for all ages, provide a springboard to think holistically -- not just about their bodies and minds but how their home and environment contribute to how they feel.

Desert Mountain affords an environment afar from noise that has become an integral part of daily life in the 21st century. In creating homes that are both part of and protection from the modern world, builders concentrate on lighting, materials, air quality, color palettes, biophilic design (connecting architecture and nature), landscaping, and indoor-outdoor space integration.

As part of Desert Mountain's social calendar, a wide range of indoor and outdoor activities has been established from golf to yoga, hiking to horseback riding, as well as fitness classes, glamping, spa treatments, and much more, there's an endless variety of ways to stay active and involved. For those looking for a more vigorous workout, the state-of-the-art fitness center in the Sonoran Clubhouse offers a wide-ranging list of Pilates, spin, free weights, and cardio classes to fit any workout routine.

SONORAN IS THE CENTER FOR HEALTH, WELLNESS, FITNESS AND RELAXATION



"It's important to nourish the body and soul,"

Constance McCarty,
Desert Mountain's
Spa Director

"Our full-service menu of treatments rival options found at a destination spa. One of the hottest trends and member favorites is natural detoxing.

Our magnesium wellness treatment promotes detoxification and replenishes deficient magnesium levels to promote better muscle function." says Constance McCarty, Desert Mountain's Director of The Spa.

Constance also noted that holistic healing therapies are becoming more mainstream, including reiki, chakra balancing, acupuncture, cupping, and connecting with intuitive healers. "People are looking for a sense of peace and harmony in their lives," added McCarty. "We adapt our offerings and address what our members are seeking."

This fall, The Spa is incorporating flower essences from Lotuswei into many of its existing therapies. "The treatment is especially helpful at relieving stress, aiding sleep, and otherwise helping one's state of mind. Our goal, when you leave the spa, is to feel you've spent a day in nature," continued McCarty.

"Another popular session is Meditation 101, which helps normalize blood pressure, stress, and the immune system, while at the same time increasing one's energy, focus, and creativity. No small order indeed!"

Nutrition is a key focus of wellness where our ten restaurants offer a variety of cuisine prepared by chefs committed to healthy eating and a sound lifestyle. They source ingredients with farmers of sustainable foods, fresh meats, seafood, and produce to create menus that are well balanced, and provide nourishment and culinary excitement.

*At Desert Mountain, wellness is more than a choice," says **Damon DiOrio, CEO.***
"It's a way of life that manifests in countless lifestyle options, activities, and amenities. Because where you live is who you are."

SONORAN PROGRAMS AND EVENTS

SUNSET YOGA ON THE GRASS COURT

Every third Thursday | \$15 per class
Register at least 24-hours in advance online. Start times vary so that class will finish at time of sunset.

NOVEMBER 19 - 4:15 p.m.

DECEMBER 17 - 4:15 p.m.

WHAT TO BRING

- Warm, comfortable workout clothes and layers for temperature changes
- Water bottle
- Source of light - cell phone, headlamp, flashlight. There is very little light once the sun goes down
- Yoga mat - there will be some available as well

MEDITATION 101

Thursdays | 4-5 p.m.

\$20 per class | Studio 1

Learn the basics and benefits of easy everyday meditation led by Eva Maurice, who has over 25 years of speaking experience in the wellness industry.

NOVEMBER 12

DECEMBER 10

LIVE WELL & PROSPER

All Live Well & Prosper events are complimentary from 5-6 p.m. at Sonoran

NOVEMBER 17

Hip & Knee Replacement using Robotic Technology

Dr. Russ Cohen

Arizona Sports Medicine Center

DECEMBER 1

Regenerative Stem Cell Therapy, Pain, Disease, and Age Defying

Travis Whitney NMD

Innate Healthcare

DECEMBER 8

The Journey to Anti-aging Wellness

Dr. Anthony Admire

Admire Plastic Surgery



WHAT A RACQUET!

Racquet Sports – A Tremendous Growth Opportunity

Since March, many of us have experienced countless challenges. Through shutdowns and mandates, we have been forced to innovate and adapt amid such uncertainty. Despite these circumstances, tennis and pickleball, inherently good for physical distancing, provide a safe-active outlet and opportunity to socialize. As racquet professionals and providers, it is incumbent on us to continue to spread the word and provide opportunities for participation.

In support of this endeavor, versions of a chart have been circulating that rank various activities by COVID-19 risk levels. Across several states, public health experts and medical associations, have ranked tennis as a low risk activity, and in many cases, as the lowest risk among any activity. Information that corroborates what we already knew as racquet sport providers. With such a strong endorsement from public health experts and many looking for a safe activity, the time has never been better for us to grow the sport.

At Desert Mountain, the health and safety of our members and employees is always our top priority. Since the start of the pandemic, we have seen tremendous growth and participation with tennis and pickleball. As indicated below, in September 2019 we had a total of 97 participants throughout racquet sport activities and in September 2020, we had a total of 177.

As we head into the winter season, our focus will be to continue to provide safe and fun activities for our members.

