The Country Club of the Crystal Coast
...where friends connect

By Tom Tempel

Molly West Marketing took a good look at all aspects of the Country Club of the Crystal Coast last fall, held a focus group with members from every category of membership and developed a marketing road map to guide us. One suggestion that has already been adopted by the Board is the focus statement "... *where friends connect.*" It's what we're all about. In golf and tennis, the sweet spot of the club or racquet connects with the ball for good shots. Friends playing golf or tennis, relaxing in the member lounge after a game, enjoying a meal or attending social events connect with each other in friendship. That statement says it all. Thanks, Molly.

I would like to highlight the activities of some of the committees that are essential to success of the club. Committees are composed of members who are good stewards of club operation, and they provide member-oriented backup to General Manager Chip Chamberlin and department managers for successful club function. Committee members' time and talents are much appreciated.

We have eleven very important club committees. I'll focus on the Social Committee—recent and past activities. JoAnn Shallcross is Social Committee chairman. Special thanks to her. Committee members are Moni Bottlinger, Debbie Laughinghouse, Linda Payne, Gini Stambaugh, Kathy Blowers and Kay Henley. Thanks to them as well. Chip Chamberlin, Event Planner Barbara Costanza, Dining Room Manager Aubrey Ipock, Executive Chef Scot Stiehl, Vice President Bill Knecht and I attend meetings as indicated.

At a recent meeting, JoAnn led her committee through a review of all the social activities of 2013, and they mapped out social activities for each month of 2014. All the social events are in addition to the usual fare of birthday night, burger night, steak night and seafood night, each with live music. Add to that the quarterly wine and tapas events with Chef Scott Stiehl; Sunday brunches; and at least two dinner theaters per year, directed and produced by member Bud Pitzer. A *very cool feature* of our dining room is if you are attending a dinner where a lot of good food is served and you desire a smaller meal or salad, you can order off the lunch menu at any time.

Next month I'll report on another committee's activities. This month I especially want to thank the Social Committee for their enthusiasm, teamwork, belief in the club and hard work.

The social season kicked off with the annual Valentine dinner dance on February 14 and the Academy Award dinner on March 1, followed some years by a St. Patrick's Day party in March, Easter brunch and Easter egg hunt and ice cream for the kids on April 20, pool party and cookout on May 25 and events to be announced in June.

The remainder of the year will be reported in later articles. There are also many social events associated with golf, tennis and swimming programs for members. If you would like more information about the CCCC, contact Chip at 725-1034, ext. 12, or Tom at 725-3013.

In Memoriam

Anita Adler
Eleanor Bisbee

THE GEEK CORNER

By Dan Law

For many years, Microsoft's Windows XP has been touted as the best operating system, and there are still huge numbers of users out there who are refusing to move forward to more modern operating systems. This is especially true for many business owners, since upgrading means a big investment and retraining employees to new system requirements—and the risk of mistakes along the way that could be very costly.

I also resisted the move from XP to Vista. I simply hated everything about Vista, which seemed alien in comparison to my beloved XP. But then along came Windows 7, and about a year after its official launch and after extensive testing, I made the leap. It did take some time to get used to the many differences and the system didn't feel anywhere close to my old software.

After several months with my Windows 7 Home Edition software, I started writing for *The Shoreline* and needed to find a way to work well between my upgraded system and the Windows XP system still in use at *The Shoreline.* I called Microsoft and asked them how I could make their software work for my current needs; that's when I learned a very important lesson.

Microsoft suggested that I upgrade to Windows 7 Pro, which has many of the system tools that are currently used in Windows XP. They even offered me a big discount to upgrade, due to my volunteer status for our town and the fact I wasn't using it for business profit. With this upgrade my problems were solved. The Pro version was the answer I was seeking, and once I got over a small learning curve, I began to feel like I was back using my old trusted and beloved XP, only better.

There are actually several Windows 7 packages available for purchase: Starter, Home Basic, Home Premium, Professional, Enterprise and Ultimate. Home Basic or Premium will work well for most home users, but business owners should consider Windows 7 Pro, Ultimate or Enterprise, as they were designed with the business owner in mind.

According to Microsoft's website, "all editions [of Windows 7] will receive Mainstream Support (new features and bug fixes) until January 2015 and Extended Support (security updates) until January 2020." This means that if you decide to invest in this newer and more secure operating system, you will be facing the same dilemma in the very near future—an operating system whose time is expiring again.

With your investment in mind, should you buy Windows 8.1 or 8.1 Pro? The jury is still out and current reviews aren't as favorable as they were for Windows 7, especially for business owners. I'd highly recommend you do some research first. Read what *PC World* readers have been saying or, better yet, hire an IT expert to make sure you are making a move that you won't later regret.

Since I am *not* a fan of Microsoft's newest Windows 8 software (which seems like its total purpose was for social media, movies, telephones and small tablets) and I'm feeling like I did when Vista came out, I think I'll stay with Windows 7 Pro for the foreseeable future and hope that they listen to their customers again and release Windows 9 in a more business-friendly environment.

One more Windows XP caution from the Microsoft website: "After April 8, 2014, technical assistance for Windows XP will no longer be available, including automatic updates that help protect your PC. Microsoft will also stop providing Microsoft Security Essentials for download on Windows XP on this date. (If you already have Microsoft Security Essentials installed, you will continue to receive anti-malware signature updates for a limited time, but this does not mean that your PC will be secure because Microsoft will no longer be providing security updates to protect your PC.) If you continue to use Windows XP after support ends, your computer will still work but it might become more vulnerable to security risks and viruses."