

# LANDINGS

RIVER LANDING E-NEWSLETTER | WINTER 2019





# CLUB UPDATE

Over the past several months, the management team and employee family of River Landing have devoted themselves to restoring the Club and its amenities to the standard our members have come to expect. While there is still more work to be done, we will soon be taking another important step on the path back to normalcy.

## **FITNESS CENTER**

On Monday, March 11th, the Fitness Center will resume its normal operating hours of 5am to 10:30pm. Member cards will once again be required to gain access to the facility as it returns to Club use. The Members Room will also re-open and be available for activities such as bridge, Mahjong, quilting and meetings. The pools and tennis courts will not be ready to re-open, however our staff is working with outside contractors to ensure these amenities provide a first-class experience for members and their guests when they return to service. An announcement regarding the re-opening of the pools and tennis courts will come at a later date.

## **CLUB COTTAGES**

The renovation of the Club Cottages is complete and these accommodations are back in service. If you have reservations for the cottages, rest assured they are fully prepared and awaiting your visit!

## **CLUBHOUSE**

Our staff and construction crews have worked exceptionally hard to restore the main areas of the Clubhouse, and we are proud they have been able to finish enough of the space to hold a number of previously scheduled events. However, there are still several sections of the building that require more time to complete. A date for re-opening has not been established, but we expect it to be sometime in late spring. An announcement will be made once a decision has been confirmed. In the meantime, we thank you for your support of the Mad Boar restaurant while the Clubhouse is closed.



## **CLUB DUES**

With each step the Club takes on the way to recovery, we are pleased to offer more and more services to our members. The golf courses have been open for months and are in terrific condition. The Fitness Center has been operational on a limited basis, but is now returning to member use. We realize, however, that these are only a portion of our overall amenities. We would therefore like to reassure our membership that Club dues will not resume until at least May 1st. We understand many of our members have the added financial burden of rebuilding damaged homes, and we hope the continued suspension of dues over these six months has provided some much needed relief. Information regarding the resumption of dues will be shared once we know more.

## **#RLSTRONG COMEBACK COOKOUT**

To celebrate our amazing property owners and members, and to honor you for the strength and fortitude you've shown throughout this recovery process, the management of Murphy Family Ventures would like to invite you to another special community building event.

The #RLSTRONG Comeback Cookout will be held on Thursday, March 28th, from 6-8pm on the Terrace of the River Landing Clubhouse. It's a chance for friends and neighbors to re-connect, and to share the spirit of this wonderful community which has been so evident over the last several months. Just as we did at the barbecue in October, my family and our leadership team will be serving up dinner. We are eager to show you how grateful we are for your commitment, your support, and your dedication to everyone who makes up our entire River Landing Family.

# SAVE THE DATE

RLMGA Opening Day	March 16 <sup>TH</sup>
Twilight Golf & Social	March 29 <sup>TH</sup>
Celebration Mixer	April 6 <sup>TH</sup>
Bill Lord Tournament	April 16 <sup>TH</sup>
RLMGA Spring Classic	April 20 <sup>TH</sup>
RL Rotary Pro-Am	April 24 <sup>TH</sup>
RL Member-Member	April 26 <sup>TH</sup> - 28 <sup>TH</sup>
US Open Qualifier	May 1 <sup>ST</sup>
Couple's Cup #1	May 5 <sup>TH</sup>
Ladie's Scratch Challenge	May 9 <sup>TH</sup> - 10 <sup>TH</sup>
Twilight Golf & Social	May 10 <sup>TH</sup>
RLGALS Invitational	May 23 <sup>RD</sup>



## REMINDERS

**Golf Cart Pairing Up** – You must pair up when leaving the 1st Tee and make sure there are 2 riders in each cart. If you don't, it is careless and adds age to our cart fleet!

**Practice Range Mats** – When the balls are set to hit on the range mats, you must only hit on the mats. They are intended to protect and prolong the natural grass tee for all golfers.

**Back Driving Range** – Please keep golf cart traffic limited to the cart path or beside the south practice tee. Our maintenance staff is trying to improve and beautify our practice area and the traffic elimination will help substantially.

**Native Grasses & No Mow Areas** – You must not drive golf carts or push carts through the native areas. There should never be any vehicles in the grass; this will not be tolerated.