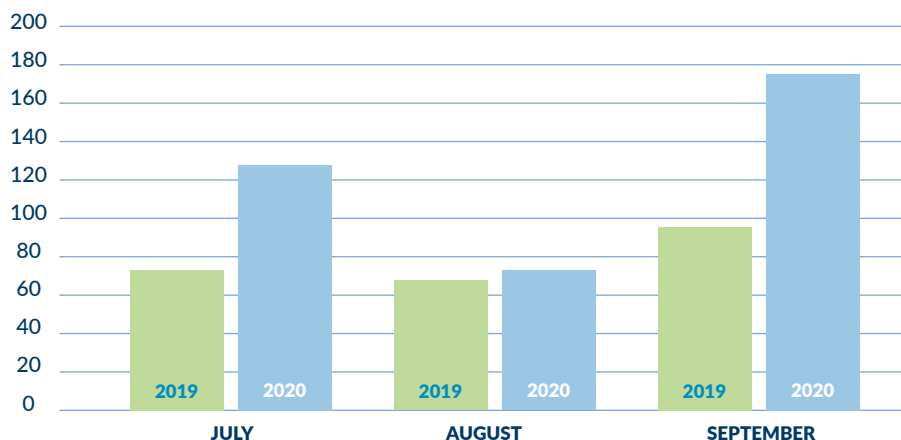
To name a few, we have our Ladies' League in full swing, Open Play for both men and women, sold out each of our social Mixers, and have rolled out Drop-in for Pickleball.

We are thrilled to see the enthusiasm and participation over the last few months and confident that it will continue to grow.

We are truly blessed to be part of an industry and club that is uniquely positioned to provide our members a safe and social outlet. The time has never been better for us to innovate and share these sports with those new to the game and re-energize those who are ready to return. We look forward to seeing you on the courts!

Ryan Johnson
Director of Racquet Sports

RACQUET SPORTS





THE GREAT OUTDOORS TAKE A HIKE!

Grab your boots, trail mix, and some water for **National Take a Hike Day** on November 17 and **#OptOutside Day** on November 27. We are kicking off this winter season with these two active days at The Ranch by hiking, eating, and socializing, all while taking in the fresh air and magnificent views. Multiple guided hikes will be offered of varying lengths to accommodate different experience levels and athletic abilities, so bring the whole family, or come solo and soak in some Vitamin D with other outdoor enthusiasts!

10 a.m. | The Ranch | \$21 per person | Register online or call our Concierge at 480-488-1363

NATIONAL TAKE A HIKE DAY:

Take a Hike Day was established by the American Hiking society to encourage groups of families and friends to get out into the wild and really get a taste of what it means to be away from it all again.

- Hiking is something that helps to rebuild our connections with nature and helps to maintain healthy hearts and bodies.
- Take a Hike Day reminds us that we are creatures of the wild as well as creatures of civilization, and sometimes it does our wild heart good to be taken home again and get out in the wild.
- Take a Hike Day is your chance to reconnect with the fundamentally important things in life: the fresh air, blue sky, and deep rich earth underfoot.
- Hiking can burn between 400-550 calories per hour.

#OPTOUTSIDE DAY:

- The #OptOutside movement was started by REI in 2015 with the goal of helping people get happier by having more fun outdoors. On Black Friday, one of the busiest shopping days of the year, REI closes all of its brick-and-mortar stores, does not process any online payments, and gives 12,000+ employees a paid day-off to spend in nature.
- Many other businesses have followed suit. The response to REI's movement was overwhelmingly positive. More than 1.4 million people and 170 organizations chose to #OptOutside last year.
- In a statement from Jerry Stritzke, president and CEO of REI, he said, "We think Black Friday has gotten out of hand, so we are choosing to invest in helping people get outside with loved ones this holiday season, over spending it in the aisles. We hope to engage millions of Americans and galvanize the outdoor community to get outside."

DESERT MOUNTAIN GIVES BACK

DESERT MOUNTAIN MEMBERS' CARE

Our friends from **CARE** have launched the seasonal **CARE** Star Donor campaign to fight and defeat cancer. Gifts of financial support go directly to local research projects approved by Desert Mountain **CARE** experts, and this year's campaign donations will once again target the world-class research centers of Mayo Clinic of Arizona's INTERCEPT project and the HonorHealth Cellular Therapy Research Program. **CARE** investment in 2020 will focus in two specific areas of the Cellular Therapy Research Program that have progressed to see first in-human clinical application study.



YOUTH ANGELS FOUNDATION

The Erika & Roger Greaves Foundation, a private Foundation under the umbrella of the Arizona Community Foundations 501c(3), is dedicated to creating a path to a brighter future for dependents of First Responders (Military, Fire and Police) through education. With a mission of hope, encouragement and success, the Foundation believes that all things are possible through motivated learning. The foundation supports youth who wish to enter a trade school, community college or four-year university.



THANKSGIVING FOOD DRIVE

We have so much to be thankful for, let's help those in need this Thanksgiving by donating some of your unopened, non-perishable food items to support the Foothills Food Bank.