**Safety First** – Please wait for the golfers ahead of you to clear the landing area before you hit your next shot. It only takes one errant shot to change our community. Are you really impatient enough to jeopardize someone's life? If you are, think about someone doing the same thing to your spouse, child or best friend. It's just a game!

**Golf Shop Vendors** – Please know that just because you don't see it in the golf shop doesn't mean we can't order it! We can compete with, and usually offer a better price on, new products than most golf stores. Please ask a member of the golf staff for a price if you don't see it in the golf shop.

**Golf Course Cart Towels** – Please, please, please return any cart towels you may have accidentally taken home or left in your vehicles.

**Cigarette Butts & Trash** – Please keep River Landing Green & Clean: "No butts about it!" We would like to inform all smokers we do have ashtrays for golf carts so please ask the staff for one and help us keep our golf courses free of butts!!!

# GOLF PRO'S CORNER

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## SPRINGTIME IS OFFICLALLY HERE

March is my favorite month of the year for the simple reasons:

- 1) It's Springtime in River Landing!
- 2) March Madness!
- 3) Daylights Savings Time
- 4) Augusta is just around the corner!

The words from Pharrell Williams song "Happy" come to mind: "because I'm happy...Clap along if you feel like a room without a roof. Clap along if you feel like happiness is the truth. Clap along if you know what happiness is to you. Clap along if you feel like that's what you want to do".



*Larry George*

Well I'm clapping. I'm clapping because I'm seeing more people move back into their homes! I'm clapping because I see more lights on in the community at night! I'm clapping because there are still people helping people! I'm clapping because I see more and more repairs and we are all further down the road. Thank God! The road to recovery is a very long one for many, and we are getting closer to the end of that road together. I hope this springtime you are happy and clapping and keeping golf as well as life in a better perspective. Dagnabbitt, another 3-putt!!



## HOLES-N-ONE

The first RL Hole-n-One of the year was made by none other than Dr. Rick Gilliland. Congratulations! On March 1st he aced the 11th hole of The Landing Course playing 149 yards with his 6-iron. He says it was a smooth 6-iron but he's pulled my teeth before and smooth isn't in his repertoire!

# NEIGHBORS *Still* HELPING NEIGHBORS

## VOLUNTEERS ARE AVAILABLE FOR RECOVERY ASSISTANCE

If you're a River Landing property owner who still needs help with disaster recovery, the **Neighbors Helping Neighbors** group is at your service. The primary goals of these tireless warriors may have been met, but that doesn't mean their work is done!

Do you have a need? These RL volunteers are still intact as a group, and willing and able to help with all kinds of tasks and support. Just contact organizer Tom Castellino and he will rally the troops as needed to assist their friends and neighbors. Not sure if they can handle your request? Ask anyway. If they can't do it, they'll help you find someone who can.

Every day our community takes another positive step on the road to recovery. The **Neighbors Helping Neighbors** are there to support you in your journey, every step of the way!



For more information or to ask the **Neighbors Helping Neighbors** group for help contact:

**TOM CASTELLINO**

**TCASTELLINO@CASCONSULTINGGROUP.COM | 412.217.6166**

# MEN'S GOLF ASSOCIATION

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**“Where River Landing Men meet to share a laugh, a beer, and some golf.”**

River Landing Men's Golf Association had its annual meeting on January 30, 2019. It was a great meeting with 67 signing up for the new season. The Pros provided a short video of the rule changes for 2019 and the results for 2018 were presented. Most improved golfers in 2018 were: Tom Green, handicap improved from 8.6 to 5.4, Ron Pettit, whose handicap improved from 18.6 to 12.5, and Gary Wintrode whose handicap dropped from 28.1 to 21.5! Congrats to all!! Eagles were scored by the following members in 2018: Charlie Shaeffer, Jim Harless, Dave Cailer (who had three!), John Nemeth, Joe Elko, Chuck Winwood, Ron Pettit, Rick Batchelor and Tom Wilders. There were six Aces in 2018: Randy Weston, Jim Candido, Rob Flower, Ed Zupko, Jim Davis, and Tom Stamm. Great shooting guys! If you are not a current member of the RLMGA, but would like to join, you can find application forms and more information at the pro's desk; we'd love to have you join us. Don't forget to visit our website at [www.rlmga.com](http://www.rlmga.com)!

## TOP MONEY WINNERS

Rich Lutze  
Jim Frater  
Randy Weston

## IRON MEN

Tom Howell  
Jim Frater  
Rich Lutze

## **2019 RLMGA BOARD MEMBERS**

Jim Frater, *President*  
Randy Weston, *Vice President*  
Harry MacLaughlin, *Secretary*  
Walt Dlugolecki, *Treasurer*

Bob Miller, *Tournament Director*  
Billy Peterson, *Assistant TD*  
Tom Howell, *Member at Large*  
Rick Zeranski, *Member at Large*

We look forward to a great 2019!  
Harry MacLaughlin  
*RLMGA Secretary*



# #RLSTRONG

COMEBACK COOKOUT

*You're Invited!*

To celebrate our amazing property owners and members, and to honor you for the strength and fortitude you've shown throughout this recovery process, the management of Murphy Family Ventures would like to invite you to another special community building event.

THURSDAY, MARCH 28<sup>TH</sup>, 2019

6-8PM

RIVER LANDING CLUBHOUSE TERRACE





# GOLF ASSOCIATION FOR LADIES

The River Landing Golf Association for Ladies (RLGALS) was formed in 2001 to promote and encourage interest and confidence in competitive play, and to familiarize women with golf rules, etiquette, and good sportsmanship. The organization provides an opportunity to meet and socialize with other female members. We are a friendly and supportive group that has a lot of fun!

The RLGALS consists of three groups: the 18 hole group is recommended for players with USGA handicap of 40 or less; the 9 hole group is open to all players, with no maximum or minimum handicap, and the social group is open to ladies who are RL golf or sports members who may not be interested in competitive golf. These ladies have the option to learn or improve their golf in a group setting or just receive RLGALS correspondence and attend charity events and luncheons. All members will be listed in a member directory.

Female members of River Landing Golf Club, 18 years and older, are eligible to join. Annual dues are \$60 for golfing members and \$30 for social members. Wednesday play days begin in mid-March and run through early November. Game improvement clinics are offered during the season as well as team match play and opportunities to 'Play with a Pro!' There are many opportunities for RLGALS members to compete in leagues outside of our community as well.

Please join us! Feel free to contact me for further information. If you are new to golf, or have a little experience, please let me know so we can help you get started!

-Jackie Fiala  
President, RLGALS  
910-789-4773





A white car is parked in a parking lot with its trunk open. The car is positioned on the left side of the frame. In the background, there is a large brick building with several windows and a black lamp post. The scene is set during the day with soft lighting.

# NEXT GENERATION

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Engaging with  
the future of  
River Landing through  
a progressive brand,  
a dynamic family,  
and micro-influence.

You **Tube**



*YouTube star LikeTesla Kim outside of Mad Boar.*

**F**ounded in 2003 by American entrepreneurs Martin Eberhard and Marc Tarpenning and named after Serbian American inventor Nikola Tesla, Tesla Motors was formed to develop an electric sports car.

Eberhard was Tesla's chief executive officer (CEO) and Tarpenning its chief financial officer (CFO). Funding for the company was obtained from a variety of sources, most notably PayPal cofounder Elon Musk, who contributed more than \$30 million to the new venture and served as chairman of the company, beginning in 2004.

In 2008 Tesla Motors released its first car, the completely electric Roadster. In company tests, it achieved 245 miles (394v km) on a single charge, a range unprecedented for a production electric

car. Additional tests showed that its performance was comparable to that of many gasoline-powered sports cars: the Roadster could accelerate from 0 to 60 miles (96 km) per hour in less than 4 seconds and could reach a top speed of 125 miles (200 km) per hour. The lightweight car body was made of carbon fibre. The Roadster produced no tailpipe emissions, as it did not use an internal-combustion engine.

Since that time Tesla has passed 300,000 vehicles shipped worldwide. They were at about 287,000 vehicles at the end of 2017, with almost 30,000 cars shipped per quarter.

In 2018 TESLA approached Four County Electric in regards to a supercharger station that would service interstate 40 from Wilmington to Raleigh/Durham.

Four County reached out to Murphy Family

Ventures in order to secure an ideal spot for the Tesla chargers.

By late 2018, the parking lot across from Mad Boar popped up on the Tesla navigation system as a supercharger station nearby to food and lodging.