Donation bags will be available on November 1 at the following locations:
C/G and Apache Pro Shops, Saguaro Forest Caretaker's Cottage, Sonoran

Emmitt Macor lives in Desert Mountain and has volunteered his time to organize, pickup, and drop off donations to the Foothills Food Bank. Please visit your pantry and help make a difference in the lives of people in our community. Thank you and Happy Thanksgiving to all.

Bryan & Anita Ackermann	Kevin & Marcy McCauley
Jeff & Danielle Allen	Michael & Linda McCay
Trevor & Andrea Barton	Bernie & Beth McGuire
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NOVEMBER 6 IS A “DAY OF PLAY” TO SUPPORT DM SCHOLARSHIPS

A Message from the DMF Board

We have been so fortunate to live or spend time at Desert Mountain during this unprecedented year. Our amazing amenities and our fantastic staff have kept most of us busy and safe during the Covid-19 pandemic. In appreciation for all that we are able to experience here on the Mountain and to show support for our many employees, the Desert Mountain Foundation is hosting a “Day of Play” on November 6.

As you may know, the Desert Mountain Foundation provides much-needed scholarships to our employees and their dependents. The scholarships are available for those who are or will be attending four- or two-year colleges, vocational schools and professional development programs. But, this year because of group-size restrictions, the Foundation is not able to host the Home & Life Party, its primary fund-raiser (revenue is derived from fees paid by exhibiting vendors).

Our Club management suggested the Foundation could

make up for the gap in revenue for the Scholarship fund this year by holding a “Day of Play” on November 6, 2020. Any member who participates in one of the many wonderful amenities on the Mountain that day (golf, pickleball, tennis, swimming, hiking, exercise classes, bocce ball, croquet, etc.) will have the option of supporting the Scholarship program through modest pledges. The Club will directly bill the member account for your pledge, and it will show up on the November statement.

If you choose to participate, print and fill out the pledge form and drop it off at the Sonoran front desk, Member Services concierge desks or at any of the golf pro shops or starters booths by November 6. If you prefer, forms will be available at all of the “Day of Play” activities on November 6. You will be able to turn them in at that location that day. Thank you in advance for helping the Desert Mountain Foundation continue to support our fantastic employees through scholarships.

DESERT MOUNTAIN FOUNDATION



SAVE THE DATE

November 6 • DMF DAY OF PLAY

Many opportunities to donate to the DMF Scholarship Fund through golf, tennis, pickleball, hiking, bocce, swimming, etc.

Visit the member website for more details on how you can participate and help benefit the DMF Scholarship Fund.



A WORD FROM THE HOME OWNERS ASSOCIATION



THE HOA'S NEW ENTRANCE MONUMENTS COMING SOON

By Helen Hemphill, Communications & Marketing Committee for the DMMA

A few weeks ago, a friend decided to drive north from Kierland to have lunch with my husband and me. He didn't see the signage at Desert Mountain's main gate and drove right by the entrance, ending up at the secondary gate on Desert Hills Drive. Not a big deal, really, but it made me wonder. Desert Mountain is a luxury-lifestyle community tied to the stunning beauty of the desert, but the main entrance is a little nondescript. I've driven by it myself a number of times—and okay, maybe that says something about my driving, but shouldn't our main entrance make more of a statement?

Enter Trademark Visual. This single-source design, fabrication and installation signage company serves national and international clients such as Talking Stick Resort, Del Webb, the NCAA, ASU, Silicon National Bank and the Waste Management Phoenix Open. The Master Association recently approved the design of two new entry monuments for the main gate and the Desert Hills entrance. The new look will provide more visibility and a more modern design aesthetic, while maintaining alignment with the Desert Mountain brand.

The project has begun with demolition of the current signage in late summer, with installation complete by October. "Our current monuments are basically crumbling. They had to be replaced," noted Kevin Pollock,

Executive Director of the Master Association. "When we discussed the situation with the Board, we wanted to closely align with Desert Mountain's overall branding, while still honoring the scenic corridor on Cave Creek Road. We think the new monuments do that well."

The new monuments have been commissioned specifically for Desert Mountain and are trademarked artwork that will be constructed and owned by our community. The triangular "mountains" are set atop Arizona Moss rock and Hualapai Chocolate stone and are fabricated out of Corten Steel, acid washed to a natural rust color. LED lighting with Halo illuminated letters and logo will enhance night-time visibility. The monuments are approximately 7' tall and over 40' long, with the main gate entrance slightly longer. The new design incorporates the look of the Desert Mountain logo, while maintaining the natural blueprint of the desert.

"As the approval process moved through committee and to the Board, I liked that the new monument designs have a clean, updated look," added Association President Mike Klonoski. "Plus, they complement the Club logo and other Desert Mountain programs. Most importantly, we were able to do this upgrade to our entrances from the current budget. There will be no assessment to our property owners. We think that's a win."

The new look provides more visibility and a more modern design aesthetic. Look for the current, temporary signage to be replaced by the permanent monument by year's end.

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