The marketing potential of such a resource did not escape Marketing Manager Meredith Horne who almost immediately started brainstorming how to market the River Landing community to the Tesla and alternative energy community. One way was to reach out to a new breed of marketing agency: the independent micro-influencer.

A micro-influencer is someone who has an audience within the follower range of 2,000 followers up until about 50,000 followers on a particular social media channel, usually comprised of a focused passion, topic or niche market. In the Tesla world that person is LikeTeslaKim.

A wife, a mother, a sustainability advocate, and a Tesla devotee, Kim has a following of almost 11,000 Instagram followers, 2,500 Facebook fans, and almost 100,000 YouTube subscribers. Along with her husband and two sons, Kim takes her audience on adventures across the country showing off the electric vehicle lifestyle.

Just after the start of 2019 Horne received an email from Kim asking about a stop at River Landing as her family would be roadtripping to the NBA All-Star Weekend festivities in Charlotte. Horne set up golf lessons and rooms for Kim's family to enjoy on their way to the coast from Charlotte.



***Tesla driver and enthusiast Kim visited The Village at River Landing and also learned to hit a ball at the driving range. As of press time, the video of her visit to River Landing had acquired over 108,000 views worldwide.***

When they arrived Kim was pleasantly surprised by the Tesla option available.

“We went into this thinking there would just be a destination charger here. We didn’t realize that they had the Superchargers here, which is really cool. They hadn’t popped up yet on the Tesla maps so it was a pleasant surprise,” said Kim.

After they plugged their car in and checked into the Holiday Inn Express they headed to Mad Boar to meet up with Andrew M. Odom, Custom Home Program Manager, despite having two



road-weary boys and a long day of driving behind them.

The night ended early as the family was planning a Sunday day trip to the beaches just beyond Wilmington. Kim did note how it was cool to have a room that overlooked their charging car.

That night she posted to Instagram as well as Facebook Live broadcasting her satisfaction with River Landing.

That Monday morning, with a day of driving ahead of them, Kim and her family stopped at our fitness center to meet up with assistant golf pro Justin Riker for a family golf lesson on the driving range. It was the first time Kim had swung a golf club and a fun time for both boys! Just moments after her first swing Kim’s husband was posting it to her Instagram Story again tagging River Landing and using hashtags like #RiverLandingTesla and #TeslaNC.

In days gone by that sort of advertising would take weeks to be drafted, approved, and circulated, all the while taking on a more hermetic and rehearsed feel. But before we returned to the office, both Kim and Horne had made post seen by thousands of followers.

Micro-influencers like TeslaKim are often the most informed in their niches. They are experts on a particular topic and typically have a very engaged community of followers who rely on (and trust) their content. They are believable and credible, because they are usually everyday people sharing their passion, their personal recommendations, their everyday life, and their likes and dislikes.

As the lesson came to a close and it was obvious the sun was not going to make its presence known, Kim drove her Tesla Model X to the clubhouse to show off its lines, its state-of-the-art falcon wing doors, and to give Odom his first Tesla driving lesson!

It was a cool experience for all involved. In just one short weekend River Landing had positioned itself as a classic community with progressive ideas, thanks to social media marketing and girl named Kim!

*Kim and her sons learn how to swing from assistant golf pro Justin Riker.*



*Tesla charging at Mad Boar - Photo courtesy of TeslaMotorsClub.*



# RIVER LANDING

## CUSTOM HOME PROGRAM

SPRING 2019  
BUILDERS SHOWCASE



## Your Comfort and Confidence

Designing and building your dream home is the opportunity of a lifetime, and while it is exciting and rewarding, it can also be overwhelming.

Rest assured that the CHP Members are here to guide you through the process from the initial design until the key is in your hand. We strive to maintain the aesthetic beauty of our community. Great care has gone into establishing the architectural guidelines for the design, construction and landscape of your home.

# April 11-12, 2019

*River Landing || Wallace, NC*



# Visit River Landing

## April 11-12, 2019

Learn all you need to know to get started building your custom dream home. Have your specific questions answered in one place, at one time.

- Meet CHP Allied Partners
- Enjoy meet 'n greet opportunities
- Tour custom homes
- Meet River Landing team members
- Meet with CHP preferred builders

STONE  BUILT

STONE BUILT CONSTRUCTION  
TRAVIS STONE  
910.810.8500  
STONEBUILTCONSTRUCTION.COM



FINE CUSTOM HOMES SINCE 1981

BARKER & CANADY  
CUSTOM HOMES  
TOM CANADY AND PHIL BARKER  
910.509.2014  
BARKERCANADY.COM



RIVER LANDING CUSTOM HOME  
BUILDERS  
COURTNEY ST. PIERRE  
919.931.0939  
RLCUSTOMBUILDERS.COM



WILKINS & WILKINS  
GENERAL CONTRACTING, INC.  
JIM WILKINS  
910.458.2524  
NCGENERALCONTRACTOR.COM

Email [AODOM@RIVERLANDING.COM](mailto:AODOM@RIVERLANDING.COM) or visit [RiverLanding.com/building](http://RiverLanding.com/building)

# CHP ALLIED PARTNERS

Thank You To Our 2019 Partners



**FIRST BANK**



Allow us to put you in touch with our 2019 CHP Allied Partners.

Contact us at 910-285-8948 ext. 2244.

A photograph of two men on a golf course. One man in a blue shirt and khaki pants is holding a flagstick with a yellow and green flag. The other man in a purple shirt and light-colored pants is leaning over, preparing to putt. The background shows a lush green golf course with trees and a sand trap.

# RIVER LANDING

## *Celebration*

# GOLF MIXER

*All River Landing Members are invited:*

SATURDAY, APRIL 16, 2019

ENTRY FEE: \$15 PER PLAYER

LUNCH IS INCLUDED

We want to encourage every RL Member to participate in this event to reconnect our membership. Strengthening our bond as a golf community and growing new relationships is the goal, so if you are reading this and you are a member, we are talking to you!

FORMAT: SCRAMBLE, SHAMBLE, AND BEST BALL

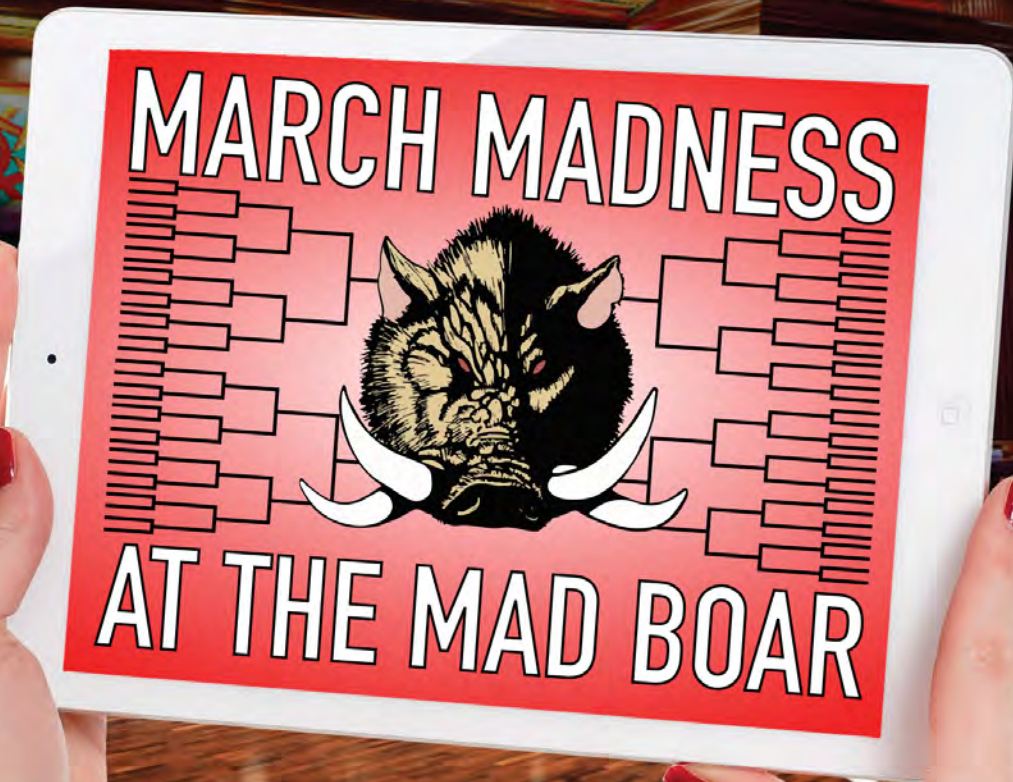
9:30AM SHOTGUN START ON THE LANDING COURSE

MULLIGANS AND 50/50

*Registration is now open.*

Sign-up is on Golf Genius or at the Golf Shop!

# WIN A NEW IPAD!



## SPEND \$20, GET AN ENTRY

March is the month for the best basketball action at Mad Boar, and this year we want to make watching your favorite team a little sweeter. Join us in our Pub from now until April 8, 2019 to watch any live NCAA Division I basketball game and you'll have the chance to win a FREE iPad. For every \$20 you spend in food and drink while watching the games in our Pub during this time, you will get an entry into the basket for a chance to win.



More details and full list of rules available on our website:

[www.MADBOAR.com/MARCHMADNESS](http://www.MADBOAR.com/MARCHMADNESS)

# REAL ESTATE UPDATE

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As River Landing continues its partnership with Intracoastal Realty into 2019, we are proud of the progress we are making together. The Keith Beatty team at Intracoastal is committed to introducing new property owners to our wonderful community, and to helping make the transition easier for those who find it necessary to leave. Broker-in-Charge Keith Suttle and Broker Associate Brandon Hendrickson have devoted their efforts to working on behalf of both buyers and sellers in River Landing. You can find them at the Welcome Center, so feel free to stop on by!

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## HOME SALES

Homes Sold (2019)	10
Homes under Contract (2019)	9
Homes Sold (12 months)	34
Under Contract (12 months)	9

## LOT SALES

Sold (2019)	3
Sold (12 months)	20

## ARCHITECTURAL UPDATE

New homes approved (2019)	1
Homes completed (2019)	1
Homes currently under construction	9
Completed homes in River Landing	463

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**KEITH SUTTLE**  
Broker-in-Charge

[KSuttle@IntracoastalRealty.com](mailto:KSuttle@IntracoastalRealty.com)  
910-520-0575



**BRANDON HENDRICKSON**  
Broker Associate

[Brandon@IntracoastalRealty.com](mailto:Brandon@IntracoastalRealty.com)  
301-302-9941

For all of your real estate needs, be sure to contact Keith or Brandon with Intracoastal Realty. With offices in the River Landing Welcome Center, they'll be happy to help you!

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# AMERICAN RED CROSS RECOGNIZES RIVER LANDING MEMBER DARYL STEINBRAKER

River Landing Resident and Red Cross volunteer, Daryl Steinbraker, was recently recognized in an East NC Red Cross article that details acts of bravery and heroism by volunteers in the area. After being rescued herself by boat, Steinbraker sprung into action as a guide for the drivers of the boat who we're not familiar with the area.

With her knowledge, they were able to transport supplies to flooded areas in our community and other areas nearby. She continued her duties at the local shelter, and served as the area's government liaison, providing government officials with vital information. To read the American Red Cross article, visit [www.eastncredcross.wordpress.com](http://www.eastncredcross.wordpress.com).

Mrs. Steinbraker's determination and volunteerism are representative of our community as a whole. Her story reflects an endless amount of others in the aftermath of Hurricane Florence, and serves as a written testimony of the resilience of the people of River Landing and the surrounding areas of eastern North Carolina.



## CONTACT US

### IMPORTANT PHONE NUMBERS

Welcome Center (910) 285-4171  
Golf Shop (910) 285-6693  
Gatehouse (910) 285-1020  
Clubhouse (910) 285-1010  
Catering Sales (910) 285-1487  
Sports & Fitness Center (910) 285-1015  
Horticulture (910) 285-1027  
POA (910) 285-1038

### WEBSITES

RiverLanding.com  
RiverLandingPOA.com  
MadBoar.com  
VillageSubsNC.com

### E-MAIL US

[info@riverlanding.com](mailto:info@riverlanding.com)

### UTILITY SERVICES

**Electricity (910) 289-4534**  
Four County Electric Membership Corporation

**Natural Gas (800) 752-7504**  
Piedmont Natural Gas Customer Service

**Water/Sewer (910) 285-2812**  
Town of Wallace

**Telephone/Internet (910) 592-9111**  
CenturyLink

**Trash (910) 285-1038**  
POA Office

**Cable/Internet (888) 438-2427**  
Charter/Spectrum Communications

**Ambulance/Wheelchair Van (910-210-0400)**  
Carolina Ambulance Specialty Transport